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GIFT OF PUBLISHER

AUG 18 '39

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 1

JANUARY 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

A *Play* *(in much less than one act)*

FOR A FEW MOMENTS OF YOUR ATTENTION



THE SCENE *is the office of an agency in New York. It is charmingly furnished with two people, their principal features being one with a hat and one without. The rest can be left to the discretion and taste of the reader. As the Curtain Rises they are in the midst of a heated debate.*

MAN WITH HAT: *WOR, WOR, WOR!* Dammit, that's all I hear. Day in and day out —*WOR!* Use *WOR!* It's not original.

MAN WITHOUT: Can you top it?

M.W.H.: Let me think.

M.W.: How about suggesting that Old Ekins *double* his time on WOR?

M.W.H.: (*carried away*) Double his . . . That's it! Something *new!* Someth . . .

M.W.: Nothing new about that at WOR. It's an old habit with its sponsors.

M.W.H.: (*a little disturbed*) Well . . .

M.W.: Wait. Take it easy. We've never really sold the old man on WOR. We've never told him that it covers the 1st, 3rd and 18th greatest markets on earth . . .

M.W.H.: . . . and that more than 73% of its sponsors are among the country's greatest space-and-time bigshots . . .

M.W.: . . . don't forget that it carries more national spot placements than any station anywhere . . .

M.W.H.: (*rushing for door*) and wait till he *sees* those WOR success stories!

M.W.: (*shouting after him*) Watch out for that receptionist with the buck teeth. She's dynamite. Get to the old man by the fire-escape!

(*Curtain*)

WOR

AUDIENCE MAIL IS AUDIENCE PROOF

42,535 LETTERS IN ONE WEEK

75% OF THE TOTAL FROM THESE FOUR PROGRAMS:

- **5:30-6:00 A. M.**—This program, broadcast when "nobody could be listening", received a total of 4,645 letters from 41 states and Canada.

- **7:45-8:00 A. M.**—A children's show that received 4,115 letters, each containing a package seal—100% proof of purchase.

- **1:45-2:00 P. M.**—5,468 listeners wrote to this household hint feature enclosing their favorite recipes and time saving tricks in the home.

- **2:15-3:00 P. M.**—A homemakers' participating program received 6,686 letters from a mid-afternoon women's audience. The prize was a basket of WLS advertised products.

WLS Gets Results

ANY TIME OF DAY

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* *(Chicago)* Glenn Snyder, *Manager*

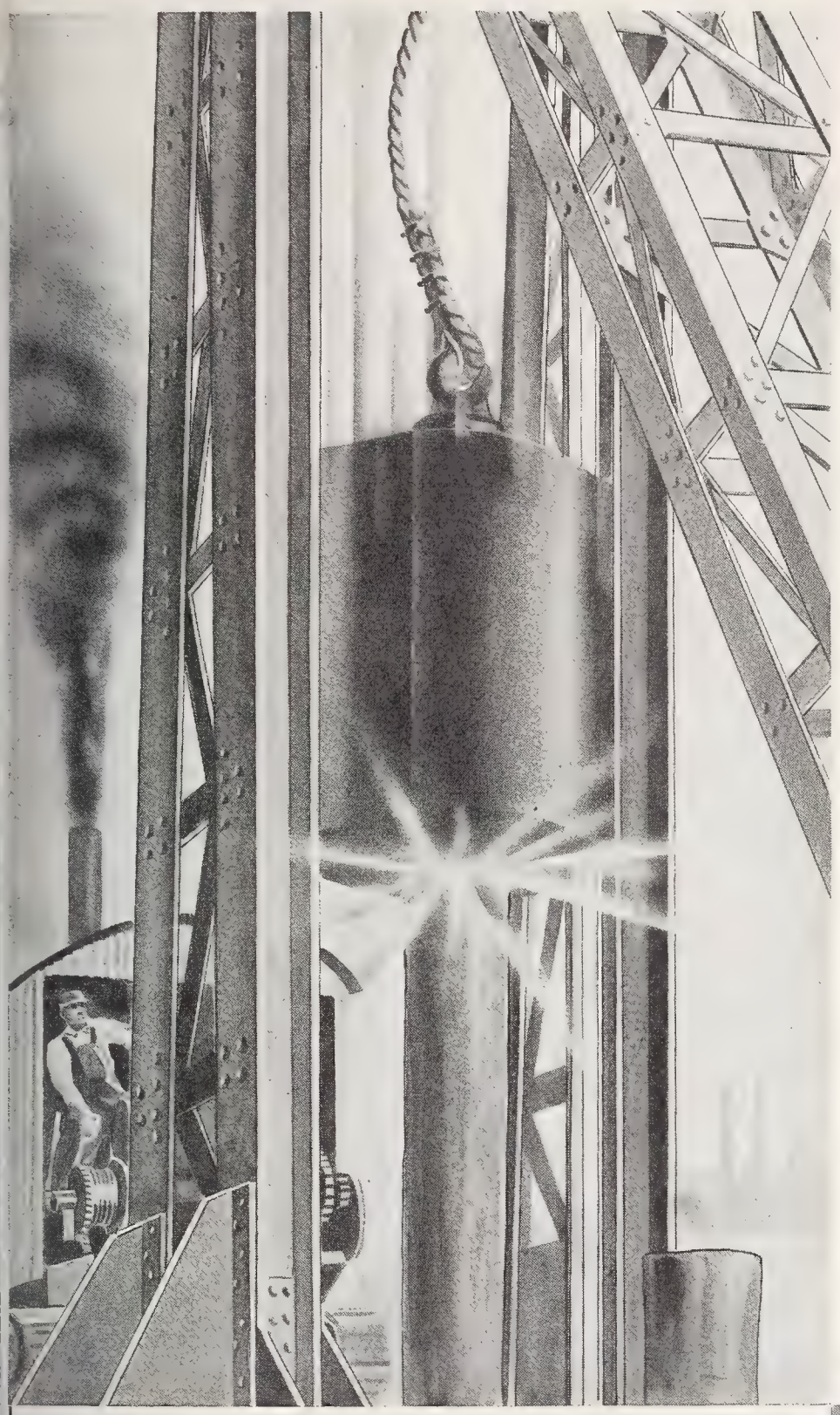
Represented by

JOHN BLAIR AND CO.

New York · Chicago · Detroit
Los Angeles · San Francisco
Seattle

TK6540
.B88

IMPACT!



— to pound home your message in New England's major markets

THE emphasis of your sales messages in New England must be spread over many key markets, situated throughout that extensive territory from the Connecticut shore of Long Island Sound to Aroostook County in Maine.

Coverage so effective and comprehensive demands an unusual medium. This is provided by The Yankee Network with 16 popular local stations located in the urban shopping centers of all important trading areas.

Through these 16 stations, giving direct access to all cities of 100,000 population and over and many in-between centers, you may reach more than 8,000,000 prospective customers with a campaign of such impact that its results are certain to be registered, with surprising speed, in your sales for this area.

This is the most complete radio coverage of New England you can buy at any price.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport, New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WLLH	Lowell, Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

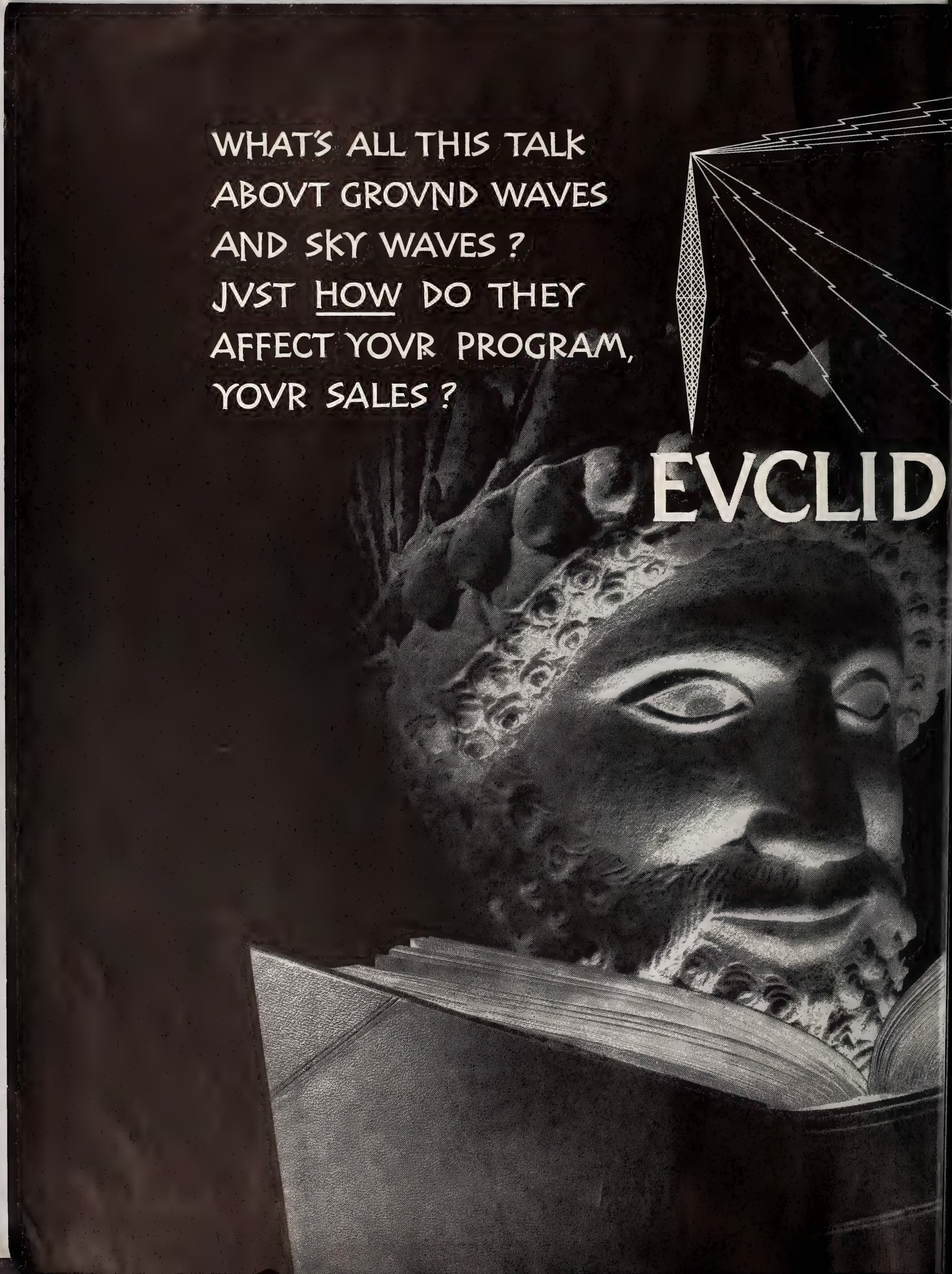
THE YANKEE NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

33-14221

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WHAT'S ALL THIS TALK
ABOVT GROVND WAVES
AND SKY WAVES ?
JVST HOW DO THEY
AFFECT YOVR PROGRAM,
YOVR SALES ?

EVCLID





EVCLID . . . Famous Greek mathematician who flourished about 300 B.C. Renowned as a geometrician, his greatest work is the "Elements", in thirteen books.

Today, there are certain radio "propositions" which can be demonstrated as clearly as Euclid's problems. NBC would like to show you—Q.E.D.

HAD THE ANSWER

AND IT'S THE SAME AS NBC'S

We'd like to tell you about it!

You know that a distant radio station often can be heard better than one near at hand. But do you know that power may not be the reason? Sky waves, ground waves, kilocycles and other technical aspects are linked up with such situations.

When you seek nationwide radio coverage the *total* result is the result that counts. This or that part of the job may have a certain interest, but—as Euclid put it centuries ago—"the whole is greater than any of its parts."

Nationwide circulation for your radio program means something more—much more—than circulation in the cities where the regular listener-surveys are conducted. It means circulation among consumers in small towns, villages and rural areas, *besides* big city populations. That's the kind of a job the NBC Red Network does for you—and *does better* than any other network.

Ask any NBC Red Network representative to *prove it*—he will arrange to give you the full story of our new nationwide study of "The Forgotten Ten Million" (ten million radio families whose listening habits and preferences have never before been revealed.)

As Euclid would express it: *The Best Coverage + The Best Programs = The Biggest Circulation*—and there's only one solution to that equation, the NBC Red Network!

Do You Know—

That 50% of all U. S. radio homes—urban and rural—rely on "remote service" from major network stations?

That there are 10,000,000 radio families in the "rural areas of remote reception?"

That the habits and preferences of these 10,000,000 families are not reflected in any studies of city listeners?

That these listeners add a great plus value to Red Network circulation?

That NBC's new survey tells the why and how of all these facts, and what they mean to you? Call NBC for the full story!

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

COMMUNITY SERVICE...

More Than a "Catch Phrase" at WWJ

City of Detroit
DEPARTMENT OF POLICE

"One of the pleasant compensations of my office has been the fine spirit of co-operation which has been extended by radio station WWJ in broadcasting to the public messages of public import. . . . This department knows that it can always look to WWJ when it is essential to bring to the public a program covering any of the fields of police activity."

(Signed) HEINRICH A. PICKERT, Commissioner.

Old Newsboys' Goodfellow Fund

"I am writing to you as Chairman of the city championship foot ball game committee of the Old Newsboys Goodfellow Fund to express to you the gratitude of the Old Newsboys for the kindly and gracious act on your part in donating the radio time of your station to the Old Newsboys to cover the game. It is but another example of the high public spirit which has always characterized the management of WWJ."

(Signed) ERNEST P. LAJOIE, Old Newsboys Goodfellow Fund.

WAYNE COUNTY MEDICAL SOCIETY
4421 WOODWARD AVENUE AT CANFIELD
DETROIT

"The Wayne County Medical Society is glad to have this opportunity of expressing its sincere appreciation of the co-operation which has existed for many years between radio station WWJ and the Society. . . . You have always been most helpful and considerate in assisting us to develop a worthwhile program of information for the public on matters concerning health."

(Signed) HENRY R. CARSTENS, M. D., President.

UNIVERSITY OF DETROIT
McNICHOLS ROAD AT LIVERNOIS
DETROIT, MICHIGAN

"For some six years the University of Detroit has been providing a weekly educational broadcast through the facilities of WWJ. . . . On behalf of the University faculty and administration I wish to thank you for all your have done to make our relations so invariably pleasant."

(Signed) A. H. POETKER, S. J., President.

The Detroit Council of Churches

"It is now more than seven years since the first Morning Devotions program was broadcast and a great audience testifies weekly to the spiritual help and comfort they receive from these periods of meditation and worship. . . . In expressing our thanks we are speaking also for the thousands who have listened."

(Signed) HAZEL D. LEONARD, Acting Executive Secretary.

United States Post Office
DETROIT, MICHIGAN

"I want to express to you my deep appreciation for the splendid co-operation given the Post Office in our 'Greater Use of the Mails' campaign, as well as that rendered during National Air Mail Week through the 'spot' announcements at frequent intervals over the air. I also wish to thank you for the many privileges granted us for talks on the air from time to time in connection with the mail service."

(Signed) ROSCOE B. HUSTON, Postmaster.

The Federal Communications Act of 1934 licenses a radio station to operate *"in the public interest, convenience and necessity."*

That WWJ does operate in complete accord with the true meaning of this act, the accompanying excerpts, from recent letters, bear abundant testimony.

And these are but typical of many letters on file at WWJ praising this station for generous time allotments as well as complete programs devoted to community service and civic betterment.

Perhaps that is another reason why every survey of listener preference ever made in the Detroit market has shown WWJ far in the lead of any other Detroit station. Is WWJ on your 1939 schedules?

WWJ

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

Established Aug. 20, 1920 — *Basic Red Network Station*

The Honolulu Broadcasting Company, Ltd.

is pleased to announce

the appointment of

JOHN BLAIR & CO.

as its National Representatives

Effective January 1, 1939

Offices:

NEW YORK

CHICAGO DETROIT

SEATTLE SAN FRANCISCO LOS ANGELES

K G M B - K H B C

HONOLULU HILO

"The Hawaiian Broadcasting System"



THE GREAT STATIONS OF THE GREAT LAKES

Basic Stations...Columbia Broadcasting System



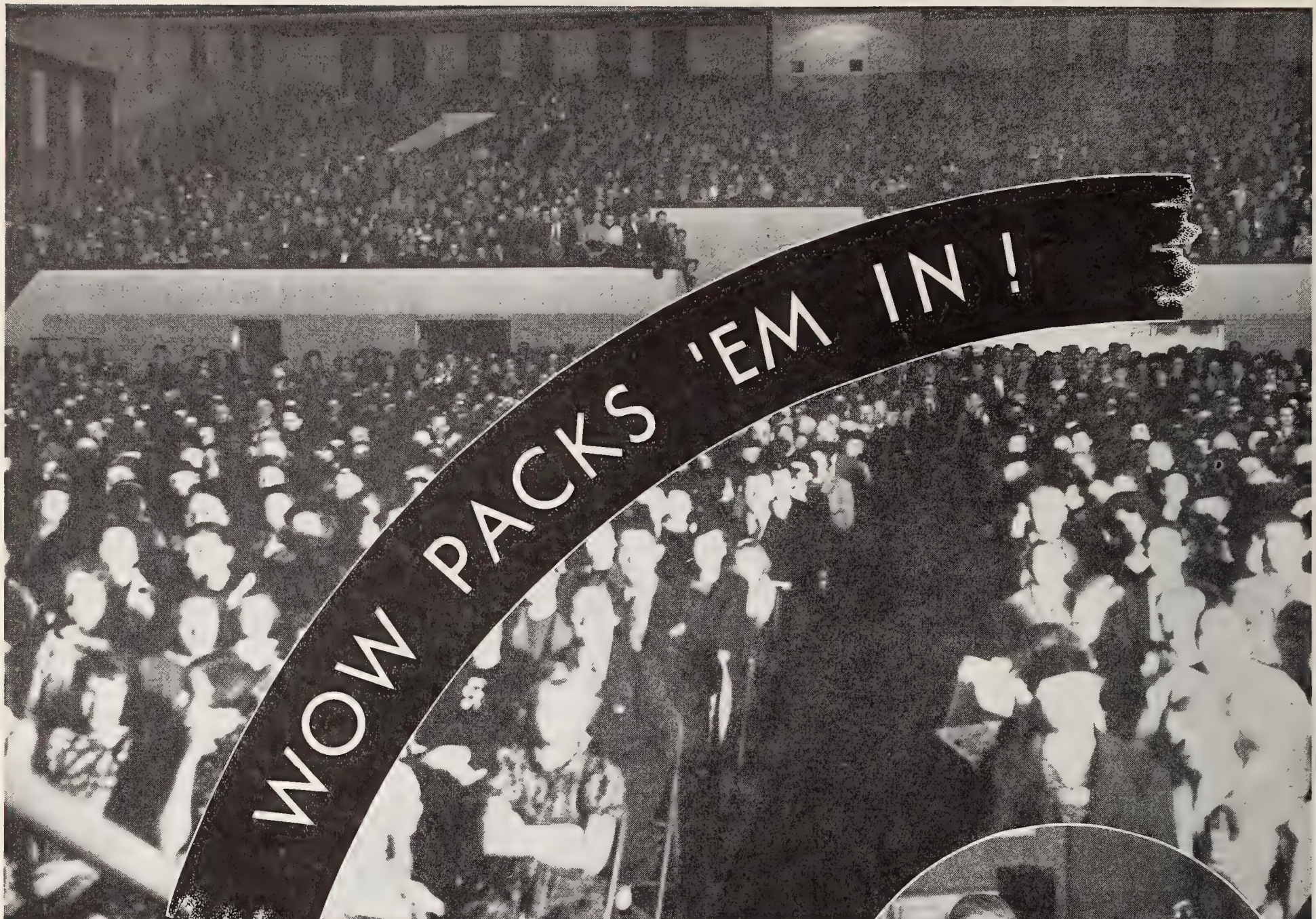
Here's a market with total retail sales only a fraction under that of Metropolitan New York! A single area in which the effective buying income is more than twice that of Chicago! A compact territory in which there are more than two and one quarter million families . . . their wants supplied by over one hundred thousand retail outlets! It's *your* market within the Golden Horseshoe . . . that part of the great Middle West blanketed by WJR, the Goodwill Station, Detroit, and WGAR, Cleveland's Friendly Station. There's gold for you within the Golden Horseshoe. And these two great stations are your *pick* and shovel!

W·J·R ★ **W·G·A·R**

THE GOODWILL STATION
Detroit

THE FRIENDLY STATION
Cleveland

Edward Petry & Company, Inc., National Sales Representatives



• Not even standing room was left in Fremont's big auditorium when the WOW Good Will Follies played in that city.

Fremont Listeners Prove Preference for WOW

• Thriving Fremont, Nebraska, is the center of an important "plus-market" in Nebriowa. Annual retail sales in this market exceed eight million dollars—no small factor in the rich Nebraska-Iowa territory served by Radio Station WOW.

Fremont radio listeners proved their loyalty to this station by turning out 5,000 strong at the WOW Good Will Follies stage show presented there recently. WOW "packs 'em in" for all advertisers seeking to sell this rich middlewestern market.



• W. C. Motter, secretary-manager of the Fremont Chamber of Commerce, promises WOW's Lyle DeMoss the support of his organization.

WOW ★ OMAHA

590 KC • 5,000 Watts • John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society • On the N.B.C. Red Network.

WOW DOMINATES NEBRIOWA'S *Minor* MARKETS, TOO

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 1 WASHINGTON, D. C., JANUARY 1, 1939 $3.00 A YEAR—15c A COPY

1938 Showed Slight Gain; 1939 Hopeful

Advertisers' Budgets, Now Tuned to Volume of Sales, Likely to Be Up; Depression Effects Wearing Off

AFTER a sudden attack of business jitters, complicated by visions of a regulatory nightmare, the business of broadcasting wound up 1938 perhaps a few percentage points ahead of the preceding year's peak and now heads into the new year with bright prospects.

Reports from key business centers, gathered by BROADCASTING'S staff, have a definitely optimistic ring. But there isn't much predicting beyond the first quarter, because advertising budgets have been geared closely to business returns, since the late 1937 and early 1938 recession that became a depression.

Detailed statistics for 1938 are not yet available and won't be for several weeks for the industry as a whole. Despite this, available information tends to bear out the view that 1938 will at least equal the 1937 record year of a $114,222,906 gross and net of approximately $19,000,000 (FCC official figures).

Broadcasters finally have come to the point in their operations where they look toward stability and only gradual, rather than phenomenal year-to-year increases. During 1938 networks as a whole slightly exceeded their business of the preceding year but national spot dropped. Many broadcasters, however, exploited local business more effectively and offset the decline in spot. Moreover, increased operating overhead, entailed mainly through skyrocketing of labor costs and retention of staff orchestras, tended to reduce net returns.

ANA Encouraging

From the Association of National Advertisers on Dec. 22 came a particularly optimistic report. Half of the national accounts surveyed by ANA reported they planned to invest an average of 15% more in advertising in 1939 than the preceding year. An additional 42% will not cut their appropriations. About 84% of the same companies anticipate better sales than in 1938, with the average expected increase quoted at 13%.

Because ANA represents some of the largest advertisers in the country and because a substantial number of its members are radio accounts, the forecast is regarded as significant. It covered 182 leading national manufacturers who spend yearly from $50,000 to more than $1,000,000 each in all lines. These include petroleum products, drugs, toilet articles, grocery products, textiles and wearing apparel, household appliances, insurance, iron and steel. About the only classifications omitted from the survey were automobile and cigarette manufacturers, groups which represent a substantial portion of national radio business and which from all indications intend to maintain their radio pace.

Expect Sales Gains

"It is encouraging to note," said Paul B. West, president of ANA, "that these national manufacturers, on the whole, are planning for 1939 with more confidence than has been evident over the past three or four years. Eighty-four per cent of those replying expect better sales than in 1938, 13% anticipate the same as in 1938, and only 3% expect a decrease. Only 8% plan a decrease in advertising and this is due almost entirely to peculiar industry conditions.



Mr. West

"At the same time, advertising budgets are being kept flexible, perhaps more so than ever before. Few national advertisers find it possible to set up a rigid annual budget. Provision is made in most cases for reviewing the budget semi-annually, quarterly or even monthly. Thus, adverse business or political conditions will result in quick downward revisions. At the same time, many of those at present planning the same expenditures for advertising as in 1938, indicated that their budgets would be increased later if their expectations of better sales prospects are realized.

"The increased dollar expenditure for advertising will not, of course, mean an equal increase in volume if advertising costs continue to go up, as indeed they have since 1929. That is a condition which has and is worrying national advertisers and certain shifts in media may occur as a result. Profitable sales can only be made as a result of profitable advertising. When the cost of a medium becomes too high, the manufacturer is, of course, forced to turn to other media to carry his message to the public."

Tighter Requirements

A sobering influence developed during 1938 and will receive impetus during the new year on acceptability of accounts. Steps being taken toward self-regulation, which got underway in November, are expected to crystallize in an industrywide ban against certain types of accounts. Moreover, there will likely be a tightening of requirements on commercial credits in the hope of avoiding undue interference on the part of Government regulatory authorities.

According to present estimates, 1938 national network business as a whole will run about 3% ahead of 1937, despite the jolt given the industry last summer when cancellations became rampant.

Retail radio receiving set sales during 1938 dropped off considerably in dollar volume, according to a compilation made for BROADCASTING by O. H. Caldwell, editor of *Radio Today* and former member of the Federal Radio Commission. His figures showed total set sales during 1938 of 6,000,000, as against 8,064,780 in 1937. The value of 1938 set sales was placed at $210,000,000 as against $450,000,000 for 1937. The grand total of sales of radio apparatus for broadcast reception, including sets, tubes and auto sets, was placed at $300,000,000 for 1938 as against $537,000,000 for 1937.

Mr. Caldwell estimated that as of Jan. 1, 1939, there were 28,000,000 homes with receiving sets as against 26,666,500 in 1937, although auto receivers in use in 1938 aggregated 6,000,000, an increase of 1,000,000 over the preceding year. Radio sets in use in the country at the end of 1938 totaled 40,000,000 as against 37,600,000 the preceding year.

NBC estimates for the year are $41,000,000—some 7% over 1937. CBS, on the other hand, is expected to reflect a 4% or 5% reduction as compared with the preceding year with a figure of about $27,300,000. MBS, newest of the nationwide groups, is expected to show a gross billing of $2,900,000, which would be about a one-third increase over the preceding year.

Radio men in New York, Chicago, Detroit, Hollywood and San Francisco unanimously predicted substantial increases in business for 1939. Canadian prospects were expected to vary slightly better to considerably better during the year. From Detroit, automotive mart, comes word that much of the ground lost in 1938 due to labor troubles will be made up in 1939.

NEW YORK

NETWORKS, representatives, agencies and broadcasters, in the nation's first market look optimistically toward 1939. But they would not go beyond the first quarter in making prognostications.

Networks declare business on the books for the first months of 1939 exceeds that for the corresponding period of last year. In the national spot field, representatives with one or two exceptions generally see an upward trend. Agencies are unanimous in the view that radio billings look as good now as they ever did for any year.

Major agencies report that their clients are out of the doldrums and ready to go after business. While 52-week contracts are not as plentiful as in the past, experience shows that 13-week schedules get renewed regularly and end up at the 52-time rate.

In retrospect, the New York feeling is that radio more than held its own during 1938 as compared with other media. Because 1937 was a boom year, 1938 did not compare so favorably in comparison in certain groups. For example, CBS lost considerably more business during the 1938 summer than it did the preceding year. NBC, however, managed to maintain its summer schedules on a

Pats for Kicks: A New Motto for Radio — *An Editorial*

AT THIS season, when thoughts turn to peace and good will and all men look hopefully into the New Year, it seems appropriate to view the shape of things in our own little sphere and observe the radio scene for what it might (and should) be.

Instead of existing in an atmosphere of acrimony and recrimination, dissension and suspicion, distrust and innuendo, how much better it would be for Radio if there flowed more milk of human kindness, with cooperation, agreement, trust and faith as guiding lights for an industry composed of men of good will and regulated by men of equal good will.

Naturally Utopia isn't even around the corner, but there is a happy middle ground that can be reached. The big trouble seems to be that a lot of our people, official as well as industrial, live with the big stick ever in their hands and view too much with alarm. They appear to have lost the basic quality of good humor.

Let's start with the FCC. The regulation of broadcasting is a serious business. But is it necessary to glower and roar and rattle skeletons at every turn? Is it written in the law that the Commission should take a hell-in-a-hack slant and find nothing right? Or jump whenever a Congressman snorts? The Commission isn't regulating things to suit itself or even the handful of politicos who know the back door. It is supposed to be working in the public interest.

The Commission can't convince us the public is dissatisfied with its radio when, for example, only about 600 citizens took pen in hand to advise it on the late and perhaps not so lamented Orson Welles incident—and half of them gave *The Men From Mars* a rousing cheer. All that after headlines had thundered across front pages the country over.

We have perceived all too great an inclination to regulate by way of threats and press releases—threats, widely publicized, of an exercise of powers which the Commission simply doesn't have. The main idea seems to be that kicks on the shins, not pats on the back, make headlines, and headline hunting has been a mainspring of the regulatory function in recent years.

These words, of course, will have no bearing on FCC methods. We are cognizant of the feeling of several, perhaps a majority of the FCC members, that the industry which is regulated least is regulated best. But we also are aware of the deep-seated friction within the Commission which can only be uprooted by the separation of the irreconcilibles and the chronic troublemakers.

As for intra-industry affairs, self-regulation is the Number One problem. But this is futile unless there is voluntary enforcement. To be sure, broadcasting has its outer fringe, not confined merely to the ill-fed, ill-programmed one-third. Some otherwise topflight stations (in dollar volume) are far from guiltless of policies harmful to radio as a whole, even though they can afford to pick their program sponsors and still show neat returns.

The NAB, under President Neville Miller, is in the process of drafting a code covering program standards. Every station operator, if he values his franchise, will help make the move successful. He will see to it that policing is strict, once the code is promulgated. Otherwise he will be abetting the cause of bureaucrats and those who are awaiting the government-ownership opening.

Of course, broadcasters soon will be faced with the perennial ASCAP. Contract renewals are just two years away. It would be fine to bargain on an equitable basis, instead of one party having a club and the other a prayer. The next two years should see broadcasters working together, building a non-ASCAP reservoir of sufficient magnitude to tide them over even if ASCAP's music were not available. Then they could have both, and at a reasonable price.

But enough has been said, we believe, to prove the need of smiles and good will through competition and adversity, while continuing to give America the world's best radio service.

---

tain its summer schedules on a better basis, aided by a new discount for year-round sponsors.

Main Loss in Auto Field

NBC's breakdown discloses that its loss of automobile business was offset by an increase in tobaccos, foods and laundry soaps. Tobacco maintained its position as a big factor on all three networks.

Automotive advertising shows the biggest single loss during the year for both spot and network. In December 1937, CBS had a Sunday program for Chevrolet, *Major Bowes* for Chrysler, the *Sunday Evening Hour* and *Al Pearce* for Ford, *Hobby Lobby* for Hudson, *Professor Quiz* for Nash, a woman's news program for Pontiac. In December of 1938, only Chrysler and the Ford *Sunday Evening Hour* remained. Likewise many oil companies dropped off.

In December, 1937, NBC was carrying *General Motors Concerts* each Sunday, the *Packard Hour* and the *Pontiac Varsity* program, all of which now are off the air. It had similar setbacks in the oil line but picked up an important tire account when Goodyear Tire & Rubber Co. began using radio for the farm field and bought the quarter-hour adjacent to the *Farm and Home Hour* to advertise its tractor tires.

World Broadcasting System, in the forefront of the transcription spot field, also was hard hit when automotive, notably Chevrolet, dropped. WBS was up 25% for the first half of 1938 as compared with 1937. With the automotive drop, it is expected they will wind up 1938 about even with or a little ahead of the preceding year.

Drug business in the transcription field likewise has tapered off somewhat, probably due to the tightening up of Federal Trade Commission authority but this is believed to be only a temporary reaction.

In summary, the first quarter of 1937 proved unusually good with a lower second quarter, a corresponding third quarter and a very good fourth quarter. The European situation and the accompanying war scare in August and September delayed normal fall business, especially in spot, spreading placement over the entire fourth quarter instead of bunching the orders in September and early October. This resulted in a very sluggish start for the fall schedules. But most representatives think it will gain more business during the first quarter of 1939.

CHICAGO

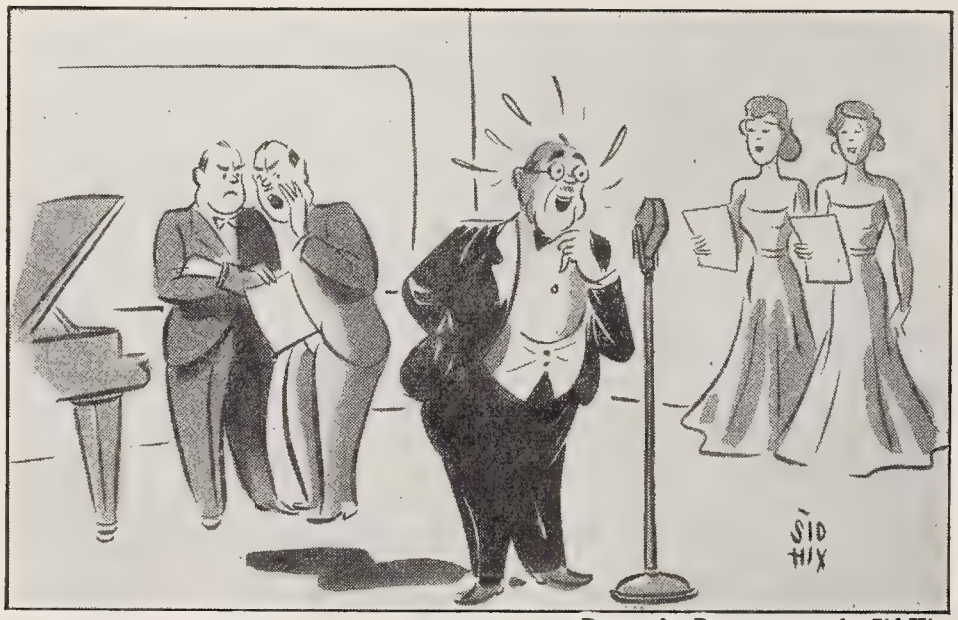
CHICAGO, second in importance to New York as a business originating point, is decidedly bullish on 1939. The center for dramatic strip programs, Chicago in 1938 also developed the commentator type of program. At the year's end there were nearly 30 commentators on Chicago spot and network programs and the city's radio men feel that there will be a substantial upsurge in this type of business.

Another 1938 trend expected to receive acceleration during the coming year is the increased use of sport broadcasts by national sponsors. Baseball, collegiate and professional football, professional hockey and basketball, all were bought more extensively in 1938 than ever before and expansion of this movement, particularly during daytime, is seen for the coming year.

Some of the large spot advertisers who curtailed appropriations during 1938, such as Alka-Seltzer and Reid, Murdoch & Co., are expected to launch extensive spot campaigns during the new year. Shell Oil will use spots widely during 1939. Chevrolet also is expected to return to national spot but perhaps not on the record-breaking scale of years past.

General Mills, Socony-Vacuum and Kellogg dominated the baseball sponsorship field in 1938 and are expected to continue in 1939. General Mills and Chrysler also sponsored professional and collegiate football while P. Lorillard (Old Golds) is sponsoring this winter's professional hockey.

Several new radio advertisers used spot in 1938 from Chicago. Gibbs & Co. (Bree cosmetics) used radio extensively in six major markets, representing its first use of the medium. J. C. Penney Co. began a Midwestern test that is expected to go national early in the new year. Another new spot account was General Mills' Corn-Kix. Wander Co. increased its spot during 1938 and Procter & Gamble, for Oxydol, started a new spot series called *Central City* as the year ended.



Drawn for BROADCASTING by Sid Hix

"The Sponsor's Going to Say a Few Words—There Goes Our Crossley Rating All to Hell!"

DETROIT

THE OUTLOOK for added advertising appropriations, with radio sharing a normal allotment of the budgets, is a bright one in Detroit where the bulk of the nation's automobile advertising is planned and created.

The introduction of the 1939 models has been distinctly encouraging. Prognosticators of production volume for 1939 estimate that some 3,700,000 of the new models will be produced in the calendar year, this being a near-record advance over the approximate 2,650,000 in 1938. The significance of these figures is doubly amplified when it is remembered that adver-

tising dollars in the automobile plants are doled out almost exactly in proportion to unit sales.

Feeling has been expressed in some Detroit advertising circles that the decline of radio time use in 1938 was due not only to the cramping of funds in the face of a 50% output fall from 1937, but also due to the fact that shows of real pulling power were hard to find. Adherents of this school of thought point to the fact that the only two automotive shows now on the chains are the *Major Bowes* program for Chrysler and the *Sunday Evening Concert* for Ford. Coincident with this observation comes the explanation that Major Bowes has proved an A-1 direct selling vehicle for Chrysler products, and the Sunday evening series has proved as fine an institutional medium of promotion as there is on the air.

Radio directors in the automotive agencies have stayed on the job during the past year, although there was little for them to do. However, they have displayed a most healthy interest in new developments, new shows, and new ideas. It is known that program themes are now in process of submission, and the anticipated increase in volume, together with the uncovering of a novel and effective presentation, will start radio time billings mounting once again next year.

Spot May Revive

Not only are network programs being considered, but there is likelihood that spot presentations may come into renewed favor during the coming year.

Automobile companies realize they can dramatize their products over the air and arouse a come-in-and-look-at-it interest which might not be developed as quickly and economically in other mediums. It appears the basic appropriations will continue to be used in printed media, but after these bases of their campaigns are laid, radio will accumulate an ever-increasing proportionate share as a result of any upturn in business.

Radio went into 1938 with banners outwardly high, but with the agencies already looking ahead to cancellations at the end of current contracts, due to the then-obvious impending sales shrinkage. Almost all of the producers were committed to some specific type of radio programming, and gradually—except in the case of *Major Bowes* and the *Sunday Evening Hour*—these were eliminated, even down to the long-lived Chevrolet *Musical Moments*.

It was probably the sharpest contraction stations had ever experienced from any one group of advertisers. Today, however, the situation is diametrically opposite; although only the two stated shows are on the air on a chain basis, plans are being hatched, and as rapidly as sales support the predictions reinstatements may come along at good pace.

HOLLYWOOD

CHECKUPS with Pacific Coast broadcasters, sponsors and agency time buyers verify the summary contained Aug. 15 in BROADCASTING, forecasting final quarter expenditures to be made for radio. Estimates are that the 1938 total will exceed 1937 volume to some extent, despite slow business conditions on the West Coast during the January-August 1938 period.

It may be safely predicted that early 1939 broadcast appropriations will continue at the present, or at an accelerated tempo for several months which will get the Western broadcasting industry off to a much better start than was the case in 1938.

The aggregate of pre-Christmas advertising in California by retailers was slightly under last year for all media, but this was compensated by the growing use of radio from all classifications of business, and the most active local and regional agencies report the largest lists they have ever had for an early-year start of new accounts for 1939. In many cases, there is shown a division of appropriation really more favorable to radio than ever, with a corresponding reduction in schedules for other media. Agencies handling national accounts in some cases were waiting at the year-end for approval and go-ahead on some recommendations that are designed to bring new accounts to radio for regional network use, either California or coastwise.

California agencies are not ready to release definite schedules on new or old accounts, pending client approval to budgets recommended, some of which they were anticipating would not be booked for commencement prior to middle of the first quarter of 1939. Broadcasters report very few year-end expirations or terminations, and spot orders slated to begin in early 1939 are mounting.

A review of 1938 is interesting from the standpoint of radio achievements on the Pacific Coast, in that CBS and NBC both stabilized their western operations following completion of new Hollywood buildings which gave them both major facilities for broadcasting production. Consequently, a great many top-name commercial programs have, during the latter part of 1938, been produced in Hollywood for national release. This has naturally increased the importance of the film capital in the national radio field. There are presently some more important developments under way which will further identify Hollywood as a field of primary importance, both in radio and television.

Some Improvement Needed

Polling of Los Angeles and Hollywood sages and master-minds has produced some rather interesting angles and indices to the necessary ideal commercial radio programs in the relatively early future. They predict that radio is destined to improve itself somewhat along the following lines:

1. Take a freshened slant at its programs for better technique of production and presentation. Needs new ideas. Originality and greater variety are more desirable now than ever.

2. Better creation and handling of commercials. Lengthy, hackneyed and repetitious commercial plugs are unnecessary and are becoming increasingly nauseating to listeners. Already some sponsors are interpolating clever plugs into programs, but a more universal employment of the subtle is desirable and would be more effective.

3. Spot announcements between commercial programs must be eliminated by the independently-owned network affiliates. The networks must take the initiative on this point and force the issue.

4. Back-slapping a la Hollywood motion picture style, and mutual flattery before microphone by radio principals, cheapens programs and is not conducive to favorable listener response.

5. Growing objection to agency domination of production and lack of artistry in program conceptions, from which radio suffers because of agency disposition to coddle advertising clients, which is of lesser importance than listener approval. Agencies rather than advertisers are to blame for excessive commercializing and lack of balance. The fault here lies largely in failure of broadcasters themselves to exercise control over agency production of programs.

6. Practice of clap-trap is obvious to listeners and offensive when carried too far beyond the point of spontaneous reaction.

Good Year for Talent

7. To listeners, an obvious difference exists between the informal and the cheap by-play on radio programs. Agencies, entertainers, producers and broadcasters seemingly seldom know the difference and regardless of studio audience reactions greater attention to finesse must appear in production and technique of presentation, aimed at listener reactions rather than those witnessing the performance.

Talent personalities of practically all classifications in Hollywood and the Pacific Coast generally, had their most lucrative year in 1938. The 1938-39 appropriation for talent in the motion picture group alone, was doubled during the present season over the preceding one. The same ratio of increase was shown in the talent expenditures by syndicate and commercial transcription producers. Forecast by Hollywood transcription firms is made that the more universal use of commercial transcribed features and the growing demand for sustaining program library material by stations will increase their budgets during the ensuing year for talent. No notable increase in outlay by Southern California stations themselves for sustaining live talent was shown during the past year, but improvement was made in programs through greater use of the more uniform and better produced transcription shows delivered.

SAN FRANCISCO

SAN FRANCISCO appears one of the bright spots in 1939 radio advertising, with only one factor standing in the way—new labor disputes—and that isn't very probable, according to a survey of radio station executives, time buyers at the major agencies and some of the larger advertisers.

It is the concensus that San Francisco stations will enjoy their best year in 1939, that it will even surpass 1938, which topped

(*Continued on page 42*)

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1938

(Compiled for the 1939 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

	Total Sets		Total Tubes Sold		Motor Car Sets		Grand Total; Sales of Radio Apparatus for Broadcast Reception	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922.....	100,000	$5,000,000	1,000,000	$6,000,000	.....	.....	$60,000,000	60,000	.....	†400,000
1923.....	550,000	15,000,000	4,500,000	12,000,000	.....	.....	136,000,000	1,500,000	.....	†1,000,000
1924.....	1,500,000	100,000,000	12,000,000	36,000,000	.....	.....	358,000,000	3,000,000	.....	2,500,000
1925.....	2,000,000	165,000,000	20,000,000	48,000,000	.....	.....	430,000,000	4,000,000	.....	3,500,000
1926.....	1,750,000	200,000,000	30,000,000	58,000,000	.....	.....	506,000,000	5,000,000	.....	5,000,000
1927.....	1,350,000	168,000,000	41,200,000	67,300,000	.....	.....	425,600,000	6,500,000	.....	6,500,000
1928.....	3,281,000	400,000,000	50,200,000	110,250,000	.....	.....	690,550,000	7,500,000	.....	8,500,000
1929.....	4,428,000	600,000,000	69,000,000	172,500,000	.....	.....	842,548,000	9,000,000	.....	10,500,000
1930.....	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	.....	13,000,000
1931.....	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932.....	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933.....	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934.....	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*.....	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	28,500,000
1936*.....	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937*.....	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938*.....	6,000,000	210,000,000	90,000,000	90,000,000	1,000,000	45,000,000	300,000,000	28,000,000	6,000,000	40,000,000

* Figures for sets include value of tubes in receivers. In recent years, replacement tubes have run about 40% of total tube sales. All figures are at retail values. † Includes home-built sets.

Wheeler Asks Monopoly Probe For Investigation of ASCAP

Senator Shows Interest in Music Monopoly and Seeks Information From Chairman O'Mahoney

SENATOR Burton K. Wheeler (D-Mont.), liberal leader in Congress, on Dec. 22 injected himself into the turbulent music copyright situation by formally inquiring of the Temporary National Economic Committee whether it "entertains any thought of investigating this alleged monopoly," referring to ASCAP.

In his letter to Senator Joseph C. O'Mahoney (D-Wyo.), chairman of the Joint Congressional-Department Committee, the Senator evinced deep interest in the subject. He referred to the Department of Justice anti-trust suit against ASCAP pending before the Federal District Court in New York and filed in 1935. On two occasions since the filing of the suit which has been dormant for some time, Senator Wheeler has sought to have the Department follow through but with little success.

NAB Letter Recalled

Senator Wheeler's action in a measure has a bearing upon the Monopoly Committee's work since both Chairman Frank R. McNinch of the FCC and Dr. Leon Henderson, executive secretary of the Committee, had previously announced that they were jointly looking into the matter. Moreover, last August, Neville Miller, NAB president, prepared a letter for transmittal to the O'Mahoney Committee asking that ASCAP be investigated. In this letter, which apparently was never formally transmitted, Mr. Miller, in the name of the industry, urged that aid be extended to the thousands of citizens who "are helpless because of the operations by a monopolistic copyright pool." He added that the art of creating new music had been "stifled" and named ASCAP as the "self-perpetuating monopolistic group".

In his letter, Senator Wheeler said:

"Since the Department of Justice instituted suit in the Federal District Court for the Southern District of New York, I have been deeply interested in the alleged monopoly of the American Society of Composers, Authors & Publishers of the Music Copyright field.

"Because of this interest in ASCAP and their alleged monopoly I would greatly appreciate knowing whether or not the Temporary National Economic Committee entertains any thought of investigating this alleged monopoly."

Chairman McNinch, in announcing plans last fall for the network inquiry now under way before the FCC, asserted that matters covering copyrights, along with patents, were being studied in cooperation with the O'Mahoney Committee and that when developments warrant it a public announcement would be made.

Subsequently, Dr. Leon Henderson, executive secretary of the O'Mahoney Committee, said it is studying in a preliminary way the music copyright field, but added that he could announce nothing along that line at that time.

Now, with Senator Wheeler injecting himself into the situation, it is thought the Committee's consideration of the whole subject may be enlivened.

An Antiquated Law

Broadcasters are paying into ASCAP coffers approximately $5,000,000 per year in copyright royalties. The present five-year contracts expire Dec. 31, 1940. Most independent stations pay royalties on the basis of a flat sustaining fee plus 5% of their "net receipts"; most newspaper stations have a different form of contract regarded as more favorable, while major networks pay substantial flat fees plus the royalty percentage on their key stations and their owned and managed stations.

Because the present law is more than a quarter-century old, efforts have been made in the last several Congresses to amend it, particularly with the objective of altering the present statutory minimum infringement penalty of $250 per number. This provision is regarded as ASCAP's weapon in forcing payment of royalties. Being the biggest single copyright pool in the field, broadcasters have consistently maintained that no competition exists in purchase of music performing rights and that the law should be altered to make possible freer competition.

ACA Seeks Contracts

AMERICAN Communications Association is currently negotiating with the management of WQXR, New York, with the goal of securing a contract for the station's technical staff. ACA has petitioned the National Labor Relations Board to hold an election among the technical employes of WEVD, New York, to determine the collective bargaining agent for them, but the board has to date taken no action on the petition. At a recent ACA board meeting plans were laid for an extensive membership drive for the broadcast division of the union, to be put into effect immediately after the first of the year. American Federation of Radio Artists has been negotiating with WHN and WEVD, New York, and WGY, Schenectady, for contracts covering announcers and talent at those stations, and reports that it expects to have contracts in the near future.

Rambeau Selects Miller N. Y. Chief

WILLIAM G. RAMBEAU Co., station representatives, has named Don Miller, recently with WBS, as manager of its New York office, coincident with announcements that it has been retained as national representative for WJAS-KQV, Pittsburgh; KITE, Kansas City, and WDGY, Minneapolis.

Mr. Miller, widely known in Eastern advertising circles, is a native of Indiana and a graduate of the University of Chicago. For several years he was an account executive with Blackett-Sample-Hummert and Russell M. Seeds Agency, after which he became advertising manager successively for *Vogue* and *Judge* magazines. In 1927 he joined WOR, Newark, but left there to head the sales force of the old Scott Howe Bowen Inc. for six years. Later he was with Edward Petry & Co.

For several years Miller served as advertising manager of *Today* and then went with *Cosmopolitan* before joining WBS.



FIRST advertising agency in the world to install a facsimile receiver is Gardner Advertising Co., St. Louis, which has this set in its lobby to receive the shortwave editions of the *St. Louis Post-Dispatch* broadcast via KSD's facsimile adjunct W9XZY, which began daily operation Dec. 7 (BROADCASTING, Dec. 15). George V. Horton of the Scripps-Howard Newspapers (left) and Walter Patzloff, of the Branham Co., are shown scanning one of the "radio editions" of the *Post Dispatch*.

Gotham Baseball Eyed by Sponsors

Bids Dwindle as Teams Lift Ban on Game Broadcasts

ALTHOUGH both the Giants and the Yankees have announced they will allow their home baseball games to be broadcast during 1939, and although that combination would be certain to grab off a large percentage of the afternoon audience in the New York metropolitan area, the matter of a sponsor is still unsettled.

General Mills, which will sponsor the Brooklyn Dodgers broadcasts, either alone or in conjunction with Socony-Vacuum, is known to be considering adding the two New York teams to its list of baseball broadcasts. P. Lorillard Co., for Old Golds, and American Tobacco Co., for Lucky Strikes, have also expressed interest, and the Texas Co., Kellogg Co., Atlantic Refining Co. and Coca-Cola Co. have also been reported as possible sponsors.

Reports from the clubs, however, indicate that bids of advertisers for broadcast privileges are not as high now that the games are available as they were in previous years when the New York teams were united in a ban against broadcasting.

Price Not Specified

In announcing Dec. 16 that the Giants would permit broadcasting, Horace G. Stoneham, president of the club, said the radio rights should be worth "$150,000 or more". Col. Jacob Ruppert, owner of the Yankees, said Dec. 22 his team would fall in line with the other New York clubs and permit broadcasting, but did not mention price. Since the Yankees are world champions, however, and as such might be expected to attract a larger following among listeners, it is probable their asking price is likewise higher, probably in the neighborhood of $175,000 or $200,000 for the season. The Dodgers are reported to be getting $1,000 a game.

Neither the Giants nor Yankees are optimistic over the prospects of broadcasting helping gate receipts, despite experiences of teams in other cities who have found that broadcasting makes new fans and maintains interest in baseball. Col. Ruppert announced the Yankee broadcasts as a gift to shut-ins, rather than as an asset to his team. The Giants and Yankees have both stated they will reserve the rights to veto announcers submitted by broadcasters, on the ground that broadcasting is a privilege which should not be spoiled by the wrong type of announcing. They are also expected to act together in the matter of sponsorship, making their home games, which are staggered so that one team is playing at home while the other is on the road, available to the same sponsor who would thus have an almost daily schedule of broadcasts throughout the baseball season.

CBS has made extensive alterations in its Playhouse No. 1 on W. 45th St., New York, necessitated by the two large-cast programs soon to start—Ethyl Gasoline Corp.'s *Tune-Up Time* on Jan. 12, and the U. S. Rubber program on Feb. 22. The network has also leased a fourth New York theatre, the Ambassador on W. 59th St., for presentation of audience programs.

FCC Superpower Report Still Delayed

Reallocation Proposal Is Unlikely Before Mid-January

THE LONG overdue report of the FCC "Superpower Committee" on proposed new rules and regulations, which will incorporate the projected reallocation of broadcast stations pursuant to the Havana Treaty, will not be submitted for FCC consideration until mid-January, at the earliest.

Delayed by the absence of two of the committee members—Case, chairman, and Payne—the preliminary work has devolved largely upon Commissioner Craven, former chief engineer and the prime mover of the hearings which were held last June. Even though the Havana Treaty has not yet been ratified by Mexico, the committee must submit its report. Pending Mexican ratification, or a signification of its intention to do so, the new rules and regulations will be blocked out so that existing station frequency assignments will be shown, but with the assignments under the treaty provisions also depicted in accompanying tables.

Censorship Fear

A number of objections to provisions of the proposed rules as tentatively announced were made during the June hearings, primarily by groups in the industry. It is anticipated that most and possibly all of the important proposals will be recommended by the committee, including deletion of the rule requiring that stations carry such "cultural programs as may be required" in applying for increased facilities. This provision, viewed as a bald censorship attempt, was attacked by the industry as a whole, and is given no chance of remaining in the rules since it flies squarely in the face of the anti-censorship provision of the law.

Greatest controversy, however, centered on superpower and whether the rule governing it should specify a maximum of 50,000 watts on Class 1-A (clear) channels, or a minimum of that power.

Official sentiment has been such that little chance is held for a change in the rules which would allow the immediate licensing of stations of greater power than 50,000 watts on a regular basis. A compromise conclusion might be that the time has not yet arrived to authorize greater regular power, the rule being left sufficiently flexible to make possible higher grants in the future and after a new policy declaration, if one is deemed warranted.

The only existing 500 kw. case—WLW's—involves extension of its experimental authority to continue using 450 kw. extra power, and that issue is an entirely separate proceeding divorced from the rules and regulations as such albeit the same superpower committee recommended against continued experimentation, though FCC action is yet to come.

Despite prevalent reports, there appears no intention to horizontally increase power of regionals and locals in advance of promulgation of the projected new rules. Reports have been current the Commission would authorize regional stations in the qualified classes to use 5,000 watts day and night as against the present 1,000 watts night limitation, and authorize locals under similar conditions to use 250 watts full time as against the present 100 watts night limitation. While there was no objection to the regional and local power increases in accord with proposed new engineering standards, it is felt the new engineering rules should first be promulgated before steps are taken in that direction.

Royal Discs Continued

STANDARD BRANDS, New York (Royal Baking Powder), has renewed *Visiting Nurse*, quarter-hour, five-a-week transcribed serial program, on WFAA, Dallas WTAG, Worcester; KPRC, Houston, and WOAI, San Antonio. McCann-Erickson, New York, handles the account.

WJSV, KSTP BOOSTS FORMALLY GRANTED

THE two high-power regionals now occupying the 1460 kc. channel —WJSV, Washington, and KSTP, St. Paul—on Dec. 23 were formally granted increases in their operating power from 10,000 to 50,000 watts [BROADCASTING, Dec. 1]. On Nov. 28 the FCC had also granted WCKY, Cincinnati, authority to boost from 10,000 to 50,000 with a directional antenna protecting KFBK, Sacramento, the other station on 1490 kc.

Both WJSV and KSTP will be required to utilize directional antennas to protect one another's service areas, and the FCC stated it made the grants to improve the service of each station. Equipment has not yet been ordered nor have sites been chosen by either station. Under the Havana Treaty the two stations will shift to 1500 kc., which becomes a Class 1-B channel.

Harry C. Butcher, CBS vice-president in Washington, estimated that "the cost of the project including the re-location of the transmitter and the installation of a new 50,000 watt transmitting plant, would approximate $270,000."

WLW Asks FCC to Reverse Committee In Superpower Case; Indicates Appeal

A strong plea that the FCC reverse the recommendations of its so-called "Superpower Committee" that WLW be reduced to regular operating power of 50,000 watts, in lieu of its 500,000-watt experimental output, was made by Duke M. Patrick, counsel for the Crosley station, in oral arguments before the Commission en banc on Dec. 22.

Challenging the findings of the three-man committee as arbitrary and without basis in the evidence, Mr. Patrick indicated an appeal to the courts would be sought in the event of an adverse decision. The committee, which unanimously recommended denial of the experimental renewal, comprised Case, chairman, Craven and Payne. All members of the Commission save Payne were present during the two-and-a-half hour oral argument.

At the conclusion of the hearing, Mr. Patrick indicated he would contest in court Mr. Payne's right to participate in the final decision of the Commission should the Commission refuse to renew the license. FCC Chairman McNinch, who had raised the point, disagreed on this issue with the declaration that he believed every commissioner had the right to participate in the final decision, even if not present at the oral arguments—especially if a verbatim record of the oral arguments was available.

A Legal Difference

The WLW lawyer opened his arguments by pointing out this was the first time the station had been involved in a hearing on its 500,000-watt experimental authorization. He said the issues involved in the experimental case must be separated from WLW's long pending regular application for 500 kw. and separated from the general superpower issue involved in the pending rules and regulations, which was the subject of a hearing held immediately prior to the WLW case by the same three-man committee.

Mr. Patrick sought to drive an important line of legal difference between the general rules hearings and the hearing in the WLW matter. He said the rule proceeding was "quasi-legislative" while the WLW proceeding was "quasi-judicial."

"It is not a question of whether the FCC thinks it wise or good policy to renew the grant. It is bound to give credence to evidence in the record according to past rules and court decisions. It is not a question of policy. The evidence can't be ignored merely because of personal feelings in the matter," said Mr. Patrick.

Virtually all the commissioners present questioned Mr. Patrick closely on this interpretation of the legal aspects of the WLW case. Mr. McNinch asked if the FCC didn't have the right to decide the issues on the basis of public interest involved. Mr. Patrick replied that the Commission had to take the public interest viewpoint, but that its action must be bound by the law and judicial decisions. He contended his case did not involve the question of whether the Commission should approve a policy allowing 500 kw. operations, but rather involved only the legal question of whether the record showed that WLW was deserving of the right to continue its experimental authorization in the field of superpower.

In analyzing the committee find-

(*Continued on Page 71*)

Imminent Changes At FCC Unlikely

President Dispels Rumors; Payne Away Recuperating

ASKED at his Dec. 27 press conference whether a reorganization of the FCC was in prospect, President Roosevelt responded in the negative and thus set at rest recurrent rumors that changes, including the possible return of Chairman McNinch to the Federal Power Commission, may soon be made. The President was also asked about the visit to the White House Dec. 14 of Commissioner George H. Payne, and replied that Mr. Payne had called to state that he wasn't well and was going away for two or three weeks to recuperate.

To a direct question whether Payne had resigned, as rumored, Mr. Roosevelt simply stated not to his knowledge.

The rumors, which led to published reports that the "ax" might soon fall on certain FCC members, grew not only out of the Payne visit but out of gossip that way might soon be made on the FCC for certain New Deal Congressmen defeated at the last election. Talk centered chiefly on the names of former Rep. David Lewis, of Maryland, and former Rep. Otha Wearin, of Iowa, both Democrats.

Mr. Roosevelt, in response to a general question about appointments, said he would probably have them ready Jan. 1 or 2, and it was regarded in radio circles as fairly certain that the nomination of Commissioner Norman S. Case, Republican member now serving a recess appointment, would be submitted to the Senate for confirmation when the new Congress convenes.

Libel Suit Due Jan. 16

Meanwhile, the Payne $100,000 libel suit against BROADCASTING and its editor and publisher, has been scheduled in the District Court in Washington for Jan. 16. Mr. Payne secured a postponement of the scheduled trial in latter November when his counsel presented a physician's affidavit to the court stating he was suffering from hyper-tension "complicated with a valvular heart disease" and that he must "take a complete rest for a period of at least several months." He left Washington immediately, but returned to his office the week of Dec. 5, leaving again for Florida after his Dec. 14 White House appointment. This was the second postponement of the trial, each time on motion of Payne's counsel.

New CBS Publicity Chief

LOUIS RUPPEL, for several years managing editor of the *Chicago Times* and formerly of the *New York Daily News*, on Dec. 28 joined CBS as director of publicity. Position has been open since the spring of 1937, when John G. (Jap) Gude was transferred from that post to the network's station relations staff. Luther J. Reid, previously news editor of CBS and since May 1937 acting director of publicity, has been named assistant director.

SEGAL LOCK & HARDWARE Co., New York (pick-proof lock cylinder), on Jan. 2 is starting a test campaign for 26 weeks of six spot announcements weekly on WHN, New York, and plans to use more stations in the near future. Friend Adv. Agency, New York, handles the account.

Carolinian Group To Acquire WPTF

Would Obtain Station from NBC If FCC Authorizes Sale

THIRTY-THREE prominent citizens of North Carolina, 19 of them residents of Raleigh, have banded together to form a comporation to purchase WPTF, Raleigh, from NBC which recently exercised its option to purchase the station for $210,000 under an agreement with the Durham Life Insurance Co., present licensee, whereby WPTF was authorized several years ago to operate full time on 680 kc., which otherwise is the clear channel of KPO, San Francisco [BROADCASTING, Nov. 1, 15].

The insurance company's sale to the group, to be known as Carolina Broadcasting Corp. and to be organized with an expected capitalization of $250,000, requires FCC authorization and involved $150,000 cash payment plus $60,000 to be paid over a period of years. Worked out by representatives of the group meeting in Raleigh Dec. 28 with William S. Hedges, NBC station relations vice-president, Frank M. Russell, Washington vice-president, and Henry Ladner, of the NBC legal department, the setup contemplates that no one person will hold more than 10% of the stock.

No changes in the station's personnel are contemplated, and Richard H. Mason is to be retained as manager. The group that seeks to acquire the station includes:

A Cross-Section Group

Gordon Gray, publisher of the *Winston-Salem Journal* and *Twin-City Sentinel*, operating WSJS, and president of the Young Democratic Club of North Carolina; W. W. Holding, Wake Forest merchant and member of the county board of commissioners; M. A. Riddick, Scotland Neck realtor; Philip Whitley, Wendell merchant; Emil Rosenthal, Goldsborough merchant; C. E. Beman, Laurinburg merchant; Halvert Jones, Laurinburg manufacturer; Wade Dunbar, Laurinburg insurance man; James L. McNair, Laurinburg merchant and financier; E. Harvey Evans, Laurinburg farmer-director of the Farm Credit Administration and member of the State Board of Charities; J. G. Gibbons, Hamlet manufacturer; Edwin Pate, Laurel Hill merchant and member of the State Coal Commission; Rev. James Jones, Presbyterian pastor at Henderson; J. C. Johnson, Lumberton merchant.

The group also includes the folfollowing business and professional men, all residents of Raleigh: A. E. Finley, president, North Carolina Equipment Co.; John P. Swain, secretary, Raleigh Merchants Association and chairman of the County Board of Commissioners; J. T. Tyler, merchant; Raymond B. Streb, president of the Royal Baking Co.; Irving F. Hall, president, State Capital Life Insurance Co. and chairman of the County Welfare board; LeRoy Allen, merchant; P. D. Gottis, druggist and president of the North Carolina Pharmaceutical Association; F. Linton Smith, insurance man; Arch T. Allen, attorney; Vann Shepherd, attorney; Roger Wade, treasurer, State Capital Life Insurance Co.; Frank A. Daniels II, treasurer, *Raleigh News & Observer;* Dr. Hubert Haywood, physician, member of the faculty of Wake Forest College and chairman of the State Board of Health; J. M. Broughton, attorney; Hugh G. DuPree, insurance man; H. F. Ledford, secretary, Atlantic Joint Stock Land Bank; James Pou, attorney; G. A. Moore, president, Commercial Printing Co.; LeRoy Martin, vice-president, Wachovia Bank & Trust Co.

J. THOMAS LYONS



LeROY MARK



TWO OF the country's veteran broadcasters—LeRoy Mark, president and owner of WOL, Washington, and J. Thomas Lyons, vice-president and general manager of WCAO, Baltimore—died in mid-December.

Mr. Lyons died of a heart attack following an illness of about six months. In his 64th year, he was a native Baltimorean who began his business career as a printer. In 1916 he joined the *Sun* in Baltimore and became national advertising manager. In 1924 he joined Hearst and became publisher of the *Baltimore News*. Before becoming affiliated with WCAO as its executive head and part owner, Mr. Lyons was in private business. He is survived by his wife, a son, John Valentine Lyons, a daughter, Miss Betty Louise Lyons, and a sister, Mrs. Charles Kelly, all of Baltimore.

Mr. Mark died in his 61st year after a long illness which followed a heart attack. In addition to WOL and its predecessor station which he operated, Mr. Mark headed Leroy Mark Inc., general insurance organization, and was interested in several other enterprises, including ownership of Riggs Turkish Baths. He was a native Washingtonian and was prominent in local civic activities. He is survived by his widow, two sons and two daughters.

Mr. Mark first operated the old WRHF. He was a leader in the campaign in radio's earlier days to provide funds to furnish radio sets to all shut-ins, and to make available sets to enable all hospitalized World War veterans to listen to programs. Mr. Mark actively managed WOL until three years ago, when William B. Dolph became the station manager and Mr. Mark supervised policy.

Hearing in Whiteman Recording Case Concluded by Court; Decision Awaited

DECISION in the three-cornered Paul Whiteman-RCA-WNEW case, which will be a step in determining the rights of either a recording artist or a recording company to restrict the use of phonograph records by radio stations, is expected about the end of February. Trial of the suit filed by RCA Mfg. Co. against Paul Whiteman and against WBO Broadcasting Co., owner of WNEW, New York, and Elin Inc., Newark, in the U. S. District Court in Manhattan [BROADCASTING, Dec. 15], was concluded Dec. 20. Judge Vincent L. Leibell gave the attorneys until Jan. 22 to file briefs, and he will probably take a month or more to consider the case before handing down a decision.

Although the case dealt specifically with nine Victor records of the Whiteman orchestra broadcast on WNEW in June, 1936, counsel for both plaintiff and defendant introduced much evidence concerning the general practice of the broadcasting of phonograph records which was accepted by the court, leading to the belief that the decision would deal with the whole problem of this use of phonograph records. Since the station defaulted its defense, radio's point of view was not expressed in court, but Stuart Sprague, representing the NAB, was given permission to file briefs.

Property Rights Problem

Both RCA, as a manufacturer of records, and the National Association of Performing Artists, which handled Whiteman's defense in the interests of all artists engaged in making phonograph records, claimed that in broadcasting phonograph records radio stations are violating property rights which are not paid for when the station buys these records across the counter. RCA's witnesses testified the increased use of records in broadcasting had coincided with a decrease in record sales which they believed to be a cause and effect relationship and that the company included the "not licensed for broadcasting" clauses on its labels for its own protection against this competition.

NAPA witnesses, notably Fred Erdman, now New York district manager of ASCAP but for 14 years an executive of RCA-Victor, claimed these warnings were intended primarily for the protection of the artists and were introduced by RCA only after many artists had asked for some protection against the competition of records with their own broadcasts.

Martin Block, conductor of WNEW's *Make Believe Ball Room* programs, testified that he personally purchases the records used on the program and that he disregards the notices on the labels. A letter from RCA asking him to stop broadcasting Victor records, early in 1938, he answered by requesting a license, he stated, but continued to play Victor records despite the fact that the company refused to give him permission. A WNEW rate card, offering the Block programs to sponsors at $514 for six quarter-hours weekly, was introduced as evidence as part of RCA's case against the station.

Block's further testimony that he always announced the name of the artist playing the record, but only occasionally the name of the recording company, because "the public is interested in the artist but not in the record firm," and that he works without a script or list of records to be played was capitalized on by the defense to show that broadcasting of records was of more harm to the artist than to the recorder.

Mechanistic or Artistic

There was also much argument as to whether the contribution of the recording company was purely mechanical or whether it was artistic as well. David Mackay, RCA counsel, presented several symphony conductors who testified the company contributed much toward the artistic value of the records, citing as an example Toscanini's reversal of his original demand that the recorders do nothing to alter his interpretation of the music after he had rejected a number of master records. The defense contended the contribution of the recording company's engineers, while improving the quality of the record, was of purely mechanical nature.

In answer to RCA's contention that broadcasting of records was responsible for the rise in recording rates recently gained by musicians, Maurice J. Speiser, NAPA counsel, called Samuel Tabak, author of the AFM resolution to demand higher rates for recording, who stated this was due solely to the practice of recording companies in speeding up recording sessions to get more records from the same amount of time.

Summing it all up, RCA's contention seems to be that it has a property right in a recording which is not relinquished when that record is sold, and that this right is violated when the record is broadcast. The NAPA denies that RCA has any such right, but argues that the artist does have the right to restrict competition between himself and his recordings, and cites as precedents the Waring case in Pennsylvania, a Norwegian case in which the court held that in competition between recordings and radio the artist and not the company was the injured party, and an Italian case in which the court held that the artist has a property right by virtue of the interpretation he gives to the music he records which adds to the value of the record.

Agency Committee Seeks More Time On Talent Scales

AAAA Calls AFRA's Demands Threat to Sponsored Radio

MEETING between committees of the American Association of Advertising Agencies and American Federation of Radio Artists, held in AAAA headquarters in New York, Dec. 27, failed to produce any agreement between the agencies and union on the standard minimum wage scales for talent on commercial network programs which AFRA had submitted at a previous meeting on Dec. 8 [BROADCASTING, Dec. 15]. More time to consider the proposals was asked by the agency committee and granted by AFRA, and another session will be held soon, probably within a week. In the meantime AFRA will continue its negotiations with individual agencies.

Emily Holt, executive secretary of AFRA, said the union would issue no formal answer to the statement released Dec. 21 over the signature of C. J. La Roche, president of Young & Rubicam, as chairman of the Advertising Agency Conference Committee.

Called Threat to Radio

Calling the AFRA demands "so far out of line with the economic possibilities that they constitute a real threat to the use of broadcasting for advertising purposes," the statement charged AFRA with losing sight of the original purpose of the discussions, "to eliminate abuses wherever they exist and to set up safeguards against their recurrence." "AFRA now seems more concerned," the statement continues, "with getting the union recognized, with establishment of a Guild shop for radio artists, and with the establishment of rates of pay and other conditions that in practice would far exceed the present scale of satisfactory compensation."

Stating that the proposed minimum for actors of $15 for a 15-minute broadcast, plus $10 for a rebroadcast and $6 an hour for rehearsal, would mean, with a two-hour rehearsal, a minimum daily wage of $37 or $185 a week, for an actor on a five-times-a-week serial with a daily rebroadcast, the agency committee contrasts this with the present average pay of $25 per program, including rehearsals, for leading actors, with the rebroadcast either included or paid at a reduced rate. Establishment of the rates proposed would tend not only to reduce the the size of casts and so be a hardship on the actors it purports to help, says the statement, but it would also tend to "drive daytime programs off the air and to discourage and impair the use of broadcasting for advertising purposes."

No Comment on Meeting

Neither agency nor AFRA executives would discuss the details of the Dec. 27 session, which was an extended one, lasting until well after 6 p. m., and which, from the tone of voices audible in the reception room adjoining the conference room, was stormy as well. Representing the agencies were: Mr. La Roche, chairman; Leonard T. Bush, vice-president, Compton Adv.; Arthur Pryor, vice-president, BBDO; Tom Revere, vice-president, Benton & Bowles; William Fagin, of the Benton & Bowles radio department; Edward Lasker, vice-president, Lord & Thomas; A. K. Spencer, assistant radio director, J. Walter Thompson Co.; Lawrence Sizer, radio department, N. W. Ayer & Son; R. Van Buren, secretary, Ruthrauff & Ryan; Frederick Gamble, secretary, AAAA, and George Link Jr., AAAA attorney. AFRA contingent was headed by Eddie Cantor, president, and included Lawrence Tibbett, vice-president; Jean Hersholt, board member; Mrs. Holt, George Heller, treasurer and assistant executive secretary, and Henry Jaffe, union attorney.

FOSTER MAY GETS HIS MAN

WOW Newscaster Steps in Shed to Get Warm During Manhunt and Finds Escaped Desperado

RADIO and newspapers split honors in Omaha Dec. 25 when a WOW newscaster and two newspaper reporters each captured a desperate criminal in a man-hunt near Omaha.

WOW's news editor, Foster May, was first to get his man. In subzero weather, with a crew of engineers, he had gone to an isolated farm house to describe the hunt for four desperate criminals. This farm was headquarters for the intensive search which was being conducted by some hundred officers in all directions.

May alighted from the mobile unit and went to a small shed, where he had noticed a light burning, to get information and warmth. He found a man lying on a couch as though resting and getting warm. Assuming he was one of the posse, May talked to him briefly, then went back out. He became suspicious after leaving the shed and went back to question the man.

On the Air

After a few brief questions, the man suddenly turned to the WOW newscaster and said, "Okay, Foster, I am the man you are looking for. I'm all shot up." And he displayed a bullet wound in his leg. May stepped outside, called the officers in, and picked up a shortwave microphone. He stepped back in the shed and proceeded to interview his quarry directly on the air, and to describe his subsequent capture and removal by officers. That made Fred Roberts the first recaptured prisoner.

A few minutes later two *Omaha World-Herald* reporters, George Sedlacek and Ernie Jones, were interviewing an occupant of the farm house. They heard a scratching noise on the window pane, which proved to be a second jail breaker, Marvin Brown, who was half frozen. They went around the house and held him until police arrived.

Brown escaped recently from the Missouri State prison at Jefferson City, where he was serving life for murder, and was being held in the Douglas County jail at the time of his break Sunday night in Omaha.

Phil Irwin, who also broke jail at Jefferson City with Brown, was captured in Omaha and was also awaiting his return to Missouri. The other two convicts were Roberts, recently released from the Nebraska penitentiary and facing Nebraska charges of burglary and banditry, and Paul Romano of Omaha, held on Federal narcotic charges.

All four were characterized by police as desperate characters. They escaped from Douglas County's sixth floor "breakproof jail" by overpowering four guards.

WOW played an important role in the capture. The first report of the convicts, after the break, came in a telephone call to WOW. Then a series of listener calls, relayed to state police, enabled the pursuers to catch up with the quartette near Gretna, Neb., 35 miles southwest of Omaha. Romano was caught two days later in a haystack near the wrecked car, half frozen, and Irwin was captured in a hay loft on the Hickey farm nearby.

WOW broadcast full details of the chase and interviews direct from the scene of all four captures by using its mobile transmitter.



FOSTER MAY (left), news editor of WOW, Omaha, interviewing a wounded bandit he found during a recent crime hunt in Nebraska.

STANDARD OIL Co. of N. J., New York (Esso) has added five Southern stations to its *Esso News Reporter* news programs. Marschalk & Pratt, New York, is agency.

U. S. Rubber Discs

U. S. RUBBER Co., New York, through its agency, Campbell-Ewald Co., New York, is planning to supplement its CBS weekly show which starts Feb. 22 with a series of five-minute transcriptions to be offered free to dealers who wish to use them locally. The initial series of 13 WBS transcriptions features Hildegarde, star also of the network program, and the Lyn Murray choir. Program is at present un-named, as the title originally planned, *100 Men & a Girl*, had to be abandoned because of legal complications with Universal Pictures, producers of a motion picture of the same name. Louis Dean, radio director of Campbell-Ewald, is directing all plans for the program.

Alex Robb Is Appointed To NBC Hollywood Post

APPOINTMENT of Alex Robb as manager of NBC's Hollywood Artists Service, effective Jan. 1 has been announced by Don E. Gilman, vice-president in charge of the Western Division of NBC. The appointment of Wynn Rocamora as assistant to the manager was also announced by Mr. Gilman.

The move of Jack Votion in resigning from the Hollywood office, effective Jan. 15, followed that of Dema Harshbarger, formerly department head, who resigned early in December. The artists bureau was temporarily headed by Mr. Robb until his appointment, and he was aided in reorganizing the Hollywood office by Dan Tuthill, acting managing director of NBC New York Artists Service.

For eight years Mr. Robb was manager of NBC Artists Service in Chicago, where R. M. Kendall is now in acting charge. Before joining NBC he was personal representative for Amos 'n' Andy, radio comedy team. Mr. Rocamora joined NBC a year ago, coming from the concert field, having been identified with L. E. Behymer in Los Angeles and prior to that with several eastern radio stations.

Fruit Drive on Air

INSTITUTE OF DISTRIBUTION, New York, is planning to cooperate with major chain stores in a coast-to-coast citrus fruit promotional campaign from Jan. 14 to Feb. 4, at which time non-citrus fruit-selling companies will use radio programs and other media to stimulate consumption of a bumper crop of the fruit, while Institute members will promote the campaign through window displays. Only radio plan definitely made to date is the use of the *Hour of Champions* program, sponsored by the Adam Hat Stores, New York, on WHN, New York, on which Sam Taub, director of thep rogram, will make announcements during the campaign plugging the value of citrus fruits. Other programs, to be announced, will also be used for spot announcements, according to John P. Nichols, managing director of the Institute.

Kaltenborn Sponsored

GENERAL MILLS, Minneapolis, joins the list of concerns using radio for institutional advertising on Jan. 1, when it begins sponsoring a series of Sunday evening broadcasts by H. V. Kaltenborn on a CBS network. Program, titled *Kaltenborn Comments*, was placed through BBDO, Minneapolis. Program replaces the *Headlines and Bylines* sustainer, 10:30-11 p. m. (EST).

MOTION was made by NBC on Dec. 22 before three judges and the full Court of Common Pleas for a judgment notwithstanding the verdict reached in the trial held earlier this year, as a result of which the network was found guilty of slander and libel, per se, against the Summit Hotel in Uniontown, Pa., which was awarded damages of $15,000. Suit was brought against NBC because of a derogatory remark made about the Hotel by Al Jolson on a *Shell Chateau* program broadcast June 15, 1935, by the network, the hotel claiming that the remark had damaged its reputation, even though NBC maintained that the remark had been ad-libbed.

Coughlin Furore Persists Despite Shift in Subjects

Cleric Now Soliciting Funds; Wheeler Raps Miller Stand

WHILE Father Charles E. Coughlin appeared to be veering more toward theological than political or racial subjects in his Sunday afternoon broadcasts of Dec. 18 and 25, the controversy over his radio discourses continued with slight abatement during the last fortnight. Some significance was seen in the fact that during his one-hour period on his independent hookup of stations those days his announcer began soliciting funds from the audience for the first time since his new series began.

At least one mass meeting of protest against the action of WMCA, New York, in declining to carry Coughlin unless he submitted his script in advance; picket lines parading before WMCA and WDAS, Philadelphia, which has also refused to continue carrying him on the same grounds; a deluge of literature from various sources urging citizens to boycott stations and advertisers of stations refusing to carry the priest's speeches, were among the latest developments in the Coughlin affair.

The NAB took cognizance of the situation involving not only Coughlin but other "crusading" broadcasts when, without mentioning any names but with pointed references which the newspapers immediately interpreted as alluding to Coughlin, President Neville Miller issued a statement Dec. 22 declaring that "broadcasts inciting racial and religious hatred are an evil not to be tolerated." Speeches of this character, he added, are "an abuse of the privilege of free speech and unworthy of American radio." [Full text of Mr. Miller's statement in adjoining column.]

Wheeler Takes Issue

The FCC and its chairman, Frank R. McNinch, maintained a discreet silence on the subject, although it has been besought to take some action against stations on the Coughlin hookup. It is manifest that the FCC intends to move more carefully in the future on matters involving censorship.

The Miller statement led to a statement to the Associated Press Dec. 26 by Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, who asserted he did not agree with the political views of Father Coughlin but took the stand that "if Father Coughlin is intolerant any radio station that would prevent him from speaking because it disagreed with him would be equally intolerant." Senator Wheeler, speaking in connection with the outburst over Secretary Ickes' recent speech assailing Nazi Germany and defending Ickes' right to speak his mind, came out for unqualified freedom of speech.

"Who is Mr. Miller," he asked, "that he should set himself up to say when free speech should be denied to any citizen of the United States? What special knowledge does he possess that he can judge when I or anyone else abuses free speech?"

Father Coughlin, who has repeatedly sought to buy time over the major networks, was invited to participate in NBC-Blue's *America's Town Meeting of the Air* on Jan. 19, but declined. Earl Browder, head of the American Communist Party, had asked for time to reply to Coughlin, and NBC invited him to participate in the panel discussions with Dorothy Thompson, Hugh Johnson and Father Coughlin. The priest declined the proffer.

WMCA's troubles over its refusal to continue the Coughlin addresses, now heard in the New

(*Continued on page 68*)

NAB President Hits 'Abuse of Free Speech'

Neville Miller, president of NAB, issued the following statement Dec. 22 commenting on the broadcasting of controversial issues by religious leaders:

Radio has become a new force of tremendous power and influence in our life. It must be used in the public interest and not subjected to irresponsible abuse.

The particular problem which we confront today is that of preserving the precious right of freedom of speech. However, the same Constitution which guaranteed us freedom of speech, also guaranteed other rights, such as freedom of religion, and in protecting one right we must not violate other rights.

The right of free speech is a right which extends to every American citizen. It is a right which broadcasters interpret as one requiring that equal opportunity be available for the expression of honest divergence of opinion. But in administering this responsibility, we must also be cognizant of the fact that radio by its very nature reaches all classes of our fellow citizens, regardless of race, religion or conviction, and that there is no obligation to broadcast a speech which plays on religious bigotry, which stirs up religious or racial prejudice or hatred. Such a speech is an abuse of the privilege of free speech and unworthy of American radio.

It must also be recognized that broadcasters are responsible under the law of our land for anything that may be said over their facilities which is libelous or slanderous. In a number of instances suits have been filed and judgments have been rendered against broadcasters in favor of the aggrieved, where libel or slander was proved. These decisions have placed the responsibility for libel or slander squarely upon the broadcaster.

No obligation of free speech or of public service could justify broadcasters in allowing this great new social force to strike at the harmony of the nation. In a country of many races and many religions amicably dwelling together, broadcasts inciting racial and religious hatred are an evil not to be tolerated. In these troubled times throughout the world, there is a great need for national unity. And in the hearts of the vast majority of our people I believe there is a great yearning for unity.

The responsibility for the content of programs rests upon the broadcaster; to determine what is in the public interest requires the exercise of an informed and mature judgment. He is well within his rights to demand an advance copy of any proposed radio talk. He is well within his rights to close his facilities to any speaker who refuses to submit it. He is well within his rights to refuse to broadcast a speech plainly calculated or likely to stir up religious prejudice and strife.

Such action is merely an act of good stewardship, distinctly in the public interest, and is not an abridgment of the right of free speech. The situation parallels the example once given by the late Justice Oliver Wendell Holmes of the United States Supreme Court, where he declared that free speech did not give a man the right to yell "fire" in a crowded theatre.

The responsibility to accept or to reject broadcast material is one placed squarely on the shoulders of the American broadcaster. It is up to him to evaluate what is and what is not in the public interest. This responsibility the American people have delegated to him in his license to operate a radio station. The National Association of Broadcasters will defend his right to discharge that responsibility.

Watch Tower Society Files Libel Suits For $375,000 Damages in Three States

LIBEL suits asking a total of $375,000 damages have been filed on behalf of Joseph F. Rutherford, head of the Watch Tower Society, in Colorado, Georgia and Ohio, according to a statement issued Dec. 21 from the offices of Jehovah's Witnesses, 117 Adams St., Brooklyn, N. Y. Two bishops and other Catholic prelates and two newspaper firms are among those cited as defendants on charges of "attempts to suppress the broadcasting of Bible truths by Jehovah's Witnesses," the statement said.

Nine Catholic priests and others in Colorado Springs, including the local chief of police, local Catholic societies and the *Colorado Springs Gazette* and *Telegraph*, named as part owner of KVOR, were sued in the El Paso (Colorado) County Court for $150,000 for allegedly attacking a speech by Judge Rutherford over KVOR Sept. 11, carried as part of a hookup broadcasting his lecture from King Albert Hall in London.

In Effingham County, Georgia, Judge Rutherford has sued the Catholic diocese of the State, alleging defamation and libel because of a letter by Bishop O'Hara asking WATL, Atlanta, to reject an Oct. 2 broadcast by Judge Rutherford. WATL and 59 other stations carried the speech. Damages of $100,000 are asked.

The Bishop of Columbus, O., founder and honorary president of the Catholic Press Assn., and others are named in a third suit for $100,000 damages for allegedly "forcing a breach of a 10-year contract between Columbus station WBNS and the Watch Tower Society." The diocesan newspaper is alleged to have carried an article attacking Rutherford and suggested form letter to stations to put him off the air.

As a fourth suit, also in Ohio, the Watch Tower Society claims $25,000 damages for alleged breach of a contract with WADC, Akron. Three priests and various Catholic laymen are named as defendants responsible for "forcing the station to interrupt the chain broadcast of Judge Rutherford's speech on Oct. 2."

Censorship Seen By Boake Carter

Charges Administration Puts Pressure on Commentators

BOAKE CARTER, who is touring the country on a lecture trip, had some pointed remarks to make about alleged censorship on the big chains, when he spoke at the University of California recently and the next night in San Francisco. The major radio chains exercise complete and absolute censorship over commercial programs, he told his audience. They exercise this censorship because they are in business for profit and they are "afraid of Administration pressure," he stated. He added that, since every radio station must have its license renewed every six months by the FCC, radio is very susceptible to Administration "suggestions".

Speaking on "Free Speech in the News", Mr. Carter told his audience that Hugh Johnson, David Lawrence and other outspoken commentators, including himself, will not be on the air again "until the Administration lets up". He said that present radio censorship is dictated "by Steve Early, Tommy Corcoran, Harold L. Ickes, Harry L. Hopkins and that group".

Radio censorship, he said, became noticeable about four months ago. He declared that one of the networks deleted from a speech by John B. Kennedy, the sentence, "Neville Chamberlain gave a good speech". This sentence was considered "editorializing", Carter said.

Mr. Carter condemned Administration officials who took to the air to attack the newspapers. "Less than 5% of the newspapers in this country fail to uphold high standards of decency and honesty," Carter told his listeners.

"Why destroy the decent 95% for the sins of the five per cent? Why destroy a medium which doesn't depend on politicians for a license every six months?" During his visit in the Bay area, Carter was interviewed over KYA, San Francisco, by Morris Penter, assistant publisher of the *San Francisco Examiner*.

Kidnap Threat Received By Manager of WDAS

THE *Philadelphia Record* on Dec. 27 reported that the 7-month-old daughter of Patrick J. Stanton, manager of WDAS, Philadelphia, had been threatened with kidnaping in a telephone call received Dec. 11 at the Stanton home. Neither Mr. Stanton nor his wife attached enough importance to the call to notify police or take any unusual precautions. Mr. Stanton was inclined to believe the call was not connected with the picketing of WDAS by followers of the Rev. Charles E. Coughlin, whose speeches WDAS has declined to carry.

"The person who called," said Mr. Stanton, "apparently was an irresponsible crank. I feel sure the present situation, which pulled me momentarily into the limelight, has nothing to do with it. No one connected with any organization that is picketing would take this means of expressing himself. The station and officials of the company have received thousands of protests, by mail and telephone, but there has not been a single threat made."

CBS Enters Into Disc Field In Acquiring American Record

Paley Points to Revival of Interest in Discs; Plans Campaign to Stimulate Marketing

PURCHASE of the American Record Corp. from Consolidated Film Industries by CBS was announced Dec. 17 by William S. Paley, CBS president, who at the same time appointed Adrian Murphy of the CBS executive staff to serve as temporary president of the record company. A purchase price of $700,000 was indicated by Consolidated Films.

The deal gives CBS ownership of the Columbia Phonograph Co. which at one time was owner of the network and also enables the network to employ its artists in the manufacture of phonograph records under the Columbia label. CBS also takes over the manufacture and distribution of Brunswick, Vocalian and other records. No statement was forthcoming as to whether CBS would also enter the transcription field or would confine its recording activities to the manufacture of records for use on phonographs.

Former affiliation between the network and the phonograph company, which is responsible for the network's present name, dates back to April 5, 1927, when Columbia Phonograph Co. launched the Columbia Phonograph Broadcasting System to function as a sales organization for the United Independent Broadcasters, which had been organized in January of that year to compete with NBC, which had begun its network operations the previous November. On Nov. 10, 1927, the phonograph company withdrew from the broadcasting scene, selling its stock in the company to Jerome Loucheim and Leon and Isaac Levy. At that time the word "Phonograph" was dropped from the name, which then became for the first time Columbia Broadcasting System. CBS and UIB operated in conjunction until Jan. 3, 1929, when the two were merged into one organization under the CBS name. It was also on that date that Mr. Paley was elected president of CBS.

Other Officers Named

In addition to Mr. Murphy, whose duties at CBS consist chiefly of investigating all new ventures under consideration by the network, Frank K. White, CBS treasurer, has been given the same title with American Record Corp.; C. C. Boydston of CBS accounting department has been made assistant treasurer, and Ralph F. Colin, member of the firm of Rosenberg, Goldmark & Colin, CBS attorneys, has been appointed secretary. All these appointments are temporary and will continue only until the appointment of permanent officials for the record company.

Subsidiaries of American Record Corp., also acquired by CBS, include Columbia Phonograph Co., Brunswick Record Corp., American Record Corp. of California, and Master Records, as well as a number of inactive companies. A minority group holds 20% of the stock acquired by CBS under an option that gives the network the right to purchase this stock after a period of years. American Record Corp. has pressing plants in Bridgeport, Conn. and Hollywood. Foreign exchange agreements, notably with Columbia Graphophone Ltd. and Electrical Musical Industries, both of London, give the record company facilities for the exchange of recordings between America and Europe.

In announcing the purchase of the recording firm, Mr. Paley cited the increased popularity of home records within the last few years and continued that "there is every indication that future increases are assured. Technical advances in radio combinations, phonographs, record playing attachments, and in the discs themselves, have greatly improved the quality of music that records can reproduce in the home. As a result there has been a widespread revival of interest among people of all ages in both classical and popular records.

"Within a few weeks" Mr. Paley added, "we hope to know enough about the details of the new company to issue statements covering general policies and the personnel who will be in charge. Our primary purpose will be to find new patterns for both serious and popular music which will give the greatest enjoyment to the public. We plan to accelerate record sales both by vigorous business management and by innovations in the production and marketing of records. Special interest will be paid to the field of education."

"Broadcasting and records have a great deal in common," Mr. Paley continued. "Both appeal to the ear, rely in general on the same artists, and have a great many similar technical problems. We feel that CBS in entering the record business is broadening the base of its service along natural lines. Intensive consumer studies have disclosed the fact that the use of phonograph records is supplemental to and not a substitute for radio listening. They indicate also that radio broadcasting in itself has widened the market for records. People come to know compositions by hearing them on the air, then buy records so that they can hear the music they are familiar with at the moment they want to hear it."

Whether CBS will enter into the transcription business in competition with other firms, particularly transcription - library producers, "has not yet been decided." Mr. Murphy said he has no idea at this time whether CBS will go into transcriptions, and when reminded of the Chicago transcription studio of Columbia Phonograph Co., he indicated they might close it up and stick to phonograph records. He added that the field of educational records seems to offer a potential market, and CBS might enter it, but again no decision has been made.

CBS in New England

FORMATION of a new regional network, the Columbia New England Network, has been announced by CBS. First rate card, released in mid-December, lists nine stations: WEEI, Boston; WPRO, Providence; WDRC, Hartford; WORC, Worcester; WMAS, Springfield, Mass.; WBRK, Pittsfield; WNBX, Springfield, Vt.; WGAN, Portland, WABI, Bangor. WBRY, Waterbury, was added Dec. 15, however, bringing the total to 10 outlets. Rate card was enclosed in a folder titled "Your Visa to a Land of Milk and Honey."

KOIL to CBS

WHEN KOIL, Omaha, now a member of NBC's basic Blue network, joins CBS on or before April 30, 1939, it will become a member of the CBS basic network, which will then raise its minimum requirements to advertisers from 24 to 25 cities. Network rates for KOIL will be reduced from $200 to $175 per evening hour when it joins CBS. KOIL operates with 5,000 watts day, 1,000 night, on 1260 kc.

Arkansas Pine Spots

ARKANSAS Soft Pine Bureau, Little Rock (woodwork-paneling), late in January will start a 13-week campaign of quarter-hour programs on WBZ-WBZA, Boston-Springfield, Mondays at 7:45 p. m.; WGY, Schenectady, Tuesdays at 6:45 p. m.; and on WCSH, Portland, Me., Wednesdays at 7:30 p. m. Programs, recorded by NBC, feature the music of the Landt Trio. Account is handled by Robert H. Brooks Co., Little Rock.

THE HOUSE GOES TO THE BUYER

WTMJ Shortwaves From Rooms of "Dream House" And 3,000 Prospects Came in a Day

A NEW WAY to bring a house to the attention of prospective buyers was tested by a prominent Milwaukee real estate firm with amazing results on WTMJ. The A. P. Stark Co., marketing Calhoun Farms, suburban development 12 miles from Milwaukee, consisting of homes on half-acre tracts, felt that if the real estate buyer wouldn't go to a house, the house must go to the buyer.

So they bought a series of broadcasts on WTMJ, which feature Nancy Grey, *What's New* commentator, by shortwave direct from the "dream home" in Calhoun Farms. Mrs. Grey, going from room to room described the appointments of the house and interviews guests to get their reactions. She also suggested, at the request of the sponsor, her own scheme of decoration, since she originally was a professional interior decorator with her own studio.

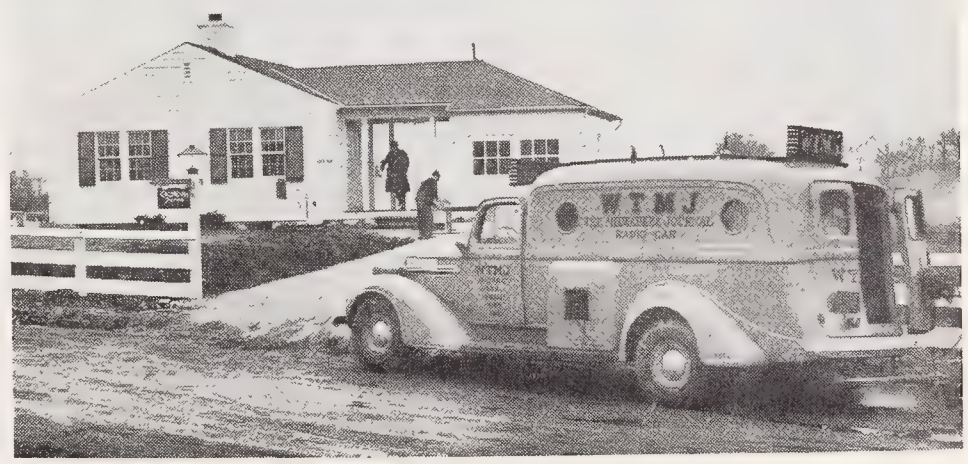
So moved were prospective home buyers by the first two broadcasts that instead of sitting snugly at home after Mrs. Grey's descriptions of the "dream home", more than 3,000 visited Calhoun Farms on Sunday. The Stark Co. got five hot prospects on the spot and closed a sale for the focal "dream home", scene of the broadcasts, by the following Tuesday. They also got a number of live prospects for two other homes which they expected to close momentarily. Arrangements, however, have been made to continue using the model home for broadcasting purposes pending completion of other homes in the development.

Fortney Stark, member of the realty firm, who is prominent in estate circles nationally and was formerly secretary of the Milwaukee Real Estate Board, had predicted a turnout of 2,000 and won bets from other members of the firm when the crowd was clocked at 3,147.

Homes in Calhoun Farms sell complete for slightly under $5,000, considered an ideal selling price for radio's masses, and enabling the buyer to live in suburban comfort for approximately $30 a month.

Contractors for equipment in the "dream home" share in the broadcasting expense, including General Electric whose kitchen equipment is highlighted. The Electric Company's rapid transit line, which has 23-minute service to Calhoun, Wis., likewise is featured.

By coincidence Calhoun Farms is less than a mile from WTMJ's transmitter. Thus a signal is thrown direct, without transmitting by circuitous route through WTMJ's shortwave station in downtown Milwaukee.



FCC Grants One And Rejects Three

Subsidiary of Transamerican Denied Schenectady Outlet

THE final and 52nd new station grant of the year, authorizing a 100-watt daytime outlet on 1370 kc. in Williamson, W. Va., was made by the FCC at its last full Commission decision day of the year Dec. 23, attended by all of the commissioners except G. H. Payne. At the same time the Commission turned down all three rival applicants for new stations on 1240 kc. in Schenectady, N. Y., Endicott, N. Y. and Holyoke, Mass.

The new Williamson, W. Va. station will be licensed to Williamson Broadcasting Corp., headed by George W. Taylor, local jeweler and electrical appliance dealer, who holds 95 out of 100 shares of stock. Other stockholders are W. P. Booker, utility man, three shares; William B. Hogg, attorney, one share; F. W. Wagner, who will be manager and chief engineer, one share.

Schenectady Denial

Seeking a new station with 1,000 watts night and 5,000 day at Schenectady was Citizens Broadcasting Corp., 75% controlled by Transamerican Radio & Television Corp., which previously had also unsuccessfully backed a new station project in Cleveland. The Commission held that the Schenectady-Troy area was already adequately served and that WXYZ, Detroit, and CJCB, Sydney, Nova Scotia, would be adversely affected by this grant.

The same facility was unsuccessfully sought, but with 1,000 watts day and night using directional antenna, by Thomas J. Watson, president of International Business Machines Corp. at Endicott, N. Y., who had originally asked for the station to contact employes of his plants and to "promote international peace." Also rejected, though asking for 500 watts night and 1,000 day, was Hampden-Hampshire Corp., headed by William Dwight, editor of the *Holyoke Transcript-Telegram*.

An application of KUJ, Walla Walla, Wash., to build a new transmitter and antenna to utilize 560 kc. with 250 watts was denied. The station now operates with 100 watts day and 250 night on 1370 kc.

Also denied was the application of WLAP, Lexington, Ky., to shift from 1420 to 1270 kc., and increase power from 100 watts night and 250 day to 1,000 watts full time.

Prune Disc Series

CALIFORNIA Prune Growers, San Francisco (prunes), seasonal users of radio, through Lord & Thomas, Los Angeles, in early January starts a twice-weekly quarter-hour transcribed series, *Hollywood Discoveries*, on a group of stations nationally. Series, written by Fred Runyon, features Hedda Hopper, ex-film actress, as commentator, with Ken Carpenter, NBC Hollywood announcer, handling commercials. James Fonda of Lord & Thomas, Hollywood radio production staff, is producer of the series.



REP. STEFAN

WJAG, Norfolk, Neb., staged a Karl Stefan Day in honor of his reelection to the U. S. House of Representatives. Mr. Stefan was chief announcer of WJAG prior to his election to Congress in 1934. To open the event Dec. 19 Mr. Stefan personally conducted a street interview and a news period. Installments in his life were dramatized by the WJAG staff. Although the idea was conceived at the last minute, a promotion drive brought many spot announcements.

Camel Spots Planned

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on Jan. 1 is starting a transcribed spot announcement campaign for Camel cigarettes on a large list of stations which to date has not been decided. Contracts will run from 26 to 52 weeks, the number of announcements varying on each station. Wm. Esty & Co., New York, agency in charge, is making more definite plans for the campaign at the present time.

Hampson Gary Is Named To Federal Banking Post

HAMPSON GARY, former general counsel of the FCC, whose resignation was forced by Chairman Frank R. McNinch last October as a high spot of his reorganization drive, is joining the Export-Import Bank as solicitor, a newly-created post.

This position, it is understood, was the one offered the former Minister to Switzerland prior to the summary move by the FCC and which he declined at that time. The bank functions under the Reconstruction Finance Corp., of which Jesse Jones, a fellow Texan, is chairman. Mr. Gary's tenure as general counsel of the FCC expired with the absorption of his accumulated leave on Dec. 31. William J. Dempsey, acting general counsel since Mr. Gary's departure, thereby automatically becomes general counsel.

NBC Challenges Jersey Utility Act

CONSTITUTIONALITY of the New Jersey Public Utility Commission Act was questioned by NBC attorneys who appeared before a three-judge statutory court in Trenton, N. J., on Dec. 9 to show reasons why NBC had not requested permission of the State's Public Utilities Commission before beginning to erect an antenna at Bound Brook, N. J.

NBC had previously procured permission from the FCC to move its ultra-high frequency experimental station, W2XDG, from New York to Bound Brook and contended that with this approval it did not need permission from any State board. Thomas Haight, New Jersey attorney, argued NBC's case before Justices J. W. Davis of the Circuit Court and Philip Forman and John Boyd Avis of the U. S. District Court.

Court action resulted from an attempt by the P. U. C. to prevent NBC from proceeding with work on the antenna without Commission consent [BROADCASTING, Oct. 1]. At that time, NBC said: "NBC believes the statute of the State of New Jersey, requiring the operator of a broadcasting station, licensed by the FCC, to secure a certificate of convenience and necessity from the New Jersey Board of Public Utility Commissioners, to be an unconstitutional exercise of regulatory power by the State, inasmuch as the Federal Government has already completely regulated the field of broadcasting."

Popsicles for 84

JOE LOWE Corp., New York, will start a campaign for frozen Popsicles of three quarter-hour transcribed programs weekly, *Buck Rogers in the 25th Century*, on 84 stations throughout the country, some of the contracts to start on April 1 and some on May 1. Biow Co., New York, handles the account.

No FCC Proposals for New Legislation Are Expected When Congress Convenes

UNLESS THE unexpected happens, there will be no recommendations from the FCC for new legislation when Congress convenes Jan. 3.

At best, according to informed FCC sources, there may be an interim report to Congress later on in which Chairman McNinch outlines the current status of FCC affairs with emphasis on those matters which have aroused greatest Congressional interest in the past —superpower, programs, networks, purported monopolistic tendencies and, in the common carrier field, the status of the AT&T investigation and the plight of the land-line telegraph companies.

Generally speaking, the Commission is hardly in a position to make any definite legislative recommendations based on actual findings. Several projects have been launched but none completed. For example, the Commission is still in the first phases of its network inquiry, which embraces such matters as tendencies toward monopoly, multiple ownership, leases and management.

No Superpower Ruling

In the superpower field, a Commission committee has made a recommendation that WLW be denied renewal of its experimental authorization to broadcast with 500,000 watts but no decision has yet been rendered. On programming and program complaints, new procedure is awaiting Commission action after a committee kept the issue on ice for most of the year. On proposed new rules and regulations governing broadcasting, which embraces the projected reallocation of the broadcast spectrum, the three-man committee has not yet submitted its report and recommendations to the Commission.

Thus, in the broadcasting field alone, there has been no crystallization of policy by the Commission which would place it in the position of making recommendations for new legislation backed by actual findings.

Even though talk of a Congressional investigation of the broadcasting and of the FCC has subsided, there still are signs aplenty of radio interest in Congress. For example, no date has been set for hearings on the 1939-1940 FCC appropriations before the House subcommittee in charge of independent offices finances [BROADCASTING, Dec. 15]. Usually the hearings are held in December, with the independent offices bill, including FCC appropriations, considered by the House during the first fortnight of the new Congress.

As BROADCASTING went to press, it was considered likely the committee was holding its fire until after Congress convened. Should the independent offices appropriation bill be introduced without provision for the FCC, its funds would have to be taken care of in a deficiency appropriation. The Commission's present funds run until July 1.

Another angle on the action of the appropriations subcommittee, which is headed by Rep. Woodrum (D-Va.), is that members of Congress may have in mind FCC reorganization as part of the Administration's reorganization legislation which is slated for early consideration. The departmental reorganization bill was killed last session but in its original form it provided for absorption of the FCC by the Department of Commerce. In committee, however, the FCC, ICC and Federal Trade Commission were eliminated with the understanding they would retain their independent status.

Now, however, sentiment appears to have changed somewhat and there is a strong feeling that several of the independent agencies which have been fraught with controversy, like the FCC, ICC and the Bituminous Coal Commission, are headed for reorganization. It thus is conceivable that the House subcommittee is foregoing consideration of the FCC appropriation with the reorganization factor in mind.

The FCC annual report, which goes to Congress when it convenes, will contain no legislative recommendations of any importance, it is understood. It had been expected that Chairman McNinch would send to Congress definite proposals, based on the several studies which are underway but the fact that all of them have been delayed mitigates against that possibility, according to informed sources.

WHO offers

66% EXTRA RESULTS DURING 1939 —from "IOWA PLUS"!

If you've been trying to cover Iowa without WHO, now's the time to make a New Year's Resolution!

WHO covers Iowa *completely* — with almost eight times more night power than all other Iowa stations combined (at less than one-third the cost)! . . . But this alone doesn't account for the tremendous RESULTS that WHO gives its advertisers. WHO also offers an EXTRA listening audience, outside of Iowa, which is two-thirds as big as our Iowa following itself!

Automatically, this PLUS of "Iowa Plus" brings 66% more value for your money, 66% greater RESULTS. Shall we wrap it up for you?



WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

TRANSFER OF WMBO APPROVED BY FCC

APPROVAL of the transfer of WMBO, Auburn, N. Y., from Roy L. Albertson to the Auburn Publishing Co., publisher of the *Auburn Citizen-Advertiser*, for $15,000, was announced Dec. 16 by the FCC. Simultaneously, the Commission approved renewal of the licenses of WMBO and of WBNY, Buffalo, which is owned by Mr. Albertson, after the station had been cited because of question as to whether the control of WMBO had been transferred without authority.

The decision brought out that the newspaper on July 28, 1936, contracted to purchase WMBO from Mr. Albertson for $15,000, subject to Commission approval. However, $5,000 was advanced immediately to Mr. Albertson for payment of WMBO obligations and thereafter the balance of $10,000 was advanced to him. The stock was deposited with the Auburn Trust Co. in Albertson's name and it was found that no transfer was made to the newspaper.

Moreover, it was brought out that to rebuild the station completely, approximately $20,000 was advanced to WMBO Inc. through a credit established by the newspaper with the Auburn Trust Co. The Commission concluded that the evidence showed that notwithstanding the advances the publishing company "has not exercised any control whatever in the corporate organization of WMBO" and has not interfered with or taken any part in management of the station. The decision became effective Dec. 19.

Proposed Program Procedure Meets Opposition Within FCC

ANOTHER obstacle to revision of FCC procedure on program complaints has been met, resulting in further delay in action.

Latest word was that the controversial issue had been passed over by the Commission after receipt of conflicting reports from its program complaint committee of three Commissioners and that action would not be taken until after the first of the year.

The Committee—comprising Commissioners Craven, Sykes and Payne, the latter as chairman—was delegated last March with the task of proposing new procedure in handling listener and other complaints involving programs. This resulted from haphazard handling of such matters, with stations indiscriminately cited on license renewal or otherwise stigmatized by announcements regarding program citations no matter how irresponsible the complaint.

Committee Disagrees

While no official word has been forthcoming, it was generally understood the Commission had asked the program complaint committee to submit its report by Dec. 15. Best information is that Commissioner Craven submitted a report in which he suggested entirely new procedure which would entail thorough investigation of the responsibility of complaints before action was taken against the station by the Commission, thus eliminating the stigma of temporary license or public citation.

This procedure, however, apparently was not concurred in by the other Committee members who took a different position with respect to recommended procedure. Thus, the whole matter was tossed in the lap of the Commission with two separate reports, one having the support of Commissioners Sykes and Payne and the other that of Commissioner Craven.

Preliminary to the committee's action, the FCC law department, at the Commission's direction, conferred informally with the Department of Justice in connection with program violations falling under the penal statutes, such as alleged lottery and profane utterances. The Department, it is understood, offered its cooperation on such matters which presumably would mean that in such instances the Commission simply would notify the Department after investigation and permit it to proceed in its own way under the criminal laws.

While the whole subject is fraught with danger because of the censorship angle, the industry long has felt the Commission should establish a definite prescribed procedure in handling such matters. "Crackpot" complaints and others of an irresponsible nature, it is felt, should not be given the status of a formal complaint and machinery by which they might be checked has been urgently recommended.

Moreover, broadcasters themselves, through counsel, have contended that all matters entailing violation of criminal laws, or those under the jurisdiction of other governmental agencies such as the Post Office Department and Federal Trade Commission should be referred to those agencies before FCC citations.



To the Advertisers and Agency Executives of New York:

WE ARE pleased to announce the appointment of Don Miller as manager of our New York office. You old timers in radio advertising may remember Don Miller from his early days in radio with station WOR. That was ten years ago. Others of you will remember Miller for his creative ability as one of the country's top producers of spot radio business during his six years of association with Scott Howe Bowen Inc. Miller's next assignment was as sales manager of the Raymond Molle-Vincent Astor magazine *Today* after which he spent two years with the *Cosmopolitan Magazine* in the New York, Philadelphia and New England territory. But once a radio man always a radio man, so Miller returned to the radio field as sales representative of the World Broadcasting System. And now we are sure that Don's many good friends throughout the East will be as happy over his appointment as manager of our New York office as we are in having him become associated with us.

William G. Rambeau Company

Chicago New York Detroit San Francisco

WCOV in Montgomery Ready to Take the Air

WCOV, new 100-watt daytime station in Montgomery, Ala., authorized last June by the FCC to operate on 1210 kc., will begin operating on or about Jan. 1 under the general managership of G. W. Covington Jr., who with John S. Allen is to be licensee. Mr. Covington and Mr. Allen each also owns one-third interest in WHBB, Selma, Ala.

The station's studios are located in the Exchange Hotel, and Collins transmitter and 204-foot vertical radiator are located just outside the city limits. Weston E. Britt has been named program and musical director; Herbert Johnson, formerly of WBHP, Huntsville, and Byron Jenkins, formerly of WGST, Atlanta, WRVA, Richmond, and WDNC, Durham, announcers; Al Thompson, formerly of WSFA, Montgomery, and Homer Johnson, formerly of WHBB, Selma, engineers; John S. Allen, R. B. Raney, Jack Hughes and H. D. Hill, commercial staff; Mrs. Evelyn Robinson, executive secretary and office manager.

Approval Is Given KFDM's Transfer

FCC Tentatively Consents to Transaction in Texas

SALE of KFDM, Beaumont, Tex., by the Magnolia Petroleum Co. to the Beaumont Broadcasting Corp., headed by C. W. Snider, Wichita Falls industrialist, and Darrold A. Kahn, former manager of KGKO when it was in Wichita Falls, was tentatively approved by the FCC in a decision announced Dec. 16. The total consideration was $115,000, of which $90,000 will be paid to Magnolia and $25,000 to the Sabine Broadcasting Co., lessee of the station.

The Commission approved the assignment conditional upon furnishing of satisfactory evidence that the sales contract will be modified to preclude recapture of the station by Magnolia or Sabine, should the new corporation fail to comply with the terms of the sales contract. In so doing, the Commission followed the reasoning it used in denying sale to CBS of KSFO, San Francisco, on the ground that there was a "reversionary" clause which in effect might mean violation of the transfer section of the Communications Act.

Terms of Payment

KFDM operates on 560 kc. with 500 watts night and 1,000 watts day unlimited time. It is an NBC outlet. J. M. Gilliam has been operating the station as head of Sabine under lease from Magnolia.

Mr. Kahn, well-known in broadcasting circles, will become general manager of the station. Mr. Snider, principal stockholder in the new corporation, is Mr. Kahn's father-in-law. The $25,000 figure to be paid to Sabine was set aside for payment of existing debts, with the balance if any to be paid to Sabine.

Under the terms of the transaction, in addition to the $25,000 in cash deposited by Beaumont with Magnolia for payment of Sabine's debts, $40,000 was to be paid in cash upon approval of the assignment, with $20,000 to be paid on or before one year from the date of approval, and the remaining $30,000 to be paid on or before two years from that date.

The Commission said that an inventory of the KFDM property showed that the original cost of the equipment and physical properties of the station was $51,586.38, the depreciated value $29,404.43 and the replacement value new $57,183.37. The case was heard by an examiner on Oct. 12, 1937 and he recommended a grant.

WHAT to Be Sold

INDEPENDENCE Broadcasting Co. Inc., subsidiary of the *Philadelphia Public Ledger*, operator of the 100-watt WHAT, has applied to the FCC for authority to sell the station to Bonwit-Teller & Co. of Philadelphia, women's apparel firm, for $10,000. The station's stock would be purchased in its entirety, and W. Porter Ogelsby Jr., manager of the station and son-in-law of John C. Martin, publisher of the *Ledger*, would retire from its management. The station shares time on 1310 kc. with WTEL, Philadelphia, and WCAM, Camden, N. J.

PITTSBURGH RADIO NEWS

JANUARY 1, 1939 Vol. 1, No. 1

KQV GOES FULL TIME! DOUBLES ITS POWER!

RAMBEAU APPOINTED BY WJAS AND KQV AS NATIONAL REPRESENTATIVE

Effective January 1st, 1939, William G. Rambeau will act as national advertising representative for both WJAS (Columbia Basic Network) and KQV (independent station), according to an announcement made by H. J. Brennen, General Manager, and Robert M. Thompson, Commercial Manager, of WJAS-KQV.



"We selected the Rambeau organization after an investigation and comparison with all the leading representative organizations. It has always been our policy to render advertisers a complete intelligent service, based on a knowledge of their advertising and merchandising problems in Pittsburgh.

"Bill Rambeau came to radio with a background of many years advertising and merchandising experience and applies that knowledge to the advantage of the advertisers and advertising agencies he serves. Around him he has built an organization of mature men, all of whom were well grounded in advertising and sales experience before entering the radio field. Hence they are fitted to render service not only to our stations but to the national advertisers served by us."

PIONEER PITTSBURGH STATION STARTS ITS TWENTIETH YEAR

Founded in 1919, KQV Pittsburgh celebrates its 20th year with the announcement that it now broadcasts on full time, and has increased its power to 1000 watts.

With a stronger signal strength in Pittsburgh and a wider service area, KQV now offers a greater market coverage at no increase in cost. KQV has won its present national advertising recognition the hard way; as an independent daytime station doing an outstanding selling job on retail accounts, through sports, news, local-interest shows and other local features. Before you buy Pittsburgh radio, compare KQV coverage and cost!

WJAS AND KQV "AUDIENCE-TESTED" PROGRAMS

There's no guesswork about the sales power of WJAS and KQV spot programs . . . they have been audience-tested over a number of years and have a successful selling background. Among these programs are (1) Musical Clock—on the air five years. (2) Transradio News Service—on the air 4 years. (3) The Luncheon Guild—with a visible audience alone of over 70,000 women annually. (4) Man On The Street—a program with a big sales record. The William G. Rambeau Company has complete information on all these programs.

Rambeau RADIO NEWS

AUDIENCE TESTED PROGRAMS OF PROVEN SALES POWER

The biggest news of the new year is that all of these Major Market Spot Stations have some real "audience tested" programs that have already won an audience and are ready to go to work for you. ***Here's what we mean!***

WNEW
New York

THE BALLROOM IS MAKE BELIEVE BUT THE SALES RECORDS ARE REAL

"Make Believe Ballroom"—of course you've heard of this one—Martin Block and his Ballroom are as much a part of New York as Times Square or the Empire State Building. Still piling up sales records for advertisers. . . . "According to Hoyt" means Waite Hoyt, one of baseball's greatest heroes doing his daily chore on all sports for New York fans. It's a natural!

KITE
Kansas City

KITE GIVES KANSAS CITY ITS FIRST REAL BARN DANCE

"Plug" Kendrick is in town! At last Kansas City is being treated to some radio showmanship. Here's how—"KITE Barn Dance"—Twelve groups of hill-billy entertainers built into a good old hoe-down for the Saturday night listeners. They like it. . . . "Tuneful Tick Tocks"—an easy-to-listen-to breakfast program. . . . "News Around the Clock" and many others we would like to tell you about.

KQV-WJAS
Pittsburgh

70,000 CLUB WOMEN CAN'T BE WRONG

"The Guild Luncheon" with a visual audience of 70,000 club women a year and plenty of cash register evidence to prove that the folks who stay home like the program. . . . "Man on the Street" with a sales record to boast about—Two good bets—both ready to go.

WOL
Washington, D. C.

WALTER COMPTON GIVES THE NEWS IN THE WORLD'S NEWSIEST TOWN

"News of the Day" means local news, Washington news, and world news by that old time news reporter, Walter Compton, in the most news-hungry city in America. . . . "Jimmy Scribner's Johnson Family"—here's one of the most amazing programs on the air. Ask us.

WIND
Chicago (Gary, Ind.)

BIG TIME, BIG LEAGUE ENTERTAINMENT AT A BUSH LEAGUE PRICE

The Major League play-by-play baseball broadcasts are looking for a sponsor—and what a program. . . . We would also like to tell you about that novel program "Listen to Yourself". This one goes on in your own dealers' stores. And do they like it! Plenty of merchandising angles.

Space does not permit listing all of the good ready-to-buy programs on these stations. Tell us about your product and your problems and we will try to find a program that fits. We might even have a worth while idea on marketing and merchandising. Try us.

WILLIAM G. RAMBEAU COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

RADIO'S FIRST SPECIAL REPRESENTATIVES

KANSAS CITY SALES

UP! UP! UP! with KITE

"Plug" Kendrick does it again!

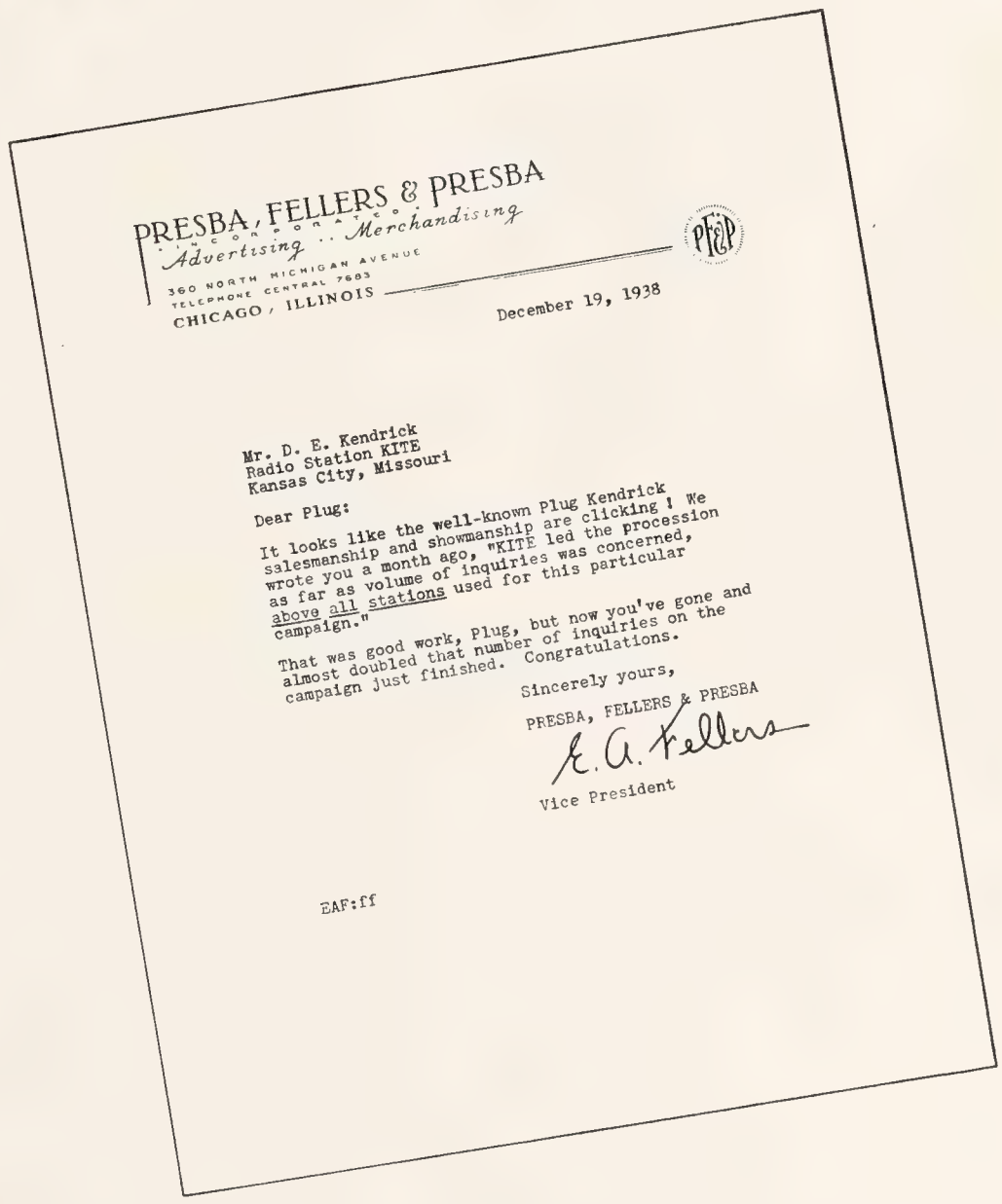
KANSAS CITY
Listens • Buys • Writes

Listen to what other advertisers say: "Sales up 435%" . . . "Most unusual commercial radio program in our experience." "Retailers over trade territory received calls and ordered from jobber until he was completely out of stock." That's the way "Plug" Kendrick is doing the job in Kansas City.

KITE BLANKETS K. C.

Out of the 23,091 pieces of KITE mail for November, 9,475 of 'em—41%—came from Greater Kansas City. That's doing a *real job* in a major market! If you want to know how YOU can get response from Kansas City, phone, wire or write the *William G. Rambeau Company*. They have facts and figures on KITE that you simply can't afford to overlook.

Client's mail up 100% in November



PRESBA, FELLERS & PRESBA
INCORPORATED
Advertising .. Merchandising
360 NORTH MICHIGAN AVENUE
TELEPHONE CENTRAL 7603
CHICAGO, ILLINOIS

December 19, 1938

Mr. D. E. Kendrick
Radio Station KITE
Kansas City, Missouri

Dear Plug:

It looks like the well-known Plug Kendrick salesmanship and showmanship are clicking! We wrote you a month ago, "KITE led the procession as far as volume of inquiries was concerned, above all stations used for this particular campaign."

That was good work, Plug, but now you've gone and almost doubled that number of inquiries on the campaign just finished. Congratulations.

Sincerely yours,

PRESBA, FELLERS & PRESBA

E. A. Fellers

Vice President

EAF:ff

D. E. "PLUG" KENDRICK, Mgr. **KITE** **KANSAS CITY, MO.**

National Representative

William G. Rambeau Company

New York, Chicago, Detroit, San Francisco

New Gulf Series Hurdles Obstacles

Argument With Screen Guild Over Talent Is Settled

GULF OIL Corp., Pittsburgh (gasoline), which will sponsor Screen Actors Guild radio program on CBS starting Jan. 8 has tagged the series *Hollywood Guild*. It will be remoted from El Capitan Theatre, Hollywood, Sunday, 7:30-8 p. m. (EST). Tom Lewis will get production under way for Young & Rubicam, agency servicing the account. He will later relinquish the post to take over an executive position with the firm in New York.

Controversy between Screen Actors Guild and J. Walter Thompson Co. which threatened to disrupt plans for the series, has been amicably settled. Cooperation by J. Walter Thompson Co. with aims and purposes of SAG was pledged by Danny Danker, vice-president and Pacific Coast radio head of the agency in a letter sent the organization. Statement of policy by J. Walter Thompson Co. is outcome of controversy over Carole Lombard, film actress, guest-starring the first program, one week in advance of her regular appearance on the new Kellogg Co. series, starting Jan. 15 on NBC.

Offers to Cooperate

Danker's communication to SAG follows: "M. C. Levee, representing the agents and Ralph Morgan and George Murphy, representing the actors, asked me to state the situation relative to Guild members who are under exclusive radio contract to our clients. We are thoroughly and sincerely sympathetic with the aims and purposes of the Guild and have acquainted our clients with the importance of the charitable work which has been undertaken. Whereever an artist can be released to appear on the program produced by the Guild under commercial sponsorship without conflict in schedule or interest to our client and his radio program, we would naturally be glad to cooperate in so worthy a cause.

"Obviously the Guild does not wish to handicap the private employment of its individual members or embarass the sponsors who employ its members. We feel confident that the aims and purposes of the Guild can be accomplished without occasioning either of these results."

The J. Walter Thompson Co. guest contracts prohibit appearances of talent on any radio show outside of its own for a period of 30 days prior to commitment.

Miss Lombard was withdrawn from consideration for the initial Gulf Oil Corp., program when Ralph Morgan, president of the actors association, declared SAG had no intention of interfering with previous contractual commitments. Screen Actors Guild will receive $10,000 weekly from the program. This will be turned over to its Motion Picture Relief Fund for building purposes. Oscar Bradley will conduct music.

NBC broadcast the transfer of Associated Press offices in New York to Rockefeller Center with an hour program titled *Ninety Years of News*. Byron Price, AP news editor, made a short address.



THE STAGE is set like this when WHB, Kansas City, puts on one of its "nundination" promotion shows. Participating are (l to r) M. H. Straight, sales manager; Ed Dennis, salesman; John T. Schilling, general manager; Frank Barhydt, continuity editor; Don Davis, president; Al Stine and John Wahlstedt, salesmen, all ready for the curtain call.

WHB HAS ITS NUNDINATION

And Kansas City Got an Eyefull of Impressions During Autumn Promotion Campaign

WHAT is "Nundination"? The word may mean nothing to you, but some 500 gregarious business men and business women in Kansas City—along with their wives, children and friends' friends—can tell you.

Nundination is a rather far-fetched synonym for salesmanship. It formed one of the elements in a promotional campaign launched by Don Davis for WHB, Kansas City.

In planning the drive last summer it was agreed it should be a campaign of *ideas*, rather than *money*, and that all media should be employed *cleverly*, rather than bombastically. In other words, each impression during the series should merely lessen resistance of the prospect for the salesman assigned to him, rather than attempt to *make* the sale.

Since WHB was in the business of advertising—in the business of selling ideas—any advertising the station did was indirectly a sample of the advertising the station could do. An ill-planned broadside or a letter which carried with it no particular distinction would necessarily become advertising for the competition — negative selling for WHB.

Some Comedy Dramas

Work was begun in July on eight mailings and a luncheon club show—all to be used during the month of September. By the first week in August, all pieces were addressed, assembled and ready to go. When the campaign began, there was nothing left to do on the mailings but dump them into the mailbox on specified dates.

The luncheon club show was more of a departure from usual promotional procedure than the mailings. WHB had used the very natural medium of the luncheon club presentation before, as had other stations in the city. With competition severe, WHB hit upon the idea of a series of comedy dramas, played in brightly-colored stage, and climaxing with a surprise introduction of the station's four salesmen. Not only the stage, but also a bulletin board covered with pictures and graphs ballyhooing WHB, carried the teaser-line, "Nundination Is a Cinch".

Don Davis began each of the ten scheduled shows with a 12-page chart talk on radio and WHB. He wound up the talk with a final chart, proclaiming — "Use WHB and Nundination Is a Cinch!" At that point, education was forgotten and entertainment began.

With introductory and between scenes remarks by an off-stage narrator, working on a p.a., black-out episodes successively showed a Roman slave-trader who became so bitter over market conditions that he gave the beauteous, scantily-clad young lady to the president of the club . . . a medieval armor-maker who made a better product at a lower price, but left out the "umph" . . . a city slick who failed to sell a country hick the Brooklyn Bridge because the hick had already bought it . . . a medicine hawker who discovered "man-to-men" selling, but complained that his "sales were too slow" . . . and then finally, a somnolent modern business man whose secretaries brought money in by the armload, and who finally phoned WHB complaining that his sales were 60% lower than a week before.

As a climax, the four caricatures at the sides of the stage suddenly rolled up as window shades, and the real faces of the salesmen represented appeared in a quartet number, "Nundination with the Floy Floy". Incidentally, the salesmen are only stooges as far as the singing is concerned. A transcription on the p.a. provides the sound.

Program Award

MEL WILLIAMSON, producer of Hixson-O'Donnel Adv., Los Angeles, for the CBS Pacific network program, *Calling All Cars*, sponsored by Rio Grande Oil Co., and Charles Frederick Lindsley, narrator, were on Dec. 21 presented with the Institute of Audible Arts Trophy for "the most consistently excellent program broadcast in western United States during 1938". Presentation was made by Ralph L. Power, Los Angeles radio counselor, on behalf of the Institute, at CBS Hollywood studios.

WMC, Memphis, has been granted special FCC authority to operate with 5,000 watts night until Jan. 4 in order to overcome interference from CMQ, Havana, also operating on 780 kc.

Burn-Smith Co. Formed As National Rep Firm; Assumes Devine's List

WALTER P. BURN and G. Byron Smith II have organized a new station representative organization, Burn-Smith Co., which will begin operations Jan. 2 by taking over the national representation of the stations now handled by J. J. Devine & Associates, which is dropping the radio angle of their business to confine activities to the representation of newspapers. Mr. Burn, president of the new company as well as of Walter P. Burn & Associates, research and promotion firm, which has done extensive work in radio for both networks and individual stations, says that the two organizations, while entirely separate, will cooperate.

Mr. Smith, who has been manager of the radio department of the Devine company, will be secretary and treasurer of the new representative firm. William Noble, vice-president of Walter P. Burn & Associates, will hold the same title with Burn-Smith. In New York the two companies will occupy adjoining offices at 7 W. 44th St. Burn-Smith will also maintain offices in the Bell Bldg., Chicago, and the New Center Bldg., Detroit, which will be manned temporarily by members of the Devine company until permanent appointments to these posts are named. Walter L. Reid, formerly with the Burn organization, will leave for the West Coast immediately after the first of the year to establish an office there for Burn-Smith, while Edgar Felix sets up a Washington office as director of research and engineering for the firm.

In announcing withdrawal from the radio field, J. J. Devine said his firm will continue as exclusive national representatives of newspapers. He announced its list of stations, some of which will not go under the Burn-Smith banner, as follows:

Alabama—WMFO, Decatur; WAGF, Dothan; WBHP, Huntsville; WMSD, Sheffield; WJRD, Tuscaloosa.
California—KMTR, Hollywood.
Georgia—WRDW, Augusta; WKEU, Griffin.
Illinois—WJBL, Decatur.
Indiana—WHBU, Anderson.
Kentucky—WCMI, Ashland; WLAP, Lexington.
Louisiana—KPLC, Lake Charles.
Massachusetts—WORL, Boston.
Michigan—WELL, Battle Creek; WBEO, Marquette; WKBZ, Muskegon.
Minnesota—KGDE, Fergus Falls.
Mississippi—WGGM, Gulfport; WFOR, Hattiesburg; WAML, Laurel.
New Jersey—WAAT, Jersey City; WHBI, Newark.
North Carolina — WFTC, Kinston; WMFD, Wilmington.
Tennessee—WOPI, Bristol.
Virginia—WRNL, Richmond; WCHV, Charlottesville; WBTM, Danville; WGH, Newport News, and Virginia Broadcasting System including these four stations and WLVA, Lynchburg.

Du Pont's Test

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., has just finished running a test campaign for its new product Cel-O-Glass, consisting of one-minute spot announcements thrice weekly on WGAL, Lancaster, Pa., and WSAN, Allentown, Pa., and two-minute spot announcements on WHO, Des Moines. The campaign ran for 13 weeks from Nov. 1 through the middle of December. Further plans will be announced later. BBDO, New York, is the agency in charge.



CERTIFIED INVESTMENT

Since 1912, Blaw-Knox has marched with the leaders of the radio industry, pioneering in the field of vertical radiators. Because of long experience, valuable knowledge of transmission requirements, constant research, Blaw-Knox has become the recognized clearing house for data concerning radiators of any type or design. This great fund of knowledge enables Blaw-Knox to recommend, design and construct vertical radiators that meet all special requirements and that will definitely "step-up" the antenna efficiency. Consult Blaw-Knox, expecting to find a complete understanding of all your requirements, no matter how varied they may be. Blaw-Knox experience assures good structural design and increased radio efficiency.

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.
Offices in New York, Chicago,
Philadelphia, Birmingham, Detroit



THREE SURVEYS WITH BUT A SINGLE THOUGHT

SURVEY making is a hazardous business, honeycombed with pitfalls for the unwary. The results are as contrary, oftimes, as a left shoe on a right foot. Some day an Emerson or a Thoreau will write an essay on the general orneriness of surveys.

That's why, when we found three entirely independent radio advertising surveys made by three completely separate firms that reached the same identical conclusion, we knew we had something.

As a matter of fact, we had three surveys with but a single thought.

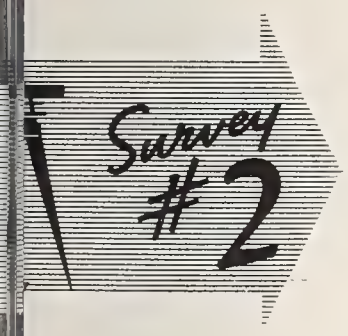
And that thought . . . well, read on.



*TRANSCRIPTION COMPANY SURVEY**

With the help of its advertising agency, an important New York transcription company picked 1,000 national advertisers and agency executives at random from McKittrick's, asked "*Which magazine do you read for news of radio advertising?*" BROADCASTING garnered 73.4% more votes than the second radio advertising publication choice; received nearly as many as the second, third, fourth, fifth and sixth choices combined. This firm has since increased its space in BROADCASTING 100%.

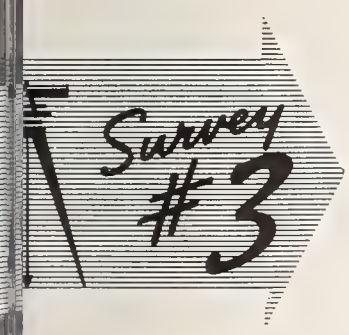
The thought . . . *it's pretty obvious, of course.*



*WEST COAST STATION SURVEY**

An alert California regional wanted to get the advertising trade publication lowdown. It commissioned its advertising agency to send questionnaires to agency executives throughout the United States, listing the 12 most prominent advertising trade magazines, requesting they check those that in their opinions offered the best values for the promotion of radio stations. When the questionnaires were tabulated BROADCASTING was No. 1 *must* medium. Now BROADCASTING gets the No. 1 share of this station's national promotion budget.

The thought . . . *we'll leave that to you.*



*SOUTHERN STATION SURVEY**

A local station, even when it's an unusually active and prosperous little fellow, must watch its promotional pennies. So this North Carolina outlet, reaching out for national business, decided to make a survey. It canvassed a representative group of timebuyers, asked which publications could be expected to do the best job for it. Topping the list of advertising trade magazines, when the results came in, was BROADCASTING. *P.S. The schedule starts in January.*

The thought . . . *If you haven't got it yet, we're speechless.*

BROADCASTING

Broadcast Advertising

**Ask us who they are.*

Surveys point the way . . . advertise in BROADCASTING !

NBC Nears End of Hearing Testimony

Lohr and Woods Yet to Appear; Affiliate Relations And Program Policies Emphasized in Questioning

THE FCC's network inquiry, designed to ferret out purported monopolistic tendencies, plods into its third calendar month Jan. 4, with the first respondent—NBC—still on the stand.

Threatening to break every endurance record ever established for a radio session the proceedings have jogged along with little in the nature of fireworks. NBC, however, has placed into the record the greatest mass of information on network operations from all angles yet to be adduced. Much of the data unquestionably will be used for reference purposes.

Roy C. Witmer, NBC vice-president in charge of sales, took the stand Dec. 16 and concluded his testimony Dec. 21 when the investigating committee recessed over the holidays to Jan. 4. He covered every phase of network sales policy, rate structure, relationship with clients and agencies, program standards and operation statistics in a presentation replete with graphic and statistical data from the onset of NBC's operation.

Woods, Lohr to Appear

Yet to appear for NBC are Mark Woods, vice-president and treasurer who takes the stand Jan. 4 to discuss the network's financial structure, and Lenox R. Lohr, NBC president, who will deal with general policies and administration. David Sarnoff, NBC chairman of the board and RCA president, who opened the hearings Nov. 14 with a strong statement in which he launched the boom for industry self-regulation, will be recalled for cross examination probably following Mr. Lohr's testimony. Similarly, George Engles, vice-president in charge of NBC's Artist Service, is subject to recall for cross-examination.

Aside from the emphasis placed upon the competitive operation of the Red network against the Blue, Commission questioning has been directed largely toward program policies and relations with officials William J. Dempsey, general counsel, has handled the brunt of the examination.

Whether the Commission will endeavor to place in the record actual terms of individual station contracts, remains to be decided. It is known that the Commission staff, under Mr. Dempsey's direction, has prepared a "work-sheet" breaking down network contracts with affiliates and showing comparative compensation scales.

The Commission does not propose to place in the record any of its exhibits dealing with network operations until the network respondents, including NBC, CBS, and MBS, and the score of regionals, have presented their cases. It is hardly expected CBS will take the stand before the week of Jan. 10 and it is likely to consume at least four weeks in elapsed time to present its case. With MBS and the regional groups to follow, it may be the end of February before the Commission puts the direct testimony on network operations in the record. Its principal witnesses are expected to be Andrew D. Ring, assistant chief engineer, on duplication of programs from the technical end, and DeQuincy Sutton, head accountant, on contracts, financial aspects and similar statistical data.

With four other separate phases to the inquiry, and with all estimates of time knocked askew, participants have given up all efforts toward guessing the duration of the proceedings. It is already obvious that the original three-month estimate from Nov. 14 is short and double that time appears to be the minimum guess now.

Local Autonomy

NBC witnesses during the last fortnight in addition to Mr. Witmer, included Alfred H. Morton, vice-president in charge of managed, owned and programmed stations, Walter J. Damm, managing director of WTMJ, an NBC outlet, who covered program duplication, and Frank E. Mason, vice-president and assistant to the president, who related in detail the meteoric development of international broadcasting operations of the network, which he supervises.

Mr. Morton emphasized that the 15 managed, owned and programmed stations of NBC were autonomous locally. Moreover, he said that network programs can and are cancelled by such stations to make way for local programs on civic features of great importance.

Holding a Balance

Highlighting Mr. Witmer's testimony was his statement that NBC sells the Red and Blue competitively and always seeks to maintain a balance between them. He insisted there was no essential conflict in the development and sale of the networks but explained that particularly strenuous efforts are being placed behind the Blue, which has a separate sales force. It is conceivable, he said, that some day the point will be reached where the Red will be "second to the Blue". About 62.5% of the Red's total network time is commercial, while about 25% of the basic Blue time is being sold commercially.

Vice-Chairman Brown of the inquiry committee has been present practically all of the time and has presided. Judge Sykes also has been present at practically all times and Commissioner Walker has been a fairly consistent attendant. Chairman McNinch, however, has been occupied with other duties during the last four weeks of hearings.

* * *

Costs and Combinations Depicted by Mr. Hedges

TESTIMONY of William S. Hedges, NBC vice-president in charge of station relations, was concluded at the half-day session Dec. 14, with FCC Counsel Dempsey taking up his cross-examination. (Running account of proceedings from the opening session Nov. 14 through Dec. 13 was printed in BROADCASTING, Dec. 1-Dec. 15).

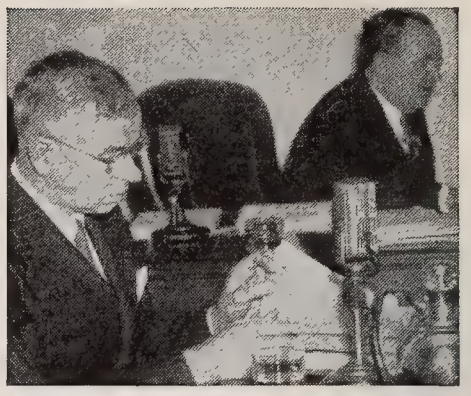
Responding to queries by Mr. Dempsey, Mr. Hedges explained costs and combinations available for network broadcasts, as set out in the latest available NBC rate card, issued as of Dec. 1. "The first real contribution to scientific rate-making was made by NBC in 1933-34 with its rate study, which was put into effect in 1935," he commented during his discussion with Mr. Dempsey on computation of rates.

Emphasizing the importance of owned-and-operated stations in the network setup, Mr. Hedges said time on these stations would cost the advertiser more if they were privately owned and continued, "There's been no rate increase since 1935 (for WEAF, New York, and WMAQ, Chicago). I think we're about due for an increase in New York and Chicago because of the increased audience and technical improvements in the stations."

Exclusivity Contracts Held With 36 Stations

"There have been several increases in the rates for individual stations since 1935," he observed further. "And it is probable that rates will continue to increase as stations continue to improve their facilities."

"The fewer contract restrictions we have on us the better, just as the fewer laws enacted the better,"



BEHIND the eight-ball that has adorned the lapel of every NBC witness to testify at the FCC Network Inquiry is Roy C. Witmer, vice-president in charge of sales, who spent the better part of a week on the stand tracing sales and policies from the NBC's origin in 1926. In the background is Vice-chairman Thad H. Brown, who has presided at most of the sessions.

Royal Foresees Increase in Exchange Of Broadcasts With South Americans

A CONSTANTLY increasing exchange of programs between the United States and Latin American countries during the next few years was predicted by John F. Royal, NBC vice-president in charge of programs, following his return from the Pan-American Conference at Lima, Peru, on Dec. 22.

Stressing the word "exchange" and stating that South America has many good programs to offer United States audiences, Mr. Royal said that only a lack of facilities has prevented Latin America from sending us as many programs as we now receive from Europe. This situation is rapidly being remedied, he said, pointing to the technical excellence of the broadcasts from the Conference, which would not have been possible two years ago, at the time of his last visit.

American programs are popular with our southern neighbors, he said, with Charlie McCarthy and Toscanini almost as well known there as here. Differences in language naturally prevent a large following for non-musical programs, he said, but radio and the talkies have greatly stimulated the study of English in all parts of Latin America. Most American programs are received directly from U. S. shortwave stations, he reported and although only about one-third of the receivers now in use in these southern countries are all-wave sets that number is mounting rapidly.

NBC international stations are laying down much better signals in South America than they did two years ago he stated, adding that shortwave programs are prominently featured in South American newspapers. Only a few American programs are rebroadcast locally at present, but he believes that this practice will increase since NBC has made an informal agreement with the broadcasting systems of every Latin American country permitting the rebroadcasting of any program sent out, Mr. Royal explained, adding that he expects a corresponding increase in rebroadcasts of Latin American programs in this country.

Stating that the purpose of his trip was both to arrange for the broadcasts from the conference and to discuss further exchange of programs between the two American continents, Mr. Royal said that there are many programs being broadcast in the south that would be equally good here. Brazil, Argentine and Mexico, are all developing excellent programs and program talent, he stated, adding that "South America also has just as much human interest material for special events broadcasts as any place in the world."

Asked about diplomatic relations between North and South America, Mr. Royal said he found them greatly improved and that he supposed radio had had some part in that change, along with a number of other factors. "American stations are being heard more frequently and with better signal strength and we are showing more consideration for the program tastes of Latin American listeners."

Of his 20 days away from his office, Mr. Royal spent seven at Lima and ten in the air, with stopovers at Guatemala and Mexico City accounting for the other three.

Mr. Hedges commented in discussing the exclusivity concessions granted by NBC to certain stations "after a knock-down-and-drag-out fight". Some 36 contracts at present contain an exclusivity clause which works one way or the other or both ways, according to the NBC official. The company's exhibit listed among affiliates carrying programs of another network in addition to NBC's: WEAN, WFIL, WHK, WSM, KTOK, KWK, WBAL, WCAE, WLW - WSAI, WABY, KSO and WICC.

On redirect, as the short session ended, NBC Counsel Philip J. Hennessey Jr. pointed out that an advertiser buying NBC time buys it on one of three Cincinnati stations (WLW, WSAI, WCKY).

With Judge E. O. Sykes the only member of the Committee sitting at the morning session Dec. 15, due to the absence of other members at an oral argument requiring a quorum of the Commissioners, Mr. Hennessey called Walter J. Damm, managing director of WTMJ, Milwaukee, explaining that he had been called as a witness because WTMJ presented the greatest individual duplication problem in either NBC network. Previously Mr. Hennessey had entered a group of exhibits supplementing those explained earlier by Worthington C. Lent, NBC allocations engineer, as requested by FCC Counsel George B. Porter during Mr. Lent's appearance.

Mr. Damm, questioned by Mr. Hennessey, said WTMJ and WMAQ "quite frequently" carried the same NBC program, and WTMJ and WENR "very rarely" do so. He explained that as public relations director of the Milwaukee Journal Co., he has carried on intensive studies of consumer habits for both the *Milwaukee Journal* and its radio station, WTMJ. After explaining the mechanics of distribution of the *Journal*, he said that carriers and distributors of the newspaper are available to distribute questionnaires and such in connection with consumer surveys.

Through the years an effective questionnaire technique has been developed, Mr. Damm said, with the survey extending through a typical cross-section of the population. Questionnaires, dealing with from 100 to 125 products, cover three questions—"Do you use the product? What brand do you use? How much do you use in a month?" The results of these surveys, he pointed out, coincide remarkably well with actual sales of the products in the survey territories, observing that in one case a coffee sales estimate reached by the survey came within 500 pounds of the actual coffee sales to retailers within the particular community.

Walter Damm Explains Radio Survey Technique

For radio, a new survey technique has been devised by the research bureau in which 50,000 telephone calls are made, asking "Do you own a radio? Is it operating now? To what station is it tuned?" Before this, other methods were used, among them a query in the regular questionnaire, "What is your favorite station?", house-to-house canvass, postcards and "delayed survey". The first was weak, he said, because "favorite station" does not mean "most-listened-to station"; the second, because it was too expensive and took too long; the third, because returns were incomplete. A report of these surveys has been published "practically every six months" since 1933, he said.

Mr. Damm also explained an exhibit on "daytime listening habits in Greater Milwaukee". "Results change with every survey", he declared, "and we can not compare one to another" very efficiently. Among constant factors in the results is that "WTMJ has most of the listeners most of the time", he added. The survey report introduced as an exhibit covered WTMJ, WISN, WEMP, Milwaukee, and WGN, WBBM, WLS or WENR, and WMAQ, Chicago. He emphasized that the report showed "what programs are listened to" rather than "what programs can be heard".

Mr. Damm drew an analogy between press association and syndicate service to newspapers and network service to radio. If newspapers, because of overlapping circulation, were prevented from publishing national and international news and syndicated features and cartoons, it would mean they would be purely local in character and could not fulfill their service obligation.

Needs Net Programs To Serve Milwaukee

Responding to Mr. Hennessey's request for a general conclusion on the matter of WTMJ's duplication problem, Mr. Damm said: "If NBC were not available to WTMJ to act as a selling agent and as a source of programs, the cost to us of duplicating that service would be so tremendous it would be prohibitive. And if such service were not available to us, we would not be able to serve the people of Milwaukee so well. It would mean one of two things: We could either duplicate this service at great cost to ourselves, or do without, in which case listeners would not listen to us. In either case, it would put us out of business."

After explaining that this situation, as for WTMJ, applied to network service in general, and not alone to NBC service, Mr. Damm declared in an ensuing discussion with Judge Sykes that about one-third of WTMJ's time goes for network programs, 24.5% network commercials, and 9.9% network sustaining programs.

On Mr. Dempsey's cross-examination, he explained that by "most of the listeners" he did not mean "majority of the listeners", but only that "WTMJ had more listeners than any other station".

Management Policies Reviewed by Mr. Morton

Alfred H. Morton, recently elected vice-president of NBC and for the past two years in charge of its managed, owned and programmed stations, testified briefly in connection with management policies of the stations. Mr. Hennessey explained on behalf of NBC that Mr. Morton would restrict his testimony to network relationship phases rather than leases and management which are to be covered during another phase of the hearing, and multiple ownership, likewise scheduled for separate discussion.

Of the 15 stations in the M,O&P category, Mr. Morton explained that seven are owned directly by NBC—WEAF, WJZ, WRC, WTAM, WMAQ, WENR and KPO. NBC leases KOA, KGO and WMAL. It supplies programs to WGY, WBZ, WBZA, KYW and KDKA, he explained. He added that the stations located in New York, Chicago and San Francisco are not responsible to his department but report directly to the vice-presidents in charge of those divisions.

An exhibit showing the distribution of network and nonnetwork time on the M,O&P stations for 1937 was described by Mr. Morton. Roughly, it showed that the amount of operating hours used for broadcasting nonnetwork programs ranged from 3% for WJZ and 3.9% for WEAF to 43.8% for KDKA. Explaining the very low percentages for the New York key stations, Mr. Morton brought out that many of the programs of local origin in New York are of national interest and therefore may be fed to the network.

Particular emphasis was placed upon the policy of NBC that its M,O&P stations must function as local enterprises in their communities. Managers of the stations have complete autonomy in that regard. While broad policies are laid out by headquarters, he said local managers have great latitude of judgment, decision and action. They are given to understand that their responsibility is to take an active part in local activity in their respective communities.

Local Programs Often Have Precedence

If conflict develops between local and network programs, and the local program is of great importance, the network feature is cancelled by the local manager, he said. Commercial network programs also frequently have been cancelled in order to make way for outstanding local civic features, he said.

Alluding to the "must" sustaining features to be carried over M,O&P stations, Mr. Morton declared there are some two dozen of these features on the NBC Red and a slightly greater number on the Blue.

Under cross-examination by Mr. Dempsey, Mr. Morton declared that operation of M,O&P stations is supervised through general written instructions and through frequent trips to the field by his department. Moreover, he said, managers of the stations are called to New York two, three or four times a year for conferences.

Frank E. Mason, vice-president of NBC and assistant to President Lohr, appeared for the second time as a witness, but in connection with international broadcasting operations of the network, which he supervises. Former president and general manager of International News Service and a noted foreign correspondent, Mr. Mason joined NBC in 1931. When interest in international broadcasting boomed last year, he was drafted for general supervision of operation of NBC's international broadcast division and has been responsible for its tremendous development since that time.

Personnel Problem In Foreign Division

Mr. Mason explained that NBC now broadcasts regularly on its beams in six different languages. A staff of expert linguists, in almost every case former newspapermen of wide experience, has been assembled. Particular emphasis is placed upon news broadcasting. Because the aspects of international broadcasting change so swiftly, he said that service being rendered today differs widely from that of only a few months ago and that six months from now the complexion may again change completely. He called it a "highly kaleidoscopic development", declaring its pace is far swifter than domestic broadcasting.

The extreme care which must be

(*Continued on Page 56*)

More About Mars

A SPECIAL study of the effects of Orson Welles' recent *War of the Worlds* broadcast is to be made by Princeton University's radio project under a $3,000 grant from the New York City General Education Board. The radio project is working under a $67,000 grant from the Rockefeller Foundation to study radio's influence on the lives of listeners.



WORK AND PLAY for NBC executives during the winter season. At left President Lenox R. Lohr is shown on a pheasant hunting expedition in Illinois, during which he bagged twice as many birds as his fellow nimrods. At right John Royal, vice-president in charge of programs, took to the air for a quick trip to Lima, Peru, where he supervised NBC shortwave pickups from the Pan American Conference. He left Dec. 9 and returned Dec. 21 after several days at the Conference in Lima.

Purely PROGRAMS

VARIETY SHOW, *Detroit News Radio Extra*, begins its third year on the air Jan. 5 on WWJ, Detroit, to enjoy one of the longest runs of any major program on the station. Cooperatively built and produced by members of the *Detroit News* and WWJ staffs, *Radio Extra* during 1938 saw 50 members of the newspaper staff appearing on the feature at least once, and as an auditorium audience show drew an average of about 300 spectators a week—15,000 during 1938. In addition to studio and newspaper talent, the show also presents guest stars and appearances by well-known personalities. Its success illustrates the possibilities of close newspaper-radio cooperation.

* * *

Naturally Artificial

RECENT special events feature of KSTP, St. Paul, was a visit to a local artificial limb company, during which it was discovered that the 133 employes wear 166 artificial limbs and that only persons so handicapped are employed. Among tales coming out during the program was the one of a salesman who went to Missouri to sell a widow a limb, came back with her as his wife and said the ceremony had been performed by a justice of the peace who wore two of the company's legs; another about a man who had never walked until he had braces made for himself and then hitch-hiked to California and back.

* * *

Larynx Bafflers

TRANSLANTIC *Tongue Twister Tournament*, with an American and a British family as opposing teams, was carried by NBC and BBC on Christmas Day. Bill Beal, of KDKA, Pittsburgh, who originated *Tongue Twister Tournament* from KDKA, Pittsburgh, last September, and Paul Ellingham, who has conducted a similar program with corresponding success in England for BBC, were masters of ceremony for their respective countries during the contest, in which alliterative phrases must be said correctly three times in 10 seconds.

* * *

Good-Will Program

THE promotion of good-will in America through the removal of frictions which cause class warfare was the subject of an hour program on NBC-Blue Dec. 25 presented under the auspices of the *United States News*. David Lawrence, editor of the *U. S. News*, presented a forum of speakers, nonpolitical and nonpartisan, among whom were William Green, president of AFL, Phillip Murray, vice-chairman of CIO, and Harry Hopkins, Works Progress Administrator, who read a message from President Roosevelt.

* * *

Boost for Americanism

APPROVED by the American Legion, Disabled Veterans of the World War and other organizations, KFWB, Hollywood, has started a weekly half-hour program, *America Marches On*. Presented in *March of Time* style, the series is dedicated to the principles of Americanism. Musical talent, both instrumental and vocal, is recruited from various patriotic organizations, with a widely-known speaker on each program. Eight minutes is devoted to a dramatization of a historical incident, with John Litel and other Warner Bros. film talent featured.

Yanks in the South

FOR FLORIDA winter-vacationers, WORL, Boston, is carrying *Florida on Parade* in cooperation with four suburban newspapers, the *Waltham Times, Wellesley Ledger, Newton Transcript*, and *Watertown Tribune-Enterprise*. The program, conducted by William A. Canady, associate editor of the papers, features information about places to go in Florida, things to see, and means of transportation to Florida and the Southern States. Through the cooperative arrangement, WORL gets display advertising space and a specified amount of editorial copy each week in exchange for the three 15-minute spots.

* * *

Emergency Messages

CINCINNATI Street Railway Co. recently arranged with WCKY, Cincinnati, for emergency announcements about streetcar and bus service in the city. In case of fire, flood or other emergency affecting trolley or bus service, WCKY carries official announcements from the company as a public service. Announcers have been instructed to accept announcements day or night if telephoned by any one of four company officials. A code word is used to guard against a hoax by unauthorized persons.

* * *

School's City Room

CENTRAL HIGH school journalism students in Duluth are conducting a new weekly quarter-hour, *Spectator Air Edition*, built around the mythical "city room" of the school paper, with the city editor making story assignments that drift into a chronicle of various school events. The script is written by the pupils of Ellis Harris, KDAL announcer, who instructs the journalism class in radio once a week, and is put on KDAL, Duluth, by the school Radio Guild.

* * *

Lunch After Mass

FIRST BROADCAST of the activities at a "Reveillon", a lunch served after midnight mass early Christmas morning according to old French-Canadian custom, was carried by WCOU, Lewiston, Me. The function, given by The Vigilants Assn., a local social club composed of young professional and business men of French extraction, presented Christmas carols and speeches by local personages.

* * *

Finder of Facts

FROM her personal file of interesting facts, said to be one of the most complete in the country, Clara Wright Smith answers unusual questions from correspondents all over the world on *The Fact Finder*, originated thrice-weekly by WJSV, Washington, for CBS.

* * *

Old Folks at Mike

THE Three Score & Ten Club of Miami, composed of persons 70 years or over, recently broadcast on WIOD, members singing, dancing and describing their daily activities. Many participants visited a radio studio for the first time.

Steins From Heinie

SIXTH ANNUAL Christmas party of Heinie, conductor of the Grenadier's of WTMJ, Milwaukee, drew 18,000 to the Milwaukee Auditorium recently. Proceeds of the big gemutlichkeit session, in which more than 150 entertainers trouped, went to the *Milwaukee Journal* Goodfellow fund for underprivileged children. Some 30 bartenders dispensed 43,200 bottles of beer—4½ carloads—during the function, with an auction sale of merchandise donated by local businessmen and recording apparatus for transcribing Christmas greetings all producing revenue for the fund.

* * *

Buck or Butter

NEW QUIZ GAME, *What's on My Mind*, sponsored on CJCA Edmonton, Alta, by the Edmonton City Dairy, is based on the old-time game, "I spy with my little eye. . . What is it?" Contestants in the studio try to guess an object in the mind of the master of ceremonies, while an announcer in a separate studio puts listeners wise. Contestants guessing correctly within the three-minute time limit win a dollar bill; unsuccessful ones get a pound of ECD butter. Awkward pause moments are filled by a studio stooge with spur-of-the-moment wisecracks.

* * *

Safety for Nimrods

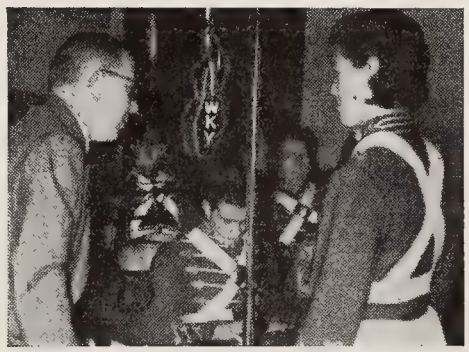
TO CUT DOWN hunting fatalities during the deer season, KFEL, Denver, carried a program in cooperation with the Colorado Fish and Game Commission on which two prominent sportsmen presented a dialog stressing good sportsmanship in the field and the "be sure before you pull the trigger" caution. With no fatal accidents during the season, Harold Watson, president of the Commission recently paid tribute to KFEL for its "highly worthwhile" feature.

* * *

From Secondary Schools

TO SALUTE the achievements of Cincinnati High schools, WSAI, Cincinnati, has started *Highschool Highspots*, honoring a local high high school each week. Featured on the series are interviews with the students of the honored schools, along with vocal and instrumental numbers by the students.

* * *



WKY's drive for funds to send the Oklahoma U. band to the Orange Bowl football game was closed by Edgar T. Bell, secretary-treasurer of Oklahoma Publishing Co. Here a "Bandette" has just thanked Mr. Bell as the last dollar arrived.

Plugs Dropped

PROCTER & GAMBLE Co., Cincinnati, through the Compton Adv. Agency, New York, on Dec. 26 omitted the closing commercials of all its network programs in observance of Christmas. Commercials were also dropped from the Dec. 24 broadcast of *The Gospel Singer*, only Procter & Gamble program broadcast on Saturday.

Campus Parade

COMPREHENSIVE cross-section of life today in American universities and colleges will be the subject of a new series of weekly discussion programs, *University Life*, to start Jan. 7 on MBS. The series is produced under the auspices of the Public Discussions Council of Columbia University and will present as chairman, Dr. Edward Hodnett of the department of English. Different guests of honor from leading colleges will be presented each week, the first to be Dr. Nicholas Murray Butler, president of Columbia University, discussing "University Life and the Public".

* * *

Milkshakes and Riddles

A SPOT campaign recently sold to a Longview, Wash., dairy company by KWLK, Longview, features radio riddles. Five announcements are scattered through the day and at the end of each the announcer gives a short riddle. The first 12 listeners to bring the right answer to the dairy's fountain store receive milkshakes. The general theme of the campaign is "more milk with every meal". The campaign has proven so successful that the dairy company is contemplating the presentation of a daily quarter-hour in addition to the announcements.

* * *

Refugees Tell Stories

HOROWITZ BROS. & MARGARETEN, New York (noodle products), on Dec. 28 began the first series of sponsored broadcasts featuring Jewish refugees from Germany on WMCA, New York. Well-known artists who have fled from persecution are appearing as permanent members of the company which dramatizes adventures of a refugee group each week. M. Keilson Co., New York, handles the account.

* * *

Vine Street Stunts

HINDU FAKIR, Prince Eric Zulong of the South Sea Islands, ate blow torch flame, walked on saws and glass and jumped off a step-ladder into broken glass while an announcer described his stunts during a recent appearance on *Vine Street Varieties* on WHB, Kansas City. The act sound-effected so well for listeners that the Prince was brought back the following week for an encore.

* * *

Stout Sees the Sports

NEW on WKRC, Cincinnati, is *Sports-I-View*, five evenings a week, presided over by Allen Stout. In a recent week Stout interviewed Bo McMillan, Indiana football coach, and Fritz Crisler, Michigan coach. The station has three other sports programs.

WNOX Movie Stunt

WNOX, Knoxville, sends a movie cameraman to towns booking the Monk & Sam comedy team featured on the *Midday Merry-Go-Round*. The cameraman's local shots are dubbed with stock movies of the WNOX studios and cast and the film is shown during the personal appearance. Window cards, *Merry-Go-Round* announcements promote the appearances.

Advice From Audience

I. ROKEACH & Sons, Brooklyn (groceries), on Dec. 25 began sponsoring Jennie Goldstein, Jewish tragedienne, in a new series of weekly half-hour broadcasts on WMCA, New York. The programs, entitled *Dear Editor*, feature dramatizations of human relations problems to be solved by the audience with prizes awarded for the best.

* * *

For Prisoners' Families

ORCHESTRA, band and soloists, all chosen from inmates of the Eastern State Penitentiary, Philadelphia, appeared on a special half-hour carried by KYW, Philadelphia, Dec. 20. About 50 inmates participated in the feature, and Judge Harry S. McDevitt spoke during the broadcast, asking listeners to contribute to a fund for the prisoners' families.

* * *

WFAA Salutes

COMMUNITIES in the six states in the coverage area of WFAA, Dallas, will be saluted six mornings weekly, beginning Jan. 2, when the new *City and State Salute* starts on the *Early Bird* program, celebrating its 2,732d consecutive broadcast on that day. Texas, New Mexico, Louisiana, Oklahoma, Arkansas and Kansas will get one day each week, one town in each getting the salute each day. Information for the salutes will be solicited by plugs on the program one week in advance. Eddie Dunn conducts the feature.

* * *

Remote Day

SERIES of successive remotes on WHEC, Rochester, N. Y., Dec. 10 brought a speech by Dr. Albert P. Martin on the work of the Friend's Society in Germany at the City Club luncheon meeting in the local Powers Hotel; a pickup by Announcer Harry LeBrun of the annual police auction in the police garage, with several hundred children bidding for the offered holiday articles, and a broadcast from the lobby of the Palace Theatre, where Kute Kris Kringle held forth in a miniature castle, speaking to kid watchers by special toy phone.

* * *

From the Beach

SALUTING the British Empire, *Sunrise in Hawaii*, was carried by KGMB, Honolulu, recently direct from Waikiki beach at 5:30-5:50 a. m., giving Londoners a Hawaiian sunrise from 4-4:20 a. m. The feature, released over MBS, CBC and BBC stations, drew letters from all over England in the first mail.

* * *

ALFRED KREYMBOURG, American poet, has written a series of ten verse plays depicting human characteristics through the actions of animals, which will be broadcast by NBC-Red each Sunday beginning Jan. 8 as *Fables in Verse*.

Fun in Fairy Tales

FAMOUS fairy tales by Hans Christian Anderson are now being related to children and grown-ups on a new weekly program on NBC-Blue by Paul Leyssac, Danish story-teller, translator and actor, who has discovered new and humerous angles in the Anderson tales which other translators seem to have overlooked.

* * *

Missoula Girls; Staff at Work

CAMP FIRE Girls of Missoula, Mont., appear weekly on KGVO in interviews with parents and other types of programs. For its Jan. 18 dedication of new studios and offices, a series of interviews is being arranged in which each staff member will speak from his post of duty.

* * *

Among the Magazines

PREVIEWS of important features and stories in currently popular magazines are supplied by Frank Jaffee on the new series, *Magazine Digest*, on KRNT-KSO, Des Moines.

Then They Were Engaged

NEW WRINKLE on *We the Wives*, a Sunday afternoon quiz show on WGN, Chicago, is a short dramatic feature during which middle-aged audience members re-enact the occasion of their first meeting and marriage proposal. Show is sponsored by Quaker Oats for Farina cereal, through Benton & Bowles-Chicago Inc.

* * *

Audience Programs

GAMBARELLI & DAVITTO, New York wine dealers, distribute printed programs to members of the studio audiences at their *Moon-Beams* broadcasts on WOR. Program includes full text of both commercials as well as the list of musical selections.

* * *

A Tiny Santa

A TINY Santa Claus, tagged Kute Kriss Kringle, at the Sears Roebuck store in Cincinnati recorded for WSAI from a diminutive house in which he was interviewed by John Conrad. The miniature setting creates an illusion of a reverse lens principle.

Down on the Farm

NEW SERVICE feature for rural listeners of WAAW, Omaha, is the thrice-weekly series of roundtables with county agricultural agents and home demonstration experts. The series, presented by the WAAW farm service bureau, is conducted by Bert M. Smith, director, who interviews guests on topics of agricultural importance.

* * *

Foreign-Born on WAPI

FOREIGN-BORN residents of Birmingham's Club of All Nations broadcast on WAPI. More than 30 nationalities are represented on the program, titled *Magic City*, and natives of 15 countries participated in a recent discussion.

* * *

For the Cause

TULSA'S civic leaders get a chance to speak for their causes on *Personality Parade*, new daily series started by KTUL, Tulsa. The program, not wholly civic, also presents town personalities and representatives of large concerns.

A Thank You from KSD

KSD's ACHIEVEMENTS IN RADIO

KSD Pioneered in Experiments Which Are Generally Used in Broadcasting Today.

KSD was first in the United States to pass the requirements and become a licensed Class B station, August, 1922.

KSD was first, in co-operation with Southwestern Bell Telephone Company, to broadcast programs from the stages of theaters distant from the station studios. This experiment developed into the organization of the first chain service in America—now known as National Broadcasting Co.—1922.

KSD programs were heard in every State in the United States and on ships in the Atlantic and Pacific Oceans in September, 1922.

KSD was first to broadcast the world series baseball games and first to broadcast to a moving train, November, 1922.

KSD was the first station to broadcast an entire season of symphony orchestra concerts, November, 1922.

KSD was the first station to broadcast a Catholic Mass, December, 1922.

KSD was the first station to broadcast an address by the President of the United States—President Harding—June, 1923.

KSD was first to carry successfully a two-way communication between a station and a dirigible in flight, June, 1923.

KSD carried on its first network hook-up—the speech of President Coolidge to the Congress, December, 1923.

KSD in an international test was the first station west of the Allegheny Mountains to be heard in England, Scotland and Latin American Countries, December, 1923.

KSD

KSD is grateful for the nation-wide interest shown in the world's first daily radio newspaper, the St. Louis *Post-Dispatch*, inaugurated December 7 and broadcast by KSD's ultra short wave auxiliary WX9ZY. With publication of press dispatches from coast to coast, inquiries have come from magazines, newspapers, educators, scientists and the general public. KSD and the *Post-Dispatch*, are pleased to have added another achievement to the list of successful experiments in the widening field of public service in radio communication.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



1939

Happy New Year

Thanks

TO THE 185 MEMBER STATIONS OF

WORLD PROGRAM SERVICE

who have made 1938 the greatest year for radio's first and most exclusive transcription library.
We wish every member station a prosperous year in

1939

WORLD BROADCASTING SYSTEM

ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WAS

Transcription Headquarters

World's vertical-cut transcriptions have been accepted as the standard of quality by leading advertisers. Only World delivers true Western Electric Wide Range quality, because only World records on Western Electric equipment, by the Western Electric Wide Range method

World proudly lists the membership of the World Program Service and offers a few available open markets for stations desiring an *exclusive* contract in their territories.

WIBM
KOY
ALABAMA
ARIZONA
ARKANSAS
KELD
KFPW
KARK
KUOA
CALIFORNIA
KPMC Bakersfield
KIEM Eureka
KGER Long Beach
KHJ Los Angeles
KIX Oakland
KGB San Diego
KFRC San Francisco
KDB Santa Barbara
KSRO Santa Rosa
COLORADO
KFEL Denver
KGHF Pueblo
CONNECTICUT
WTIC Hartford
WELI New Haven
DISTRICT OF COLUMBIA
WJSV Washington
FLORIDA
WRUF Gainesville
WLAK Lakeland
WQAM Miami
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach
GEORGIA
WAGA Atlanta
WRDW Augusta
WMAZ Macon
WRBL Columbus
WAYX Waycross
IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston
ILLINOIS
WGN Chicago
WDAN Danville
WJBL Decatur
WTAD Quincy
WTAX Springfield
INDIANA
WTRC Elkhart
WGBF-WEOA Evansville
WIRE Indianapolis
WLBC Muncie
IOWA
WMT Cedar Rapids
WOC Davenport
WKBB Dubuque
KMA Shenandoah
KANSAS
KFBI Abilene
KYGB Great Bend
KWBG Hutchinson
WLAP Lexington
KENTUCKY
WLBZ Bangor
MAINE
WBAL Baltimore
WTBO Cumberland
WFMD Frederick
MARYLAND
WEEI Boston
WCOP Boston
WTAG Worcester
MASSACHUSETTS
WHDF Calumet
WJR Detroit
MICHIGAN
KATE Albert Lea
KVOX Moorhead
KROC Rochester
KSTP St. Paul - Minneapolis
MINNESOTA
WFOR Hattiesburg
WAML Laurel
WQBC Vicksburg
MISSISSIPPI
KWOS Jefferson
KWK St.
KGBX-KWTO
KMBC
MISSOURI
KFAB-KFOR NEBRASK
KOIL
KGGM NE
KIC
WQXR
WHD
WH
WI

GTON

...New York City
...Olean
...Rochester
...Syracuse

NORTH CAROLINA
...Greensboro
...Rocky Mount
...Winston-Salem

NORTH DAKOTA
...Jamestown
...Minot

D
AR

OHIO
...Akron
...Canton
...Cincinnati
...Cleveland
...Columbus
...Dayton
...Youngstown

RMC
KLPM

WJW
WHBC
WCKY
WHK
WHKC
WSMK
WKBN

...Ada
...Enid
...Muskogee
...Oklahoma City
...Tulsa

OKLAHOMA

KADA
KCRC
KBIX
KOMA
KVOO

...Klamath Falls
...Portland

OREGON

KFJI
KOIN

...Allentown
...Altoona

PENNSYLVANIA

WCBA-WSAN
WFBG

...Erie
...Harrisburg
...Philadelphia
...Philadelphia
...Pittsburgh

WLEU
WKBO
WCAU
WIP
WCAE

...Providence

RHODE ISLAND

WJAR

...Florence

SOUTH CAROLINA

WOLS

...Bristol
...Chattanooga
...Memphis
...Nashville

TENNESSEE

WOPI
WDOD
WREC
WLAC

...Amarillo
...Beaumont
...El Paso
...Dallas - Ft. Worth
...Dallas - Ft. Worth
...Midland
...Pampa
...San Antonio
...Texarkana

TEXAS

KGNC
KFDM
KTSM
KGKO
WBAP
KRLH
KPDN
WOAI
KCMC

...Salt Lake City

UTAH

KDYL

...Burlington
...Springfield

VERMONT

WCAX
WNBX

...Harrisonburg
...Richmond
...Roanoke

VIRGINIA

WSVA
WRVA
WDBJ

...Aberdeen
...Seattle
...Tacoma
...Walla Walla
...Yakima

WASHINGTON

KXRO
KIRO
KMO
KUJ
KIT

...Bluefield

WEST VIRGINIA

WHIS

...Eau Claire
...Green Bay
...La Crosse
...Madison
...Manitowoc
...Milwaukee
...Sheboygan
...Wausau

WISCONSIN

WEAU
WHBY-WTAQ
WKBH
WIBA
WOMT
WISN
WHBI
WSAU

...Hilo
...Honolulu

HAWAII

KHBC
KGMB

...Calgary
...Edmonton

ALBERTA

CFAC
CJCA

...Vancouver

BRITISH COLUMBIA

CKWX

...Flin Flon
...Winnipeg

MANITOBA

CFAR
CJRC

...Moncton
...Saint John

NEW BRUNSWICK

CKCW
CHSJ

...Brantford
...Hamilton
...Ottawa
...Sudbury
...Windsor

ONTARIO

CKPC
CKOC
CBO
CKSO
CKLW

...Montreal
...Quebec
...Sherbrooke
...Three Rivers

QUEBEC

CKAC
CKCV
CHLT
CHLN

...Prince Albert
...Regina

SASKATCHEWAN

CKBI
CJRM

...Adelaide
...Brisbane
...Melbourne
...Sydney

AUSTRALIA

5 DN
4 BC
3 KZ
2 GB

...Auckland
...Wellington
...Christchurch
...Dunedin

NEW ZEALAND

1 ZB
2 ZB
3 ZB
4 ZB

...Toulouse

FRANCE

Radio Toulouse

...Mexico City

MEXICO

XEW

PORTO RICO

Destileria Serralles, Incorporated

...Ponce

SOUTH AFRICA

South African Broadcasting Corporation

...Cape Town
...Durban
...Grahamstown
...Johannesburg

VENEZUELA

YV5RA-YV5RC ... Caracas

...Albuquerque
...Clovis

ICO

...Lincoln
...Omaha

eld
City

...Albany
...Buffalo
...Elmira
...N. Y. City (Newark)

EW YORK

-WKBW
ESG
WOR

WORLD BROADCASTING SYSTEM
711 FIFTH AVENUE, NEW YORK
Vertical-Cut Wide Range
TRANSCRIPTIONS

BROADCASTING
and
Broadcast Advertising

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The Days Ahead

LONG-RANGE forecasting of radio business, once a matter of estimating how big the increase would be, has settled down to a matter of weighing the past and present against the immediate hopes of those qualified to speak on business barometers.

For this reason there is little point in making reckless predictions about the year 1939. One guess is as good as another. It is quite reasonable, however, to scan the events of the year just ended and discuss events of the next few months.

On the basis of a nationwide roundup by its own staff, BROADCASTING finds a definite note of optimism for 1939. The 1938 figures, when they are ready, will show a time sales figure at least equal to that of 1937. The early part of 1939 is likely to show an increase as compared with the first weeks of 1938, due to the brighter state of business generally.

What will happen later in the year is difficult to predict because many advertisers have started to tune their budgets to the trend of the current business scale, adjusting them upward or downward as the scale fluctuates.

At any rate, radio can be counted on to hold its own with other media. It more than held its own in the difficult days of 1938, though two industries long among radio's best revenue sources proved disappointing in 1938—automotive and drug. While hope is voiced that both will increase their use of radio, the drug volume will inevitably be affected by the growing trend toward elimination of undesirable proprietary advertising.

Perhaps the brightest spot in the 1939 picture is the resourcefulness that broadcasters are developing as they become accustomed to gradual rather than rapid increases in annual volume. Development of local business when national spot slipped off helped many stations to keep on the profit side, along with growing use of year-round contracts and hard-to-sell hours.

Fallacy and Fiction

SPECIOUS reasoning and outright mis-statements of fact feature the latest outbursts on the subject of radio by some of our "better minds". Dorothy Thompson, otherwise a stalwart for free speech and democratic institutions, wants Father Coughlin muzzled by the FCC, though she of all persons must know the implications of a censorship process that legally and properly is vested solely in the individual stations. Meanwhile, Father Coughlin continues his curious line of attack despite the danger, already exemplified in libel suits filed against Catholic clergymen by Judge Rutherford, that he is inviting a Catholic-Protestant as well as a Semitic issue.

Then, at a New York rally on behalf of "free speech", Coughlin, Boake Carter and Congressman Dies—who were not on hand themselves—we hear the altogether untrue statements from presumably responsible persons that the FCC has denied licenses to stations that admit speakers adverse to the Administration; that radio stations were formerly licensed for three years but "under this Administration this has shrunk to three months," and that "if you cannot hear Father Coughlin on WHBI, don't think there's something wrong with your set or the station. It's because they are spraying (*sic!*) him." And a New York State Senator, speaking on behalf of *free speech*, censures CBS for carrying the Communist Browder during the last presidential campaign, though his own State recognizes the Communist Party and the Communications Act makes it mandatory to accept candidates of all parties on an equal basis.

These are just a few of the phoney fictions being disseminated despite obvious proof to the contrary easily adduced from the record. Rep. Dies, speaking for the eighth time on a hookup, himself denies the reports he was refused radio facilities; Boake Carter bids for press favor with curiously reasoned criticisms of radio; and certain elements in the FCC want to do something (though they haven't yet said what) about every crackpot complaint that reaches their desks. No wonder the men who operate radio stations and networks are usually prematurely grey!

"Rawhide" Wheeler

BURTON K. WHEELER, Senator from Montana, is one legislator who commands a healthy respect in every circle. He is a hard-hitting, fearless sort of gentleman who was liberal when liberals were considered radicals.

Those who earn their wherewithal in radio have ample reason to disagree with the distinguished Montanan because of some of his expressed radio views. He never seems to lay off his pet speech against too much commercialism, and he can smear it on with greater effect than most members of Congress. But no one will question his sincerity.

A few days ago, in addressing lawyers specializing in radio, he lambasted both the industry and the FCC from several angles. But he now has followed that with a foray on copyright which broadcasters cannot help but applaud. To the Federal Monopoly Committee he has addressed an inquiry as to what it is doing about ASCAP, since the function of the committee is to discover monopoly and devise legislative remedies.

Because the copyright laws are a third-of-a-century old, and because there was no radio when it was enacted, it seems to us the Senator's approach is logical and well-timed. Certainly no one—not even ASCAP—can conscientiously object to such a study, for the status of ASCAP fits the functions of the committee to perfection. And if there's nothing wrong or unwholesome about ASCAP or the law under which it functions, it certainly is high time that it be known. That's the way to stop the critics of ASCAP, whose numbers are legion. Thus we think the Hon. Burt "Rawhide" Wheeler has something in his appeal to the O'Mahoney Committee.

The RADIO BOOK SHELF

HELEN KING, contest expert for many national radio advertisers, has written *Prize Contests—How to Win Them* [Rugby House Publishing Co., New York, $2]. Said to be the first volume of its kind ever written by a professional contest judge, Miss King's book is specifically directed to the contest entrant. A 30-page concluding chapter, written for contest sponsors, contains pertinent information about creating and handling prize contests.

THE story of facsimile broadcasting from every angle is told in *Radio Facsimile*, a volume of more than 350 pages just issued by RCA. In 20 articles, grouped into four sections—Historical Development of Facsimile, Status of Radio Facsimile in 1938, Radio Facsimile Communication Methods and Equipment, and Radio Facsimile Broadcasting—the book covers the past, present and probable future of this new medium of communication.

AN ARTICLE "Radio Workshops—the Next Step" in the December issue of *School Board Journal* by Ben H. Darrow, outlines the benefits awaiting when colleges and radio stations cooperate more fully. Darrow's book, "Radio, The Assistant Teacher" [R. G. Adams & Co. —1932] was recently placed in the Crypt of Civilization at Oglethorpe U., not to be opened until 6,000 A. D.

HAVING issued state lists of state and local trade associations, the Marketing Research Division of the Department of Commerce has made available the 1938 edition of *Selected Trade Associations in the United States*, listing 5,500 trade associations and 2,200 chambers of commerce [10 cents].

We Pay Our Respects To —



NILES TRAMMELL

FROM Cobb County, Ga., to executive vice-president of NBC New York City, is a stride that would have ripped the zipper out of Gulliver's pants—but Niles Trammell took it. And between the points of that stride is the colorful story of a super-salesman who grins and says, "A good salesman is a fellow in the right place at the right time, when somebody is passing out orders".

Behind the charm of such modesty lies the s h r e w d n e s s that brought a lad from Marietta, Ga., to the position of NBC vice-president in charge of the Central Division and on to Radio City as executive vice-president and second in command of NBC, effective Jan. 1, 1939.

So well-liked is Mr. Trammell that on Dec. 19, managers of 60 NBC affiliates in nearly as many cities gathered in Chicago to pay him a tribute unprecedented in the history of radio, coming to Chicago from points as distant as a thousand miles. They presented him with a fine watch and with a scroll that read, in part: "We station managers feel deeply indebted to him for the part he has played in the development of radio broadcasting. Through his long service as vice-president in charge of the NBC Central District, he has formed friendships which far transcend any m e r e business relationship. They are built enduringly on his understanding of the problems of others, his sense of justice and his friendly spirit . . . Because of what Niles Trammell means to us, we wish him Godspeed and abundant success in the more important and wider field of activity upon which he is now entering."

Perched atop the huge Merchandise Mart building along the Chicago River, the penthouse studios of NBC have looked out on the Midwest since 1930 and from them Niles Trammell has watched radio grow into a great industry. There you might have found him in mid-December, 1938. He comes to meet you at his office door. More than six feet tall, his is the military carriage. Dark hair and deep blue eyes combine with lithe gestures to make his 44 years seem 34. His person expresses the charm of the South, his eyes the vitality of the North. In his voice is an overtone of Georgia, but he occasionally swears in Midwestern accent.

Niles Trammell has been in radio since 1923, and it is the only business in which he has been engaged. After the War, during which he left college to enlist, he remained in the Army until 1923, a member of Gen. Charles G. Morton's staff stationed in San Francisco. That was a big year in Niles' life, for it was that year he was married (to the charming Elizabeth Huff of Greensburg, Pa., the step-daughter of Gen. Morton), and it was that year that brought him into radio.

When Gen. Morton was called to Hawaii, he asked Niles to entertain two of his Eastern friends during his absence. The two were Gen. James G. Harbord and David Sarnoff. While they were in San Francisco, T r a m m e l l, already thoroughly convinced of the future of radio, decided to ask them for a job with RCA.

"We have been thinking about hiring someone to sell RCA transoceanic s e r v i c e on the Pacific Coast," said Mr. Sarnoff. "Why don't you talk to Mr. Arthur Isbell, our Pacific Coast manager?"

Niles Trammell got the job and in the dimly lighted, highly odorous shops of Japanese and Chinese exporters, he began selling, in competition with the commercial cables, the Twentieth Century's newest form of communication to representatives of the oldest civilization on earth. He also sold RCA equipment to ships.

In 1925 ,young Trammell was named assistant sales manager on the Pacific Coast, and in March, 1928, he was transferred to NBC in New York. Two months later he was made manager of the NBC Central Division, Chicago, and the following year he became a vice-

(*Continued on page 40*)

Personal NOTES

JOHN HARTIGAN, European commissioner for the 1939 New York World's Fair, on Dec. 17 sailed for Europe on the *Paris* to arrange the *Salute to the Nations* from heads of 17 European nations, to be relayed to the United States and around the world from Jan. 1 until a week before the opening of the Fair on March 1. Mr. Hartigan was accompanied by Robert S. Wood, assistant radio director.

CHARLES G. SHEA, formerly with various Texas stations, now in agency work in San Antonio, and Fred W. Bowen, oil man of Kilgore, are heads of Radio Enterprises Inc., which seeks a new 100-250 watt station on 1310 kc., in Victoria, Texas, for which a favorable examiner's report has been submitted to the FCC.

HALE BONDURANT, sales manager of WHO, Des Moines, during December directed his office work from his home, where he was reported recovering from a painful leg fracture suffered recently. Harold Fulton, WHO merchandising manager, is in Kansas City recovering from an attack of pneumonia.

IRVING REIS, writer-director of Paramount Pictures, Hollywood, is to deliver a treatise in early January on "sound effects in dramatic presentation" before a Rockefeller Foundation committee investigating the advisability of research in this field. Before coming to the West Coast some months ago, Reis was in New York as producer of *Columbia Workshop* and other programs.

AARON BECKWITH, of the sales staff at WSYR, Syracuse, has been named retail program chairman of the Advertising Club of Syracuse.

KENNETH CARPENTER, former sales manager of NBC Central Division, Chicago, has been made sales manager of the Blue Network for the Central Division. Harry C. Kopf with NBC since 1921, has been appointed sales manager of the Central Division.

NAN HOWARD, account executive of WEEI, Boston, who has been studying art for the last year, is exhibiting a group of five sketches at the Boston Center for Adult Education on New Year's Day.

JAMES D. SHOUSE, vice-president of the Crosley Corp. and general manager of WLW, Cincinnati, is serving on a special representative committee making arrangements for the Centennial banquet of the Cincinnati Chamber of Commerce Jan. 11.

PAUL M. SEGAL, Washington attorney representing various radio stations, and Mrs. Segal on Dec. 26 became the parents of a son, their fifth child.

JOHN M. PRINTUP, formerly with WISN and WEMP, Milwaukee, on Jan. 2 assumes the commercial managership of WRJN, Racine, Wis. He was at one time advertising manager of the *Illinois Policeman* and with International Cellucotton Products Co., Chicago.

NEVILLE MILLER, NAB president, has been appointed as one of the public representatives on the committee for the apparel industry set up by the Wage & Hour Administration.

GEORGE GUYAN, formerly program director of KFRU, Columbia, Mo., has been promoted to assistant station manager, under C. L. Thomas.

QUIN A. RYAN, broadcast manager of WGN, Chicago, has returned to work after recovering from a long illness.

HALSEY V. BARRETT, formerly of E. A. Pierce & Co., New York brokers, was recently added to the sales promotion department of WOR, Newark, where he assumes the duties previously handled by John P. Nell, who has been transferred to the sales division representing the station's Chicago office in New York.

S. NILES GATES has been appointed "sales counselor" of WCAU, Philadelphia, effective Jan. 3. He formerly was connected with the General Electric Co.

ARTHUR KEMP, sales specialist of CBS in San Francisco and Mrs. Kemp are the parents of an 8 lb. 3 oz. son, Murray Arthur, born in December.

C. E. LAGRAVE, formerly regional sales manager of *Look* Magazine in Buffalo, N. Y., has joined the sales department of WNAX, Yankton, S. D.

FRED E. ZINDLER, well-known Milwaukee salesman, was named sales manager of WISN, Milwaukee, Dec. 5 by Manager Gaston Grignon.

KATHARINE DOVE HOFFMEIR of the NBC general sales department, and scriptwriter Hubert V. Chain of the NBC Transcription Service, were married Christmas Day in Jackson Heights, Long Island.

HARRY COMER, formerly account executive of KHJ, Los Angeles, has joined KFWB, Hollywood, in a similar capacity.

JACK BURNETT, former manager of the San Francisco studios of KROW, Oakland, Cal., has been appointed commercial manager of KGVO, Missoula, Mont.

FRED CRAWSHAW, formerly advertising manager of the Owl Drug Co., San Francisco, recently was added to the commercial department of Don Lee Broadcasting System in San Francisco.

THAD HOLT, president of WAPI, Birmingham, was confined to his home in December with a throat infection.

DON PERIGO, former reporter on the *Indianapolis Star* and *Chicago American*, and one-time publisher of a Wyoming weekly, has joined KWNO, Winona, Minn., as announcer-salesman. Myrtle Carry, former reporter has joined KWNO as continuity director.

GORDON OWEN, who took a leave of absence from KYA, San Francisco several months ago to become director of sales for KUTA, Salt Lake City, has returned to KYA as account executive.

RALPH R. BRUNTON, general manager of KJBS, San Francisco, was confined to the University of California Hospital in San Francisco during late December with a leg injury suffered when he fell on a wet pavement.

CHARLES KEEL, for several years associated with radio through his connection with advertisers, recently joined the sales department of WAGA, Atlanta.

W. O. PAPE, owner of WALA, Mobile, left his home port Dec. 26 for an extended cruise in Florida waters aboard his 75-foot diesel yacht *Vigilant*. Contemplated ports of call include Port St. Joe, Tampa, Fort Meyers, Palm Beach and Miami.

W. D. WARREN, manager of KOH, Reno, Nev., has been elected vice-president of the local Junior Chamber of Commerce. Manager Warren recently married Ethel Leonard, formerly KOH secretary.

TED MATHEWS, formerly commercial manager of WNAX, Yankton, S. D., on Jan. 2 joins the commercial department of WOAI, San Antonio.

WALTER TISON, managing director of WFLA, Tampa, has been elected president of the local Advertising Club.

GEORGE ROSS, manager of KWG, Stockton, Cal., has returned to work after recovering from a streptococcus infection which kept him in the hospital for four weeks.

BEHIND the MIKE

JACOB ROSENBERG was reelected president of New York Local 802 of the American Federation of Musicians on Dec. 15, by a three-to-one majority. Also reelected were Richard McCann, vice-president; William Deinberg, secretary, and Harry Suber, treasurer.

JOHN CONTE, Hollywood announcer, has been signed for the new CBS Gulf Oil Corp. program, *Hollywood Guild*, which starts Jan. 8.

WILLIAM WINTER, news analyst of WBT, Charlotte, has been named to deliver the principal address to the faculty of Clemson College, Clemson, S. C., at its semi-annual meeting Feb. 4.

RODERICK MITCHELL, has been transferred from the NBC guide staff to the position of junior announcer. He was previously a reporter on the West Coast.

RAYMOND MICHAEL, since last August on the announcing staff of WLW and WSAI, Cincinnati, on Jan. 1 joins WRC and WMAL, NBC stations in Washington. Formerly he was with WMMN, Fairmount, W. Va. Clair Shadwell, formerly with WRC-WMAL and WBT, Charlotte, on the same date takes a new post at WSAI as m.c. of the early morning *Dow's Daily Express*.

MURRAY BOLEN of Young & Rubicam, Hollywood staff, has taken over production of NBC *Jack Benny* program, sponsored by General Foods Corp. (Jell-O), with Tom Harrington, west coast manager of the agency, being transferred to New York as radio director. Bolen was formerly Harrington's production aide.

GEORGE C. BIGGAR, WLW rural program supervisor, spent most of the week of Dec. 12 at the annual American Farm Bureau convention in New Orleans.

ALAN KENT, conductor and commentator on the MBS program *Don't You Believe It*, sponsored by P. Lorillard Co., on April 2 will marry Miss Betty VanAuken.

JOHN HARPER, formerly with WJR, Detroit, and John Hundley, actor, have joined the announcing staff of CBS, New York.

NORMAN SULLIVAN, New York writer, has joined the Hollywood writing staff of the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

C. SINCLAIR RICE, formerly writer and announcer for WNEW, New York, on Nov. 18 joined Muzak Corp., New York, as an announcer for the new sponsored program service.

ELDON PARK, program executive of WLW, Cincinnati, spent two weeks in December at the Jewish Hospital, Cincinnati, recuperating from a recent illness.

GILBERT RALSTON, production manager in NBC transcription service, on Dec. 20 married Mary Katharine Hart, actress, in St. Patrick's chapel, New York.

JOHN F. HICKS, who recently joined the production department of KUJ, Walla Walla, Wash., after service with WGAR, Cleveland, and KHQ, Spokane, has been appointed program director of KUJ, effective Dec. 15.

VIRGINIA BRAZEALE, new to radio, has joined *Salon Orchestra*, heard weekly on WTAR, Norfolk.

VESTA EALS has joined WJSV, Washington, as literary commentator. She will interview writers and authors as well as review books on her new program.

HUGH DANIEL, co-originator of the KFWB, Hollywood, weekly *Swingo* program, sponsored by Mid-City Cut Rate Drug Stores, Los Angeles, is in New York to confer with a prospective regional sponsor.

MIKE CADY, formerly of KTRI, Sioux City, Ia., has joined the continuity staff of KDAL, Duluth.

ROBERT PURCELL, announcer of WCFL, Chicago, is the father of a girl born Dec. 15.

BARBARA BRENT, woman's commentator, has joined WFAA, Dallas, and is conducting three quarter-hours weekly with participating sponsors.

JIM COX, formerly continuity chief of KFAB-KFOR, Lincoln, has joined the continuity department of WKY, Oklahoma City. Ben Zezoff, newscaster, and Jack Swineford, announcer, of WKY have returned to work after tonsilectomies.

FRANK HENNESSEY, formerly chief announcer of KLRA, Little Rock, and now with WMC, Memphis, on Dec. 26 married Rita White, of KLRA, at Monticello, Ark. Theda Drennan, formerly of KGHI, Little Rock, is replacing Mrs. Hennessey as hostess and woman's commentator at KLRA.

CLAIR SHADWELL, veteran announcer who conducts the *Night Watchman* over WMAL, Washington, on Jan. 1 joins WSAI, Cincinnati. He will take over the Dow Drug Co. early morning program *Daily Express*.

THOMAS CONRAD SAWYER, Hollywood commentator, has joined KHJ, Los Angeles, as continuity writer and announcer.

RALPH SCOTT has returned to his CBS Hollywood production department duties after an illness.

JIMMY BURTON, chief announcer of KHJ, Los Angeles, has taken on additional duties of master-of-ceremonies and writer of the five-weekly *Eight O'Clock Clipper* programs, a morning feature.

DARRELL DONNELL, formerly *San Francisco Examiner* radio editor and Hearst newscaster, has been appointed exploitation director of the CBS *Gateway to Hollywood*, which starts Jan. 8 under sponsorship of Wm. Wrigley Jr. Co., Chicago. He will headquarter in Hollywood.

BOB SHERWOOD, Hollywood announcer, has been signed by Warner Bros. for a part in the film, "Always Leave Them Laughing".

JAMES BARBER is now program director of KGVO, Missoula, Mont.

EDDIE ALBRIGHT, for many years a KNX, Hollywood, commentator, has joined KHJ, Los Angeles, in a similar capacity and is conducting a five-weekly quarter-hour program on the Don Lee network. Series is titled *Eddie Albright*.

LEE KIRBY, Caldwell Cline, Martha Dulin and Wilbur Edwards, all of WBT, Charlotte, N. C., appeared in a production of the Charlotte Little Theater, "Seen but Not Heard".

RUTH ELLIOTT, home economist, lately with WGAR, Cleveland, has joined WFIL, Philadelphia, to broadcast a feminine program three afternoons a week.

EDDIE ROBINSON has been made KHJ, Los Angeles, supervisor of transcriptions. He succeeds Jaime del Valle who is devoting full time to radio and television production for the Don Lee Broadcasting System, that city, which operates W6XAO.

EDWIN MULLINAX has joined WHMA, Anniston, Ala., as announcer and continuity writer.

COZETTE NEILSON, staff vocalist of KDYL, Salt Lake City, and Charles (Chick) Perry, arranger for the KDYL orchestra, were married Dec. 2 at Evanston, Wyo. Jack Alkire, KDYL press operator, also married Thelma Tuttle recently.

CALLAHAN GIVES Over Pint of Blood During Visit at Hospital

VINCENT F. CALLAHAN, general manager of WWL, New Orleans, and Henry Dupre, WWL special eventer, recently went on a tour of inspection through the local Charity Hospital. After reviewing the emergency ward, the pair dropped down to the second floor.

Alighting from the elevator, a woman rushed up to Mr. Dupre shouting, "Oh, Mr. Dupre! Please help my husband. He is dying and needs a blood transfusion, and we've no time to broadcast a general alarm!" Manager Callahan offered his services and was tested. His blood matched and within 30 minutes he had given over a pint of blood to the patient, who up to present reports is recovering.

A. WARD FENTON Jr., has resigned from the NBC guide staff to become announcer for WJIM, NBC affiliate in Lansing, Mich. A student in the NBC school for announcers, he got the announcing post after an audition held in Radio City.

JOHN LAGEN, page boy at NBC Chicago, will join the continuity department of KSO-KRNT, Des Moines, replacing Joe Miller, resigned.

BILL MOYER, announcer of CKWX, Vancouver, B. C., is the father of a boy born recently.

RITA CLIFFORD, receptionist of WIND, Gary, is convalescing in Epsworth Hospital, South Bend, after sustaining serious injury in a recent auto crash.

HELEN JOHNSON, Chicago receptionist of WIND, Gary, married Henry Burmeister Dec. 15.

LOUIS LAMAR, announcer of WGN, Chicago, recently won fourth prize in a competition for model railroad builders conducted by Model Builders Inc.

CHARLES J. GILCHREST, former radio editor of the *Chicago Daily News*, has joined the Chicago staff of Tom Fizdale Inc.

ROSALIND SHERMAN, radio interviewer formerly with WINS, New York, has joined WNEW, New York, to conduct daily interview programs with radio artists.

ERNEST LaPRADE, NBC's director of music research, on Dec. 28 gave a talk on *Audience Participation in Radio Programs* at the opening session of the 60th annual convention of the Music Teachers National Assn. in Washington.

KEN ALLYN, formerly with the Richmond Theatre Guild, has joined the announcing staff of WRTD, Richmond.

W. J. GOODE, accountant of WBAL, Baltimore, is the father of a girl born in December.

RAYMOND VALLEN and Tommy Croxton have joined the announcing staff of WIOD, Miami.

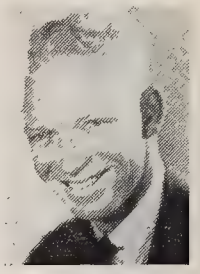
FATS WILSON, formerly of WBOW, Terre Haute, Ind., has joined KFKA, Greeley, Col., as announcer. He is recovering from an operation performed while with KOIL, Omaha, last winter.

DICK ALTER has been appointed business manager and Martin Sperber, studio representative of Radio Central Casting Bureau, Los Angeles. Firm is now in its fourth year of casting talent for network and transcription productions.

CASKIE NORVELL has joined the announcing staff of WIS, Columbia, S. C. He formerly announced at WBIG, Greensboro, N. C. Frank Burger has been placed in charge of WIS publicity.

Red Barber Accepts Job On General Mills Staff

RED BARBER, one of radio's best known sports announcers, leaves WLW and WSAI, Cincinnati, Jan. 1, to join the sports department of General Mills, Mr. Barber has been with the Crosley stations since 1934 and handled play-by-play descriptions of the Cincinnati Reds' games as well as World Series competitions. He also has handled football for WLW and the Mutual Network.



Mr. Barber

A native of Columbus, Miss., Mr. Barber entered radio at WRUF, Gainesville, Fla. in 1930, as an announcer. When he joined WLW and WSAI, he was chief announcer of the Florida station. His new duties with General Mills, which sponsors play-by-play baseball broadcasts throughout the country, have not been announced.

PATRICK KELLY, publicity director and producer of KFRC, San Francisco, and Miss Claire Conerty, formerly hostess at the same station, were married Dec. 23.

DWIGHT NEWTON, conductor of children's programs on KYA, San Francisco, and librarian of the *San Francisco Examiner*, is the father of a boy born Dec. 21.

KEN NILES, formerly assistant producer and announcer on CBS *Hollywood Hotel*, has been named head of the talent school which will groom participants in the *Gateway to Hollywood* series, starting on that network Jan. 8 under sponsorship of Wm. Wrigley Jr. Co. He will also announce the talent search program produced by Charles Vanda.

JACK HOLBROOK, of KYSM, Mankato, Minn., has been advanced from chief announcer to program director.

JOHN EMMEL, staff organist of KOIN, Portland, recently married Betty Todd, of Portland, in Seattle.

JACK TOBIN, announcer of KFBK, Sacramento, returned to his studio Jan. 1 after a month at KWG, Stockton. Art Lane, director of the Sacramento Community Players, has joined KFBK as announcer-producer.

HERBERT MERTZ, for the last seven years musical director of WJBK, Detroit, recently joined WWJ, Detroit, in the same capacity under a two-year contract.

JACK BRIDGES, formerly sports announcer of WALA, Mobile, has been advanced to studio director of the station.

JOHNNIE LAGEN, formerly of the page staff of NBC-Chicago, has joined the announcing staff of KSO, Des Moines. Johnnie is a graduate of Everett Mitchell's NBC school for announcers.

MERRILL MYERS, author and contributor to *Colliers* and *Scribners*, has joined the continuity staff of NBC-Chicago.

RICHARD DAWSON, free-lance producer of radio shows, on Dec. 15 was appointed by Viking Radio Productions, New York, as its representative in Maryland, Virginia and the District of Columbia, with headquarters at 524 Kenyon St. NW, Washington.

WHEN President Roosevelt addresses the joint houses of the 76th Congress, convening Jan. 3, his speech will be carried over the combined networks. The House chamber in the Capitol at Washington has been wired for sound to facilitate pickups on important occasions, but no plans are afoot to broadcast congressional debate.

LEW KENT, of WMAZ, Macon, Ga., has been in the hospital for six weeks recovering from his eighth abdominal operation. He is not expected to return to his announcing duties before Feb. 1.

BURT REPINE, traffic manager of WRVA, Richmond, has been elected vice-president of Local 123, American Federation of Musicians, of Richmond.

RUSS WINNIE, sports reporter and commentator of WTMJ, Milwaukee, completed a decade of sports reporting for the same sponsor, Wadhams Oil Co., with his broadcast of the recent Green Bay Packers-New York Giants pro championship game in New York. During the football season Sportscaster Winnie has covered Packers and Wisconsin U games from coast-to-coast, commuting 17,344 miles.

SHIRLEY HOSIER, commercial traffic manager of WTAR, Norfolk, is to marry Edward Enwright, advertising manager of the local Sears Roebuck store, in January.

JOHN HOPKINS, a native of Fort Worth, has been relieved of other announcing duties with TSN and is now a fulltime TSN news commentator.

BILLY PHILLIPS, known to listeners at KIDO, Boise, Ida., as "Uncle Billy," and Mrs. Phillips are the parents of a daughter, Janet Irene, born in December.

HARRY F. WIGHTMAN of the NBC music division and Miss Elsie Inslee are to be married Jan. 12.

THOMAS J. DOLAN, supervisor of the NBC program transmission division in traffic, is the father of a girl, Barbara Jean. Mrs. Nolan was formerly with the NBC sales traffic department.

READ WILSON, student in NBC's school for announcers and a member of the NBC mail room staff, on Dec. 2 resigned to become announcer at WNOX, Knoxville.

ETHEL HUTCHENS has joined the production department at KSFO, San Francisco. Betty Casey has been added to the promotion department and Ethel Blumenthal has joined the merchandising department.

FRANK McINTYRE, formerly of KBST, Big Spring, Tex., and other Southwestern stations, has joined KTSM, El Paso, as announcer.

HERBERT L. JACOBSON, editor of *World News* and member of the WBS promotion staff, is author of the comedy drama, *Of Good Family*, broadcast on NBC-Blue Dec. 17, on the network's *Original Dramas* series.

Horton to WEEI Sales

KINGSLEY F. HORTON, for the last two years with Radio Sales division of CBS in New York, has been appointed sales manager of WEEI, Boston, under General Manager Harold E. Fellows. An alumnus of Syracuse University, where he was associate editor of the college daily, Mr. Horton began his experience in radio at WSYR, Syracuse, which he left in 1936 to join CBS. Mr. Horton fills a vacancy on the executive staff of WEEI occasioned by the recent death of Lewis S. Whitcomb, assistant manager. Mr. Horton is succeeded at CBS by Frank R. McDonnell, formerly on the sales staffs of WHN and WINS, New York, and recently president of Advertisers' Recording Service, subsidiary of Jean V. Grombach, New York, production and transcription service.

FOLLOWING its policy in past years, WRVA, Richmond, did not sign on the air Christmas morning until 11 a. m. This is done to allow members of the production and technical staff to spend a few hours with their families.

Grabhorn to WFIL

MURRAY GRABHORN, for the past several months with Wilding Picture Productions, will return to radio Jan. 2, when he joins WFIL, Philadelphia, as national sales manager. Formerly vice-president and eastern manager of John Blair & Co., Grabhorn left New York in September 1937 to become manager of KEHE, Los Angeles, and in January 1938 returned to New York as vice-president of Hearst Radio and as general manager of International Radio Sales, Hearst station representative organization. He resigned from this post in September.



Mr. Grabhorn

PROPOSED purchase of KRQA, Santa Fe, N. M., by I. E. (Ike) Lambert, former vice-president and general counsel of RCA, now residing in that city, was dropped by FCC action Dec. 19 granting a petition to dismiss without prejudice.

Victim of Serials

IDEAL radio listener is Dorothy Frundt, supervisor of NBC-Chicago stenographic department, who knows the plots of 22 daytime serials and has memorized the life histories of 2,000 radio characters. Appearing Dec. 21 on Don McNeill's *NBC Breakfast Club*, Miss Frundt told of a nightmare she'd had in which, "Don Winslow fought Ma Perkins, Vic and Sade lost track of their Guiding Light and Orphan Annie ran screaming down the Road of Life."

Foley to Expand

FOLEY & Co., Chicago (Vita-Builds), on Dec. 19 started six five-minute news periods a week on CKLW, Windsor-Detroit. Expansion is planned following the test. Lauesen & Salomon, Chicago, is agency.

Station in Johnson City, WJHL, Now in Operation

BACKED by W. Hanes Lancaster, Chattanooga business man, with J. W. Birdwell, formerly with WDOD in Chattanooga as partner, the new WJHL, Johnson City, Tenn., authorized last July by the FCC, went on the air for its inaugural Dec. 9 and now is operating on full schedule with 100 watts night and 250 day on 1200 kc. The station is RCA equipped throughout with a Wincharger 185-foot antenna.

Mr. Lancaster and Mr. Birdwell are co-managers, with J. D. Shacklett, formerly with KLRA, Little Rock, as commercial manager; Dick Altman, formerly with KBTM, Jonesboro, Ark., program director; W. K. Matthews, promotion manager; O. K. Garland, chief engineer; Robert Anderson, from WNOX, Knoxville, Henry Frick, from KGHI, Little Rock, and Frank Brown, from WSPA, Spartanburg, S. C., announcers; Bill Lange and Howard Spitzer, both from WDOD, operators.

A Special 

Announcement

BURN-SMITH COMPANY, Inc.

AS OF JANUARY 1st,
1939, WILL ACT AS

EXCLUSIVE NATIONAL ADVERTISING REPRESENTATIVE

FOR A SELECT GROUP
OF RADIO STATIONS

WITH EXECUTIVE OFFICES LOCATED AT

7 WEST 44th STREET
NEW YORK CITY

AND BRANCH OFFICES IN
CHICAGO, DETROIT, WASHINGTON AND ON THE PACIFIC COAST

WALTER P. BURN, President
WILLIAM NOBLE, Vice-President
G. BYRON SMITH, II, Sec'y-Treasurer
WALTER L. REID, Pacific Coast Mgr.
EDGAR FELIX, Director
Research and Engineering

Farewell Banquet Is Given Trammel

NBC and Affiliates Pay Tribute To Chicago Vice-President

TESTIMONIAL dinner for Niles Trammell, recently promoted from NBC vice-president in charge of the Central Division, Chicago, to NBC executive vice-president, New York, was attended by 68 executives of NBC and NBC affiliates Dec. 19 at Chicago's Drake Hotel. Fun was the order of the evening, along with keen disappointment on the part of Midwestern radio men over Mr. Trammell's departure.

With E. W. Craig of WSM as toastmaster some of radio's best after dinner speakers poked fun at Mr. Trammell who stood up well in repartee. Speakers included Lenox R. Lohr, NBC president; M. H. Aylesworth, former NBC president; Glenn Snyder, WLS; Col. B. J. Palmer, WOC; John A. Brice, WSB. From KSTP came Stanley Hubbard's *Nights of Note* to furnish instrumental and vocal music. Mr. Trammell's life was burlesqued in a skit called "Trammell Marches On", written by Sid Strotz, program director of NBC Central Division, and featuring the oldtime radio comedian, Ransom Sherman.

Mr. Trammell was presented with a platinum wrist watch, a scroll of NBC station managers and a book of letters. The letter book was titled "What a Bunch of Fellows Really Think of You" and consisted of the letters written in response to invitations from the dinner committee which consisted of Walter Damm, WTMJ; Ed Craig, WSM; Martin Campbell, WFAA; W. J. Scripps, WWJ; Joe Maland, WHO; John Gillin, WOW; Glenn Snyder, WLS.

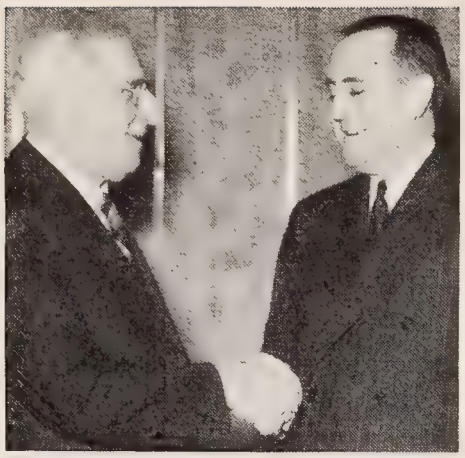
Among those attending the dinner were:

Lenox Lohr, NBC president; Luther L. Hill, KSO; Earl E. May, KMA; W. J. Scripps, WWJ; Stanley W. Barnett, WOOD; John A. Brice, WSB; W. E. Walker, K. F. Schmitt, WIBA; W. J. Damm, Don B. Abert, WTMJ; C. T. Hagman, WTCN; Hugh A. L. Halff, WOAI; Eugene Pulliam, WIRE; Geo. M. Burbach, KSD; Robert T. Convey, Clarence Cosby, KWK; Powel Crosley Jr., James D. Shouse, WLW; Stanley Hubbard, KSTP; Herb Hollister, KANS; Don Searle, KOIL; L. B. Wilson, WCKY; H. K. Carpenter, WHK; George W. Trendle, H. Allen Campbell, WXYZ.

Vernon Smith, WREN; John J. Gillin, WOW; Martin Campbell, WFAA; E. C. Reineke, WDAY; Glenn Snyder, George Cook, WLS; P. J. Meyer, KFYR; O. L. Taylor, KGNC; William B. Way, KVOO; B. J. Palmer, J. O. Maland, Ralph Evans, William Brandon, WHO; Vernon H. Pribble, WTAM; E. W. Craig, WSM; Joseph Henkin, KSOO; Amon Carter, Harold Hough, WBAP; Earl Gammons, WCCO; Walter C. Bridges, WEBC; W. O. Pape, WALA; Nathan Lord, WAVE; Charles P. Manship, WJBO; Clarence Leich, WGBF; W. P. Harris, WJDX.

M. H. Aylesworth, former NBC president; Paul McClure, assistant sales manager, NBC-Chicago; J. H. Ryan, WSPD; Harold Wheelahan, WSMB; Sidney N. Strotz, Harry C. Kopf, C. L. Menser, Sen Kaney, John Whalley, NBC; Frank M. Russell, NBC, Washington; H. Dean Fitzer, WDAF; Kern Tips, KPRC; Edgar T. Bell, WKY; W. C. Swartley, WOWO; S. P. Quarton, W. B. Quarton, WMT; Robert Bousman, WIRE; Gardner Cowles, KSO.

BUILT AROUND an incident in the life of Mary, Queen of Scots, *The Silver Coronet* was carried by W6XAO, Don Lee television station, Dec. 22 and hailed as the first television Christmas vehicle. The 25-minute holiday drama, written especially for the broadcast by Wilfred H. Pettitt, motion picture scenario writer, used talent from the television serial, *Vine Street*.



AS ONE executive to another, William Ruess, official of the Woodmen of the World, operating WOW, Omaha, gave Niles Trammell, new NBC executive vice-president, a bit of advice based on experience when the latter visited Omaha Dec. 13. Mr. Trammell addressed the Omaha Advertising Club's some 300 guests and vigorously defended the American system of broadcasting, declaring it has raised the American standard of living. Hosts were Omaha's stations WOW, KOIL, WAAW and KFAB, Lincoln.

Niles Trammell

(*Continued from page 37*)

president. In 1928, when he came to Chicago, the NBC Central Division headquarters consisted of one studio and two offices at 180 N. Michigan Ave. There was one NBC sponsored show per week out of Chicago, and it was canceled the month after Trammell arrived. The NBC-Chicago staff totaled about a dozen people, including stenographers and office boys. The late George McClelland, then NBC executive vice-president, sent Niles to Chicago with the following hope: "Niles, there ought to be a million dollars worth of business a year out of that office." Within the next year, a million dollars worth of business was sold out of Chicago in one month, and today, 10 years later, NBC-Chicago billings consistently average a million dollars a month. More than 1,800 programs each month, including 1,000 network programs, originate in the NBC Chicago studios today, including the majority of all daytime commercial programs.

One of Niles' earlier achievements in Chicago was selling Pepsodent a six-nights-a-week program, *Amos 'n' Andy*, but he laughs off that accomplishment with the following story. It was early in 1929, he says, and he had been trying to sell Pepsodent a program, offering a choice of the Vincent Lopez, orchestra and a quartet or Jesse Crawford, organist, and a soloist. After hearing auditions of both shows, Walter Templin, then general manager of Pepsodent, came into Trammell's office and, out of the blue, suggested that his company might want to sponsor *Amos 'n' Andy*, then sustaining on WMAQ.

"Six quarter hours a week?" Niles asked, trying to keep his voice from shaking, for never in the history of radio had there been such an order as that. As Templin nodded his assent, Niles started to figure up the cost. He says he was so excited that he added it three times and got three different answers. Finally he tore up the scratch paper and said, "I don't know just how much it will cost you, Mr. Templin, but any way I figure it, it comes to more than a million dollars." "O. K.," said Templin, and thus did the Pepsodent company enter radio and "I'se regusted" become a national by-word.

One reason Niles Trammell is so well known to the executives and owners of Midwestern radio stations lies in the fact that in the early days, he had to visit all of them almost every time NBC sold a new network account. These visits were necessary because, before NBC's present scale of compensation to affiliates was established, they all got the same amount from the network per hour of sponsored programs that they carried, regardless of power or location. And the amount was far less than they could obtain from local advertisers.

Naturally, upon receiving an offer of another NBC commercial program, the big stations would telegraph a reply which was a polite "Nuts to NBC. We won't take it." And each time Niles Trammell would pack his bag and catch the first train for a swing around the Midwest. He claims he is not an outstanding salesman, but the fact remains that, by and large, the stations took the programs.

In 1938 when General Mills returned to NBC with a full-hour, five-a-week program, Niles not only sold the client but spent four days personally clearing time on NBC stations, since the period the client wanted happened to fall in station optional time. Feats like these have endeared him with radio men the country over, and have given him the poise that comes with accomplishment.

In 1930, Niles went to Europe for a vacation. Bobby Jones, a fellow Georgian, and the American Walker Cup team were on the same boat, bound for England. On the boat, too, was O. B. Keeler, sports writer of the *Atlanta Journal* and boyhood friend of Niles on sandlot ball teams in Marietta. The two met again after many years, and Niles asked Keeler if he would like to describe part of the Walker Cup play for NBC. Keeler assented, thinking that he was being kidded, for it wasn't until someone called him up in England and asked him to man a microphone that he learned that the self-effacing Niles Trammell was an NBC executive. After returning to Atlanta, Keeler wrote a *Journal* feature about Niles in which he told the foregoing story, adding, "Niles Trammell is, and obviously always has been, one of those few favored of the gods proceeding gracefully through the world under the impulse of their own personality and forever beautifully unaware of the impulse."

Born in Marietta, Ga., July 6, 1894, Niles was educated at Sewanee, Tenn., where he attended Sewanee Military Academy (playing football) and entered the University of the South. A member of Kappa Alpha fraternity, he left college to join the Army during the war, emerging as a first lieutenant.

Up through the years his hobbies have been golf and fishing. He won't tell his golf score for "that would lose me too much money", but Chicago radio golfers declare that he shoots in the low eighties. It is known that he has done considerable deep sea and clear water fishing, but when asked to tell a fishing yarn or two he replied that his fishing was nothing sensational —the final proof of modesty.

Mr. Trammell is a member of the Chicago Club, the Racquet Club, the Saddle & Cycle Club and the Chicago Golf Club.

With the sincerity of a man who has given his life to a medium of great social significance, he speaks of radio's future, "One need of radio today, it seems to me, is better public relations. We must use our own medium to show how fair and unbiased it is in serving the public. Radio's problems must be understood more clearly by the networks, the stations and the public. As for regulation, radio *must* and *will* regulate itself."—P. B.

PUMPKIN PICKER

Herb Plambeck Guesses the Number of Seeds

HERB PLAMBECK, farm news editor of WHO, Des Moines, proved himself a real farm expert recently when he won a half-bushel of Pfister hybrid seed corn at the State Center, Ia., Farm & Home Institute for guessing within a single seed the number of kernels packed in a big pumpkin.

With the seed on his hands, Expert Guesser Plambeck set out to find a place to plant his half-bushel. An appeal to listeners to *Farm News* broadcasts Monday through Saturday at 6:30 a. m. brought share-plan offers offering him up to all the corn the seed produced less 50 bushels for the farmer's work of planting and tending the field. Meantime, however, he decided to dispose of his winnings as Christmas presents to his father and father-in-law, both practical farmers, and to each gave a quarter-bushel of the hybrid seed.

Angela McCosker to Wed

DATE of the wedding of Miss Angela Frances McCosker, daughter of Mr. and Mrs. Alfred J. McCosker, has been set for Jan. 26 and the ceremony will be performed by the Rev. Joseph P. Connor of West Orange in the Roman Catholic Church of St. Ignatius Loyola, Park Ave. and 84th St., New York. Miss McCosker, daughter of the head of WOR and MBS, and a recent graduate of Briarcliff Junior College, will be married to Sheldon Van Dolen, who is in the air-conditioning business in New York. A reception in the grand ballroom of the Plaza Hotel will follow the wedding.

ROBERT TINCHER, manager of WNAX, Yankton, S. D., claims the earliest political time reservation for the 1940 compaign with the order of R. F. Jerome, of the South Dakota Republic State Central Committee, for a half-hour spot, 11:30-noon, Nov. 4, 1940.

New Regulations on Operators Licenses Effective in May Adopted by the FCC

REVISED rules governing all classes of commercial radio operator licenses, to become effective May 1, 1939, were adopted Dec. 19 by the FCC. The new regulations, first to be adopted by the FCC, will supersede the present rules, largely promulgated by the old Federal Radio Commission, and will affect between three and four thousand operators in commercial broadcasting, according to FCC Chief Engineer E. K. Jett.

The new rules, which apply to about 40,000 operators of ship, broadcast, police, aviation, special emergency, point-to-point, forestry and other stations, except amateur, are a composite of the original proposals of the FCC engineering staff and evidence produced at informal hearings held before Mr. Jett July 11-12 (BROADCASTING, July 15). The newly-adopted regulations make allowance for the major objections voiced at the summer hearings.

Disputed Clause Dropped

The proposal to set up definite "physical, mental and moral" standards in judging applicants' qualifications for an operator's license was deleted from the adopted rules, along with another which would have made the operator responsible for reporting deficiences in the equipment he is operating. The proposal to issue renewal licenses upon reexamination only, which met opposition at the hearings, also has been modified to provide renewal based in great measure on experience and service.

Under the new rules, the license term is extended from three to five years. Third class operators, both radiotelephone and radiotelegraph, have been placed in a "restricted" class to avoid confusion and are issued "restricted permits" rather than third-class licenses, as heretofore. Twenty-one has been set as the minimum age of an applicant for a first-class radiotelegraph operator's license.

Examinations are composed of six elements, basic law, basic theory and practice, radiotelephone, advanced radiotelephone, radiotelegraph and advanced radiotelegraph, and applicants must attain the passing mark of 75% on each individual unit to qualify for the license, while formerly only a general-average grade of 75% was required. Under the new rules, the full list of 200 questions from which the examination is taken will be made available to all applicants, since the FCC has satisfied itself they cannot be learned parrot-fashion.

As for license renewals, "a license may be renewed without examination provided the service record on the license shows at least three years satisfactory service in the aggregate during the license term and while actually employed as a radio operator under that license; or shows at least two years service in the aggregate, under the same conditions, of which one year must have been continuous and immediately prior to the date of application for renewal. If the above requirements have not been fulfilled, but the service record shows at least three months satisfactory service in the aggregate, while actually employed as a radio operator under the license during the last three years of the license term, a license may be renewed upon the successful completion of a renewal examination (abridged) which may be taken at any time during the last year of the license term." In cases where less than three months service is shown, an examination as for a new license must be taken.

In an order accompanying publication of the new rules, the FCC stated that all licenses outstanding as of Dec. 19 shall continue in force for the remainder of their respective terms, thus providing a "transition period", but that a licensee may apply for renewal under the new regulations any time during the remainder of the license period. The order also stated that in the future, renewal applications must be made for two separate licenses in the case of an operator at present holding a radiotelegraph license with an endorsement granting privileges comparable with a radiotelephone license of any class, and he must qualify for both individually.

Satellite Station Plan Of WFBR Recommended In Report of Examiner

APPROVAL of the application of WFBR, Baltimore, to construct and operate a synchronized satellite station at Frederick, Md., with variable power from 10 to 100 watts, as a means of testing such operation and improving its coverage, was recommended to the FCC Dec. 17, in a report submitted by Tyler Berry, who presided at the hearing last September.

The application is for the synchronous station to operate on WFBR's frequency of 1270 kc. with the booster station to be constructed at an estimated cost of $15,525. A wire line connection from the master station to the booster would be utilized and Mr. Berry said the radiation of the booster would be very much the same as if it were an independent broadcasting station.

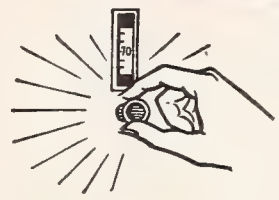
It was estimated that $1,300 per month additional cost would cover the operations of the synchronous station. There would be no income from the station, since it would be experimental and no advertising would be solicited at Frederick. Programs to be carried would originate at Baltimore and be transmitted to the sub-station at Frederick.

There is also pending before the FCC the application of WIS, Columbia, S. C. to establish a satellite station experimentally at Sumter, S. C., for the purpose of expanding the night time coverage contour of the station so it will correspond with the daytime coverage and thereby render a continuous service.

WBZ, Boston, and WBZA, Springfield, Mass., have operated synchronously for several years. Several months ago, however, an application for a new assignment for the Springfield station was filed with the plan that of terminating the synchronous operation and of maintaining separate stations in the two cities.

to Sponsors —AND THEIR AGENCIES

All stations give you coverage— but what about QUALITY?



FORGET THAT YOU'RE A SPONSOR or an advertising man. Be yourself in front of your radio. Do you tune in the best stations—those with high quality transmission?

Of course you pick the good ones. So do millions of others. That shows that coverage (*potential* listeners) isn't worth two pins unless it's combined with *quality*.

Now, as a buyer of time, consider this: 217 stations bought Western Electric equipment on quality alone. It cost them more—but they wouldn't "cut corners." You can trust people like that to do right by you in every way—to put your show on the air at its best. The stations below are . . .

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Alabama
WALA
WAPI
WHBB
WSFA
WSGN
Arizona
KGLU
KTAR
KWJB
Arkansas
KTHS
KUOA
California
KDB
KDON
KERN
KFAC
KFOX
KFRC
KFSD
KFVD
KGB
KGDM
KHJ
KIEM
KLS
KLX
KQW
KRE
KRKD
KROW
KROY
KSFO
KTKC
KVSC
KYOS
Colorado
KLZ
KVOR
Conn.
WDRC
WICC
WTHT
D. of Col.
WJSV
WMAL
WOL
Florida
WCOA
WDBO
WFLA
WFOY
WJAX
WKAT
WRUF
WSUN
Georgia
WATL
WMAZ
WRBL
WSB
Idaho
KFXD
KGCI
KSEI
Illinois
KFLV
WCBD
WHFC
WMBD
WMBI
Indiana
WHIP
WIND
WWAE
Iowa
KFJB
KFNF
WSUI
Kansas
KFBI
KFH
KGGF
KOAN
KSAC
KSAL
WIBU
Kentucky
WHAS
WLAP
Louisiana
KALB
WBNO
WDSU
WJBO
WSMB
Maine
WGAN
WLBZ
Maryland
WBAL
WJEJ
Mass.
WAAB
WBRK
WEEI
WHDH
WLLH
WMAS
WNAC
WSAR
Michigan
WBCM
WEXL
WJR
WKZO
WMBC
WWJ
WXYZ
Minnesota
KATE
KVOX
KWNO
WCCO
WDGY
WMIN
WTCN
Missouri
KFRU
KFUO
KMBC
KMOX
KWK
WDAF
WHB
WIL
WMBH
Montana
KFBB
Nebraska
WOW
New Hamp.
WFEA
New Jersey
WCAM
WCAP
WHBI
WPG
WTNJ
New York
WABC
WBBR
WBIL
WFAB
WFBL
WHAM
WHDL
WHN
WIBX
WINS
WJTN
WKBW
WLTH
WNEW
WNYC
WOR
WOV
No. Car.
KDLR
WAIR
WDNC
WSTP
N. Dakota
KRMC
Ohio
WADC
WCLE
WCPO
WHK
WHKC
WICA
WKRC
WLW
WOSU
WSAI
WSPD
WTOL
Oklahoma
KASA
KBIX
KOMA
KOME
KTUL
KVOO
Oregon
KOAC
Penn.
KQV
WBAX
WFBG
WHAT
WJAS
WKOK
WKST
WPIC
WSAN
Rhode Is.
WEAN
WJAR
WPRO
So. Car.
WAIM
WCSC
WIS
S. Dakota
KABR
WNAX
Tennessee
WLAC
WNOX
WROL
Texas
KABC
KCMC
KFDM
KGNC
Utah
KSL
Virginia
WBBL
WRNL
WRVA
Wash.
KABR
KELA
KFPY
KGA
KGY
KHQ
KIT
KMO
KRKO
KVI
KXRO
W. Virginia
WCHS
WMMN
WSAZ
Wisconsin
KFIZ
WCLO
WKBH
WTMJ
KMAC
KPAB
KRIC
KTAT
KTSA
WRR

Distributed by Graybar Electric Company

DISTRIBUTORS: Graybar Electric Co., Graybar Bldg., New York. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.



WTAM, Cleveland, has installed what is claimed to be the first gas-filled aluminum coaxial transmission line at its Brecksville, O., transmitter, completing a $50,000 transmitter project. The line was conceived by NBC and developed in cooperation with Raybould Coupling Co., Isolantite Co. and Aluminum Co. of America. Installation was in charge of William S. Duttera, of NBC's New York radio facilities department, who did much of the research. The line is said to be valuable because of decreased cost, lighter weight, ease of repair, improved performance and design. The outer tubing is 3½ inches in diameter, the inner tubing a half-inch, intervening space being filled with compressed nitrogen. S. E. Leonard, WTAM engineer in charge, describes the cable as a noteworthy improvement. It is capable of handling 1,200 kilowatts. Development of a coupling not requiring solder paved the way for use of aluminum lines.

Gruen Using 164

GRUEN WATCH Co., Cincinnati, has arranged with Transamerican Broadcasting & Television Corp., New York, for two quarter-hour transcribed series of programs to run for a 13-week campaign through local placement by its dealers on a list of 164 stations. Series have been tentatively named for release shortly after the first of the year. One group is called *If I Could Live It Over Again*, featuring Walter B. Pitkin, professor-author, as narrator, and the other will be named *Springtime Serenade*, a musical program featuring Lyn Murray and his chorus, Barry McKinley, Nan Wynn, and John Goth. Account is handled by McCann-Erickson, New York.

Bulova on 161

BULOVA WATCH Co., New York (timepieces), effective Jan. 1 has renewed its contracts for frequent daily time signals on a total list of 161 stations throughout the country. Company has been consistently on an increasing list of stations with its "time by courtesy of Bulova" announcements since 1929. Contracts were placed through Biow Co., New York.

Chamberlain to Place

CHAMBERLAIN Laboratories, Des Moines, Ia. (Chamberlain's Lotion), will soon start an extended spot campaign. In late December the firm appointed John H. Dunham Co., Chicago, to handle its account.

WRVA'S 13 YEARS WITH BOYS

YMCA Tieup Has Developed Musical and Dramatic Talent, As Well as Two Staff Members

WHEN the *WRVA Boys' Radio Club* was first started back in 1925, radio sets were more frequently found in attic or workshop than parlor or living room. The most ardent enthusiasts and experimenters were boys, youngsters from 12 to 18.

The Richmond YMCA, sensing this new interest for boys, decided to capitalize on it as a medium for reaching and holding the attention of adolescent boys, and that is how the *WRVA Boys' Radio Club* came about. Officials of the station were approached and asked for time on the air. "Y" representatives arranged musical programs and talks to be given by the boys themselves. After two or three broadcasts the idea had taken hold so firmly that all youngsters with musical or dramatic ability were asking to be allowed to take part in the programs.

From the publicity given the club over the air and in the newspapers, other groups were started in other parts of the State, and frequently came to Richmond to present "guest" air performances. The program has always remained a sustainer for good will purposes, although it might have been commercialized many times.

With the growth of radio, and the lessening of air time for sustaining features, the *WRVA Boys' Radio Club* had its broadcast periods shortened somewhat, but it has continued as a regular program of the station, and is still under the supervision of the Richmond YMCA. Adults as well as children are frequently heard on the program, and talks, which are limited to five minutes, concern themselves with character development through participation in such activities as those encouraged by the YMCA.

Through the years considerable musical and dramatic talent has been discovered and developed through the program. It is interesting to note that two members of the present WRVA staff, Ted Reams, announcer, and Bill Willis, of the Public Relations Department, received their first inspiration to enter radio work through participation in the Radio Club programs.

1938-39 Radio Business Survey

(*Continued on Page 13*)

1937 in spite of the heavy drop in local business during the mid-months of 1938 when San Francisco was inflicted with a three-month strike in its 32 major department stores and a warehousemen's strike of equal duration. However, settlement of both major labor disputes started a new flow of business to the locals, optimism among the merchants and the return of buyers who had suspended their contracts during the disputes.

Time buyers in some of the major agencies believe that new business would start on a gradual scale. All stated that accounts they currently had placed on the air would remain on with the possibility in some cases of increases in the advertising appropriation.

Radio folk are of the united opinion that the major factors that will make 1939 San Francisco's banner year are: 1. Solution of its major labor disputes. 2. Opening of the Golden Gate International Exposition, which is expected to attract several millions to the San Francisco bay area during the year. 3. The "Selling San Francisco" Campaign—a vast civic promotional move jointly sponsored by the Chamber of Commerce, Salesmanagers Association, Kiwanis Club, Rotary International and every other major civic organization and group.

Manufacturers, distributors and retailers in the Golden Gate area are in a more optimistic mood than they have been for several years and those up until this time unitiated in microphone salesmanship are rapidly becoming cognizant of the fact that radio can and is doing a selling job.

The major broadcasting stations stated their spot business for 1939 probably would be well over 1938. Most of the station and sales managers were optimistic over the present commitments for the new year. KFRC reported a score of 100% on renewals of its current business for the New Year and stated that the year 1938 showed a "substantial increase over 1937". The first five months of the year came up to its expectations. It already has commitments for more new sponsored shows than ever before in the history of the station.

CANADA

PROSPECTS for radio advertising in Canada, according to advertising agency executives, vary from slightly better to considerably better for 1939. And all are positive that 1938 was the best radio advertising year yet. Practically all Canadian stations had the best year in their history.

Canadian advertisers, say the agency men, are at last convinced that radio is a front-ranking advertising medium, and many accounts used radio for the first time in 1938. Prospects for 1939 show other firms who have never before used radio, making enquiries and planning programs for the new year, spurred on by the success competitors have had with broadcasting.

Every type of broadcast advertising, from the local, through the spot transcriptions to national networks, has seen increases in the 1938 use of radio advertising. Networks have grown in number, and are likely to expand a little more; transcriptions have definitely jumped in popularity of use; live local programs are growing in number for both national and local advertisers.

Network programs will increase slightly according to present prospects, though a number of Canadian firms are planning or getting data on networks. Afternoon nets are most likely to grow in number because of the success of those started in 1938. It is felt the number of piped commercial nets from the United States has reached its limit, and any new nets will be originating in Canadian studios. Network and news commentaries may be curtailed during the coming year, though sponsored newscasts locally are expected to be left untouched.

The transcription business is so good that some transcription firms are keeping their fingers crossed. Transcription regulations have been relaxed on most stations for evening hours, even the largest stations now being allowed a certain amount of time for evening transcriptions between 7 and 11 o'clock.

United States transcription producers are now releasing new transcriptions in Canada at the same time as in the United States, a factor which has made possible more liberal use of transcription continuity shows by big advertisers. Formerly American transcriptions were not released in Canada till two or three years after their first release in the United States.

Canadian advertisers are looking for Canadian transcription shows, but neither Canadian script-writing nor artist talent has made it possible to produce many shows so far which suit Canadian advertisers, thus forcing Canadian advertisers to buy American-made transcriptions.

Program Trends

Stunt, novelty, and educational novelty live talent programs are seen by most agencies to be the types most likely to be used in increasing numbers in 1939. Some agency men feel that the new year will see these types of programs give way to more legitimate entertainment and simpler programs. Others are stressing the use of local stunt programs on even small stations for national advertisers because such programs can be put on cheaply and developed from station sustainers.

Canadian advertisers are not buying time haphazardly. Surveys are being conducted in increasing numbers as to the suitability of time available by stations. Listeners' reactions to programs and listening habits are also being surveyed in greater numbers before advertisers make new radio appropriations and start new programs. Radio no longer has to be sold to Canadian advertisers.

There are no figures available as to how much money was spent on Canadian radio advertising in 1938, or whether transcriptions, locals, or nets were most used. Guesses as to what radio advertisers spent on Canadian stations in 1938 ranged from $250,000 to $8,000,000. Several authoritative sources estimated the Canadian radio advertising total at roughly $3,500,000.

Canadian radio advertising is felt to have levelled off now, and will keep on growing a certain amount for the next few years, with a few more stations being added annually. A few years ago Canadian radio was far behind that in the United States. Now commercial development is nearly caught up.



. . . AND THE THING BEYOND

● Colorado formed a definite radio listening habit back in the final days of the World War. Most stations had a policy of putting on a broadcast whenever something of particular interest to the station owner came up. But Colorado's 9WH was different. Even then it was dedicated to the pleasure of its listening audience. It was on the air with regular daily broadcasts as early as 1918.

Another red letter day was chalked up for 9WH in 1922. It then became the first station in the Rocky Mountain region to receive a commercial broadcast license. It became KLZ. Then came 1926 and affiliation with the Columbia Broadcasting System.

But the real radio renaissance for the Denver-Rocky Mountain area came in 1935. On August 1 of that year the management of KLZ passed to another progressive and pioneering group . . . E. K. Gaylord and other associates who had already achieved a praise-worthy record of building up the Southwest's greatest newspapers and farm paper and Oklahoma's most listened-to and responded-to radio station.

Since that time KLZ's star has continued to rise higher and higher on Denver's sky. Men, methods and machinery have been coordinated in such a manner as to bring this comment from former governor Teller Ammons on the occasion of the dedication of KLZ's 5,000 watt high fidelity transmitter in August, 1936: "In one short year under its new management KLZ has given the people of Colorado a new conception of radio service. KLZ has ever been a trail blazer and a pioneer . . . the trail it is blazing today may well become a broad highway to carry its destinies onward and forward into a glorious future."

KLZ has gone far since its swaddling days of 1918. It has become one of the truly great names in modern radio . . . a name that is constantly being linked with the biggest selling jobs in the Denver-Rocky Mountain area.

KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.

Soil-Off to Resume

SOIL-OFF MFG. Co., Glendale, Cal. (cleaning compound), which devoted approximately 75% of its advertising appropriation to radio in 1937 resumes use of Pacific Coast network time by early February and probably extend activity to other sections of the country as markets open. Hillman-Shane Adv. Agency, Los Angeles, has account.



Fire and Blast Destroy Recently Rebuilt XEPN

AN EXPLOSION followed by a fire in mid-December destroyed the newly-built plant of XEPN, Tia Juana, Mexican border station operating with a rated power of 100,000 watts on 730 kc. The loss was reported at about $110,000. The station, licensed to a Mexican corporation but headed by W. F. Branch, former Fort Worth engineer, had been involved in difficulties recently with minority stockholders who had attempted to take it over.

It had been under police guard for some time. Mr. Branch and associates were reported to have completed construction recently of a new studio and had planned to begin new operations in December. He claimed support of the state and national government. The same Mexican corporation also operates XELO at Piedras Negras, licensed for 50,000 watts on 670 kc.

Mayor and Kate

DESIGNATED to do the honors by Kate Smith herself, Major Edney Ridge, manager of WBIG, Greensboro, N. C., on Dec. 16 presented watches to Eric Tipton and Dan Hill, of Duke U., and Steve Maronic, of North Carolina U., who were selected recently for the Kate Smith 1938 all-collegiate football team.

Colgate Serials

COLGATE - PALMOLIVE - PEET Co., Jersey City, on Jan. 2 renews its three daytime serials on CBS between 10:15 and 11 a. m. five days a week. Programs, in order of time of broadcast, include *Myrt & Marge*, for Concentrated Super Suds, placed through Benton & Bowles, New York; *Hilltop House*, for Palmolive Soap, through Benton & Bowles, New York; and *Stepmother*, for Colgate Tooth powder. Benton & Bowles, Chicago.

Pierson Leaves the FCC To Start Own Practice

W. THEODORE PIERSON, FCC attorney who has been one of the chief assistants to Acting General Counsel William J. Dempsey in the handling of the network inquiry, has resigned, effective Jan. 16, to enter private practice of law. He will maintain offices in the Earle Bldg. and plans to specialize in practice before the FCC.



Mr. Pierson

With the FCC since 1934, Mr. Pierson headed its docket, mails and files section before joining its Law Department. He has been assisting Mr. Dempsey in connection with the network inquiry since last August, devoting practically all of his time to the work. He is a graduate of George Washington University and a native of Iowa. Prior to joining the FCC, he was with the Farm Credit Administration. Mr. Pierson is 29.

Policyholders on Spot

THE Policyholders' Advisory Council, headed by Morris H. Siegel, is conducting a test campaign of daily spot announcements on WORL and WMEX, Boston, and plans a national campaign after the first of the year to advertise its service as an insurance consultant. Future markets for the campaign will be announced early in January. The Council has been in business two years and claims its growth has resulted from radio programs on which Mr. Siegel discusses instances where insurance companies allegedly have been unfair to policyholders. Present schedule, in addition to the test campaign in Boston, includes 36 quarter-hour weekly programs, live and transcribed, on eight New York and New Jersey stations, WMCA, WNEW, WINS, WAAT, WHOM, WARD, WWRL, WBNX.

P & G's Net Spots

PROCTER & GAMBLE Co., Cincinnati, is currently testing network announcements on both CBS and NBC for Ivory Flakes and Crisco. The Ivory announcements on CBS at 1:45 p. m., five days a week, are delivered by Nora Marlowe, woman announcer. Crisco plugs are broadcast on CBS at 1:15 p. m., and on NBC-Red at 3:15 p. m. and 3:45 p. m., five days a week. Announcements, all 15-seconds long, do not follow or precede any of the company's numerous network programs. Compton Adv., New York, is in charge of the account.

Radio Column Popular

DESPITE the fact that west coast metropolitan newspapers have eliminated radio news columns, stories about air personalities and programs took first place in a recent poll conducted by the *Pasadena* (Cal.) *Independent*. Survey extended over a period of several weeks. The *Independent* found its daily radio column the most popular feature by a wide margin. William MacBird is radio editor.



Are owned by your prospective customers in the WOWO Area.

A WOWO Farmer said, "We have everything the city fellows have, except the worry".

He should have added, "We have more money, too", (annual income of **a quarter billion dollars**).

If you wish to prove it, drive down through this Tri-State Area some day. Here you will see new cars parked in the lanes, and new tractors working in the fields.

Nearly all farmers have radios, and every day (for twelve years now) they depend upon WOWO for information and entertainment. These farmers of the WOWO Family have money to spend. They believe in WOWO . . . and we believe in them. Such a combination makes it easy for WOWO to pull for its advertisers.

10,000 Watts: 1160 Kilocycles *NBC Basic Blue Network*

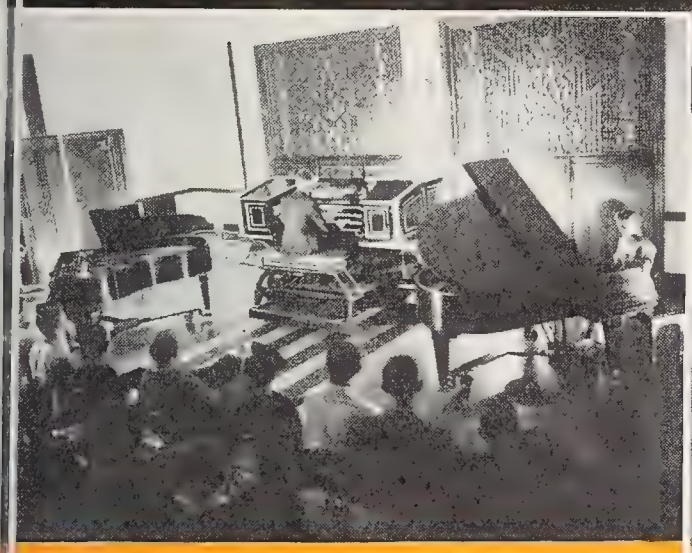
WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS
National Representatives

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

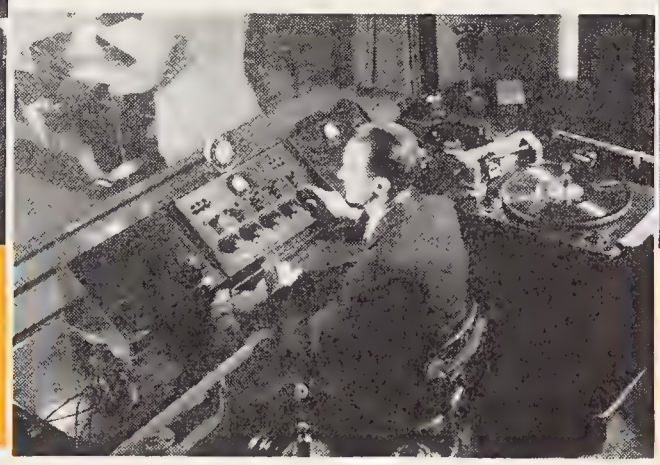
The Finest Organ in the Land

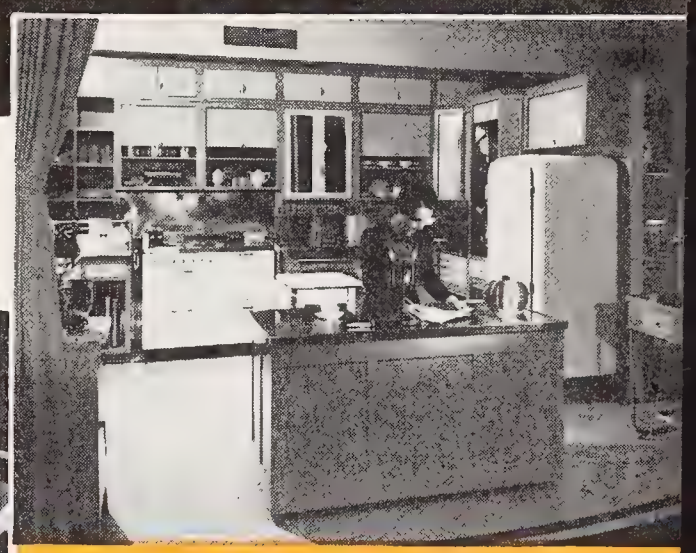
So What?



Mechanical facilities of WKY parallel the up-to-dateness and perfection of its appointments. A 5 Kw. high-fidelity transmitter and a mobile unit containing a 200-watt short-wave transmitter round out a complete service for listeners of the Southwest unequalled by any other station.

The huge Kilgen organ in Studio "A" at WKY is probably the largest instrument ever built especially for broadcasting purposes. It is typical of WKY's complete studio facilities . . . symbolic of WKY's constant endeavor to render above-par service to Oklahoma's radio families.





A favored spot on WKY's daily radio log is Aunt Susan's quarter hour. From the most complete studio kitchen in the country, Oklahoma's "Housewife-in-Chief" conducts daily demonstrations during her widely listened-to daily broadcasts. Women crowd the studio for each broadcast.

So THIS: WKY ranks high among the finest radio showplaces of the nation. In beauty, design, completeness and technical excellence WKY's new studio facilities far outclass those of any other Southwestern station.

WKY's physical perfection has been directed toward a consistent goal of service. Staffed with experts, WKY's policies and programs have built the largest, the most loyal and the most responsive day in and day out listening family in the entire state of Oklahoma.

WKY is a station built of the best . . . given always to the same pioneering spirit that prompted the famous "Run" into Oklahoma just fifty years ago . . . guided by a management whose only measure of the value of the methods and machinery at its disposal is the ability they possess to increase the quality of service they can render in this important marketing area.

WKY *Oklahoma City*

NBC AFFILIATE • *900 KILOCYCLES*

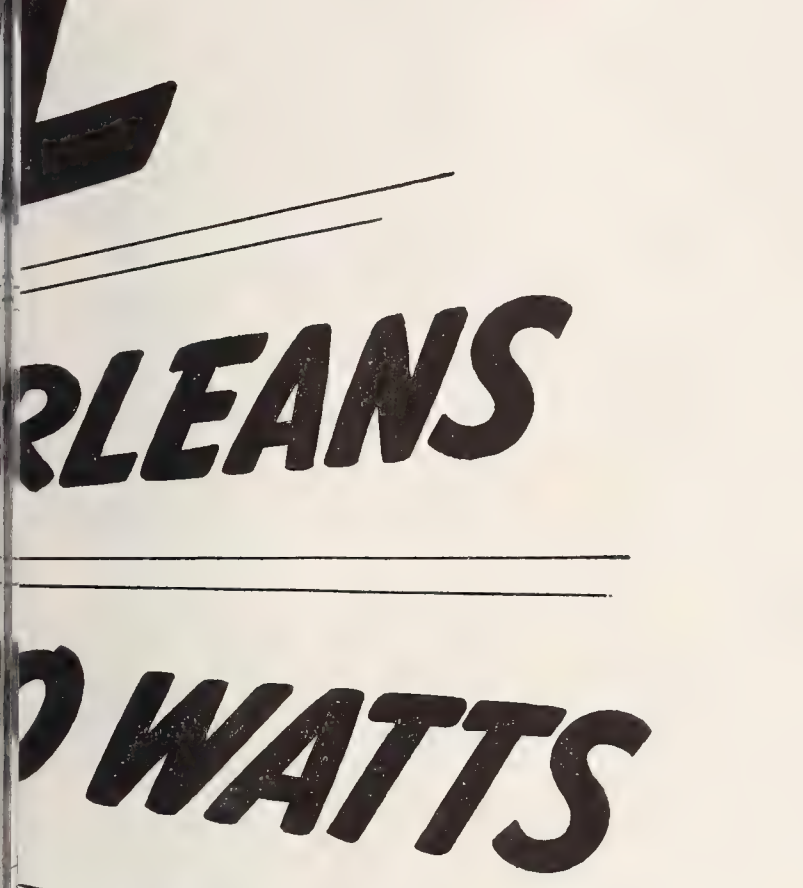
THE OKLAHOMA PUBLISHING CO. • THE OKLAHOMAN AND TIMES • THE FARMER STOCKMAN • MISTLETOE EXPRESS
KVOR, COLORADO SPRINGS • KLZ, DENVER (*Affiliated Management*) • REPRESENTED BY THE KATZ AGENCY, INC.


WW
NEW O
NOW 50,00
Tell-Sell
OVER WWL
NEW ORLEANS

L

RLEANS

WATTS





NORTHERN STATION MANAGER *"Envious"*

"I wish I had a station with 5 times the power of any other for miles around, plus leadership through brilliant service—that's WWL New Orleans."



AIR PILOT *"Amazed"*

"I fly from Houston 400 miles to New Orleans, and then 500 miles more to Atlanta before I reach another station with the power of WWL."



OLDEST INHABITANT *"Indignant"*

"So WWL has 50,000 watts! Now those dad-gum Yankees can hear our favorite New Orleans station all the time!"



TIME BUYER *"Elated"*

"Buy *one* station and get complete dominance of a prospering territory with 10,000,000 people. No puzzle there! I'll give you WWL and give you results."

Always a favorite station, WWL New Orleans is now the *one station you need* to reach 10,000,000 prospering people. WWL New Orleans is now five times as strong as any station within a radius of 400 miles. For economy, use this one dominant station.

Tell - Sell - over WWL NEW ORLEANS

VINCENT F. CALLAHAN, *General Manager*

CBS AFFILIATE—REPRESENTED BY THE KATZ AGENCY, INC.



WHEN you run a radio station, your main job is to sell the idea that people absorb a sales message more quickly when they HEAR it rather than SEE it.

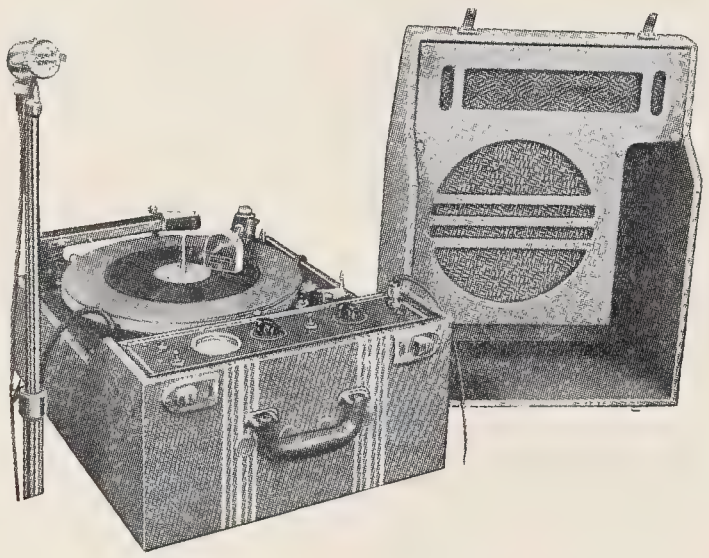
Now you can adopt the same idea for your own station time and programs. Record your sales message on a Presto record.

Let your prospect hear the program you want him to buy.

As the commercial—work in your own sales story personally directed to the man you want to sell.

He will always listen to a recorded message because it gives him the whole story in a few minutes . . . save him the trouble of wading through a mass of printed matter to get him the facts he wants.

Try this idea. It has already produced results for dozens of smart sales managers. No elaborate equipment is needed to make these recordings.



The new Presto Model K recorder

priced at $189, makes excellent recordings of both voice and music. Write today for illustrated catalog describing this and other Presto recorders selling complete at $149 to $3000.

PRESTO RECORDING CORPORATION
147 W. 19th St. New York N.Y.

World's largest manufacturers of instantaneous sound recording equipment and discs.

Canadian Stations To Seek Changes Caused by Treaty

Will Ask CBC to Allow for Havana Classifications

By JAMES MONTAGNES

CANADIAN broadcasters plan to ask the Canadian Broadcasting Corp. to alter its policy and allow Canadian broadcasters to take full advantage of the classifications of the Havana Treaty, at the annual meeting of the Canadian Association of Broadcasters at Toronto, Jan. 23-25. To this end an 11-page memorandum has been sent to all CAB members, to the board of governors of the CBC and to Minister of Transport C. D. Howe at Ottawa, in which the technical committee of the CAB, under the chairmanship of G. C. Chandler, CJOR, Vancouver, outlines the development of frequency and power assignments since the early days of broadcasting.

In dealing with the effects on Canadian broadcasters of the Havana Treaty, which has been ratified by Canada, the report cites what may happen to 1,000-watt stations under Havana Treaty regulations, and concludes its example with the statement "that under the terms of the Treaty with no change occurring in a Canadian 1,000-watt station, its night-time range can be curtailed by anywhere from 5/6 to 1/3 of the area it now covers. This would mean virtual disaster to a great number of Canadian stations.

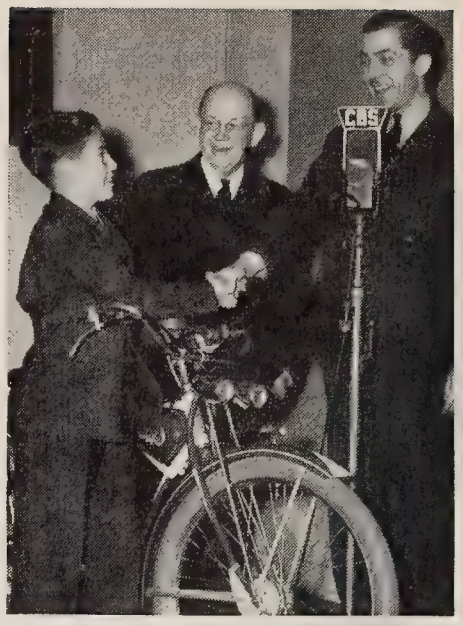
Need of Class A Rating

"The operator of a station of 1,000 watts power in Canada is immediately faced with the problem of finding a solution. The only manner in which (such a station) can retain its status quo (primary night-time service area) is by obtaining full rights and privileges under a class A rating. This would seem that it would be necessary for (a 1,000-watt station) in order to duplicate its current service area to install 5,000-watt equipment and operate with 5,000 watts power both night and day. There is one serious hazard to (such a station) receiving a 5,000-watt license which is essential if it is to retain its status quo, and that is the announced policy of the Board of Governors of the CBS that it will restrict the powers of existing private broadcasters to a maximum of 1,000 watts.

"If this rule remains and the (1,000-watt station) continues to operate on the same shared channel, or a new shared channel which may be assigned under the Treaty to stations now operating on that station's channel, then the (1,000-watt station's) night-time service area is bound to be curtailed to only a fraction of the service area it now serves. This will mean in the case of stations located in predominantly rural provinces such as Saskatchewan, that the largest portion of their night-time potential audience will be lost. It will mean that literally thousands of people in the present night-time service areas of these stations will be deprived of night-time radio service except from high-powered stations or from American stations. It seems that there is no text in the agreement which specifically limits Canadian private stations to 1,000 watts night-time power.

"It is suggested," the report concludes "that the policy of the Canadian Broadcasting Corp. be so framed as to permit all stations in Canada to take advantage of the full power permissible under the terms of the Havana Treaty for the benefit of Canadian listeners."

In detailing the progress of the methods used in the United States in past years for the assignment of frequencies and powers, the report gives a comprehensive history of North American broadcasting. It gives examples of the applications of present FCC rulings and of Havana Treaty rulings. For a full text of the Havana Treaty the report refers to "page 314 of the 1938 issue of the BROADCASTING Yearbook".



NEW BIKE came to 11-year-old Jimmy Varner, of Gifford, Ill., who rescued his dog from his burning home in November but lost his bicycle, when Cycle Trades of America heard of his heroism on a CBS newscast and decided to reward him with a new wheel. Here's Jimmy and bike with Merrill Crawford, advertising manager of Arnold Schwinn & Co., manufacturers of the fancy machine, and Todd Hunter, WBBM, Chicago, news commentator, who made the presentation during his Dec. 12 broadcast.

LOCAL SPONSORS!
Use Radio's Greatest Salesman

SMILIN' ED McCONNELL
NEW SERIES
HYMN TIME



Now 78 Transcribed Programs Supplied by

PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

New Canadian Stations

CJHC are the call letters issued for the newly authorized *Halifax Chronicle* station which will operate with 1,000 watts on 1290 kc. At North Battleford, Sask., C. R. McIntosh, publisher of the *North Battlefield News*, will shortly start on his 100-watt station CHNB. The *Nelson* (B. C.) *Daily News* has been authorized to build a new 100-watt station.

Central American Treaty Concluded

Frequencies in the 2300-2400 Wave Band Are Allocated

REPRESENTATIVES of seven Central American countries, including a delegation from the United States representing the Canal Zone, meeting in Guatemala City, on Dec. 8 concluded a treaty allocating primary and secondary frequencies within the 2300-2400 kc. broadcast band provided under the General Radio Regulations of the Cairo Telecommunications Conference of 1938. Allocation of frequencies in this band, formerly used by fixed and mobile services, was undertaken to relieve interference conditions, and is of particular interest to the United States in protecting military frequencies used in the defense of the Panama Canal.

Under the treaty, which was unanimously accepted by the delegation after considerable discussion during the two-week session over the allocations to the various Central American countries, Costa Rica was assigned 2330 kc. for primary broadcast service and 2370 kc. for secondary operations; El Salvador, 2300 and 2360 kc.; Guatemala, 2320 and 2400 kc.; Honduras, 2380 and 2340 kc.; Nicaragua, 2350 and 2400 kc.; Panama, 2310 and 2340 kc., and the Canal Zone, 2390 and 2370 kc.

Ratification Foreseen

The treaty becomes effective 30 days after at least two of the signatory countries have ratified, and will be binding between all countries ratifying. Little trouble is expected in gaining ratification from all the countries. The United States delegation has not yet made its report to the State Department, which subsequently will pass the treaty on to the Senate for ratification.

The United States delegation included Fay Allen Des Portes, Minister to Guatemala; Harvey B. Otterman, State Department; Lt.-Col. David M. Crawford, U. S. A.; Lt.-Comdr. M. W. Arps, U. S. N., and Gerald C. Gross, of the FCC International Division.

SECOND station to apply for an FCC permit to erect a new television station since RCA announced it would make transmitters available for sale is KSTP, St. Paul, seeking 1,000 watts on the 44000-50000 kc. band. First application came from WTMJ, Milwaukee.

Plans for New KVAN

WITH Walter L. Read appointed manager and placed in charge of construction, the new KVAN, Vancouver, Wash., opposite Portland, expects to be ready for operation early in the spring. The station, which will operate with 250 watts daytime on 880 kc., will have its transmitter on the North Pacific Highway and its studios in the Clark County Bank Bldg. Application has been filed with the FCC to change the stock ownership setup so that Sheldon F. Sackett, president, who is publisher of the *Coos Bay Times* and the *Salem Statesman* and owner of KOOS, Marshfield, Ore., will hold 50% of the stock; D. Elwood Caples, Vancouver attorney, vice-president, 20%; Walter L. Read, former owner of KOOS, secretary-treasurer, 30%. Mr. Read announced that Ricky Bras, formerly with KGY, Olympia, and KOL, Seattle, has been named commercial manager, and Paul W. Spargo, formerly chief engineer of KOOS, chief technician.

Withycomb Sues

SUIT for $50,000 has been filed in the U. S. District Court in New York by Donald Withycomb against WFIL, Philadelphia. Mr. Withycomb, who joined the station Jan. 15, 1935, under a three-year contract calling for annual payment to him of $15,000 and 5% of the station's profits, which contract was renewed for three more years from Jan. 15, 1938, alleges that he was "wrongfully discharged" on Sept. 17, 1938, and claims damages for the balance of his contract.



"PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

SEEDS and SALES!

For a volume sales harvest, let WAIR sow your advertising seeds throughout this fertile, receptive money-spending market. WAIR is a powerful sales producer.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

TSN OFFERS



23 PRIMARY AREAS
for Intensive Coverage of Texas

Every large city and most of the smaller cities of Texas are within the *primary* listening areas of the 23 stations of Texas State Network. The TSN primary area covers 89% of Texas radio homes; the effective secondary area adds another 10.3%. You can buy this intensive, reliable coverage of prosperous Texas at a price that gives low cost per listener. TSN is the new and better way to cover Texas.

TSN
TEXAS STATE NETWORK

Affiliated with MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth
Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Philip Morris & Co., New York (Paul Jones cigarettes), 2 *sp* weekly, thru Biow Co., N. Y.
Greco Canning Co., San Francisco (foodstuffs), 5 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Rosicrucians, San Jose (religious), weekly *t*, thru Richard Jorgensen Adv. San Jose, Cal.
Chrysler Corp., Detroit (Chrysler autos), 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Chalybeate Mfg. Co., San Francisco (antiseptic), weekly *sa*, thru Rufus Rhoades & Co., San Francisco.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 5 *sa* weekly, thru Brown & Tarcher, N. Y.
Institute of Applied Science, Chicago, weekly *t*, thru Matteson-Fogarty-Jordan, Chicago.
Penick & Ford, New York (Vermont Maid Syrup), 3 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Industrial Training Corp., Chicago (school), weekly *t*, thru James R. Lunke, Chicago.
Safeway Stores, San Francisco (chain groceries) 20 *sa*, thru J. Walter Thompson Co., San Francisco.
Nash-Kelvinator Corp., Kenosha, Wis. (refrigerators), 30 *ta*, thru Geyer-Cornell & Newell, N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (fountain pens), 26 *sa*, thru Russel M. Seeds Co., Chicago.
Gardner Nursery Co., Osage, Ia. (plants and shrubs) 15 *t*, thru Northwest Radio Adv. Co., Seattle.
Santa Fe Bus Lines, Los Angeles (transportation), 30 *sa*, Town Criers Co., Los Angeles.

WHN, New York

Gottfried Baking Co., New York, weekly *sp* thru Lord & Thomas, N. Y.
Community Opticians, Brooklyn, New York, 6 *sp* weekly, 18 weeks thru Commonwealth Adv. Agency, Boston.
Lamont, Corliss & Co., New York (Nestle products), 3 weekly *sa*, 13 weeks, thru Monroe F. Dreher, N. Y.
Jefferson Personal Finance Corp., New York, 5 *sp* weekly, 26 weeks, thru Roger B. Relkin Agency, N. Y.
Adam Hat Stores, New York (chain stores), 143 *sa* weekly, thru Glicksman Adv. Co., N. Y.
Inkograph Co., New York (fountain pens), *sa*, 3 weeks, thru Peck Adv. Agency, N. Y.
Dodge Brothers Corp., Detroit (motor cars), 18 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WGN, Chicago

National Tea Co., Chicago, 5 *t* weekly, thru Stack-Goble Adv. Agency, Chicago.
Rival Packing Co., Chicago, 3 *sa* weekly, thru Chas. Silver & Co., Chicago.

WOPI, Bristol, Tenn.

General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

WIBC, Indianapolis

Candid Eye, Philadelphia (magazine), 6 *sa* weekly, thru Albert Kircher Co., Chicago.

WBT, Charlotte, N. C.

Seaboard Airline Railway, Norfolk, 7 *sa*, direct.
Nash-Kelvinator Corp., Kenosha, Wis., 2 *t* daily, thru Geyer, Cornell & Newell, N. Y.
Household Magazine, Topeka, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
A & O Sales Co., New Bern, S. C. (proprietary), 28 *sa*, thru J. Carson Brantley, Salisbury, N. C.
Chrysler Corp., New York, 22 *ta*, thru Ruthrauff & Ryan, N. Y.
Refrigeration & Air Conditioning Institute, Youngstown, O., weekly *sp*, thru National Classified Adv. Agency, Youngstown.
Stanback Co., Salisbury, N. C. (proprietary), 6 *sa* weekly, thru J. Carson Brantley, Salisbury.

WOR, Newark

Loft Inc., Long Island City, New York (candy), weekly *sp* thru White-Lowell Co., N. Y.
International Vitamin Corp., New York (vitamin pearls), 3 *sp* weekly, thru Bisberne Adv. Co., Chicago.
B. T. Babbitt & Co., New York (Bab-O), 5 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.
I. J. Fox Inc., New York (furriers), weekly *sp*, thru Sterling Adv. Agency, N. Y.
Richfield Oil Corp. of New York (gasoline, motor oil), weekly *sp*, thru Sherman K. Ellis & Co., N. Y.

KNX, Hollywood

Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 *sp* weekly, thru Long Adv. Service, San Francisco.
Lever Bros. Co., Cambridge, Mass., (Spry), 7 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Union Pacific Railroad Co., Omaha, 3 *t* weekly, thru Caples Co., Chicago.

KJBS, San Francisco

Dodge Clothing Co., San Francisco (chain clothiers) 3 *sa* weekly direct.
Dr. Ross Dog & Cat Food, Los Angeles (pet foods) 3 *sa* weekly, thru Howard Ray Co., Los Angeles.
Great Northern Chemical Co., San Francisco (insect exterminator), 6 *sa*, thru Colman Co., San Francisco.
White Star Home Maintenance Co., San Francisco (decorating) 3 *sa* weekly, direct.

WLAW, Lawrence, Mass.

H. P. Hood & Sons, Charleston, Mass. (dairy), *sa* series, thru Harold Cabot & Co., Boston.
White Laboratories, Newark (Feenamint), daily *sa*, thru Wm. Esty & Co., N. Y.

WHO, Des Moines

Colgate-Palmolive-Peet, Jersey City (Super-Suds, Palmolive soap), 5 *t* weekly, thru Benton & Bowles, N. Y.
Albert H. Singer Fur Co., New York, 2 *sa* weekly, thru Green-Brodie, N. Y.
Pioneer Hi-Bred Corn Co., Des Moines, 6 *sa* weekly, thru R. J. Potts Co., Kansas City.
Pennsylvania Salt Mfg. Co., Philadelphia (Lewis lye), 5 *sa* weekly, thru Fletcher & Ellis, N. Y.
Union Pacific Railroad, Omaha, 3 *sp* weekly, thru Caples Co., Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 3 *ta* weekly, thru Platt-Forbes, N. Y.
Olson Rug Co., Chicago, 78 *sp*, thru Presba, Fellers & Presba, Chicago.

KFI, Los Angeles

Wilshire Oil Co. Inc., Los Angeles (petroleum products), weekly *sp*, thru Dan B. Miner Co., Los Angeles.
Swift & Co. Chicago (hams), 400 *ta*, *sa*, thru J. Walter Thompson Co., Chicago.
Wetherby-Kayser Shoe Co., Los Angeles (chain), 2 *sp* weekly, thru Logan & Stebbins, Los Angeles.
Remington-Rand, Buffalo, 3 *sa* weekly, thru BBDO, N. Y.
Hammond Organ Studios, Los Angeles (organs) 2 *sp* weekly, thru J. Walter Thompson Co., Los Angeles.
Flamingo Sales Co., Hollywood (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.
Fox West Coast Theatres Corp., Los Angeles (theatres), 5 *sa* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

WNEW, New York

I. J. Fox, New York (furriers), 5 *sp* weekly, direct.
W. R. Thorne Inc., White Plains, N. Y. (furniture), 6 *sa* weekly, 10 weeks, direct.
Motzkin Brothers, New Rochelle, N. Y. (cleaners-dyers), 6 *sa* weekly, 10 weeks, direct.
Axton-Fisher Tobacco Co., Louisville (Twenty-Grand cigarettes), 30 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.

WHN, New York

B. C. Remedy Co., Durham, N. C., daily *sa*, 52 weeks, thru Charles W. Hoyt Co., N. Y.
Washington State Apples, Wenatchee, Wis., daily *sa*, 2 weeks, thru J. Walter Thompson Co., San Francisco.
Peter Paul Inc., Naugatuck, Conn. (candy-gum), daily *sa*, 26 weeks, thru Platt-Forbes, N. Y.



Poor Snodgrass. . . . He used to be president of the Glutz Company until his competitor bought WRC.

Pd. Adv.

WFBR, Baltimore

American Oil Co., Baltimore, 1456 *sp*, thru Joseph Katz Co., Baltimore.
BC Remedy Co., Durham, N. C., 11 *sa* weekly, thru Harvey-Massengale Co., Atlanta.
Coca Cola Bottling Co., Baltimore, 260 *sp*, thru D'Arcy Adv. Co., St. Louis.
Crowell Pub. Co., New York (Woman's Home Companion), 52 *sp*, thru McCann-Erickson, N. Y.
Ford Motor Co., Detroit, *sa* series, thru McCann-Erickson, N. Y.
Florists Telegraph Delivery Assn., New York, *sa* series, thru Young & Rubicam, N. Y.
Montgomery Ward & Co., Baltimore, *sa* series, thru Brown & Alexander, Baltimore.
Nash-Kelvinator Corp., Kenosha, Wis., 26 *sa*, thru Geyer-Cornell & Newell, N. Y.
Remington Rand, Buffalo, 12 *sp*, 13 *sa*, thru BBDO, N. Y.
Wm. S. Scull Co., Camden (coffee), 182 *sa*, thru Ward Wheelock, Philadelphia.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 26 *sa*, thru Russell M. Seeds Co., Chicago.

KSO-KRNT-WMT, Des Moines, Waterloo

Earl Ferris Nursery Co., Hampton, Ia., 6 *sp* weekly, thru Lessing Adv. Co., Des Moines.
Utilities Engineering Institute, Chicago, 13 *t*, thru First United Broadcasters, Chicago.
Omar Mills, Omaha, 6 *sp* weekly, thru Lyle T. Johnston Agency, Omaha.
H. J. Heinz Co., Pittsburgh, 26 *ta*, thru Maxon Inc., N. Y.
Maytag Co., Newton, Ia. (washers), 13 *sa*, thru McCann-Erickson, Chicago.
Lydia E. Pinkham Med. Co., Lynn, Mass., 3 *t* weekly, thru Erwin Wasey & Co., N. Y.
Seidletz Paint & Varnish Co., Kansas City, 26 *sa*, thru Barrons Adv. Co., Kansas City.

KSFO, San Francisco

Washington State Apple Growers Assn., Seattle, 10 *sa* weekly, thru J. Walter Thompson Co., Seattle.
Manhattan Soap Co., Los Angeles (Sweetheart Soap) 6 *sa* weekly, thru Milton Weinberg, Los Angeles.
Butter Kernel Corn, San Francisco (canned corn), weekly *sp*, thru Long Adv. Service, San Francisco.
American Popcorn Co., Sioux City, Ia. (Jolly Time Popcorn), weekly *sp*, thru Coolidge Adv. Agency, Des Moines.
Wander Co., Chicago (Ovaltine), 3 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Standard Oil Co. of California, San Francisco (gasoline and oil), 21 *sa* weekly, thru McCann-Erickson Co., San Francisco.

KDYL, Salt Lake City

Wander Co., Chicago (Ovaltine), 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Standard Oil Co. of Cal., San Francisco, 3 *sa* nightly, thru McCann-Erickson, San Francisco.

KGER, Long Beach, Cal

Montgomery Ward & Co., Long Beach (retail), 5 *sp* weekly, placed direct.
Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 5 *sp* weekly, thru Stodel Adv. Co., Los Angeles.

WFIL, Philadelphia

Healthaids Inc., Jersey City, daily *sp*, thru Austin & Spector, N. Y.
BC Remedy Co., Durham, N. C., 18 *sa* weekly, thru Harvey-Massengale Co., Atlanta.

WDBJ, Roanoke, Va.

White Laboratories, Newark (Feenamint), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.

AGENCY *Appointments*

WESTERN PACIFIC Railroad, San Francisco, to Carl C. Wakefield Agency, San Francisco.

BERKELEY, Cal., Chamber of Commerce to Brewer-Weeks Co., San Francisco.

GRIESEDIECK BROS. Brewing Co., St. Louis, to BBDO, Chicago.

CLIMALENE Co., Canton, O. (cleansers), to Fuller & Smith & Ross, Cleveland.

NEW YORK, Ontario & Western Railroad Co., New York, to Blackstone Co., N. Y.

UNITED AIRLINES, Chicago, to N. W. Ayer & Son, Chicago.

DIETETIC RESEARCH, Bloomfield, N. J. ("M-V-M Vitamin Perles"), to Al Paul Lefton Co., New York. Radio advertising to begin March 1.

F. & M. PRODUCTS, New York (cosmetics), to Rosette Adv. Corp., N. Y. Plans spot announcements throughout country first of year.

GOTHAM FUR EXCHANGE, New York, to Rosette Adv. Corp., N. Y.

J. L. PRESCOTT Co., Passaic, N. J. (Oxol disinfectant), to Arthur Kudner, N. Y.

LOFT Inc., Long Island City, New York (candy), to White-Lowell Co., N. Y.

C. M. Co., Durham, N. C. (proprietary) to Southern Adv. Corp., Durham.

PLANKINTON PACKING Co., Milwaukee, to Cramer-Krasselt Co., Milwaukee.

END-O-CORN, Rutland, Vt., to Earl C. Noyes Adv. Agency, Rutland.

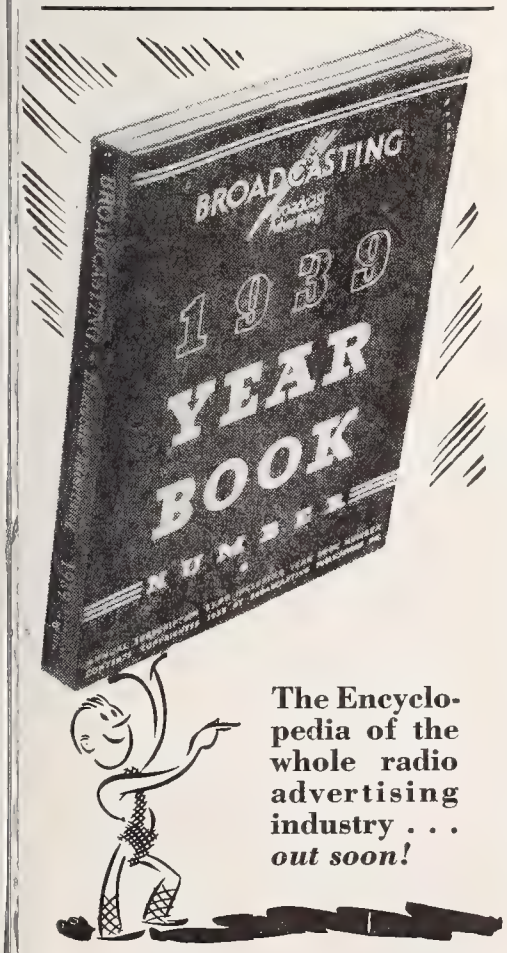
NATIONAL BISCUIT Co., New York (Cubs whole wheat cereal), to Lord & Thomas, N. Y.

FRITO WEST COAST Co., Los Angeles (salted corn chips), to Lawrence Co., Los Angeles.

FIDELIO BREWERY, New York (beer and ale), to Morgan Reichner & Co., New York. Using weekly spot announcements on WHN, New York, and may add more stations after Jan. 1.

13 for 20 Grand

AXTON-FISHER Tobacco Co., Louisville, has signed 13 stations for its spot campaign for Twenty Grand cigarettes, to start Jan. 15. Quarter-hour sports and news programs will be broadcast three to five times weekly on WGN KMBC WNAC WBEN WLW WNEW WJAX WFLA WIOD WFBR KFI KMOX KSFO. McCann-Erickson, New York, is the agency in charge.



The Encyclopedia of the whole radio advertising industry . . . *out soon!*

Endorse Brands Drive

ALL MEDIA, including radio, have endorsed the national cooperative campaign to be conducted by manufacturers and distributors under the sponsorship of the Associated Grocery Manufacturers of America from Feb. 1 through May 1, according to Paul S. Willis, president of the AGMA. Plans are now being completed for the campaign which will be known as the "Parade of Progress of Nationally Known Grocery Products," and has as its aim the promotion of a closer relationship between the consumer, dealer and manufacturer.

NAB PRIMER TELLS OF AMERICAN PLAN

WHAT is described as the first nationally circulated primer on the American System of Broadcasting has been placed in distribution by the NAB. A 48-page booklet printed attractively in several colors, it is designed for the top layer of American citizenry, including Congressmen, public officials, educators and others in key positions.

The booklet is titled *The ABC of Radio* and was prepared "so the American listener may understand how radio works in America". After a foreword by President Neville Miller, the booklet traces a radio program from station to listener Then it goes into all angles of regulation and summarizes the arguments for the American system.

Another primer is to be prepared later for more general consumption. It will be considerably simplified for wide distribution and copies are to be placed in the back of all new receivers before sale.

Join Kellogg Show

KELLOGG Co., Battle Creek, Mich. (corn flakes), has signed Cary Grant, film actor, to star with Carole Lombard along with Lawrence Tibbett at featured vocalist in its one hour NBC-Red network series starting Jan. 15, Sun., 10-11 p. m. (EST). Tentatively titled *Kellogg Hour*, the variety show will also feature the Marx Brothers, Groucho, Chico and Harpo in the comedy spot. They have been signed for 26 weeks with time off allowance for motion picture work. Program is also to include vocalists and guest artists. Tony Stanford will produce and George Faulkner is to write the series. Agency is J. Walter Thompson Co., New York.

Canada Dry on Discs

CANADA DRY GINGER ALE, New York, has arranged to broadcast *Information Please* with Clifton Fadiman via off-the-air recordings made by the NBC Transcription Service on nine additional stations: KOH WIRE WFAA KPRC KGU and four CBC stations, CJCA CFGP CFAC and CJOC. Program is now heard live on 54 NBC-Blue stations, Tuesdays, 8:30-9 p. m. Agency in charge is J. M. Mathes, New York.

WHEN Horace Heidt's *Brigadiers* concluded their sponsorship Dec. 25 under Stewart-Warner Corp. on NBC-Red, that network retained them for sustaining spots Mondays, 10:30 to 11 p. m. and Saturdays, 11:30 p. m. to midnight.

TSN OFFERS



23 MERCHANDISING STAFFS

To Give Direct Dealer Contacts

Texas State Network offers clients an elaborate, efficient Merchandising Service in 22 top Texas market areas. Dependent on the contract, this service includes personal calls on jobbers and dealers; letters to the trade; placing tie-up material; program plugs; store surveys; coincidental listener surveys; publicity, and other sales aids. TSN alone offers this plus-service to network clients.

TSN
TEXAS STATE NETWORK

Affiliated with MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth

Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

Radio Advertisers

ELECTROLYSIS ASSOCIATES, New York, is planning an extensive campaign throughout the metropolitan area to start early in 1939 for promotion of its hair removing services. Radio and newspaper advertising plans are now being formed for announcement at a future date. The account is handled direct.

TUCKETT Ltd., Hamilton, Ont., has signed a 75-minute studio show on CKNX, Wingham, Ont., to supplement its present schedule of six quarter-hour transcriptions a week. *Buckingham Barn Dance*, starting Dec. 24, promotes Buckingham Fine-Cut Tobacco to the rural market, while the transcription series continues to push Buckingham cigarettes. Twenty musical, comedy, and novelty acts are presented in the CKNX *Saturday Night Barn Dance*, which Tuckett takes over. Agency is MacLaren Adv. Co., Toronto.

MADRE SICILIA OIL Co., New York, because of its successful Italian news program on Saturday nights on WBIL, New York, on Dec. 17 started a new quarter-hour weekly program *The Incredible Truth*, starring Guiseppe Loffredo, on WOV, New York.

P. J. LEROY, pianist, on Dec. 12 renewed for 52 weeks his contract with WHN, New York, to broadcast his musical programs twice daily Monday through Saturday. The account was placed direct.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., has signed for three news periods weekly on WBBM, Chicago.

KATE

250 WATTS
1420 KC

★ A New Year!
★ A new full time station!
★ A new advertising opportunity in prosperous S. Minnesota

KATE
ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Representatives:
Gene Furgason & Co.

Studios in
Albert Lea and Austin
MINNESOTA

WESTON'S, Canadian bakers of English Quality biscuits, bread, pies and cakes have been sponsoring *Hymntime* with Smilin' Ed McConnell for 11 weeks on a Toronto station, and starting Jan. 1 added 15 stations in Port Arthur, Sault Ste. Marie, Sudbury, Timmins, Kirkland Lake, North Bay, Ottawa, Toronto, Hamilton, Brantford, London, Stratford, Chatham, Montreal, St. John and Charlottetown. Richardson-MacDonald Adv. Service, Toronto, handles the account.

SINCLAIR REFINING Co., New York, has started a half-hour show *History in the Making*, Sunday nights, on WBBM, Chicago. Federal Adv. Agency, New York, has the account.

B. FISCHER & Co., New York (Astor coffee), on Jan. 10 begins sponsoring three quarter-hours of the *Morning Almanac* on WABC, New York, each week, broadcasting from 7 to 7:45 each weekday morning, and sponsoring also the 7:30-7:45 portion Tuesday, Thursday and Saturday. Neff-Rogow, New York, is agency.

THREE new local companies join cooperative *Famous Jury Trials* on MBS: K & B Packing Provision Co. on KFEL, Denver; Smith Agricultural Chemical Co. on WHKC, Columbus; Southern Pacific Milling Co. on KVEC, San Luis Obispo, Cal. Lone Star Margarine Co., Fort Worth, is sponsoring *Marriage License Romances* on KFJZ, Fort Worth.

OLDEN MINERALS Inc., Los Angeles (Ben-O-Tone footbaths), which recently conducted a brief test on KRKD, that city, has started a six-weekly five-minute program, *Personality Impressions* with Churchill Murray, commentator, on KHJ. Contract is for 13 weeks, having started Dec. 8. General Adv. Agency, Los Angeles, has the account.

CHARLES A. LASLEY has been appointed advertising manager of Bireley's Inc., Hollywood (beverage). J. Walter Thompson Co., Los Angeles, services the account.

DEALERS in Westchester County, New York, are participating in the sponsorship of a new program *Westchester on Parade* on WNEW, New York, which started on Dec. 12 and is heard daily from 7 to 7:30 a. m. with Bob Carter conducting. Dealers already signed to sponsor the broadcasts are Willow Brook Dairy, Mt. Vernon, New York; Suburban Fuel Oil Service, Mt. Vernon; and Stanley Stores, New Rochelle, New York.

MARNEY FOOD Co., San Francisco (Marco pet food) on Dec. 30 shifted *The Marco Spelling Bee* from KSFO, San Francisco, to KPO. Tom Breneman continues as spelling master. Account is handled by Long Adv. Service, San Francisco.

I. J. FOX, New York (furriers), on Dec. 17 started sponsorship of Commentator Jacob Tarshish as *The Lamplighter* on WOR, Newark, Sun., 12:30 noon-12:45 p. m. Account is handled direct.

WBNX NEW YORK

Speaks the Language
Plays the Music
Sings the Songs of
Metropolitan New York's
Foreign Residents and
Tells them WHAT *and*
WHERE TO BUY

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

50 Spots in Day

WIBC, new daytime station in Indianapolis, believes it has established a record for spot announcements. H. P. Wasson Co., Indianapolis, bought fifty 100-word spots to use during one day, Sunday, Dec. 18, from 8 a. m. to 4:15 p. m. Two extra announcers and a woman's commentator were brought in for the day to lend variety to the announcements, which, due to the station's other commercial programs, were heard every four minutes. Next morning, WIBC reports, record crowds were blocking the sidewalk in front of the Wasson store before doors opened.

THE ANNUAL Motor Boat Show, New York, will sponsor five to 15-minute news programs on four New York stations during its annual show in New York City, Jan. 6-14. On WABC, the exhibit will sponsor a news series by George Putnam, 6-6:05 p.m.; on WEAF, five 5-minute periods before and after the regular daily news programs, 11:25-11:30 p. m.; on WNEW, four daily five to fifteen-minute INS news broadcasts; and on WHN, two quarter-hour programs daily will be sponsored, the *Early Birds* at 8:15 a. m. and the UP news at 6:15 p. m. Charles J. Cutajar Adv. Agency, New York, is in charge.

FLAMINGO SALES Co., Hollywood (finger nail polish), using spot announcements on various Pacific Coast stations, will increase its 1939 radio appropriation and expand coverage to other sections of the country as markets open. Agency is Buchanan & Co., Los Angeles.

FOX WEST COAST THEATRES Corp., Los Angeles, a consistent user of spot announcements and transcribed programs on southern California stations, will substantially increase its radio appropriation for 1939, according to Hillman-Shane Adv. Agency, that city, servicing the account.

GOODYEAR TIRE & RUBBER Co. of California, Los Angeles, on Jan. 16 renews for 13 weeks the six-weekly quarter-hour *Sun-Up News* program on KNX, Hollywood. Agency is Arthur Kudner, New York.

PHILIP MORRIS & Co., New York (Paul Jones cigarettes), has renewed for 13 weeks its twice-weekly quarter-hour news program on KNX, Hollywood. Agency is Biow Co., New York.

NEW YORK, New Haven & Hartford Railroad, Boston, on Jan. 2 will begin sponsorship of a quarter-hour news program on WEEI, Boston, Monday through Friday, 6-6:15 p. m. The company sponsored the same broadcast during 1936-37, but this year is rechristening the program the *New Haven News Express*, featuring Neil Wallace, WEEI newscaster. The account is handled by John C. Dowd, Boston.

TRANSCRIBED PROGRAMS

For the Low Budget Account

Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

Send for complete Catalogue
CHARLES MICHELSON
545 FIFTH AVENUE NEW YORK

P & G Serials Renew

PROCTER & GAMBLE Co., Cincinnati, on Jan. 2 renews its four daytime serial programs broadcast on CBS between 1 and 2 p. m. five days each week. Programs, in order of time of broadcast, are *The Goldbergs*, for Oxydol, placed through Blackett - Sample - Hummert, Chicago; *Life Can Be Beautiful*, for Ivory, placed through Compton Adv. Co., New York; *Road of Life*, for Chipso, placed through Pedlar & Ryan, New York; *This Day Is Ours*, for Crisco, placed through Compton.

Dog Food Test

CANINE HEALTH FOOD Co., Los Angeles, manufacturers and distributors of Doggies Dinner, placing direct and using radio for the first time, is sponsoring a weekly quarter-hour transcribed and live talent program on KMTR, Hollywood, in a test campaign. Contract is for 13 weeks, having started Dec. 18. Firm is planning an extensive use of radio as markets open.

Heatter for Wasey

WASEY PRODUCTS Co., New York, on Jan. 2 will start exclusive sponsorship of Gabriel Heatter, news commentator, for two of its products, Kreml hair tonic and Barbasol shaving cream, on WOR, Newark, 9-9:15 p. m. four days a week. Heatter will be heard on Mondays and Thursdays for Kreml, and on Wednesdays and Fridays for Barbasol. Erwin, Wasey & Co., New York, is the agency.

Enna Jettick Plans

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Feb. 18 will start a half-hour musical program to run 13 weeks on WABC, New York, Saturdays, 9:30-10 p. m. Programs will feature D'Artega's orchestra, Jimmy Shields, the 7 G's chorus, and an m. c. who has not been chosen to date. Account is handled by Marschalk & Pratt, New York.

Disc Series to Spread

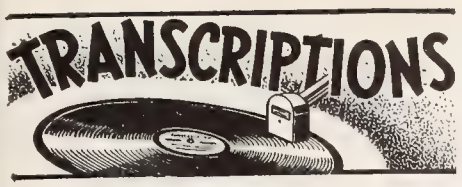
MINUTE FOODS Ltd., Los Angeles, (Magic Spred Jelly), using radio for the first time and placing through Wm. A. Ingoldsby Co., that city, on Feb. 1 will start a thrice-weekly quarter-hour transcribed program on 35 stations nationally. List is now being completed.

Sponsors Basketball

BASKETBALL games of Northwestern U. will be sponsored by the Chicago Metropolitan Chevrolet Dealers Club on WIND, Gary-Chicago, beginning Jan. 1. Nine home games and six out-of-town Big Ten basketball games will be aired during the season with Russ Hodges at the microphone. Campbell-Ewald Co., Chicago, is agency.

Frito in 11 States

FRITO WEST COAST Co., Los Angeles (salted corn chips), which recently appointed Lawrence Co., that city, to direct its advertising, is planning an extensive radio campaign in 11 western states. Starting date, type of program and stations to be used, were not revealed.



STANDARD BRANDS, New York, on Dec. 1 assigned Transamerican Broadcasting & Television Corp., New York, to produce the transcriptions for its serial program *Visiting Nurse* for Royal Baking Powder. The quarter-hour program is heard five times weekly on WFAA, WTAG, KPRC and WOAI. McCann-Erickson, New York, is in charge.

PRATHER & SCOTT, newly-formed Hollywood production firm, 1680 N. Vine St., has started to produce a 26-episode, quarter-hour transcribed version of Robert St. Clair's stage mystery drama, *Tiger House*. Arthur Tibbals is writing and supervising production of the radio version being cut by Associated Transcriptions of Hollywood.

FLETCHER WILEY, CBS Hollywood commentator, has formed an independent production unit under name of Fletcher Wiley Productions, with headquarters at Columbia Square, that city. He has recorded several original shows for sponsor consideration.

ARTHUR J. PERRY, who has been active in radio since 1926, on Dec. 18 joined the Viking Radio Productions, New York, as vice-president in charge of production and sales. Mr. Perry was recently connected with the production and engineering departments of McCann-Erickson, New York, and prior to that with NBC.

DAWSON RICHARDSON, formerly president of All-Canada Radio Facilities, Winnipeg, is now head of Inland Broadcasting Service, that city. Firm has taken options on five new transcribed shows now being produced by Mertens & Price, Los Angeles. They are *Radio Kitchen, Leisure House, On Your Toes, Your Family Counselor* and *Let's Dress*. Department of Education, Mormon Church, Salt Lake City, has bought the *Sunday Players Bible Dramas* from Mertens & Price, for distribution to 100 religious schools and seminaries.

TWENTIETH CENTURY Radio Productions, Hollywood, has started a 39 episode quarter-hour dramatic series, *Coast Guard*, written by Willis Parker, produced by J. Donald Wilson and cut by Aerogram Corp.

E. L. WEAVER, formerly with Toronto advertising agencies and connected with early Canadian broadcasting, has joined Associated Broadcasting Co. Ltd., Toronto, as business manager and publicity director. Martin Maxwell, of the same firm, is in Hollywood on a business trip.

JERRY FIELDS, president of Fields Brothers Enterprises, Hollywood production unit, arrived in that city from Baltimore Dec. 20 to confer with his brothers, Leo and Harry. The firm will record six shows yearly, with distribution through Radio Attractions, New York.

IRVING FOGEL, head of Irving Fogel & Associates, Hollywood production unit, is expected to return to his West Coast headquarters the end of January from a three-week New York and Washington trip.

DORSEY OWINGS, formerly with WINS, New York, in charge of publicity, on Dec. 19 joined Radio Attractions, New York, transcription company, to act as sales representative for the New England territory.

STANDARD RADIO has signed the following as new subscribers to its program library service: KTOH, Lihue, Hawaii; WCLS, Joliet, Ill.; KALB, Alexandria, La.; KPLC, Lake Charles, La.; WTRC, Elkhart, Ind.

CHARLES MICHELSON, New York transcription company, announces six new subscribers to the *Speedy-Q* sound effects library: WLW, WWL, WSM, WNBX, WEED, WNEL. The new 1939 *Speedy-Q* sound effects catalogue has just been issued, a 24-page illustrated catalogue listing over 1,000 separate effects.

CHAMPION RECORDING Corp., on Dec. 19 opened new laboratories at 17 W. 60th St., New York, and plans to open a studio-recording office after Feb. 1. Officers of the firm, all of whom were associated with various recording firms in New York, include Joy J. Pierri, president and secretary; Joseph Victoria, vice president, and Omar Champion, treasurer.

WOOD-WEBBER & WOOD, Hollywood production unit, has changed its name to Wood Radio Productions and moved to new offices at 9835 Yucca St., that city. George R. Wood heads the firm.

INITIAL transcription show, *The Shadow of Fu Manchu*, by Radio Attractions, New York, will be released early in January and will be aired by approximately 40 stations in the East, with release in the Chicago area to follow on Feb. 10. A trade showing and preview of the show is scheduled for Jan. 26 at the Drake Hotel, Chicago, similar to the New York function held at the Waldorf-Astoria Dec. 7.

HEADED by John Wolf and Dave Kennedy, veterans in San Francisco radio, the Kennedy-Kut Recordings Co., opened for business in the Chronicle Bldg., San Francisco, Dec. 16. Kennedy served with the NBC as an engineer for nearly 12 years and Wolf has been an artist and producer with the same network for an equal number of years. He will retain his radio affiliation. The company took over the studios constructed by NBC in the Chronicle Bldg., several years.

KRNT-KSO, Des Moines, plans to add Miller tape transmission service shortly after Jan. 1.

Raymond R. Sooy

RAYMOND R. SOOY, superintendent of recording of RCA Mfg. Co., died at his home in Merchantville, N. J., of a heart attack, on Dec. 20. He was 59 and had been with the recording firm since shortly after its formation as the Victor Talking Machine Co. in the early 1900's. In charge of recording most of Victor's symphony, concert and operatic records, Mr. Sooy had as personal friends most of the leading singers and musicians of the day. He kept a diary of each recording session, noting remarks made by the artists and at the time of his death he was engaged in writing his memoirs, based on this diary.

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

TSN
OFFERS

POWERFUL
HOME-TOWN INFLUENCE
To Bring Quicker Sales Action
When you use the 23 stations of the Texas State Network, you get plus-value in the influence of each local station in its area. Jobbers and dealers feel that your advertising is more closely keyed to their markets. Listeners react quicker to a message over the home-town station—they know they can buy the product in local stores. TSN offers advertisers this sales-getting influence in 22 of Texas' top-ranking markets.
TSN
TEXAS STATE NETWORK
Affiliated with MUTUAL BROADCASTING SYSTEM
OFFICES: 1201 West Lancaster, Fort Worth
Elliott Roosevelt, President; Neal Barrett, Vice-President
REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

New Rep Concern

RADIO ADVERTISING Corp., new representative firm with offices in New York, Chicago and Cleveland, will represent WIP, Philadelphia; WHK-WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown. Offices are: New York, 341 Madison Ave., Murray Hill 4-0212, Henri O. Molley; Cleveland, Terminal Tower Bldg., Prospect 5800, Charles A. Stevens; Chicago, 410 N. Michigan Ave, Superior 0348. Chicago manager has not been named. BROADCASTING was in error Dec. 15 when it stated that Tenney-Woodward & Co., newspaper representatives, would represent WIP. Tenney-Woodward & Co. will continue to represent WTRC, Elkhart, Ind., as it has for the past two years, but has no business connection with the new firm.

First of the Discs

OLDEST commercial broadcast transcription is claimed by Maurie Wetzel, manager of NBC-Chicago transcription service. Early in 1927, Wetzel had the disc made for a real estate firm's program on WCFL. The platter measures 13 inches in diameter, was cut to revolve at 78 rpm.

BUICK MOTOR Co., Flint, Mich., will sponsor the Joe Louis-John Lewis boxing bout Jan. 25 over 157 NBC Red and Blue stations, one of the largest sports hookups on record. Buick sponsored the last heavyweight championship between Louis and Schmeling. Arthur Kudner Inc., New York, is agency.

Our Mail Comes From 400 Towns!

Syracuse is a thriving industrial center with money to spend. It would be easy to build programs solely for this urban market. However, WSYR feels its obligation to *all* the folks who live within the sound of its voice.

Our R.F.D. mail indicates that our program structure should be universal in its appeal to a well-diversified audience: To farmers, as well as industrial workers, white collar groups and executives. Our loyalty cannot be to one group nor to one community.

So, for a number of years, we've been serving all groups to the best of our abilities. The cream of Red and Blue NBC programs and the best of local cultural and entertainment features form the bulk of our daily broadcasts.

Dramatic proof of WSYR's program balance rests with the interesting letters (and advertisers' results) from over 400 cities and communities in the heart of the Empire State.

570 kc. WSYR SYRACUSE

Reps

ROBERT FLANNAGAN, formerly of World Broadcasting System, Chicago, has joined International Radio Sales, that city, replacing Richard Kopf, resigned. Elizabeth Babb, formerly of H. W. Kastor & Sons Inc., and Irene Swanson, formerly of Auspitz & Lee, have joined the secretarial staff of IRS.

CARLETON COVENY, head of the Los Angeles office of John Blair & Co., has returned to his office following a business trip to New York and Chicago.

HONOLULU BROADCASTING Co. Ltd., operating KGMB, Honolulu, and KHBC, Hilo, announces that it has appointed John Blair & Co. as national representatives effective Jan. 1.

WGAN, Portland, Maine, has appointed the Paul H. Raymer Co. as national representatives.

WILLIAM G. RAMBEAU Co., station representatives, announces exclusive representation of KQV and WJAS, Pittsburgh.

WSAR, Fall River, Mass., has named Joseph Hershey McGillvra exclusive national sales representative, effective Dec. 21.

KMMJ, Clay Center, Neb., shortly to be moved to Grand Island, Neb., under FCC authority, has named Howard Wilson & Co. as its national representative.

FRANK W. MILLER, president and treasurer of the Kelly-Smith Co., newspaper and radio representatives, has purchased the entire stock of the company from the estate and heirs of the late C. F. Kelly, and plans to distribute it among members of the organization on an employe ownership basis. On Jan. 15, the organization will move to larger offices on another floor of the Graybar Bldg., New York.

Boost Big Packages

RADIO broadcasts, in addition to newspaper and magazine advertising, will be extensively used by manufacturers participating with more than 3,000 chain drug stores in a nationwide campaign promoting large-size packages, according to *Chain Store Age*, which is sponsoring the event with the manufacturers for ten days, starting March 10. Individual drives put on by a number of drug chains to familiarize the public with the savings possible through purchase of larger packages were so successful last year that this cooperative compaign was planned, although no further details are available as yet.

WNEW, New York, presents debutantes as amateur commentators on the social life of New York City in a new series, *Debutante Gossip*, directed by Mrs. Sumner Taylor.

WLS, KOY Name Blair; Staff Changes Announced

WLS, Chicago, and KOY, Phoenix, Ariz., its sister station, both operated by the *Prairie Farmer* interests, have announced that John Blair & Co. will take over their exclusive representation on Jan. 1. In addition, Glenn Snyder, manager of WLS, announced the following staff changes:

Harriet Hester, WLS educational director, has been named conductor of the daily afternoon *Homemakers Hour*, replacing Anne Hart, resigned. Don Kelly, WLS sports announcer, has been named director of sales promotion and special events replacing John Gillis, resigned. Don Finlayson, formerly of Central States Broadcasting System, has joined WLS as Kelly's assistant. Margaret Joslyn, formerly of Howard Mayer Co., Chicago, has been named publicity director of WLS.

Likes Long Plugs

CONTRADICTING all the positive declarations that lengthy commercials serve only to drive listeners to distraction and away from the advertiser's program and product, M. J. Kleinfield, radio director of Franklin Bruck Adv. Corp. says that tests made over a period of years have satisfied him that a long announcement will sell more goods than a short one. Announcements for a variety of products, advertised on a variety of programs and under a variety of conditions, were tested in mail order fashion by offering free booklets to listeners requesting them. Three times a week is the best broadcasting schedule from a strictly cost-per-inquiry basis, according to Mr. Kleinfield, who says the ratio of costs to sales increases rapidly for each broadcast added within the week.

CBS Remodeling

EXTENSIVE remodeling of the CBS Building at 52d St. and Madison Ave., New York, in preparation for the influx of World's Fair visitors next summer, will get under way early in January. No details of the alterations have been announced by CBS, but it is understood that the space rented to stores on the first floor of the building will be greatly curtailed to permit enlarging the lobby and adding a reception room. Installation of new elevators is also under consideration.

WBAL means business in Baltimore

Agencies

KENYON & ECKHARDT Ltd., affiliated with Kenyon & Eckhardt, New York, recently opened offices in the Sun Life Bldg., Montreal, under the management of Dexter Schnebly. No radio will be handled by the Montreal office directly as none of the accounts served by the office are using Canadian radio at present. Accounts include Axton-Fisher Tobacco Co. for Spud cigarettes; Quaker State Oil Refining Co.; Kellogg Co. for All-Bran; Knox Gelatine Co.; Black Cat and Craven A. cigarettes.

WILSON COATES, formerly with the Judson Radio Program Corp., has become an account executive for Hansen-Williams Adv. Agency, New York, which was formed on Nov. 1 by K. K. Hansen and Ned Williams to handle general and radio accounts.

DOROTHY DUNCAN, radio copywriter for Compton Adv., New York, on Dec. 22 married George C. Zeller, member of the advertising department of *Cosmopolitan* magazine.

HARRY K. RICHARDSON has resigned from the radio department of H. W. Kastor & Sons Adv. Co., Chicago, and has not announced future plans.

W. S. and A. J. TOWNSEND, inventors of the Townsend system of evaluating advertising, have resigned from the Townsend Advertising Research Institute to join Calkins & Holden, New York, as active partners.

ROS METZGER, radio director of Ruthrauff & Ryan, Chicago, was honored Christmas evening on NBC during the *Fitch Bandwagon* program when Herbie Kay played and Dorothy Lamour sang "Rhythm Step", a song composed by Metzger.

LEE-STOCKMAN Inc. has been formed to continue the business of the A. M. Stockman Adv. Agency, founded in 1914 by the late A. M. Stockman, at 30 Vesey St., New York. Personnel and policies will continue as before, with W. Arthur Lee as president and Lyman A. Stockman as vice president, secretary and production manager. All the Stockman accounts will be handled as before.

BLAYNE BUTCHER, of Lennen & Mitchell, New York, agency for the Jergens-Woodbury Sales Corp., Cincinnati, left Dec. 14 for Miami to handle Walter Winchell's Sunday night broadcasts during the columnist's stay there.

WILL ROGERS PARKER recently resigned from Erwin Wasey & Co., San Francisco, to become advertising director of Metropolitan Oakland.

JUDSON HUBBART recently joined Milne & Co., Seattle.

ROBERT McKEE has joined R. H. Alber Co., Los Angeles, as account executive. He was formerly with KGFJ, that city, as salesman.

FREDERICK G. STOREY, account executive of Grove-Kenn Inc., Atlanta, has been elected president of the Atlanta Advertising Club for 1939, succeeding R. H. Rich, department store executive.

DONALD H. CRANDAL, formerly in radio production work in Ohio and Canada, has been named radio production director of the recently reorganized radio division of H. Charles Sieck Inc., Los Angeles agency.

PRESBA, FELLERS & PRESBA, Chicago, has moved to larger quarters at 360 N. Michigan Ave. New room number is 1711.

J. WALTER THOMPSON Co. has combined the Los Angeles general offices with its Hollywood radio department and moved to 1549 N. Vine St., in the latter city. Dan Danker is manager and vice-president in charge.

HUGO VOGEL, radio director of Beaumont & Hohman, Chicago, has been named a vice-president.

Public Reaction to Radio Shown on Cotterill Disc

NORTON COTTERILL, vice-president of World Broadcasting System and head of the WBS sales division, demonstrated the use of transcriptions in radio advertising during a recent lecture before the advertising class of Maplewood Adult School, at Maplewood, N. J. About 85 adults enrolled in the regular evening advertising and selling group of the School heard Mr. Cotterill's explanation of transcriptions' place in the radio field and listened to recordings.

To supply a cross-section of what the public thinks of radio, Mr. Cotterill presented a transcribed inquiring reporter interview with average citizens, including actors, advertising men and station owners. Drawing upon the likes and dislikes brought out in the interviews, he proceeded to build a radio compaign which would appeal to this cross-section of listeners. Another transcription took the class into a business office where advertiser-agency executives actually developed a radio campaign.

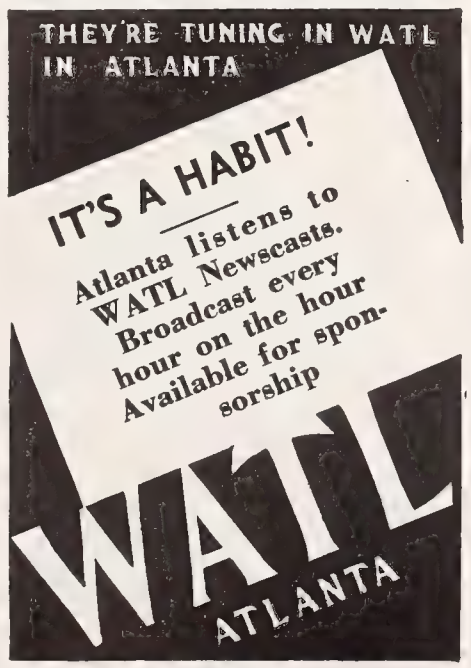
D. C. Program Survey

LISTENERS in Washington, D. C., prefer popular music and variety programs, according to a survey covering 3,000 house-to-house interviews. Hillbilly programs also are popular in the nation's capital, according to the survey, which was conducted by three George Washington U. students to gather material for a thesis. The city showed program preference in this proportion: Popular music and variety, 35%; concert or light classics, 26%; news, 22%; drama, 17%. In the upper income adult group, 40% favored concert and light classics, and news ranked second with 26%. Less swing and jazz was requested by 46% but in the age group under 25 years, the percentage was 2 to 1 in favor of jitterbug fodder.

Richfield on WOR

RICHFIELD OIL Corp. of New York, on Jan. 15 will start sponsorship of Frank Singiser's Transradio news program on WOR, Newark, Sundays, 12:45-1 p. m. Account is handled by Sherman K. Ellis, New York.

BEN SLATER, commentator and actor at WTMJ, Milwaukee, also an attorney, has been elected to the Wisconsin Legislature as a Republican.



TSN OFFERS



FULL PRODUCTION SERVICE

For Any Type of Radio Show

Texas State Network offers advertisers and their agencies complete production facilities for any kind of show—small or large musical, newscasts, sports reviews and events, women's features and dramatic serials. A few current network sustaining shows are open for sponsorship, or TSN can originate a program for you—a program tailor-made-for-Texas. Transcriptions can be put over the entire network from one recording. Full production data on request.

TSN
TEXAS STATE NETWORK

Affiliated with MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth

Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

TWO MORE APPEALS FILED WITH COURT

TWO NEW appeals from FCC decisions have been filed with the Court of Appeals for the District of Columbia during the past fortnight.

KMLB, Monroe, La., on Dec. 17 appealed from the Commission decision of last August denying its application for a change in assignment from 1200 kc. with 100 watts night and 250 watts day to 620 kc. with 500 watts unlimited time. It held that the Commission erred in rejecting the testimony of the station's engineer based upon measurements as to interference and in accepting testimony of the Commission's engineer regarding interference as well as in holding there was no existing need for the facilities requested.

El Paso Broadcasting Co., applying for a new regional station on 940 kc., on Dec. 12 appealed from the Commission decision July 26 denying it those facilities. A petition for rehearing also had been denied. It was argued the Commission erred in finding interference of existing stations to the proposed station, in finding a lack of need for the proposed station and in finding that the applicant company was controlled through the ownership of stock by the same individual (Dorrance D. Roderick, El Paso publisher), who had recently been granted a construction permit for a new local station in El Paso.

Notices of intention to intervene in the litigation were filed in behalf of WDAY, Fargo, WAVE, Louisville, KOIN, Portland, Ore., WCSH, Portland, Me., all on 940 kc.

NBC Nears End of Hearing

(*Continued from page 31*)

exercised in the selection of personnel and the difficulty in procuring bi-linguists was stressed by Mr. Mason. A veritable "Tower of Babel" occurs when news broadcasts are transmitted in six different languages, he declared, and a highly complicated traffic distribution system has been developed to avoid error. He said permission is given freely to stations in Latin America and in other countries to rebroadcast the NBC international programs.

Mr. Mason painted a picture of the audience mail section of the international department. Many communications are received of a highly personal nature. All are acknowledged. Inquiries are received about lost relatives and personal situations, he said, and NBC tries to be helpful.

He said every effort is made to procure American personnel though in some instances that has not been found possible. Because "news is the backbone of international broadcasting", it is desirable to get linguists with a definite international background and knowledge of news reporting. He said the personnel problem was probably the most difficult of any in international broadcasting. International programs from European nations are closely checked, he said, and he expressed surprise over the number of "mistakes" made by German, French, Italian and other broadcasters in attempting to comment in English. He said that unquestionably similar errors are made by American announcers who broadcast in foreign languages.

American Programs Are Most Frequent

Briefly identifying each of a series of 24 exhibits, Mr. Mason sketched the personnel and work of NBC's international broadcasting organization. The highlight of his testimony was his comment that despite popular ideas to the contrary, the United States has in the past and is at present doing more shortwave broadcasting to Latin America than are European countries. Pointing out that NBC's shortwave programs are carrying only five hours of programs in English during a 16-hour broadcast day, with the remaining hours in the language of the listener's country, and that NBC's foreign broadcasts present a solid hour of a single language, rather than mixing them intermittently, as in European programs, he called this an important factor in building up a listening audience.

Interpreting a program analysis for November, Mr. Mason observed that of 1,362 programs carried by the NBC international division, 1,013 or 74.4% were originated by the division, and only 349 or 25.6% were picked up from NBC networks. This special program service is another factor in building up listener interest, he said.

Responding to Mr. Hennessey's allusion to earlier testimony of John F. Royal, NBC vice-president in charge of programs, that recordings are not used on network broadcasts, Mr. Mason declared this could not hold for international broadcasting and that transcriptions are often used. "Hitler doesn't stay up until 4 o'clock in the morning just to be sure he'll be heard in America conveniently," he commented, emphasizing the necessity of adapting program-listening times to the convenience of listeners.

International broadcasting is "intimate broadcasting", he continued, and to build up a listening audience NBC follows the American idea of presenting a particular program at a regular time. As to the reason for minimizing English-language programs in favor of Spanish or Portuguese or German features, Mr. Mason cited the case of Brazil, where there are only 3,000 Americans among 43,000,000 persons in the country.

"Our broadcasts to Brazil are broadcast to Brazilians," he said. "We expect that the 3,000 Americans in Brazil will remain good citizens" even if they don't get all the American programs they would like. On the other hand, he continued, England, Germany and Italy, acting in the interests of national solidarity and economics, emphasize the home language in their broadcasts.

Types of Programs For Typical Month

Another of his program analyses showed that during November 26% of the programs and 19.9% of the transmission time of the international division went for news reports shortwaved to Latin America and Europe. This included programs in English, Spanish, Portuguese, French, German and Italian.

To illustrate the type of programs used, Mr. Mason described a transcontinental trip of four NBC announcers and engineers, during which they have visited factories, dams and people to work up programs on American life and industry. Their visits are recorded on the spot and later shortwaved to foreign listeners. The announcers record their descriptions in both Spanish and Portuguese, so the same program may be presented to listeners in countries where these languages are dominant. The same thing is done by a number of foreign countries, he added, particularly Great Britain and Germany.

Program logs, issued six weeks in advance of broadcasts, are published in English, Spanish and Portuguese, he explained, and distributed to schools, radio stations, newspapers and listeners in foreign countires. The Portuguese editions are sent primarily to Brazil and Portuguese East Africa, with the Spanish editions going to Latin America, he added. This does not insure publicity for the programs, however, and the best promotion lies in presenting programs that will build up listening habits in the foreign countries, he observed.

Rebroadcasts Allowed In Foreign Countries

From a series of program logs for shortwave stations in the United States, Germany, Italy, Japan, England, France and Holland, he drew a group of comparative daily language patterns which showed the United States programs far ahead of those of the other countries in presenting material to foreign listeners in their own languages. The exhibit showed that NBC's weekly programs totaled 63 hours, including 42 hours in Spanish, 14 in Portuguese and only 7 in English. Germany, he cited, broadcast a total of only 56 hours during the week, of which 5¼ hours were in Spanish, 5¼ in Portuguese, 12¼ in Spanish-German combined, 3½ hours in Spanish-Portuguese-German and 29¾ hours in German.

In connection with this exhibit, Mr. Mason stated that NBC will be broadcasting about 112 hours a week, instead of the present 63, as soon as its two new shortwave transmitters are completed. It is planned to add 7 hours to the daily program service in January, 1939, in English, Italian, German and French, he explained.

Analyzing mail response to NBC programs, Mr. Mason pointed to 5,012 letters received during September, October and November, 1938, of which 790 came from Brazil, 666 from France, 502 from Germany, 268 from the United States, 263 from England and 190 from Italy. Germany's third place position in the standings he interpreted as belying the common belief that German people can not and do not listen to programs outside their own country. One of his exhibits was a collection of letters from foreign listeners commenting on NBC's shortwave programs.

Queried by Judge Sykes on the rebroadcasting of NBC shortwaved programs, Mr. Mason said this was done, but that the extent could not yet be determined. "We permit any foreign country to rebroadcast our programs," he said, but added that in some cases a particular station is exclusively authorized to do so. He cited the case of Radio Splendide in Buenos

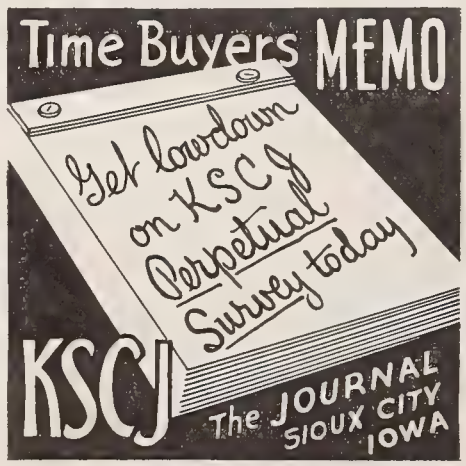
WCSC
1000 Watts 1360 K.C.
at work



Ed Bunker and Roland Weeks, Commercial Manager, preparing a campaign.

Charleston, S. C.
is
A market worth taking off your coat to work in.
For Radio in
Charleston, S. C.
It's WCSC

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA



Aires, which carries seven days a week a three-minute news program from NBC, along with similar programs from Germany, Italy and France.

The international division's budget is set at $10,000 per month for program expenditures and $3,500 for techinical engineering, Mr. Mason said, but added that this does not indicate "out of pocket" expense, since the division is assisted by personnel and services from other NBC departments. He said the division had no income and none was expected because it was not thought feasible "even to contemplate" commercializing shortwave broadcasting at this time.

Cross-examined by Mr. Porter, Mr. Mason estimated the monthly administrative salary list of the division at $2,825, another $1,603 for the Spanish service, and $787.50 for the Portuguese service. The total cost of the division and its activities to NBC he set at from $165,000 to $175,000 a year, exclusive of services from other departments. Before he left the stand, Mr. Porter requested a more accurate estimate of the cost to NBC, after Mr. Mason had explained that he could "no more than guess" the cost if the international division were set up as an entirely separate organization, as for engineering as well as programming. He commented that it would be impossible to maintain the present service if the shortwave division were "plucked" and forced to operate as a completely separated unit.

Dollar Volume of Industry Shown by Witmer

Roy C. Witmer, NBC vice-president in charge of sales, opened testimony Dec. 16 on sales operations, using a series of exhibits covering network business versus spot, contractual relationships with agencies and advertisers, and similar data. Describing the sales department as the "life line" of the network's operation, Mr. Witmer said he had been with NBC since 1927 and had served as vice-president since 1932. He is in charge of all sales policies, practices and operations.

His first exhibit was one showing total major media advertising in the United States from 1900 to 1937 and radio time sales from 1927 to 1937, based on statistics gathered from numerous sources including the 1938 BROADCASTING *Yearbook*. Virtually all of his exhibits dealing with industry business were based on NAB, Publishers Information Bureau and BROADCASTING *Yearbook* compilations. The initial exhibit showed that the five major media in 1937 had a grand total



ON SIDELINES at the FCC network inquiry with NBC Sales Vice-President Roy C. Witmer testifying, were J. V. McConnell (left), assistant to Mr. Witmer, and Ken R. Dyke, eastern sales manager of NBC and former advertising director of Colgate-Palmolive-Peet.

of $944,200,000 in gross dollar volume. Of this amount, radio in all its aspects represented 15%, or $141,200,000 in 1937, as against 12.4% in 1936. The five major media were described as newspapers, magazines, farm periodicals, outdoor and radio.

In the national advertising field only, the estimated dollar volume of radio, including network and national spot, totaled $103,200,000, or 20.3% of the aggregate expenditures for the five major media in the field.

Another exhibit dealt with a comparison of NBC network gross time sales with total radio gross time sales, disclosing that NBC did a business of $38,651,000 for 1937. A graph dealing with gross time sales of NBC networks and operated or programmed stations on a percentage basis in contrast with U. S. gross radio time sales, showed the figure amounted to some 28% for 1937 and had gradually dropped since 1933 despite increased NBC business. Mr. Witmer explained this grew out of the fact there has been a gradual decline in the percentage of total business done by NBC while percentage-wise, other entities in radio have increased. "In other words," he said, "while NBC time sales have increased the overall net sales of radio have increased at a greater pace."

Comparison of NBC With Other Groups

In 1937, NBC networks and operated or programmed stations were responsible for 27.4% of the total business, with other networks including regionals, responsible for 22.3%. National spot on NBC amounted to 2.2% for its programmed and operated stations as against 21.2% for other stations. In the local business field, NBC owned, operated and programmed stations did .8% of the business with others doing 26.1%.

Overall advertising expenditures in the United States for 1937 amounted to $1,768,000,000 or nearly twice that shown for the five major media. These additional media include car cards, direct mail, mail order house catalogs and various other types of promotion designed to stimulate buying.

Asked by Mr. Hennessey to define the manner in which NBC solicitations were made, Mr. Witmer said the network deals both with the advertiser and the advertising agency but that the degree of contacting them varies greatly, depending largely upon the relationship between the advertiser and his agency. While NBC salesmen seek to contact both, he said it also desires to maintain a close contact with the advertiser because he may change the agency at any time.

Mr. Witmer explained that when NBC went into business in 1926, agencies were well established. However, they were "not too enthused about something new" like radio, he said, and the selling effort had to be directed largely toward the advertisers. As time went on, agencies "began to see the advantages of radio," he said, and now have become enthusiastic supporters by and large. He said they have contributed greatly to devel-

"HELLO, LOUIS J. NELSON"
(Wade Adv. Agency, Chicago)

Did You say MARKET ?



Look at this: 692,000 population in all of South Dakota—605,646 in PEORIAREA . . . a rich, concentrated market all within 60 miles of Peoria. You cover it thoroughly with just one station — WMBD. That's making radio dollars work!

Free & Peters, Inc., Nat. Reps.

THE HEART OF ILLINOIS wmbd

WMBD PEORIA

MEMBER CBS NETWORK

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS



Pardner,

Our business in 1939 will be worth having!

ASK FOR IT and GET IT thru

KTSM

El Paso's the heart of a vast empire, rich in cattle, mines, fertile farm lands, thriving industries and progressive, able-to-buy people. The nation's 104th retail market, with its responsive 22,057 radio families, deserves a place in your advertising budget. It can be most easily, thoroughly and inexpensively sold thru El Paso's only radio station — friendly, productive KTSM.

NBC Red and Blue Networks
Craig & Hollingbery, Nat. Reps.

KTSM
EL PASO, TEXAS

We'd Like to Put You

On The Spot!

It's a pleasant sensation, really. We've put hundreds **"on the spot"** and they've thanked us for it.

Now perhaps you would like **"a spot"** between NBC programs. We call that a **"chain break"** and evidence shows it gets results. In fact any spot announcement, a time signal, or program resume spot is worthy of your attention.

A "spot" ad on WSPD is inexpensive and tremendously effective. Let us put you "on the spot." You'll like it.

Represented Nationally by
JOHN BLAIR & CO.

An NBC Blue Basic Outlet

WSPD
Toledo, Ohio

opment of broadcasting as an advertising medium and are "very helpful allies".

Mr. Witmer brought out that in contrast to the earlier days of network broadcasting, agencies today build the majority of the programs and maintain their own elaborate radio departments in a number of cases. They maintain their own production and programming staffs and even announcers, he said.

Time Not Sold On a Brokerage Basis

NBC never has sold time on a brokerage basis, although it experimented on one occasion in the sale of a block of time to be broken down into quarter-hour periods. This experiment did not work, he said, and with that one exception no contracts ever have been made for the same time "with two advertisers either directly or indirectly."

The standard form of contract used by NBC was covered paragraph by paragraph. Mr. Witmer emphasized clauses which authorize cancellation of programs for important events either by the network or locally.

He explained that NBC now does not enter a contract for less than 13 weeks because experience has shown that a minimum span is not only desirable but necessary because of fixed operating overhead. This grew out of the experience gained in the 1932-1933 depression, he said. Moreover, he declared, a new advertiser is not likely to feel the results of his radio campaign unless he gives it at least a 13-week trial. That is the general view, he declared, though some advertisers get a "real lift" out of one program while others may require 26 weeks. No contracts are entered beyond a 52-week period, he declared, because of the desire to keep the operation flexible and because of the frequent changes in the radio art.

Copyright provisions under which NBC guarantees clearance of musical compositions but which reciprocally require the agency or advertiser to supply the entire program schedule well in advance of its performance, were described by Mr. Witmer.

Under recently instituted labor contracts, NBC must charge for all announcers on commercial programs. Formerly there were no charges, he said, provided the account would accept the announcer assigned to the particular program but even before the labor ruling, many of the advertisers hired their own announcers.

Special clauses in contracts covering discounts and rebates also were defined.

Discount for 52-Week Accounts Is Beneficial

The manner in which NBC devised its system of discounts was outlined by Mr. Witmer. He pointed out that the special 10% discount inaugurated in 1935 for 52-week advertisers was designed to override the summer slump by keeping accounts on the air throughout the year. Before this decision was reached, there was talk about establishing summer and winter rates. The result, he said, had been more advertisers, more good programs, more sets, notably automobile and portables, and an all-around satisfactory reaction both in the industry and among clients. Talent rebate clauses, clauses made necessary by virtue of the Union agreements with the American Federation of Radio Artists, and similar contractual provisions made necessary because of the complications incident to program presentation, were all explained in detail by the witness.

Referring to earlier testimony in which he had stated that no contracts were entered for less than 13 weeks, Mr. Witmer recalled that there are certain exceptions for special events, such as World Series games, prize fights, music festivals, Metropolitan Opera, and other program material which by its very nature is not recurring. Placed in the record was an exhibit showing NBC advertisers on the air as of Oct. 1, 1938. They totaled 139 separate accounts placing 166 different program series.

"Cut-in" announcements came in for discussion, when Mr. Witmer explained the "cause had always existed" but that until recently the network was unable to furnish the facilities. Under existing practice, he said, products different from the main merchandise advertised in the program may be mentioned locally or sectionally as against the orthodox practice of mentioning them nationally. These announcements, which may be made either locally or at NBC division points like Chicago, Los Angeles, or other major centers, are in lieu of the general network announcement, he said. It does not mean that additional announcements are made as a rule, he said, but simply permits flexibility wherein advertisers may mention products other than those for which the network itself was contracted.

Referring to Mr. Hedge's previous testimony regarding acceptance of new station affiliations, Mr. Witmer said he was consulted by the Station Relations Department on the "salability" of such stations. He agreed with Judge Sykes that after a community acquires a network outlet, the improved broadcasting service necessarily will be followed by sale of receiving sets and that it was "sound logic" to proceed on that basis. The network always endeavors to build up new affiliate stations, he declared.

Continuous Contract as Summer Slump Remedy

Mr. Witmer was still on the stand when the sixth week of the hearings opened, with Vice-Chairman Brown and Commissioners Sykes and Walker sitting. He continued his review of network policies on commercial programs and covered in detail availability of facilities, station and network time periods, repeat programs, auditions, courtesy announcements, facilities, contracts, time options, agency recognition, rates and discounts, and unacceptable accounts. Interdepartmental memoranda relating to sales policies which are kept current, in keeping with changed situations, likewise were described.

In discussing facilities contracts, Mr. Witmer emphasized the paragraph dealing with continuous schedules, which has been used successfully in overcoming the summer slump. It provides that if a current advertiser fails to renew his contract 30 days or more before the last program but instead orders the same period for re-starting 90 days or less thereafter but with a lapse of one program or more, the order is not acceptable until after all other current advertisers using at least the same number of stations and wishing such a period have been offered it for starting not more than 30 days after it becomes available and for not less than 13 weeks. Thus, he explained, if an advertiser fails to renew for the summer, he loses his preferred position.

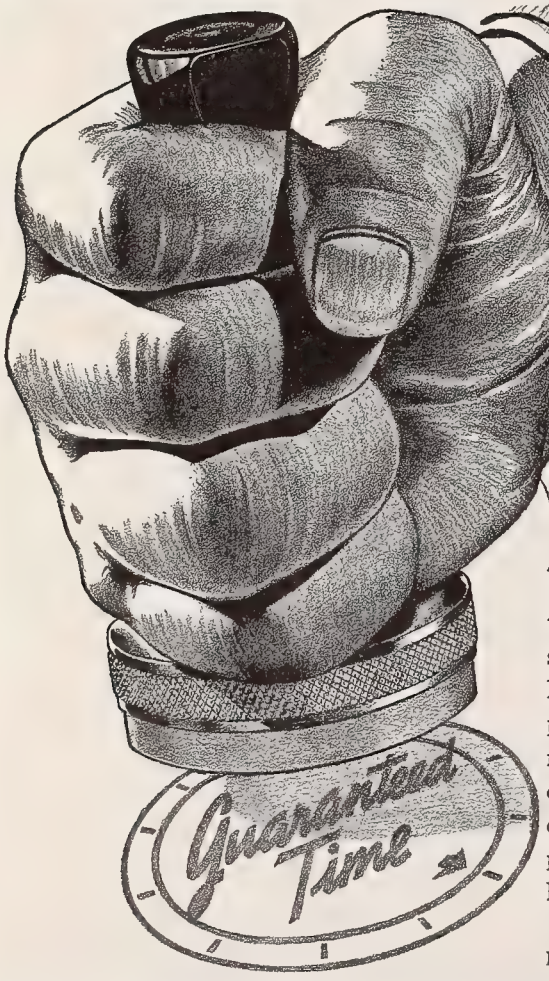
Dealing with agency recognition, Mr. Witmer said NBC has definite standards under which it avoids recognition of organizations which simply build programs but do not merchandise them and otherwise perform in the manner required of an agency. NBC, he said, contacts some 50 agencies on current accounts and perhaps another 50 on prospective new business. All told, he declared, NBC contacts about 100 agencies and some 75 are on its recognized list.

At this juncture, Mr. Hennessey brought out that paragraph 19 of

All-Night Hookup

WHN, New York, on Dec. 26 joined WNEW and WEVD, New York in the broadcasting of an all-night program of dance music from 1 to 4 a. m. WHN's program, heard nightly, and sponsored by I. J. Fox, New York furriers, is titled *All-Night Party* and is handled by Ray Saunders. Account was placed by Lew Kashuk Agency, New York.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.
National Representatives:
RADIO ADVERTISING CORPORATION
WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

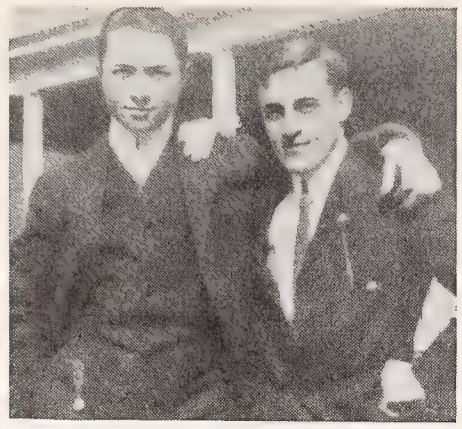
the Commission's notice of hearing for the inquiry deals with network relations with advertising agencies. He said he was under the impression that the Commission sought to ascertain whether there was agency ownership in networks or the reverse, and since that did not exist he was at a loss to know what to offer in the way of evidence. He pointed out that Mr. Witmer was the official who could best answer questions dealing with agency relations and as a consequence he felt Commission counsel could develop any ideas it may have under cross-examination.

Unacceptable Accounts Listed by Mr. Witmer

NBC sales policies dealing with unacceptable accounts, listing 14 specific items, next were covered by Mr. Witmer. These cover cathartics, including foods or beverages when advertised as cathartics; medical products; personal hygiene products, including body deodorants; mouth washes or so-called antiseptics advertised to overcome or prevent bad breath; reducing agents; products purporting to restore natural color to hair, including eyelash or eyebrow dyes; hair restoratives; depilatories; products intended to remove wrinkles; all forms of fortune telling; investment service which promotes purchase of specific stocks or bonds, including real estate; cemeteries, memorial parks, as well as morticians, caskets and the like; hard liquor, including champagnes and heavy wines, and physicians, whether medical, osteopathic, chiropractic, etc., and dentists.

"Whenever we are in doubt, we reject," Mr. Witmer said in reply to a question by Mr. Hennessey. He said no difficulty is encountered in determining whether a product is border-line, because it has been concluded that when any uncertainty arises, "the safest thing to do is to keep it off."

Regarding the mouth wash item, Mr. Witmer said in reply to Judge Sykes that the ruling has been in force for three years and he agreed that the type of continuity formerly used in the Pepsodent *Amos 'n' Andy* series was in "bad taste".



OLDTIMERS are Operators Sarnoff and Appleby, here shown in a photograph resurrected from ancient files and taken while they were wireless men at the old Wanamaker stations WHI and WHE, respectively. They were on a Coney Island jaunt when this picture was taken way back when.

Mr. Witmer said the 14 accounts listed as unacceptable represent "a great deal of potential increase in business" and also the rejection of many very fine programs.

Mr. Witmer described a number of separate memoranda to the sales department of the network dealing with specific accounts. One, dated Dec. 5, 1933, banned cathartic accounts. Another, dated Sept. 27, 1936, covered prize contests and defined the procedure to be followed in submitting contest offers. Another related to immovable sustaining programs, still another to delivery of continuities in advance at least by noon of the day preceding the broadcast. Another banned wine business but held beer accounts acceptable, another governing testimonials by announcers and one dealing with horse races.

Prize Contests Handled by Agencies

Commenting on the exhibit outlining network sales policies, Mr. Witmer declared that it was representative of the "continuing process" through which NBC sales policies are developed.

"The results an advertiser gets from radio go pretty much hand in hand with good public service," he pointed out. "Anything out of good taste will not be of good public service and will not benefit the advertiser. The whole thing is almost automatic. It is good business to hold to this policy."

Citing cathartic accounts, Mr. Witmer said the policy on cathartic advertising, prepared and written by the sales department, was based on the belief that in the long run such programs lessened the quality of the service and thus the value of the service.

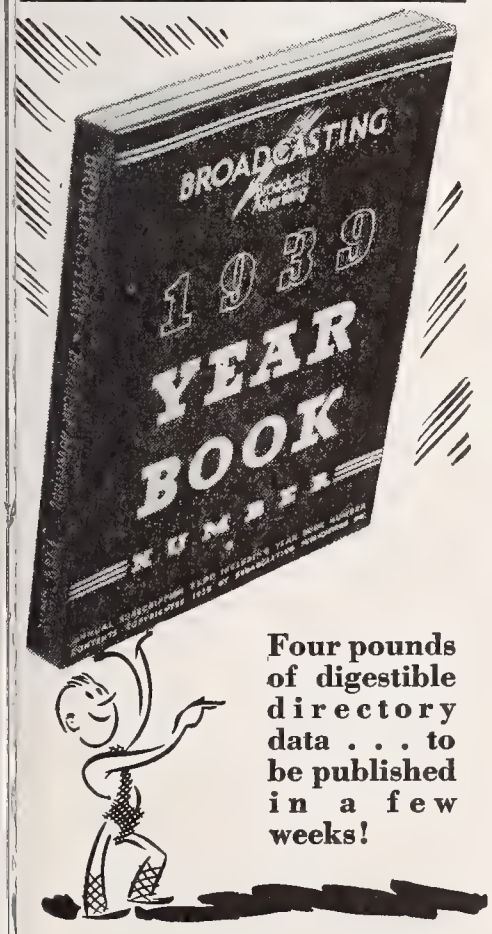
Prize contests were first viewed with misgiving by NBC, he said, because great quantities of "fan mail" were foreseen and the organization was not equipped to handle it. Later advertising agencies equipped themselves to handle this large mail influx and NBC consented to carry prize contest programs, with the understanding that the agencies or the advertisers themselves would handle the mailed entries, which he pointed out sometimes climbed to the million mark.

Very few letters of complaint are received by NBC, he said, only three or four in the past year, and these were turned over to the advertiser for replies. The advertiser, he added, is interested in creating no ill will, and will do all he can to satisfy the contestant's complaint.

Generally speaking, prize contests are used "at least as extensively" in newspapers and magazines as they are in radio, he commented. NBC itself has held several educational prize contests "from time to time", and handled contest details itself, he said.

Testifying briefly on the NBC policy regarding the length of commercial announcements, Mr. Witmer said the network had no written policies in this regard. "A lot of us feel that a commercial announcement is as long as it is uninteresting, that it can be long but still very interesting," he commented, emphasizing the importance of "listener interest" in judging an announcement. Some observers believe that setting an arbitrary limit on the duration of commercials amounts to an invitation to use the maximum time, he added.

He cited a 10 to 12-minute commercial announcement by Floyd



Four pounds of digestible directory data . . . to be published in a few weeks!

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

WE-UNS DON'T KIVER WILD DOG (Ky.)!

Folks in Wild Dog (Ky.) don't listen to WAVE—they probly caint git us! But listeners in the Louisville area DO get WAVE—and they do more *buying* than all the other folks in Kentucky, *combined!* . . . Our pitcher book tells the story. Won't you write for it?

An N. B. C. Outlet

National Representatives

FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

KGW KEX Sell PIANOS IN THE RICH OREGON MARKET



says Warren Erwin . . . Portland's Music Crusader

"Nine years ago we felt we had the right 'hunch' for Collins & Erwin to sell more pianos when we started using KGW. Now we KNOW we were right! Our steadily increasing sales in a line that is competitive and spotty, plus the fact that we have just renewed our contract exclusively with KGW-KEX for the ninth consecutive year, is the best evidence we know that your stations get results. Thank you, again for the splendid cooperation of your entire personnel."

W. A. Erwin

Collins & Erwin Piano Company

KGW

620 KC 5000 WATTS DAYS
1000 WATTS NIGHTS

NBC Red

RADIO STATIONS OF THE OREGONIAN

PORTLAND • OREGON

KEX

1180 KC 5000 WATTS CONTINUOUS

NBC Blue

Representatives — EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco, Los Angeles

Do you know French Canada's Listener Preference?

in America!

●

Unbiased Radio Surveys That Tell The Truth

●

Write for details

ADVERTISING RESEARCH BUREAU

1425 Dorchester St. West

Montreal, Quebec.

Gibbons during a General Electric program some time ago which he termed "not objectionable" because "it was intensely interesting". Answering queries by Judge Sykes directed at determining the time-length of announcements, he cited the commercials carried in programs like that of the Sun Oil Co. in which listeners are told on Friday that if they wish to attend church the coming Sunday, and if they are traveling and do not know the location of their church, they can get this information at a Sun Oil station; or the Carnation Co.'s "Wait 'Til the Cows Come Home" theme song, or the *Jack Benny* Jello program, with commercials woven all through the action. Pointing to such announcements, he explained that it was difficult to determine the exact amount of time given to commercialism on the programs.

Radio's Part

RADIO crusades again—this time in the nationwide effort to stamp out infantile paralysis. E. Frederica Millet, radio director of the Committee for the Celebration of the President's Birthday, which will be celebrated with benefit dances throughout the country Jan. 30, reports that broadcasting stations are cooperating splendidly in bringing news of the campaign to the communities organizing in this year's drive for funds.

To another question by Judge Sykes, on the amount of "puffing" allowable, Mr. Witmer said that NBC "from time to time" cuts down commercials and "we are all the time holding down extravagant claims. But also advertisers are learning they don't get results from extravagant claims."

Price is one factor interesting to listeners that is not generally heard on present-day programs, he pointed out. Regarding the difference between an institutional and a direct-selling program, he explained that to his mind mention of the name of the product was the first step in direct selling and away from institutional advertising.

Cut-in announcements focused on a particular region during a regular network program can last only as long as the regular network announcement, and both must be closely syncronized, he explained to Judge Sykes, and station-break announcements must last no longer than the 20-second pause for station identification during the network show. It is the NBC policy to carry no station-break announcements during a network show on its owned and operated stations.

Comparing the space-ratio of advertising in magazines, newspapers and radio, Mr. Witmer estimated that with both magazines and newspapers running about 40% advertising and 60% editorial content, radio "space" amounted to about 34.5% for advertising and 65.5% for program-editorial content.

On the NBC networks, 4.1% of the over-all program day, including both sustaining and commercial times, goes for commercial announcements, he said. This amounts to 13% of the commercial program time on the networks. He estimated that "extreme length" of commercials "might be as much as" 25% and ranged downward to about 2%. The long commercials appear primarily during daytime programs directed to the woman in her home, he commented.

Discussing another program schedule exhibit, Mr. Witmer pointed out that NBC has three classifications for sustaining programs: No. 1, which cannot be moved from its spot and its time sold, No. 2, which can be sold if a new spot is provided, and No. 3, which can be moved and even cancelled if no other spot is available.

Keeping a Balance Between Red and Blue

Mr. Witmer emphasized that network selling differs from that of other media. Such factors as the limitation of hours in the day; division of time between station and network; restriction of potential customers to the largest advertisers; diversification of programming; placement of products at specified hours and the public service factor which is not present in other media, all tend to complicate the sales problem, he said.

He continued that NBC sells its networks competitively and that it seeks to maintain a balance between the Red and the Blue. Programs appearing "opposite" the proposed new feature, he said, are always taken into account since every effort must be made to assure the advertiser of good results. It is good public service as well as good advertiser service not to have the same types of program competing on the nation-wide networks, he declared.

There is no essential conflict in the development and sale of the two competitive NBC networks, Mr. Witmer asserted, adding that strenuous efforts are made to sell the Blue. Literally dozens of angles are followed, he said, through the seperate Blue sales force to sell the network's facilities. Selling the Red against the Blue is pretty much the same as selling against CBS and MBS, he declared.

Facilities of the Blue Network, Mr. Witmer asserted, are not quite the equivalent of the Red insofar as coverage and circulation are concerned and that represents the major reason for the difference in business handled, he asserted. The Red Network has more desirable stations in several of the major markets and as a consequence, the big advertisers appear to prefer it.

Division of Sustaining And Commercial Time

Slightly different policies obtain on the Blue, in the effort to make it more saleable, he declared, such as offering of split networks during a portion of the night and daytime, which are not permitted on the Red and a different scale of discounts. Because of these intensive efforts, he said it is entirely conceivable that some day NBC will reach the point where the Red Network will be second to the Blue.

Judge Sykes recalled that Mr. Witmer in his previous testimony, had stated that 34.5% of NBC's programs are commercial. He asked that the figure be broken down as between the Red and the Blue and Mr. Witmer said he would seek to provide the information upon his return to the stand on Dec. 21.

Responding to Judge Sykes' re-



THEY'RE ALL "MAIN" STREETS, STRANGER!

Without batting an eye, we'll tell you candidly that Fargo boasts only a population of about 35,000 souls! Why, then, is Fargo such a "big-business" city — one of the best and busiest of its size in the nation? The answer is that Fargo is the shopping center of over a million other prosperous, free-spending people who live throughout this fertile Red River Valley! . . . And WDAY, by the way, is the ONLY station that covers the Valley! For the proof, write WDAY!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WORLD'S GREATEST TOBACCO MARKET!

Planter Pete says:



"A reputation to be proud of: A little station with a lot of listeners."

WGTM
WILSON, N. C.

REPS: Bryant, Griffith and Brunson, Inc.

quest for a breakdown of commercial and sustaining time on the NBC networks, Mr. Witmer at the Dec. 21 session said that in 1937 some 50,234 hours of a total of 87,000 hours of operation of the basic Red network were devoted to commercial programs, about 62.5% of the total network time, while about 25% of the basic Blue operating time was commercial. In unit hours he said 43.5% were commercial on the Red and 20.4% on the Blue. During 1938, he added, commercial business on Blue improved because of the sales policy, evidently referring to the new Blue discount structure.

As for political programs, NBC enforces the FCC rule of equal time to candidates of equal rank at equal rates, and the network rates prevail, he declared. Sale of time for political purposes has caused "practically no trouble" to the NBC sales department, according to Mr. Witmer.

Interpreting another NBC exhibit, he pointed out that in 1937 some 80.6% of NBC's clients were repeat advertisers and that 96.8% of the total gross client expenditures on the NBC networks, amounting to more than $38,000,000, was made by repeat clients. The exhibit showed a trend since 1928 toward greater proportionate expenditures on the NBC networks by an increasing proportion of repeat clients.

According to the exhibit, in 1928 36.9% of NBC's clients were repeaters and accounted for 76.1% of the gross client expenditures on the networks; in 1929, 52.5% repeaters and 76.9% of the gross expenditures; 1930, 55.1% and 81.4%; 1931, 63.0% and 86.1%; 1932, 77.3% and 94.1%; 1933, 71.6% and 90.7%; 1934, 79.0% and 97.1%; 1935, 86.9% and 95.1%; 1936, 82.6% and 96.0%, and 1937, 80.6% and 96.8%.

As of Dec. 1, 1938, NBC had 139 clients sponsoring 166 separate programs on its networks, Mr. Witmer commented on cross-examination when Mr. Dempsey pointed out that previous exhibits and testimony had shown about 300 potential national network advertisers. Mr. Witmer estimated that about 75% of the potential national radio advertisers are presently using or have used the three major networks, and pointed out that the "300" figure refers to "large national advertisers" and does not include smaller firms which may develop into national network advertisers.

Mr. Witmer declared that there are definitely some programs which must remain sustaining because they are not suitable for commercial sponsorship but which are nonetheless necessary to good public service. Among these he listed European pickups of speeches by government officials like Prime Minister Chamberlain and speeches by United States cabinet officers or public officials.

Foreign news pickups conceivably could be sponsored, he said, if the advertiser were willing to gamble. He explained that because of the sometimes rapid and uncertain program evolution of such broadcasts, no merchandising can be carried regularly for the program and the advertiser might or might not derive comparable benefits, depending on the breaks.

"The average commercial program appears to be more popular than sustaining programs, probably because more money is spent for talent, production, and merchandising," he commented. Responding to a query by Commissioner Walker whether NBC has a sustainer not for sale, Mr. Witmer answered affirmatively and cited the Toscanini program. "It is not for sale because NBC feels this is one service it should serve the public with," he stated, adding that certain religious and educational features are also not for sale. Commissioner Brown questioned him on the status of the *National Farm & Home Hour*, which Mr. Witmer said was sustaining but would classify as neither "for sale" not "not for sale."



Townsend in Boston Herald

"A Mr. Hicks to see the singer who lost her green and yellow basket."

"Presidents and justices of the Supreme Court are elevated to a position where they should not be connected with any advertiser," he commented in answer to Mr. Dempsey's query on what types of programs definitely should not be sponsored. Asked how far down the line of public officialdom this extended, Mr. Witmer said it depended on the character of the speaker and the speech itself, largely determined by the office held. In many cases it is better for NBC to pay the bill in order to promote public service, he added.

Asked by Mr. Dempsey if there would be any objection to an organization like the Rockefeller Foundation paying for an NBC religious program, Mr. Witmer said it would amount to buying time and the organization would in effect be sponsoring the programs, since its name would have to be mentioned, and under present policy this would be objectionable.

The desirability of various pro-

CHNS

THE KEY STATION OF THE MARITIMES
HALIFAX, N. S.

Is now starting on its fourteenth years of serving in Nova Scotia.

We hope 1939 looks as bright from a business viewpoint to you as it does to us.

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

Radio Advertising Corporation

Takes Pleasure in Announcing

Effective January 1, 1939

Exclusive National Representation

of

WIP - *Philadelphia* WHKC - *Columbus*

WHK - WCLE - *Cleveland*

RAC Offices

CHICAGO
410 N. Michigan Ave.
Telephone: Superior 0348

CLEVELAND
Terminal Tower
Telephone: Prospect 5800

EXECUTIVE OFFICES

New York City • 341 Madison Ave • Telephone: *Murray Hill 4-0212*

Henri O. Molley, Manager

grams as an advertising vehicle is a changing thing, he commented, citing the *Metropolitan Opera* program's rise in a few years from a listener rating of 5 to 14.5. Accordingly, a program that at one time would not pay out for an advertiser may grow until it became a very profitable advertising vehicle. He said it was his opinion that from an advertiser's viewpoint, the advertiser would not get out of the Toscanini program what he would have to put in it as things stand now.

Networks Retain Right To Edit Programs

Agreeing with Mr. Dempsey's summation that there is an increasing tendency by the networks away from developing programs for potential sponsorship and toward greater sponsorship of programs, Mr. Witmer declared that the networks' connection with the programs will continue to extend to their right of editing, censoring and placing certain types of programs in certain spots, and that no *carte blanche* would be turned over to agencies and advertisers in regard to the use of network time. No time orders are finally approved until the type of program is determined, he pointed out.

Working from the proposition brought out in earlier testimony between the NBC networks in that close coordination is necessary between the NBC networks yielding the greatest public service and advertising service, Mr. Dempsey asked Mr. Witmer if it would not be even more desirable from a service standpoint to coordinate all the networks under one management.

Mr. Witmer pointed out that the present networks do coordinate their activities to a great extent in promoting these services, as they know what programs each other is carrying, and commented that although he had given no thought to the feasability of the idea from an organizational standpoint, he thought it would be "an awful job" to run "four or five networks" and was not certain whether better public service would result.

"We cultivated some stations right out of the network. They became so popular locally through the network programs that they became no longer available to us," he said in answer to Mr. Dempsey's question as to whether NBC in the early days actively cultivated the welfare of affiliated stations, during a discussion of the evolution of the Blue network.

"Any time we deal with an agency, it's on a straight 15% commission basis," Mr. Witmer said, declaring that NBC had no special contracts or deals with any advertising agencies. He termed agencies "sort of a partner of ours" in producing programs, justifying NBC's list of approved agencies. He said NBC merely wanted to be sure of a competent organization handling the programs carried on its networks, and that this was important to the advertiser, agency and NBC alike. Successful advertising is a three-cornered affair between advertiser, agency and media, all working closely together, he pointed out.

Effort to Insure Presentation of All Sides

The controversial subject of purported propaganda in commercials was raised by Mr. Dempsey in pursuing his cross-examination of Mr. Witmer. The NBC executive said the network permits commentators but not propagandists and that it does not allow speakers on commercial programs to discuss proposed legislation or matters of that character. Pressed by Mr. Dempsey whether a speaker on a cereal program might be permitted to discuss automotive matters, Mr. Witmer said that would depend entirely upon the circumstances.

Every effort is made, Mr. Witmer said, to avoid presentation of only one side of a subject and approval is withheld from any speaker on a sponsored program who may desire to discuss his own personal selfish interest. Asked about definite policies, Mr. Witmer declared the whole subject is in the formative stage and that he could not express an opinion as to what the final written policy would be. The most important factor, he emphasized, is to insure that all sides of a question may be heard over as nearly as possible the same facilities. Commissioner Walker asked whether Mr. Witmer received complaints against certain programs and the witness responded that he received very few written complaints but that many of his friends suggested improvements orally.

Judge Sykes asked about the degree of complaint against so-called "blood and thunder" children's programs and the manner in which such programs are handled. Mr. Witmer declared that the procedure is very much the same as that followed in connection with other programs to insure balance, proper timing and the like, and that NBC has made a "very diligent study of the whole subject." He said he knew of no established policies and that the study was continuing.

In response to Commissioner Walker, Mr. Witmer said the same was true about programs that "border on morals" and that the network is directing every effort to avoid objectionable presentations.

Upon the completion of Mr. Witmer's examination, the hearings were recessed until Jan. 4. Closing witnesses for NBC will be Mark Woods, vice-president and treasurer, and Lenox R. Lohr, president, who will discuss policies and administration.



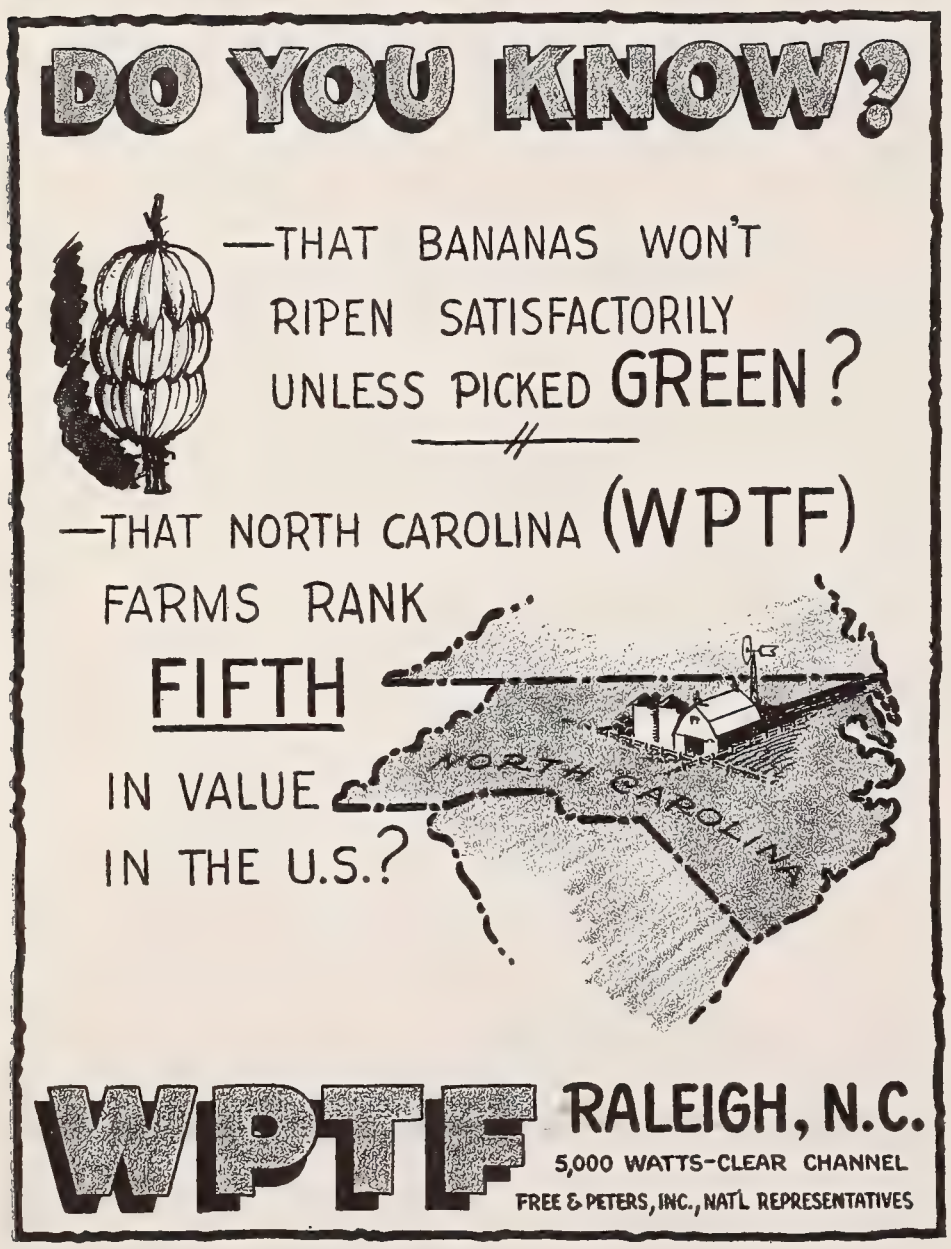
WHEN a Thanksgiving turkey offer proved a hit with housewives, WNAC, Boston, and Yankee Network, along with Loose-Wiles Biscuit Co., repeated the offer for Christmas. Here are reporters, bakers and Loose-Wiles executives looking over some of their birds. Listeners sent "I like Sunshine Krispy Crackers because . . ." letters with a package wrapper.

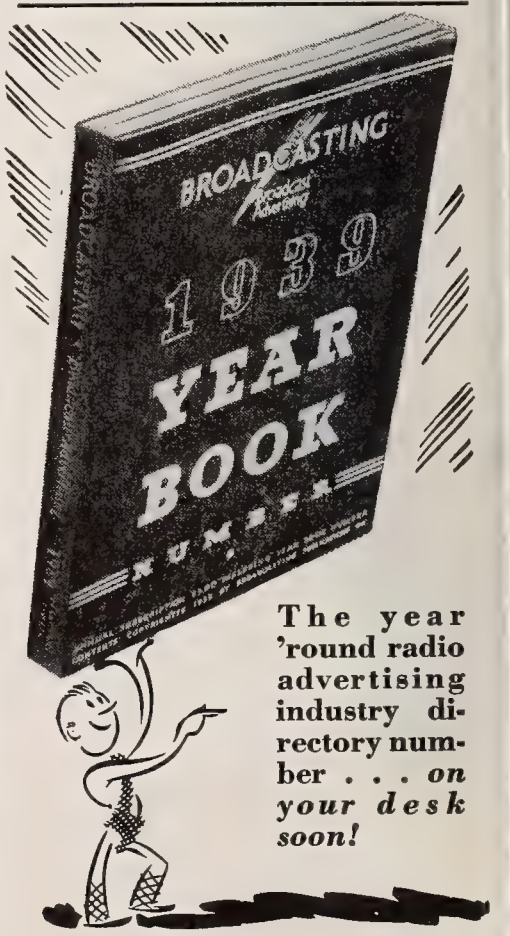
RCA Names Shannon

ROBERT SHANNON, formerly vice-president and general manager of RCA Mfg. Co., has been elected executive vice-president, effective Jan. 1, according to an announcement by George K. Throckmorton, president. Mr. Shannon, 46 years old, has been identified with radio manufacturing and administration since the earliest days of radio. He was in charge of radio tube manufacturing for Westinghouse when RCA took over this activity from General Electric and Westinghouse in 1930. He joined the new RCA Radiotron Co. and shortly afterward became plant manager. Four years later he was appointed manager of the RCA Camden plant. A year later he was elected vice-president in charge of all the company's manufacturing activities. He was promoted to vice-president and general manager last year.

SALES of all types of radio sets to dealers in Canada during the first nine months of 1938 amounted to 128,322 sets valued at $10,233,850 compared with 148,911 sets valued at $12,617,630 in the corresponding nine months of 1937, according to a report of the Department of Commerce.







Plan to Collect Data Annually Goes Forward Within the FCC

Permanent Questionnaires Studied, With Agreement Sought on a Uniform and Simplified Form

QUIETLY and with no fanfare, the FCC accounting department is proceeding with plans to set up a permanent series of questionnaire "schedules" to procure annually from the broadcasting industry detailed statistical operating information.

Preliminary conferences already have been held with the accounting committee of the NAB, headed by Harry C. Wilder, operator of WSYR, Syracuse, with a view toward agreement on the type of questionnaire forms to be used with the result that they have been somewhat simplified. In spite of that, however, information of a nature never heretofore collected apparently will be sought from stations on a uniform report basis. It is emphasized that the Commission does not have in mind a uniform system of accounting which would be required of stations.

The Accounting Department, as soon as it completes its preliminary work, apparently proposes to ask the FCC to institute the schedules as a regular proposition. The present intention appears to be to collect the data annually, though stations necessarily would have to keep cumulative books practically on a daily basis in order to supply much of the information, notably pertaining to programs.

Proposed Questions

The urgency of other Commission work, particularly in connection with the network inquiry, has impeded the Accounting Department in completing its work, it is understood. Several conferences have been held with Mr. Wilder and members of his committee in connection with the preparation of the schedules. At the most recent meeting, N. L. Kidd, treasurer of WJTN, Jamestown, N. Y., which Mr. Wilder also heads, appeared for him because of Mr. Wilder's absence from the country. At that time, the proposed schedules covering in the aggregate nearly 100 "conference sheets" were reduced to about a score. The NAB board of directors, at its meeting Dec. 12-13, reviewed the schedules without action or official comment.

The data sought would cover revenues for the 1938 calendar year, expenses of operation, including talent, wire lines, and other data, and statistics on operation generally, such as employment, program breakdowns with definite showing of hours both commercial and sustaining, types of programs, commodities advertised, and the like. In fact, the objective in this category is for a complete business index of operations.

Despite the emphasis placed upon the contention that collection of this comprehensive data would not entail a uniform system of accounting, it nevertheless is felt most stations would be hard-pressed to supply it with their present auditing facilities. Even though the Commission might not require standard bookkeeping methods, stations nevertheless would have to revise their operations to supply the information which, it is believed, would mean the same thing.

Greatest concern centers in the belief such a plan might lead to a basis for rate regulation. This is definitely disclaimed by Chairman McNinch, who states he does not regard broadcasting as a common carrier in any sense, though he harbored that view when he first came to the Commission a year ago last October. In other Commission quarters, however, it is felt the idea is still alive, particularly in the Accounting Department itself, since most of its high-ranking employes are former Interstate Commerce Commission accountants where everything was handled in terms of common carrier operation and rate regulation.

Assuming the Accounting Department can reach an agreement with the NAB accounting committee early in 1939, it will seek Commission approval of the schedule to be used. The questionnaire then will go out to all station licensees and networks probably with a 30-day return deadline. The Accounting Department then would seek to make public its annual figures as expeditiously as possible, perhaps within a month or six weeks following their receipt. The plan is to make the data considerably more comprehensive than that released last June by the Commission, based on questionnaires sent out to cover 1937 operations [BROADCASTING, June 15-July 1].

Program Analysis

Among other things, the questionnaire in its present preliminary form would seek elaborate detail on station program analysis. Records would have to be kept daily, it is felt, with cumulative totals on programs in each particular category. The effort is to procure more refined information than ever before made available.

Income items would be broken down in every category to show income from time as distinguished from talent and other services and to preclude any chance of adding into the expense column those items which are subject to rebilling, such as talent.

While the NAB committee, chiefly through Mr. Wilder and Mr. Kidd, has been working with the FCC, Edwin M. Spence, secretary-treasurer of the association, also has been devoting considerable attention to it. The committee did not plan to hold another meeting until a January date, after which it presumably will confer again with William J. Norfleet, FCC chief accountant. In addition to Mr. Wilder, members of the committee are E. M. Stoer, Hearst Radio; Frank White, CBS; Mark Woods, NBC; E. E. Hill, WTAG; L. A. Benson, WIL; Harold Wheelahan, WSMB.

NBC's 1938 Gross

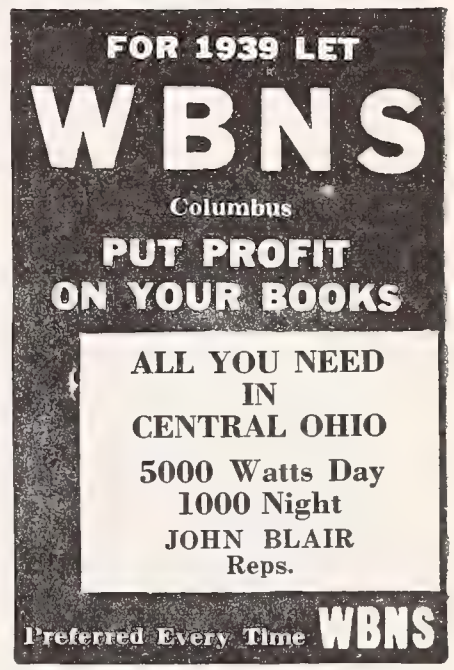
GROSS income of NBC for the year 1938 was estimated by Mark Woods, vice-president and treasurer, as $38,432,170.87, a gain of 6.1% over the year 1937. This figure, representing the official gross of the company, is not comparable to the gross time sales figures published each month, as gross income takes into account frequency and agency discounts and also includes revenue from other sources than sale of time.

Wincharger to Add

WINCHARGER Corp., Sioux City, Ia., has started six-weekly 100-word spot announcements on KOMA WIBW KMMJ with plans for expansion during the winter months. E. H. Brown Adv. Agency, Chicago, has the account.

Noel Starts School

SIDNEY Q. NOEL, formerly manager of KXBY (now KITE) in Kansas City, and former director of First National Television Inc., Kansas City training school, has opened a new school in Kansas City's Candler Bldg., called Universal Television System of Training. At present only a home study course in radio and television is offered, but it is planned to offer resident courses next spring with branches in New York and Hollywood. Mr. Noel also states that he expects to apply for an experimental television station shortly. Vice-president and chief engineer of the new project is C. E. Salzer, also formerly with KXBY.





Daily Radio Serials of High Quality

IRNA PHILLIPS

HOWARD KEEGAN

Director of Production

CARL WESTER & CO.

360 No. MICHIGAN AVE.

Chicago

FTC Actions

THE Federal Trade Commission has issued a complaint against General Baking Co., New York, charging discrimination in price between different purchasers. Kraft-Phenix Cheese Corp., Chicago, and Feeders Supply & Mfg. Co., Kansas City, have stipulated they will discontinue alleged misleading claims for poultry feed. Harry J. Silver, trading as Diesel Engineering Institute, Philadelphia, has agreed to revise claims for employment opportunities in the Diesel field. Midland Television Inc., Kansas City, agrees to revise advertising claims involving testimonials.

We not only wish you
A
PROSPEROUS
NEW YEAR
but help provide the means to assure it

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

Rapid Increase Noted in Claim Filed For Plagiarism of Materials and Ideas

RECENT developments in two actions based upon the alleged misappropriation of ideas has caused considerable discussion concerning the unprecedented number of claims and suits which have been filed against advertising agencies, broadcasters and other amusement interests demanding uncounted millions for infringement of copyright, violation of civil rights, defamation or unfair competition in the use of titles and appropriation of ideas.

The first of the cases was started by J. A. Healey against R. H. Macy & Co., in which the New York Court of Appeals recently affirmed a $2,500 judgment in favor of the plaintiff for alleged use of a series of slogans which Healey claimed he had originated and submitted to the defendant.

The second case was brought by Manuel G. Rodriguez against Western Union, in which he sought compensation for an original idea which a New York Supreme Court jury found he had previously submitted to Western Union, The case resulted in a verdict of $6,500 in Rodriguez's favor.

Claims of All Sorts

"While these two decisions are illustrative of the vast number of claims which have been made against broadcasters in recent months," declared G. L. Ashby, vice-president and general counsel of NBC, "they represent but a single phase of the problems. It seems that broadcasters are in the midst of a cycle of increased claims and suits of all sorts arising out of the broadcasting of material conceived by the claimants to be in violation of their rights. Many of these claims are completely groundless, but that does not relieve the broadcasters of the expense and bother of investigating and preparing their defenses.

"Broadcasters have had more claims and actions filed against them in the past two years for alleged infringement of copyright, appropriation of ideas and defamation than at any other time in the history of the industry. Each time one of these claims is publicized and each time a judgment is rendered against a broadcaster, it encourages the submission of many more claims of the same type. It does not seem reasonable to anticipate that the pressure of such claims will be relieved in the near future, and it behooves broadcasters to use increased care in making certain that the material they propose to broadcast does not in any way infringe upon the rights of third parties. The most careful attention of the program directors of the broadcasting industry should be directed to this problem in order to catch possible violations of the rights of third parties prior to broadcast.

"The broadcasting industry is still in its formative stages and it is inevitable that at periods during its development it will be subjected to many unjustified attacks. It is of vital importance to the individual broadcasters that they resist unwarranted claims even though it may mean that it may be necessary in some cases to carry them to the courts of last resort. Only by doing so can they reduce the number of unwarranted claims of this type which are constantly being made against them. Needless to say, where wrong is done, however, the broadcasters must meet their obligations."

MOTION by Monroe B. LeVoy, crime story writer under the pen name of Roy Post, who is seeking a temporary injunction against Philip Morris & Co., its advertising agency, Biow Co., and NBC to prevent the broadcasting of a series of "perfect crime" sketches, the idea and title for which he claims to have originated, will be heard Jan. 18 in the New York State Supreme Court.

Board in Pennsylvania Ordered to Justify Law On Gambling News Wire

RULE against five members of the Public Service Commission of Pennsylvania, requiring them to show cause why an injunction should not be issued to restrain them from enforcing the new state "anti-gambling" statute concerning the leasing of private phone wires and telegraph lines, was allowed last week in the Court of Common Pleas of Dauphin County. The rule is returnable at Harrisburg Jan. 3.

The court action is in response to a bill in equity filed by former Attorney General W. W. Schander, counsel for Leon Levy, president of WCAU, Philadelphia, who sought relief "from a situation which jeopardized his contract with CBS, and which would in effect soon put the station out of business." Several weeks ago Mr. Levy had branded the statute "an unfair and unjust discrimination in favor of newspapers" and asked Governor Earle to veto the bill [BROADCASTING, Dec. 15].

It is understood Mr. Levy's counsel advised against signing a leasing contract with the telephone company, as provided in the new law, since a contract would then forever bar the station from questioning the constitutionality of the act. Since the WCAU-CBS contract calls for the station to pick up and broadcast such events as may be requested by the network—even a horse race—and the new law forbids leasing of private phone wires for such pickups, Mr. Levy averred that his CBS contract would be abrogated. The law provides that a station is guilty of taking a hand in gambling should any information before or after a race be broadcast. The case is believed to be a test action for the benefit of all stations in the State.

Nets Drop Press Radio

SINCE Dec. 24 neither NBC nor CBS has used the Press Radio credit line on the five-minute news periods broadcast four times daily by each network. Queries to network officials were all referred to Frank Mason, NBC vice-president and assistant to the president, and Paul White, CBS director of public affairs, neither of whom could be reached for comment as BROADCASTING went to press. James Barrett, manager of the Press Radio Bureau, which for several years has been supplying the networks and some independent broadcasters with news bulletins from AP, UP and INS under an arrangement with the American Newspaper Publishers Assn., told BROADCASTING that he had nothing to say and that any explanation would have to come from the networks.

An "EYE-LIFTING" Story of WFBL SYRACUSE

Stores Run Out of New Product As Result of 3 Daytime Spots

Using Syracuse as a test market, the Mastin Company placed ten gross of their new product "Eye-Lifts" in five leading stores. Three daytime spot announcements were made over WFBL during the first few hours, and by 3 p. m. every store was out of stock. No other advertising or promotion was used.

That's proof enough that the ears of Syracuse's buying public listen to WFBL, morning, noon and night. Write for rates and time available to WFBL, Syracuse, N. Y., or to Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

"Main St. Hartford"
A 15 minute street interview broadcast at 1:30 P.M., Monday thru' Friday, with a transcription of the same program broadcast at 11:05 P.M. It's new . . . informal . . . entirely different! Right now, it's available for sponsorship. Wire or write for full details.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania You *MUST* Use
WFBG
Altoona • Pa.

Equipment

RCA MFG. Co., Camden, N. J., is building a loudspeaker system to provide music at the Theme Center of the New York World's Fair, using the Perisphere as a horn. A battery of 36 high and low frequency sound reproducers are to be installed in a concrete chamber below ground level at the base of the huge globe, and the system is designed to cover a sound range from 20 to 10,000 cycles.

THE story of the installation of the new 50 kw. transmitting plant of LS1. Buenos Aires, by Western Electric engineers, is recounted in the December issue of *Pickups*, WE house organ. Jack Herberm of Bell Laboratories, handled the installation.

WNAX, Yankton, recently acquired a special communications type receiver to be used in the broadcast of Sunday afternoon programs direct from the campus of the University of South Dakota, Vermilion.

ELECTRICAL RESEARCH Products Inc., New York, on Jan. 1. plans to begin foreign distribution of booth equipment of American manufacture, according to E. S. Gregg, general foreign manager of ERPI. Distribution of a complete line of projectors, lamps, screens, coverters and similar products of American manufacture will cover about 50 foreign countries.

STANDARD Electric Aktieselskab, associated company of the I. T. & T. Corp. in Denmark, reports that it has received from the Danish authorities the order to supply all studio equipment for the new Broadcasting House to be erected in Copenhagen.

STANNAGE PTY. Ltd., Sydney, Australia, has been formed to distribute technical radio equipment in the British Empire. John Stannage, now touring the United States, heads the organization as director. He is also a stockholder of Stannage Radio Ltd., Auckland, and Radio Features Ltd., Wellington, New Zealand. Macquarie Broadcasting Service, Sydney, will be affiliated with the new enterprise.

MILTON C. SCOTT Jr., chief engineer of WIOD, Miami, has installed mobile equipment in a limousine. License plates bear the number 610, corresponding to WIOD's frequency.

KIRO, Seattle, has completed installation of an additional control booth and new equipment in the master control room.

GENERAL ELECTRIC Co., has begun installation of a shortwave transmitter, W6XBE, in the Palace of Electricity & Communications at the Golden Gate International Exposition, San Francisco. It will begin operation Feb. 18, the day the Fair opens.

WJBK, Detroit, proposes to move its transmitter to a new site at 30 W. Webb Ave., in Highland Park, Mich., in an application filed with the FCC.

CBS has purchased a Type 100-F ultra-high frequency transmitter from RCA, to be installed at Los Angeles for use by its experimental high-frequency broadcast station W6XDA, subject to FCC approval.

AEROVOX Corp., Brooklyn, has moved its plant and general offices to New Bedford, Mass.

RCA MFG. Co., Camden, announces the new 55-B line amplifier, a medium-gain type especially adapted to a number of special uses such as in master control rooms to increase level on outgoing lines.

WILLIAM G. H. FINCH, facsimile inventor, has applied to the FCC for authority to change the location of the transmitter of W2XBF to 1819 Broadway, New York City.



FIRST public use of Western Electric's new "cardioid" microphone was made by Anthony Eden, visiting British statesman, during his address last month before the National Manufacturers Association which all the major networks carried. The new mike enables radio engineers to select sounds from any direction and to suppress the effects of unwanted noise.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to manufacture a new portable amplifier with three inputs, two for microphones and one for a crystal pickup. Each has independently operated gain controls that can be used as mixers. Two additional controls are the bass and treble accentuators, the low end peaking at 100 cycles and the high end at 7,000. A new type of volume indicating meter is also provided. It has an illuminated dial calibrated directly in decibels. The 12-inch speaker is of the permanent magnet type and is mounted in a pere-dynamic baffle. The entire assembly comes in an attractive carrying case of leatherette, with microphone, stand and cord packed inside the cover.

ANALYSIS of fan mail received from listeners to the *Seth Parker* program, sponsored by the Vick Chemical Co. on NBC-Blue, shows America's favorite song to be "The Old Rugged Cross". A preference for old songs is noted in the East and South, while the Midwest and Pacific Coast choose more modern tunes, such as "The Last Roundup" and "A-Tisket-A-Tasket".

WSTP Starts Jan. 2

INTRODUCING its staff to the local public as its inaugural program, the new WSTP, Salisbury, N. C., local outlet on 1500 kc., will begin operating the afternoon of Jan. 2. Its first day on the air will also be featured by a broadcast of the Rose Bowl game at Pasadena relayed by NBC by special permission. Equipped with Western Electric apparatus throughout and with a 350-foot Blaw-Knox tower, WSTP will be managed by John W. Schultz, formerly with WSJS and WAIR, Winston-Salem, and WBIG, Greensboro. Its chief engineer is John R. Yost, formerly with WSJS. Other members of the staff are James McLendon, program director; Bob Armstrong, chief announcer; Bing Bennett and George Brantley, announcers; Carl Watson, Glen Guthrie and William Lee, operators; Warren Wilson and Thornwell Dillard, control men; Jack Hamette, salesman.

Return of W3XAU

WHEN W3XAU, shortwave station of WCAU, Philadelphia, returns to the air on the completion of its new directional antenna, five frequencies will be available for its use. The FCC has assigned three new frequencies, 15,270 kc., 21,520 kc., and 25,725 kc., in addition to the 6,060 kc. and 9,590 kc. used on its non-directional antenna. Four will be put into immediate use with the 25,725 kc. frequency reserved for future use.

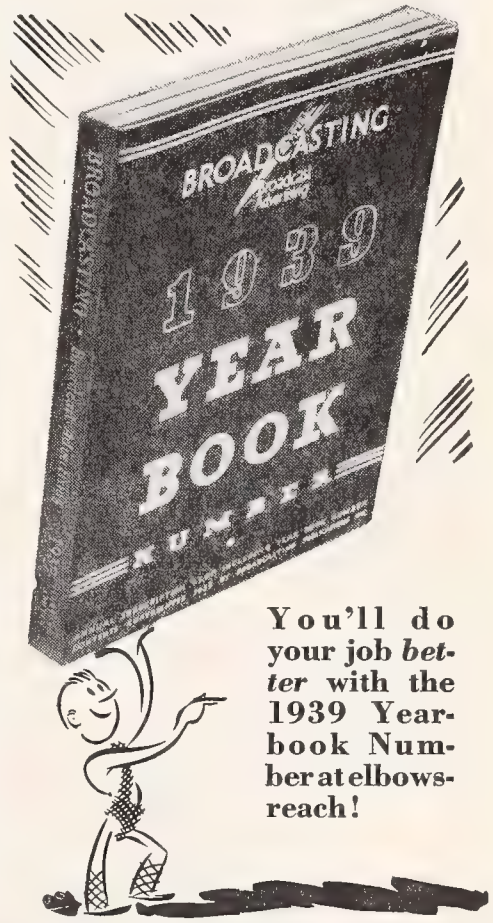
WLW's Short Waver

A NEW 50,000-watt international shortwave transmitter, replacing the old 10,000-watt plant, has been installed by W8XAL, adjunct of WLW, Cincinnati The new transmitter, costing about $150,000, is so constructed that it can switch instantly from one band to another. Under an FCC grant Nov. 1, the Crosley Corp. was authorized to use four additional international bands, so that it now can operate on 6060, 9590, 11870, 15270, 17760, and 21560 kc. as needed.

Farnsworth to Produce Television Equipment

FARNSWORTH TELEVISION Co., San Francisco, on Dec. 20 disclosed it intends to start manufacturing television and radio equipment and announced a reorganization plan whereby its assets will be transferred to a new corporation, the Farnsworth Television & Radio Corp. Present stockholders will receive 46 shares of stock in the new company for each share they now hold.

Carrying out the plan to enter the equipment manufacturing business, plants of other companies will be acquired, it was understood. The new firm has been authorized to issue 2,000,000 shares of common stock at par of $1 a share. Of these, 690,000 shares will be issued to Farnsworth Television Co.



You'll do your job *better* with the 1939 Yearbook Number at elbows-reach!



Studio Notes

KATE, Albert Lea, Minn., displayed the Christmas spirit with a 20-foot wreath bedecked with colored lights mounted midway on its antenna. Mayor Edgar L. Hayek, who also is President of KATE, created the idea in cooperation with a civic campaign to encourage presence of a Christmas wreath or candle in each Albert Lea window during the holiday season.

MEMBERS of the San Francisco Chapter of the American Federation of Radio Artists staged their annual holiday party at the Dawn Club Dec. 11. Nearly 500 bay area radio folk attended. Burlesques of radio programs and personalities were highlights.

WCBS

The Salesway to Central Illinois.

NATIONAL REPS. SEARS AND AYER CHICAGO NEW YORK

SPRINGFIELD ILLINOIS

ASSOCIATED WITH THE ILLINOIS STATE JOURNAL

ILLINOIS 2nd MARKET

BOTH CBS and NBC arranged to broadcast the New Year's day football game between University of Southern California and Duke in Pasadena's Rose Bowl. Heretofore NBC had exclusive on the transcontinental broadcast. Mutual-Don Lee network was also invited but chose to broadcast the Shrine East-West charity game at San Francisco. Tom Hanlon and Gary Breckner were picked by CBS, Bill Stern by NBC. KFWB, Hollywood, was to release the game and 50th annual Tournament of Roses Parade to seven California Radio System stations and by special line broadcast the event over WHO, Des Moines, with Ronald (Dutch) Reagan, Warner Bros. film actor and formerly WHO sports announcer, calling the plays.

2,500 Grand Rapids children contributed used toys, which were distributed to poor kids on Christmas Eve by the American Legion, at a special show given jointly by WOOD-WASH, Grand Rapids, Mich., and the Butterfield Theatres Dec. 17. The show included the regular Saturday morning half-hour broadcast of the *Uncle Nick Safety Scouts* direct from the stage of the theatre, plus two hours of moving pictures. Admission was a used toy. The event, planned almost on the spur of the moment, will probably become an annual event.

UNIVERSAL MICROPHONE Co. portable recording equipment, under supervision of Saul E. Shapiro, factory representative and engineer, has been installed in the Clark Hotel, Los Angeles. A disc library is being established and equipment is used to record voices of notables registered at the hotel.

EMPLOYES of WMAZ, Macon, Ga., recently received their usual Christmas bonus in checks representing their share of 4% of the year's net profits.

FACTS behind the news, analyzed by noted discussion leaders with a research staff of three experts, are presented on a new weekly program, *Public Opinion*, as one of the *University of the Air* series on WEVD, New York. The station is also presenting another series of weekly broadcasts entitled *New York University Round Table* during which prominent professors at the university discuss adult education.

TO AID tuberculosis and health associations in the sale of Christmas seals, an original radio drama, *White Plague*, featuring Irene Rich, radio and film actress, presented over KFI, Los Angeles, on Dec. 11, was transcribed and sent to several score stations nationally by Earle C. Anthony, owner. Drama was written by John Boylan, KFI-KECA continuity editor and produced by Glan Heisch, program manager.

EXCITING life of the Canadian Mounted Policeman, *Renfrew of the Mounted*, will be brought to life again in a new series of half-hour programs, starting Jan. 7 on NBC-Blue, by Laurie York Erskine, author of the adventure series. Mr. Erskine actually met the real life counterpart of the dashing Renfrew years before that policeman-soldier thrilled millions of children with his adventures, and has been writing about his dream hero for the past 17 years.

WBT, Charlotte, N. C., includes cotton market quotations in its *Briarhopper* program six days a week for Drug Trade Products Co., Chicago.

FOR the third consecutive year, the Standard Brewing Co., Cleveland, will sponsor *The Cleveland Scene*, a one-hour review of the year's happenings. The program, written and produced by Sidney Andorn, consists of narration and drama.

LENOX R. LOHR, president of NBC, invited all members of the NBC staff in New York and their families to the annual Christmas party in Studio 8H on Friday morning, Dec. 23. This year, as in the past, Santa Claus gave presents to all the children, and a Christmas play was given featuring Madge Tucker's child radio actors and Jolly Bill Steinke as Santa Claus.

WNYC, New York's municipal station, on Dec. 14 started its first dramatic serial. The program, *Our Neighborhood*, is a production of the Federal Theatre Radio Division and is intended to have "social significance" in presenting a story built around the average problems facing most New Yorkers.

THE *WLW Spotlight*, for several weeks a thrice-weekly feature of WLW, Cincinnati, is being fed to MBS twice-weekly, Mondays and Wednesdays. The program, a quarter-hour of semi-classical music featuring Josef Cherniavsky and his orchestra and starring a WLW soloist, will continue to be carried by WLW alone Fridays.

EMPLOYES of WHO, Des Moines, on Dec. 20 received bonuses based on yearly salary. The scale ran 10% to employes serving five years or more; 9%, four years; 8%, three years; 6%, two years; 5%, one year.



THE mobile unit of WGAR, Cleveland, served as a taxi and studio when Orson Welles, young dramatist, had only 25 minutes after a lecture to catch a train. The time element was all that stood between WGAR and an interview, for Campbell Soup Co. had granted permission. Sidney Andorn questioned Welles as both bounced around in the truck, with Walter Widlar at the controls. Arriving at the terminal with time to spare, Welles decided to take an early morning plane.

UNITED PRESS has added six stations to the list of subscribers to its news service, including WMBS, Uniontown, Pa.; WPIC, Sharon, Pa.; WJW, Akron; KBND, Bend, Ore.; WSTP, Salisbury, N. C.; KVNU, Logan, Utah.

WROK, Rockford, Ill., is carrying the complete schedule of basketball games of Rockford High School in the Big Seven Conference, under sponsorship of Kelly-Williamson Co., local Mobiloil distributor. Morey Owens, WROK sports announcer, handles the play-by-play description with the aid of a name-indicator devised by Karl Hanson and Tom Cameron, WROK engineers.

STAFF members of KVOO, Tulsa, for the fourth annual *Poor Kid's Christmas Toy Shop*, gathered together about 15,000 new and used toys, repaired and painted them and then distributed them to kids in the station's area Christmas morning.

CJBR, Rimouski, Que., has published a new rate card, effective Jan. 1, 1939. Concurrently, G. A. Lavoie, general manager of CJBR, announces the appointment of Joseph Hershey McGillvra as U. S. representative.

WLAW, Lawrence, Mass., celebrated its first anniversary Dec. 19 with a special program featuring congratulatory messages from three Governors, three Congressmen and a large number of civic leaders. In a birthday salute, WMCA, New York, key station of the Intercity Network, of which WLAW is a member, dramatized the heroic part played by the Lawrence station during the hurricane which swept New England in September.

WLS, Chicago, has released its first issue of *Stand By*, a four-page brochure of program and contest results. The new WLS transmitter was featured in the first issue.

BROADCASTING department of the Crosley Corp. gave a Christmas party Dec. 22 for the rest of the organization, at which Powel Crosley Jr., president, delivered a short message, and other WLW notables, including Peter Grant, chief announcer; Paul Sullivan, news commentator, and Red Barber, sportscaster, were introduced to the audience. Entertainment was provided by members of the cast of WLW's *Boone County Jamboree*, and as a special feature for visiting children, John Braun, vice-president of the Society of American Magicians, performed.

NEW RATE schedules have been issued by CKCO, Ottawa, effective Dec. 1, 1938, and CKAC, Montreal, effective January 2, 1939.

EL COMODORO IN MIAMI EL COMODORO IN MIAMI EL COMODORO IN MIAMI

FOR THE fourth successive year, Canada Starch Co., broadcast on CFRB, Toronto, a special Christmas overseas program, the chief feature of which was the sending of messages to friends and relatives in Europe by former Europeans. This program is listened to by thousands every year, and this year was moved forward to allow listeners in the United Kingdom and European countries to receive it during evening hours. The program, in charge of Mrs. Aitken, Canada Starch dietician, receives hundreds of requests from those wishing to appear at the Christmas microphone with messages. With their letters they send the addresses of those they especially want to be listening overseas, and then Canada Starch writes each one telling them what time to listen to the broadcast messages.

COOPERATING with the Visiting Nurses Assn. and the Salt Lake Federation of Women's Clubs, KDYL in Salt Lake City entertained 355 underprivileged and crippled children Dec. 22 at a two-hour party in the KDYL Radio Playhouse. During the party, which is to be an annual affair, guests were lunched, entertained and given presents by Santa Claus. Children's talent from KDYL's *Junior-Hi-Jinks* show provided entertainment.

SPECIAL winter feature is the half-hour weekly program *Ski Express* on WNEW, New York, which presents ski experts as guests of John Jaeger, m.c. of the program, in addition to latest reports on snow conditions throughout the Northeastern States.

WSYR, Syracuse, recently completed a reciprocal advertising agreement with the *Catholic Sun*, official newspaper of the Syracuse diocese with 50,000 readers, by which the *Sun* presents two weekly programs on WSYR, five minutes of news condensed from the *Sun* each Friday and a quarter-hour women's and children's program each Saturday morning, and uses WSYR publicity.

THOMAS W. PARRY Corp., St. Louis public relations firm, has moved to new offices in the Security Bldg., 319 N. Fourth St. Thomas W. Parry Jr. is president of the firm. Lynn C. Mahan recently was appointed vice-president, and Cliff W. Aubuchon, former advertising director of the *St. Louis Star-Times*, was made business manager.

Libel Ruling Affirmed

APPELLATE Division of the New York Supreme Court on Dec. 16 affirmed a ruling made by Supreme Court Justice Ernest Hammer, April 4, 1938, in which he denied dismissal of the $100,000 libel suit made by Ernest A. Arnold and Walter Frese, of the firm of Arnold & Frese, security firm, against Benton & Bowles, New York advertising agency, General Foods Corp., client, and NBC. Plaintiffs claim that their firm was slandered on a program broadcast Nov. 7, 1937, by General Foods for its product Diamond Crystal Salt on WJZ, New York, and NBC network. Suit will come to trial before fall of next year.



PIXILATED, perhaps, and screwy are these shots of big shots who claim they aren't half shot. Decked out in kilties are Ken R. Dyke (hand on hip), NBC eastern sales manager; Dr. C. B. Jolliffe, RCA engineering executive, and William S. Hedges, NBC station relations vice-president, attending a "WOW" party at the Bonnie Briar Country Club. At right is a Georgia Cracker's idea of the Munich *Peach* Conference, As Il Duce is O. B. Newman, Macon Goodyear manager; Hitler, E. K. Cargill, WMAZ manager; as Chamberlain, Alex H. Weaver, attorney, and as Daladier, L. J. Bernd, Macon merchant. The group first performed before the Kiwanis Club, and repeated by request before the Georgia Association of Real Estate Men.

FOR the first time the entire staff of nearly 80 at KMBC, Kansas City, met for dinner Tuesday night before Christmas. Purpose of the gathering was to discuss the wage-hour law as it affects the broadcasting industry, group hospitalization, and the formation of an employe credit union. After explaining some of the little understood provisions of the wage-hour law, Mr. Church made it clear the company had adopted a clearcut policy of fulfilling all its requirements as they applied to radio. He further explained that in defining its policies, the company had followed the counsel of the NAB on such matters as the non-exemption of announcers and engineers as professionals.

MAURICE DREICER, who now has 15 programs on the air, on Dec. 24 added a new weekly program, *Both Sides of the News*, on WHN, New York. Mr. Dreicer presents a new guest from different business fields each week.

CFAC, Calgary, Alta., recently installed new control equipment and completely modernized its studios. The new apparatus was designed by Earle C. Conner, chief engineer.

BIG STUDIO broadcast featured the celebration of a power increase to 5,000 watts at KSO, Des Moines, Dec. 11. Other highlights included salutes from KMA, Shenandoah, WMT, Cedar Rapids, NBC and MBS.

WOV-WBIL, New York, announced that many successful innovations and constructive ideas to benefit the stations have been put into effect as a result of weekly meetings for discussion attended by all department heads and presided over by Miss Hyla Kiczales, general manager.

LOUIS JAY HAZAM, for the last three years with the J. Walter Thompson Co. and author of a number of children's books, has joined the staff of the Radio Section, Department of the Interior, according to an announcement by Shannon Allen, acting director. He has worked on the *Lux Radio Theatre* and the Fleischmann's Yeast programs and also has prepared serial scripts for Lang-Worth Inc. Other recent staff additions, Mr. Allen announced, are Hugh Russell Fraser, engaged in research for the Radio Section, and Lola Wyman Horton, supervisor, and Mary Dern Baxter, assistant of the Audience Information Unit.

CBC Staff Additions

RECENT additions to the Canadian Broadcasting Corp. announcing and production staff at Toronto, main production center, include as announcers, Elwood Glover, formerly with CHAB, Moose Jaw, Sask.; Terrence O'Dell, from the CBC staff at Windsor, Ont.; Ed Devlin and Ian Smith from CBO, Ottawa; Reid Forsee, Toronto freelance; John Stark, from CJIC, Sault Ste. Marie, Ont.; Hugh Bartlett, from CBR, Vancouver; Robert Edmonds, from CHML, Hamilton, Ont. To the production staff were added James Harvey, who has had experience in Montreal, Pasadena and Detroit; Syd Brown, from CBO, Ottawa. Chief producer now is John Macdonell, formerly with the BBC and the London, England, office of J. Walter Thompson & Co.,

in the CONTROL ROOM

J. D. BLOOM, chief engineer of WWL, New Orleans, is the father of a boy born Dec. 20.

GEORGE FOSTER, KFWB, Hollywood, engineer, married Matilda Simmler Dec. 15.

W. J. GUNTHER, chief engineer of WJJD, Chicago, and Mrs. Gunther have adopted a three-month old girl.

JOHN BOYKIN, remote control operator and engineer of WPTF, Raleigh, married Janie Tomlinson, of Cary, N. C., Dec. 5.

WILLIAM P. GRETHER, formerly of WRTD, Richmond, has joined the technical staff of WTAR, Norfolk, succeeding Leo Huckstep, resigned.

JAMES MIDDLEBROOKS, CBS New York engineer who supervised construction of the new KNX, Hollywood, transmitter at Columbia Park, Torrance, Cal., is on the West Coast for several weeks on an inspection tour.

JACK SHAWCROFT has joined the engineering staff of KWLK, Longview, Wash., replacing Joseph Hiley, resigned.

ED HAMEL and Bob DeHart, of the engineering staff of WKRC, Cincinnati, have been transferred to WBBM, Chicago, and WEEI, Boston, respectively.

ENGENE V. BOSSIEUX Jr., radio graduate of Virginia Mechanics Institute, has joined the engineering staff of WRTD, Richmond.

RUSSELL STANTON and Joe Schweiger, engineers of KNX, Los Angeles, are each fathers of girls born the same day, Dec. 7.

•

News

is your best bet

TRANSRADIO

•

2,300,000 New Englanders

comprise the potential listening audience of station

WLAW

Lawrence, Massachusetts

680 Kilocycles 1,000 Watts

the CJBR *key to the Lower* **ST. LAWRENCE**

RESULTS!

A Large Advertising Agency Writes . . . "The express man finally staggered in with replies received from last week's Riddle Box program. I would like at this time to congratulate you on this most emphatic response. You are doing a really excellent job to obtain such consistently good results. The Client is most enthusiastic."

CJBR

RIMOUSKI, QUEBEC

1,000 Watts Full Time

Affiliated with CBC

U. S. Representative:
JOSEPH HERSHEY McGILLVRA

Discs Described as Aid To Low Budget Sponsors

LOW BUDGET radio advertisers turned increasingly to transcribed programs during 1938, according to Charles Michelson, head of the New York transcription firm bearing his name, which recently completed a survey on the acceptability of transcribed programs.

Based on an impartial list of 25 regional radio advertisers, the survey indicated that 76% have used transcription campaigns at least once during 1938, and that 46% favored quarter-hour transcribed shows, 34% favored spot announcements, and 20% local live productions. About 55% favored audience tested shows, while 45% were seeking new type attractions and generally were willing to pioneer a show themselves if it appealed to them. Program preferences ran to dramatics, 23%; musicals, 28%; variety, 34%, and educational, 15%. From the survey it was estimated that merchandising of the programs is an integral part of 70% of these advertisers' campaigns, while 30% occasionally use merchandising assistance.

KOME, Tulsa, on Dec. 25 was added to the Mutual Network, making a total of 109 stations affiliated with MBS. KOME operates on 1310 kc. with 250 watts daytime.

FAIRCHILD RECORDERS

have

Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.

Sound Equipment Division

FAIRCHILD AERIAL CAMERA CORPORATION

88-06 Van Wyck Blvd.
Jamaica, Long Island
New York

Coughlin Furore Persists

(*Continued from page 18*)

York area only over WHBI, Newark, seemed to mitigate somewhat Dec. 25 when, compared with a picket line of 2,000 which paraded before its Broadway studios the preceding Sunday, only 129 persons were counted as picketing. They were orderly and their leaders attributed the small turnout to the fact that it was Christmas Day, asserting that "thousands" would turn out the following Sunday.

While the picketing was going on, WMCA was rehearsing an *Ave Maria* program, sponsored by the Franciscan Friars of the Atonement, and from 3 to 3:30 carried Nativity services from the Friars' monastery at Graymoor, N. Y. It is replacing Coughlin with the new Catholic series.

Despite the picketing and the circulation of lists of its sponsors with the suggestion that they be boycotted, WMCA reports that it has had no cancellations and no unfavorable reaction from sponsors. It has received about 10,000 letters on the Coughlin affair, of which about 60% were said to favor the station's stand.

Marchers at WMCA

A crowd of 2,000 supporters of Father Coughlin on the afternoon of Sunday, Dec. 18, marched up and down in front of WMCA, New York, in protest against the station's action in canceling the weekly broadcasts of the radio priest when he refused to comply with a station rule calling for the submission of scripts in advance of his broadcasts. Cheering Father Coughlin and jeering the station and its president, Donald Flamm, the picketers also injected a note of race prejudice into their demonstration by shouting "Do not patronize Jews", "America for Christians" and similar slogans.

Demonstration, held under the auspices of the Committee for the Defense of American Constitutional Rights, was noisy but orderly and 120 policemen ordered out to protect the station against violence did little more than keep the line moving. Picketing began about 3 p. m. with a small group led by Allen Zoll, commander of the American Patriots Inc., and James O'Kelly, executive secretary of the sponsoring organization, marching up and down before the WMCA Bldg. on Broadway. As they marched they were joined by hundreds of others, the crowd reaching its largest size shortly before 4 o'clock when it began to melt rapidly as many of the marchers departed to attend a meeting at the Manhattan Center, where Father Coughlin's broadcast was received.

Most of the paraders were said to be Catholics, but among the signs and placards denouncing WMCA and demanding the return of Father Coughlin to the air over that station were banners of the Protestant War Veterans and the Protestant Chaplains Assn. Mr. Zoll, declaring that "I, myself, am a Presbyterian," told reporters the demonstration was not "merely a Catholic protest in support of Father Coughlin, but an American protest against the curtailment of free speech." Plans to continue the picketing each Sunday until WMCA again begins carrying the Coughlin broadcasts and to extend the demonstrations to other cities are under consideration by the leaders of the movement.

Officials of the station made no comment on the picketing other than to repeat that they were standing pat on their decision not to broadcast any of the priest's talks until he complies with the rule on supplying the station with advance copies of his scripts.

Mass Meeting

Plan for the mass picketing was announced at a meeting of "protest against radio monopoly and censorship" held the preceding Thursday at Manhattan Center and attended by 5,000 persons, chiefly Catholics, who cheered Father Coughlin, Congressman Martin Dies and Boake Carter, trio held up as martyrs of "un-American censorship", and booed WMCA, all other radio stations and networks not broadcasting Father Coughlin's talks, the FCC and the Roosevelt Administration. While most of the speakers concentrated on the "crime" of WMCA in canceling the priest's broadcasts, others denounced the entire scope of American broadcasting.

A mimeographed list of 10 advertisers sponsoring programs on WMCA was distributed to those present, who were urged to "phone, write and visit" these sponsors. The sheet also contained a sample letter for the benefit of those unable to compose their own protests. The audience was also told to "write WMCA what you think of them", to write to the FCC demanding the revocation of WMCA's license, to write to their Congressmen demanding an investigation of radio, and to ask their friends and relatives to write also.

While they did not hesitate to denounce the FCC for "favoring stations who broadcast speakers supporting the administration, but denying licenses to stations who admit speakers adverse to the administration," the networks for "forcing their stations to express only one point of view" and the smaller stations for "arbitrary rulings and a weak, vacillating policy", speaker after speaker displayed a conspicuous ignorance of broadcast policy and technique.

"Radio stations were formerly licensed for three years," declared Mr. Cecil, "but under the present administration this has shrunk to six months." "If you cannot hear Father Coughlin plainly on WHBI," said Justice Herbert A. O'Brien of the New York Domestic Relations Court, "don't think there's something wrong with your set or the station. It's because they are spraying him." And he went on to define "spraying" as the act of other stations who step up their power when Father Coughlin is on the air to blot him out. This is done, he said, with the full knowledge of the FCC, although it has the authority to stop them instantly.

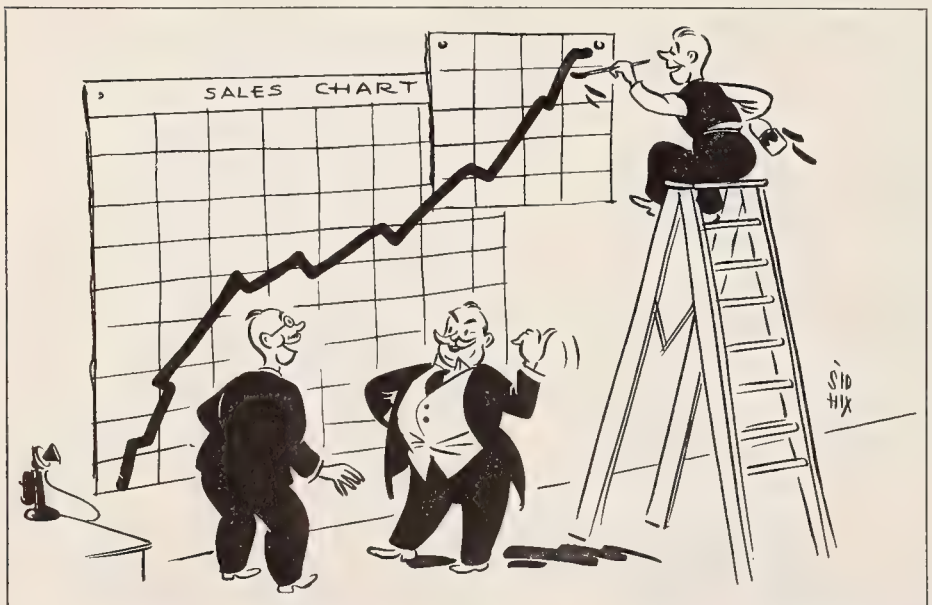
CBS was roundly censured by State Senator John J. McNaboe for being the first to put Earl Browder, Communist leader, on the air, and he and other speakers denounced WMCA for the same act, overlooking the regulation that requires stations to accept speakers of all parties during election campaigns if they accept those of any party and the fact that the Communist Party is a recognized political party. The printed program states that "a partisan FCC, through the dictatorial and bureaucratic control of the nation's broadcasting facilities, has harried stations by forcing them to seek renewal of their licenses every six months (but) has extended unlimited licenses to the major networks." The fact that the FCC does not license networks at all was apparently unknown to the Committee.

The program goes on to say that the networks "exercise a tyrannical domination over the smaller stations which lease their lines amounting to a practical control of the policies of these stations. Thus the networks are able to dictate the censorship of addresses which the smaller stations might broadcast by involving these stations in despotic leases."

Several speakers deplored the lack of microphones at the meeting. "If Earl Browder or Foster or one of the City Hall crowd were here, there'd be half a dozen microphones," cried George U. Harvey, borough president of Queens, and Senator McNaboe dramatically asked the audience where the microphones were.

Reading of a letter from Donald Flamm, explaining the station's stand, was punctuated by groans and boos from the audience. When the committee's answer was had, however, including the question: "Who in your employ is intellectually qualified to judge whether Father Coughlin's speech is disparaging or not?", the crowd cheered for several moments. Although many of the speakers pointed out that the individual broadcasters should be blamed less than the FCC, the loudest cheers came when Mr. Zoll shouted that "we ought to put WMCA out of business. Let's make a horrible example of this station," and continued to call on those present to do their part by joining in the picketing on Sunday.

OLD DUTCH MILLS, New York (Old Dutch coffee) is planning a spot announcement campaign through Peck Adv. Agency, New York.



We had to get that step-ladder when our company started to advertise over CKAC.

CKAC, Montreal (Canada's Busiest Station)

Program Allowed In Martial Region

Strike Broadcasts in Tulsa a Coup by Ken Miller

FREEDOM of speech and the right to broadcast news direct from its source was upheld by Oklahoma National Guards, when Ken Miller, news editor of KVOO, Tulsa, recently broadcast from inside the martial law zone surrounding the strike-ridden Mid-Continent Petroleum refinery. The strike was called Dec. 22 by the International Oil Field & Refinery Workers union, a CIO affiliate, when the management refused to sign a new agreement.

For two days Miller attempted to get inside the refinery gates for a broadcast, and each time was turned back by the pickets. However, when Gov. E. W. Marland declared martial law in the area and sent 350 guardsmen to the zone, the KVOO news editor was issued No. 1 pass through all lines by Col. Charles A. Holden, commanding the 160th Infantry.

Receives Threats

Within a few hours Miller had taken Harry Hutchinson, remote engineer, inside the plant, where nearly 500 men had been held virtual prisoners for three days when they refused to join the strikers. Once inside the plant, Miller made a tour of the refinery with company officials, also imprisoned, and then broadcast direct from the company's cafeteria while the workers were being fed.

After discussing the strike with many employes, Miller agreed to broadcast their side from the union hall after receiving threats when he decided to broadcast from the studio because he felt his second program would not please the strikers.

The broadcast left the 200 strikers in an angry mood and they swarmed about Miller and Hutchinson as they attempted to leave the hall. Union officers escorted them to a waiting automobile. Miller later returned to the martial zone, and re-entered the refinery to broadcast religious services conducted inside the gates for the loyal workers.

Clinics for Parents

SCRIPTS of the weekly quarter-hour NBC Pacific Blue network educational series, *Parents on Trial,* are now being compiled and will be published in book form by the Los Angeles Probation Dept. for national distribution. Based on actual case histories of children who have passed through Los Angeles juvenile department as delinquents, the series is written by John Boylan, KFI-KECA, continuity editor.

"HELLO, OGDEN KNIFFIN"
(Sherman K. Ellis & Co., Inc., Chicago)

Did You say MARKET ?



We'll stack PEORIAREA up with any of them. Famously rich farm lands and great industrial plants produce dependably high income. There are 605,646 people within 60 miles of Peoria . . . and you reach them all with ONE radio station—WMBD.

Free & Peters, Inc., Nat. Reps.

THE HEART OF ILLINOIS wmbd

WMBD PEORIA

MEMBER CBS NETWORK

ACA Negotiations

AMERICAN Communications Assn., CIO technicians union, announced Dec. 29 it had signed a new contract covering the engineering staff of WFIL, Philadelphia. ACA is currently negotiating with WIP for a new contract as well as with WPEN. The WPEN proposed contract, it was stated, covers announcers and all other employes except AFM musicians and engineers already within ACA.

Radio Paging Service

TELEPHONE Answering Service, New York, has applied to the FCC for a frequency in the 31 megacycle band to use for its radio paging service. Sherman Amsden, managing director of the company, whose chief business is handling phone calls for people away from their offices or homes, says that if the frequency is granted, subscribers will be supplied with car radios permanently tuned to the TAS frequency and will be paged by number, much as police operators call radio patrol cars. Service will be of most value to doctors, he believes, but will also be available to traveling men and other motorists. Company applied for a license in 1933, which was denied.

RCA's New Year Hookup

RCA, New York, on Jan. 1 expanded its *Magic Key of RCA* broadcast from one to two hours and its network from 117 NBC-Blue stations to the 166 stations of the combined Red and Blue networks for its New Year's program. Outstanding guest artists include Kirsten Flagstad, Ezio Pinza, Walter Damrosch and Larry Clinton, with Edward J. Nally, RCA board member and first president of the organization, acting as one of the commentators. Added features will be a two-way conversation between the New York World's Fair and the Golden Gate Exposition in San Francisco, in addition to a review of the company's accomplishments in 1938.

Radio's 'Encroachments'

"RADIO advertising has encroached on the magazine group to a degree which suggests that the latter may never regain the position it occupied up to about 10 years ago," says a release on the outlook of advertising for 1939 just issued by the Standard Statistics Co., New York. The statement continues: "There is question as to how much further radio is going in this encroachment and whether the broadcasters really are approaching the saturation point as far as available hours and listeners are concerned. Finally, there is the matter of increased competition for established mediums from recent newcomers to the field, such as the picture magazines, and the problem of whether their inroads will be temporary or permanent. Answers of a sort are possible for all these questions, but in no case is the outlook sufficiently clear to warrant any unqualified judgment as to the ultimate outcome."

Candicod Spots Planned

STANDARD VITAMIN Corp., New York (Candicod), is planning an announcement campaign, probably national. Peck Adv. Agency, New York, has the account.

Coughlin Spurns Offer To Join *Town Meeting* Debate on Americanism

INVITED to participate on a discussion of "What is Americanism?" in NBC-Blue's *American Town Meeting of the Air* Jan. 19 by George V. Denny, moderator of the forum program, Father Coughlin, the radio priest, declined with a curt telegram in which he stated:

"Americanism is not a debatable subject with me nor is it controversial. Moreover, the NBC system refuse to sell me time at regular commercial rates because it deemed my broadcast was controversial where the topic was concerned with anti-communism. I am constrained to refuse your kind offer lest I should be suspected of accepting a sop from the NBC and its censorial commisars."

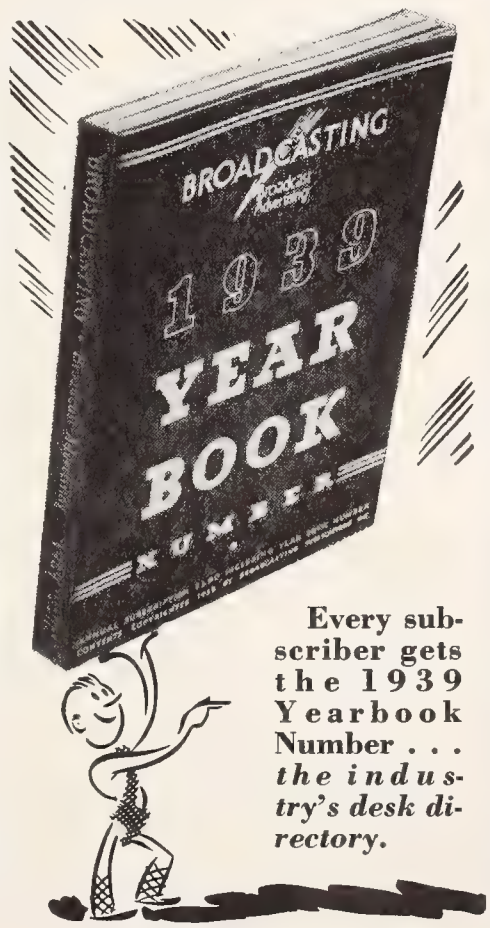
Mr. Denny had asked Father Coughlin to share the platform with Dorothy Thompson, Gen. Hugh Johnson and Earl Browder, offering to supply traveling expenses to New York or pick up Coughlin from Detroit. After receiving the telegraphed reply, Mr. Denny offered to "alter the wording of the subject to a mutually agreeable one" and stated that the *Town Meeting* discussions have never been censored.

As BROADCASTING went to press Dec. 29, NBC was awaiting further reply from the priest, the other three speakers having accepted. [For further details on the Coughlin situation, see page 18.]

Scott Plans Spot

SCOTT PAPER Co., Chester, Pa., early in 1939 plans a national advertising campaign, with radio included. J. Walter Thompson Co., New York, is agency.

LINCOLN PACKING Co., Lincoln, Neb., on Jan. 4 will start sponsorship of MBS's cooperatively sponsored show, *Marriage License Bureau Romances,* on KFOR, Lincoln. Program is heard thrice weekly at 3 p. m.



Every subscriber gets the 1939 Yearbook Number . . . *the industry's desk directory.*

CLARK FOR QUALITY IN ELECTRICAL TRANSCRIPTION PROCESSING ★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



CLARK PHONOGRAPH RECORD CO.

Newark, N.J.

216 HIGH ST.
Humboldt 2-0880

Heyer to KGIR-KPFA

CLAIR HEYER, merchandising and promotion manager of WHBF, Rock Island, Ill., and formerly with WROK, Rockford, Ill., on Jan. 20 joins KGIR, Butte, and KPFA, Helena, as national sales manager. In recent weeks he has been in the East contacting agencies and accounts. The two Montana stations are controlled by Ed Craney, who announced the appointment Dec. 28.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

Out West It's
R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

FEDERAL RELATIONS BUREAU, Inc.
Southern Bldg. Washington, D. C.
FCC matters prepared, filed and prosecuted by our staff of attorneys and engineers.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Late News Notes

EDWARD WALLERSTEIN has resigned as sales manager of the RCA Victor division of RCA Mfg. Co. to become president of American Record Corp. [see page 19]. Possibility that Frank Walker, general manager of RCA's recording department, would also move to American Record Corp. as its recording head was being rumored as this issue went to press, but neither CBS nor Mr. Walker had any comment to make.

NIELD SAMPSON has joined the William F. Holland Agency, Cincinnati, and will work in the sales, script and production departments. With 16 years of newspaper and radio experience, he has been news editor and commentator on several stations in the last three years, among them WHP, Harrisburg, Pa., WKRC and WLW-WSAI, Cincinnati.

EDNA C. OPPER, chief clerk in the president's office of NBC, on Jan. 2 becomes official secretary to Niles Trammell, NBC executive vice president.

HOWARD N. CARNOW, formerly with Columbia Pictures Corp., New York, on Jan. 1 becomes head of the advertising, promotion and publicity department of Radio Attractions, New York.

TED REAMS, of WRVA, Richmond, recently joined the CBS New York announcing staff. Patsy Garrett, formerly heard on the WRVA *Sally Southern Hour*, also recently joined Fred Waring and his Pennsylvanians, and "Snapper" Lloyd, a former member of Burt Repine's *WRVA Dominoes* orchestra, has joined Larry Clinton's band.

J. M. CECIL, former president of Cecil, Warwick & Legler, on Jan. 1 joined Frank Presbrey Co., New York, with Warwick & Legler continuing the former business.

DRI-BRITE Inc., St. Louis (self-polishing wax), has appointed Gardner Adv. Co., St. Louis, to handle its advertising.

Georgia Group Formed

THREE Georgia stations, WGST, Atlanta, WTOC, Savannah, and WMAZ, Macon, have formed the "Georgia Group," which is expected to begin operation about Jan. 15, offering coverage of the state to advertisers at a special combination rate. The group, which is not a network, was formed by the managers of the three stations—E. K. Cargill, WMAZ; W. H. Summerville, WGST, and W. T. Knight Jr., WTOC—and will be represented by the Katz Agency nationally and also locally in Atlanta. Katz has also been appointed national sales representative for WMAZ and WTOC individually, having for some time represented WGST. Rates for the Georgia Group have not yet been established.

WILLIAM J. DEMPSEY, general counsel of the FCC, and Mrs. Dempsey are the parents of a daughter, their fourth child, born in Georgetown Hospital, Washington, Dec. 28.

BURT LAMBERT, formerly with KYW, Philadelphia, and previously in the national sales department of Hearst Radio, New York, on Jan. 1 is joining the sales department of MBS in New York.

BILL SUTHERLAND, announcer of KDKA, Pittsburgh, has been selected by NBC to work with Jimmy Britt in broadcasting the Sugar Bowl football game between Carnegie Tech and Texas Christian in New Orleans Jan. 2.

JOSEPH NOVENSON, of the NBC guide staff, recently joined WAIR, Winston-Salem, N. C., as announcer replacing Don Gardiner, also former NBC guide, who will announce for WRC, NBC's Washington affiliate.

TOM SLATER, commentator for WOR, Newark, on Dec. 26 became the father of an eight-pound baby boy.

WDGY, Minneapolis, has appointed William G. Rambeau Co. national representative.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

OPERATOR-ANNOUNCER, several for new West Virginia local. Include record of past experience, references and salary with reply. Box A206, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators, and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Progressive Midwest NBC station wants experienced commercial announcer. Prefer young man who has good selling voice and ad lib ability. Position to be filled at once. Only applicants who can appear for audition and interview will be considered. Good starting salary and chance for advancement. Address inquiries to Box A202, BROADCASTING.

Situations Wanted

Experienced radio operator. Transmitter, control room. Accurate transradio. Single. Anywhere. Box 185, BROADCASTING.

Announcer—single man, experience with network outlet, wishes announcing anywhere. Box A205, BROADCASTING.

Transmitter operator. Nine years' broadcast experience. First class telephone license. Unemployed. Recommendation. Box A204, BROADCASTING.

Production—programming, college graduate, four years' network-station, desires position. Excellent references. Box A203, BROADCASTING.

College graduate wants news processing job. Liberal education, professional training, radio news experience. Box A200, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—five years varied experience—desires relocation anywhere with opportunity. Recording Audition. Box A198, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated. Single. References. Box A208, BROADCASTING.

Radio executive, ten years in local sales, national spot. Brilliant background. Available to advertising agency or station in executive or sales capacity. Box A207, BROADCASTING.

Wanted to Buy

Want Fairchild or Presto complete portable recording 16" turn-table and amplifier. Box A197, BROADCASTING.

Wanted; Radio station in Oklahoma, Texas, or Southwest. Request full particulars. Replies confidential. Box A199, BROADCASTING.

For Sale—Equipment

Western Electric, pair 33 1/3 and pair 78 turntables complete. Amplifiers' parts. Box A209, BROADCASTING.

Two custom-built transcription turntables in cabinets, ruggedly constructed, 33-78 r. p. m.; Less pick-ups. Box A201, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Basic Television Patent Is Issued

Zworykin Wins Claim Covering Heart of Electronic System

ONE OF the basic patents on the electronic television system, which has practically displaced the mechanical scanning-disc system, was issued Dec. 20 after the District of Columbia Court of Appeals culminated 15 years of interferences and litigation by reversing decisions of Patent Office tribunals against Dr. Zworykin. The inventor, who on Dec. 29, 1923, applied for patents covering the electronic television tube developed by him, at the same time had assigned his patent to Westinghouse E. & M. Co., which now controls the rights.



Dr. Zworykin

The patent, covering the heart of the electronic system, the photoelectric tele-eyes—the iconoscope or pick-up device, and the kinescope at the viewing end—is owned by Westinghouse, which licenses its use and sub-licensing by RCA. All the television transmitters being built in the United States, as well as the receivers to be placed on sale soon are understood to be of the electronic type.

A Television Pioneer

Dr. Zworykin has been responsible for many improvements upon the "eye", as well as the electron multiplier, the electron telescope and microscope, since joining the RCA research staff in 1930, along with much work in connection with television circuits and aircraft guiding systems for blind landing. Before its issuance as a U. S. patent, the Zworykin application was involved in 11 Patent Office interference contests with various individuals. Twice it came before the U. S. Court of Appeals. The interference and litigation proceedings extended over 12 years, while the application was prosecuted directly before the Patent Office examiners for a period of about three years. The patent is No. 2,141,059.

The patent contains 40 claims covering the tele-eye on which the transmission centers, other phases of transmission and the receiver. The tele-eye, or cathode ray vacuum tube, contains a screen with myriad photoelectric elements and a "gun" generating an electronic scanning beam. The tele-eye makes an electrical image which, because of the scanning beam, can be broadcast by radio waves as a succession of impulses. The receiver turns these impulses into an image that can be seen on a fluorescent screen.

Reports that recent developments of the radio relay system for television signals patented by Dr. Zworykin in August would result in an imminent announcement of a cross-country television network have been flatly denied by RCA.

JOHN STINSON, formerly of CKLW, Windsor-Detroit, and now with WJR, Detroit, recently won a "Best Announcer Contest" sponsored by Stromberg Carlson Co. and "Radio Jake", of the *Detroit News*. Frank Burke, of CKLW, was second, and Jimmie Stevenson and Larry Gentile, also of CKLW, were third and fourth, respectively.

WLW Asks Reversal

(*Continued from Page 15*)

ings in detail, Mr. Patrick charged the report was incomplete. He contended there were no findings of fact and explained that most of the report was taken up by a narrative of the hearings, the committee jumping from the narrative to the conclusions.

Mr. Patrick pointed out that several weeks ago he petitioned the Commission for a more detailed preliminary report on the case definitely listing the findings of fact on the issues involved. In view of the fact that this petition was rejected, the commission must proceed on three assumptions, he said:

1. It must assume the lack of findings favors the applicant.
2. It must assume that incomplete findings represent all that this committee cared to say about the issues involved.
3. It must assume the FCC will not go beyond this report in making a final finding.

Rests Case on Four Points

The WLW lawyer said that he rested his case on four points:

1. That 500 kw. power is necessary for experimental development of technical equipment and that an audience is necessary to judge results.
2. That no competent information exists on sun-spot activity and static conditions, particularly as they differ in the north and south.
3. That WLW engineers differ from FCC engineers on the standards for secondary service, with the station's engineers believing a higher intensity necessary than set out in existing FCC standards.
4. That alleged WLW interference with WOR is not an issue because only eight complaints have been received on this subject during the last four years.

In supporting these points, Patrick pointed out that WLW had developed adequate 500 kw. transmitter equipment, that it is conducting a study of signal intensity in secondary coverage areas, and that it is trying to construct an antenna to make better use of sky waves instead of merely for interference factors.

Patrick attacked the contention that WLW's superpower tended to crowd out other network stations within the WLW service area. He cited figures to show the increase in network affiliates within the WLW area since the superpower experiment started. He likewise contended that WLW has received a smaller proportion of the business increases that have developed in the area since the station started using superpower.

Commissioner Walker brought out the fact that WLW raised its nighttime hourly rate from $1050 an hour to $1200 an hour after getting higher power. Mr. Patrick pointed out, however, that during the time WLW went back to 50 kw. temporarily because of the Canadian situation, the rates were not lowered and only a few rebates were given to sponsors.

Patrick quoted figures introduced by WLW in the hearing to show that the operation of WLW did not affect the rates charged by other stations in the area; to show there was an increase in smaller stations within the area since WLW went to higher power; and to show that the operation of the 500 kw. station did not adversely affect the economic status of stations within its service area.

Mr. Patrick said that the committee presented only three witnesses to testify on economic matters. He described them as follows:

1. The commercial manager of WIRE, Indianapolis, who admitted he had only 17 months experience in his job.
2. A salesman for the national representatives of WIRE, who had previously been fired from a job as salesman for the national representatives of WLW for failure to produce business.
3. John A. Kennedy, owner of the three West Virginia stations who considers WLW as competition to his three stations at Charleston, Parkersburg, and Clarksburg. Mr. Patrick contended that Kennedy got his stations after WLW had gone to 500 kw.; that he had no basis of comparison; and that he admitted he didn't like a competition of any kind but preferred competition from afar to competition close at home. Patrick said Kennedy discussed four incidents in his testimony as possible grounds of the economic harm done to his stations by WLW.

Mr. McNinch interrupted Mr. Patrick's objections to the committee report to interject his comment that radio, though not a utility, is still invested with a public interest and is a public interest corporation.

KTHS Case Dropped

THE FCC, on motion of contesting parties, has dismissed the application of Hot Springs Chamber of Commerce, operating KTHS, to sell the station for $75,000 to Radio Enterprises Inc., headed by Tom Barton, who operates KARK, Little Rock, and KELD, El Dorado, Ark., and who proposed to move the station into Little Rock. In the midst of a hearing before Examiner Irwin Nov. 3, Mr. Barton decided to withdraw the bitterly contested application on condition that if the station is ever put up for sale again he should have first option on it, [BROADCASTING, Nov. 15].

Porter Becomes Partner In Littlepage Law Firm

REORGANIZATION of the law firm of Littlepage & Littlepage, effective Jan. 1, under which William A. Porter, associate in the firm, becomes a partner, was announced Dec. 22.



Mr. Porter

The new firm will be known as Littlepage, Littlepage, Porter, Littlepage & Williams. Members, in addition to the former members, Thomas P. Littlepage Sr. and John M. Littlepage, will be Mr. Porter, Thomas P. Littlepage Jr. and A. Rea Williams. Mr. Porter has been identified with the Littlepage firm since Jan. 2, 1935, as an associate, specializing in radio.

HUMBLE OIL Co., Houston, will sponsor the Texas Tech-St. Mary's Cotton Bowl game at Dallas Jan. 2 over 23 Texas State Network stations, with Kern Tips, manager of KPRC, Houston, and Hal Thompson, sportscaster of WFAA, Dallas, at the microphone.



• **Did you know that WDWS' home city, Champaign, has the highest per capita buying power in Illinois? That's a reflection of the richness of the area WDWS serves . . . 300,000 persons in an unusually fertile rural area.**

NEWS-GAZETTE STATION **WDWS** Champaign, Ill. Manager L.G.COLLISON

REPRESENTATIVE: SEARS AND AYER



National Sales Representatives: Edward Petry & Co., Inc.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 14 TO DECEMBER 29, INCLUSIVE

Decisions . . .

DECEMBER 14

MISCELLANEOUS — WDNC, Durham, N. C., granted mod. CP change equip., trans., radiator sites; WMFR, High Point, N. C., granted CP aux. trans.; WAGA, Atlanta, granted continuance hearing to 1-6-39, vol. assign. license; NEW, W. H. Bates Jr., Modesto, Cal., granted retention 1-4-39 as hearing date applic. KTBR renewal license and applic. Thomas B. McTammany for KTBR facilities, and denied McTammany motion in opposition to petitions for continuance and consolidation of hearings; NEW, Martin K. Calaway, Harry S. Hooper, Marysville, Cal., denied continuance hearing applic. Yuba-Sutter Bcstrs.

DECEMBER 16

MISCELLANEOUS — NEW, Colonial Bcstg. Corp., Norfolk, Va., denied petition withdraw applic. without prejudice Ex. Rep. I-669; WBLK, Clarksburg, W. Va., granted petition accept answer WBLK re WJAC applic. modif. license.

WBNY, Buffalo—Granted renewal, Commission holding applicant has not transferred control of WMBO Inc. in violation of law.

WMBO, Auburn, N. Y.—Granted transfer control to Auburn Pub. Co. and granted renewal.

KFDM, Beaumont, Tex.—Granted vol. assign. license to Beaumont Bcstg. Co., if the language "as well as the right to operate said station and all other rights pertaining thereto or connected therewith" be excluded from contract; also granted renewal.

DECEMBER 19

Juan Piza, San Juan, P. R.—Denied CP experimental station.

KFDM, Beaumont, Tex.—Granted vol. assign. license to Beaumont Bcstg. Corp.

WORC, Worcester, Mass.—Granted CP directional antenna.

SET FOR HEARING—WCNW, Brooklyn, CP move trans., radiator, etc.; WTAR, Norfolk, Va., CP increase power, change antenna etc.; KFPW, Fort Smith, Ark., CP increase power etc.; NEW, So. Ore. Bcstg. Co., Grants Pass, Ore., CP 1310 kc 100 w unl.; WHDF, Calumet, Mich., renewal license, and pending applic. Lane J. Horrigan asking part of WHDF facilities; KRKO, Everett, Wash., renewal license pending inquiry into extent of licensee's control over station, financial ability, and applications of Lee D. Mudgett for CP and vol. assign. KRKO license to Everett Bcstg. Co., and applic. Cascade Bcstg. Co., all consolidated.

TEMPORARY RENEWALS — KBPS KIDW KOTN KUMA WAPO WCBS WEED WGIL WHBQ WHLB WHLS WKBB WKEU WLAP WLEU WLLH WMBS WMSD WNBG WOPI WPRA WSVS WSYB KGBU WRCW WQBC WVFW KOBH KDAL WCNW WMBC WRDO KSAN WMIN.

MISCELLANEOUS — NEW, Platt & Platt, Poughkeepsie, N. Y., denied rehearing and consid. applic. new station; NEW, Larry Rhine, San Francisco, denied as in default; NEW, Colonial Bcstg. Co., Morristown, N. J., denied rehearing, statement of facts and grounds for decision affirmed except portion indicating interference with WICC; KRQA, Santa Fe, N. M., granted petition dismiss without prejudice vol. assign. license; KFBI, Abilene, Kan., denied motion to strike re applic. move to Wichita and joint opposition by KFH and KANS.

DECEMBER 20

MISCELLANEOUS—KOB, Albuquerque, N. M., granted extension temp. auth. 10 kw; KEX, Portland, Ore., 5 kw temporarily.

DECEMBER 21

NEW, Juan Piza, San Juan, P. R.—Denied CP experimental station.

WLNH, Laconia, N. H.—Granted CP new trans site, equip., antenna.

WMMN, Fairmont, W. Va.—Granted license for CP increase to 1-5 kw, new equip., directional.

WSPA, Spartanburg, S. C.—Granted license for CP new equip. etc.

WCHS, Charleston, W. Va. — Granted license for CP new radiator etc.

KSO, Des Moines—Granted license for CP increase power etc.

WLW, Cincinnati—Granted mod. spec. auth. to Crosley Corp.

MISCELLANEOUS — NEW, Bowling Green Bcstg. Co., Bowling Green, Ky., granted order take depositions; NEW, B. H. Hopson, Birmingham, dismissed without prejudice applic. set for hearing; NEW, Julius H. Dixon, Tupelo, Miss., denied as in default applic. CP 1500 kc 100-250 w unl.; KGNO, Dodge City, Kan., granted pet. continue hearing.

DECEMBER 23

KSTP, St. Paul, and WJSV, Washington—Granted applications increase to 50 kw.

NEW, Williamson Bcstg. Corp., Williamson, W. Va.—Granted CP 1370 kc 100 w D.

NEW, Citizens Bcstg. Corp., Schenectady—Denied CP 1240 kc 1-5 kw unl.

WLAP, Lexington, Ky.—Denied CP new trans., directional antenna, change 1420 kc 100-250 w to 1270 kc 1 kw unl.

KUJ, Walla Walla, Wash.—Denied CP change 1370 kc 100 w to 560 kc 250 w unl.

KFBI, Abilene, Kan.—Complaints re Examiner Hills conduct in hearing dismissed.

Hot Springs C. of C. applic. assign license dismissed without prejudice .

MISCELLANEOUS — WRR, Dallas, granted order take depositions; KCMC, Texarkana, Tex., granted continuance hearing to 3-24-39; NEW, Lawrence J. Heller, Washington, granted consolidation applics. new station and satellite station.

DECEMBER 27

MISCELLANEOUS—KGCA, Decorah, Ia., granted extension temp. auth. remain silent; WHN, New York, WNOX, Knoxville, granted auth. withdraw applic. extend spec. auth. 5 kw. N and cancelled WNOX temp. auth. 5 kw. N since CMQ ceased operating on 1010 kc.

DECEMBER 28

MISCELLANEOUS—WTRY, Troy, N. Y., granted mod. CP trans., studio sites, new equip., radiator; KTUL, Tulsa, granted license for CP increase power etc.; WBEO, Marquette, Mich., granted license for CP new equip., increase to 250 w; NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y., granted request take depositions; NEW, Presque Isle Bcstg. Co., Erie, Pa., granted continuance hearing to 2-24-39; WMFF, Plattsburg, N. Y., granted petition take depositions; NEW, Publix Bamford Theatres, Asheville, N. C., granted continuance hearing to 3-10-39.

NEW, Martin Anderson, Orlando, Fla.—Denied CP 1500 kc 100-250 w unl.

Examiners' Reports . . .

NEW, Citizens Voice & Air Show, Provo, Utah; Provo Bcstg. Co., Provo—Examiner Seward recommended (I-742) that applic. Citizens Voice & Air Show for CP 1210 kc 100-250 w unl. be granted; that applic. Provo Bcstg. Co. for same facilities be denied.

KYOS, Merced, Cal. — Examiner Hill recommended (I-743) that applic. vol. assign. license to Merced Bcstg. Co. be granted.

KSAL, Salina, Kan.—Examiner Seward recommended (I-744) that applic. change 1500 kc 100-250 w unl. to 1120 kc 500 w 1 kw unl. be granted.

KSEI, Pocatello, Idaho—Examiner Bramhall recommended (I-745) that applic. change 900 kc 250 w 1 kw unl. to 600 kc 1 kw unl. be granted.

WJBL, Decatur, Ill.; WBOW, Terre Haute, Ind.; WJBC, Terre Haute, Ind.—Examiner Seward recommended (I-746) that applic. WJBL change 1200 kc 100 w Sh.-WJBC to 1310 kc 100-250 w unl. be granted; that applic. WBOW change 1310 to 1200 kc be granted; that applic. WJBC change Sh.-WJBL to unl. be granted.

WFBR, Baltimore—Examiner Berry recommended (I-747) that applic. CP satellite station in Frederick, Md. be granted.

KFRO, Longview, Tex.—Examiner Berry recommended (I-748) that applic. change 1370 kc 250 w D to 1340 kc 1 kw unl. be granted.

NEW, Fredericksburg Bcstg. Corp., Fredericksburg, Va. — Examiner Irwin recommended (I-749) that applic. CP 1260 kc 250 w D be denied.

WOMI, Owensboro, Ky.—Examiner Irwin recommended (I-750) that applic. change 1500 to 1200 kc be denied.

KFDQ, Anchorage, Alaska — Examiner Berry recommended (I-751) that applic. renewal license be granted; that applic. transfer 166 shares of stock to R. E. McDonald be granted; that applic. experimental station be denied.

NEW, Radio Enterprises, Victoria, Tex. —Examiner Irwin recommended (I-752) that applic. CP 1310 kc 100-250 w unl. be granted.

KWNO, Winona, Minn.—Examiner Irwin recommended (I-753) that applic. mod. license 250 w D to 100-250 w unl. be granted.

WHAI, Greenfield, Mass.—Examiner Bramhall recommended (I-754) that applic. mod. license to 100-250 w unl. be granted.

KPAC, Port Arthur, Tex.—Examiner Seward recommended (I-756) that applic. CP change 1260 kc 500 w D to 1220 kc 500 w unl. be granted.

Applications . . .

DECEMBER 15

WHAT, Philadelphia — Auth. transfer control to Bonwit-Teller & Co.

NEW, Thumb Bcstg. Co., Brown City, Mich.—CP 1370 kc 100-250 w unl., amend corporate name to Thumb Bcstg. Co., change to 880 kc 1 kw D, change equip. etc.

WMHA, Harry M. Ayers, Anniston, Ala. —Mod. license D to unl.

NEW, M. L. Medley, Cookeville, Tenn. —CP 1370 kc 100-250 w D unl.

WJHL, Johnson City, Tenn.—License for CP new station.

DECEMBER 16

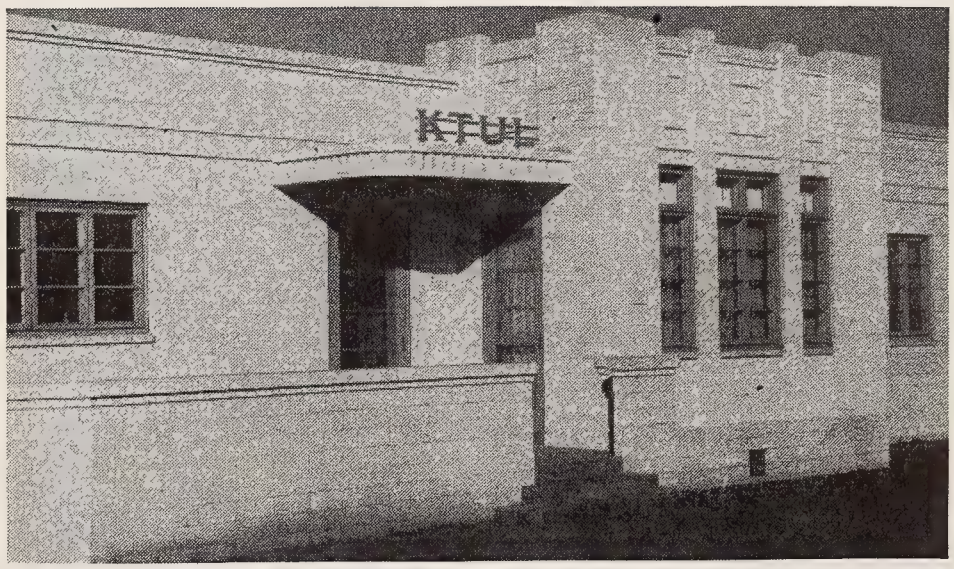
KTHS, Hot Springs, Ark.—Extension exp. auth. simultaneous with WBAL spec.

WEAU, Eau Clair, Wis.—CP increase 1 to 5 kw.

KOAC, Corvallis, Ore.—CP new trans., antenna, increase 1 to 5 kw.

DECEMBER 17

WBAL, Baltimore—Extension synchronous and simul. operation.



MODERN MOTIF was used by KTUL, Tulsa, for its new transmitter house accommodating its Western Electric 5 kw. transmitter which went into operation Dec. 7. The transmitter, it is claimed, is the first 5 kw. Western Electric unit with Doherty circuit installed in this country.

Appeal Procedure Changed by FCC

Reconsideration Pleas Must Precede Court Appeals

ACTION by the FCC on applications for reconsideration of its decisions must be exercised in the future before the parties can appeal, under precedent established by the U. S. Court of Appeals for the District of Columbia.

In several recent cases the court has held that appeals were premature when motions to reconsider were pending and had not been acted upon. The position was reiterated however, when the court recently dismissed without prejudice the appeal of WRTD, Richmond, in an unusual proceeding wherein WRTD had appealed prior to the filing of a petition for reconsideration by WMBG, Richmond, but the latter station subsequently filed the petition. Thus the court held that the appeal finally was premature, even though it was not at the time it was taken.

After a conference with attorneys representing the FCC and the appellants — William J. Dempsey FCC acting general counsel, and Eliot Lovett, WRTD counsel—the court dismissed the appeal without rehearing before the Commission that might result from the WMBG petition. Then it established the right of WRTD to appeal from that action, if it so desired.

In its memorandum and order, the Court said that since the application involved was still pending before the Commission upon rehearing petition filed by WMBG, and since the petition had not been disposed of by the Commission, that it was of the opinion that under its ruling in the Saginaw (Mich.) case of early this year, the WRTD appeal was premature. It held further that the *Times-Dispatch*, licensee of WRTD, was entitled to participate in the hearing on the petition of WMBG for rehearing and that upon the final disposition of that petition it could file a notice of appeal.

NEW, Calaway & Hooper, Marysville, Cal.—CP 1320 kc 250 w D, amended to 1420 kc 100-250 w unl.

DECEMBER 20

WLBZ, Bangor, Me.—Auth. transfer control, amend name of transferee to Congress Square Hotel Co.

NEW, Cabarrus Bcstg. Co., Concord, N. C.—CP 1370 kc 100-250 w unl.

KOME, Tulsa—License for CP new station.

NEW, WJMS Inc., Ashland, Wis.—CP 1310 kc 100-250 w unl., amended to 1370 kc 100 w unl., change equip.

NEW, KSTP, St. Paul—CP television 1 kw.

DECEMBER 21

WEED, Rocky Mount, N. C.—CP new trans.

KELO, Sioux Falls, S. D.—CP new trans., increase D to 250 w.

WDSM, Superior, Wis.—Mod. CP new station, for new trans.

DECEMBER 29

NEW, Coastal Bcstg. Co., Brunswick, Ga.—CP 1500 kc 100-250 w unl.

WREC, Memphis—Vol. assign. license from WREC Inc. to Hoyt B. Wooten, d/b WREC Bcstg. Co.

KBRA, Lufkin, Tex.—CP increase 100 to 250 w.

KTSW, Emporia, Kan.—Mod. CP new station to unl.

KBND, Bend, Ore.—License for CP new station.

Network Accounts

All time EST unless otherwise indicated.

New Business

GENERAL MILLS, Minneapolis (institutional), on Jan. 1 starts *Kaltenborn Comments* on 25 CBS stations, Sun., 10:30-10:45 p. m. Agency: BBDO, Minneapolis.

PERSONAL FINANCE Co., Newark (loan service), on Jan. 16 starts serial show on 29 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

MASS. FEDERATION of Taxpayers Assn. on Jan. 6 starts 26 quarter-hour programs *What's Happening in Mass.*, on 6 Yankee stations. Agency: Adv. Management, Boston.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive Soap), on Jan. 2 renews *Hilltop House* on 51 CBS stations, Mon. thru Fri., 10:30-10:45 a. m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate Tooth Powder), on Jan. 2 renews *Stepmother* on 18 CBS stations, Mon. thru Fri., 10:45-11 a. m. Agency: Benton & Bowles, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Concentrated Super Suds), on Jan. 2 renews *Myrt & Marge* on 52 CBS stations, Mon. thru Fri., 10:15-10:30 a. m. Agency: Benton & Bowles, N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), on Dec. 30 renewed *Vox Pop* on 24 NBC Red stations, Sat., 9-10 p. m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden, on Jan. 2 renews *Amos & Andy* on 47 NBC-Red stations, Mon. thru Fri., 7-7:15 p. m. (reb. 11-11:15 p. m.). Agency: Ward Wheelock Co., Phila.

CAMPBELL SOUP Co., Camden (tomato juice), on Dec. 26 renewed *Edwin C. Hill* on 39 NBC-Red stations, Mon. and Wed. 7-7:15 p. m. (reb. 11:15-11:30 p. m.). Agency: Ward Wheelock Co., Phila.

SUN OIL Co., Phila. (Sunoco), on Jan. 3 renews *Lowell Thomas* on 22 split NBC-Blue stations, Mon. thru Fri., 6:45-7 p. m. Agency: Roche, Williams & Cunnyngham, Phila.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Jan. 2 renews *This Day Is Ours* on 22 CBS stations, Mon. thru Fri., 1:45-2 p. m. Agency: Compton Adv. Co., N. Y.

GENERAL FOODS Corp., New York (Postum) on Jan. 2 renews *Lum & Abner* on 48 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Jan. 2 renews *The Goldbergs* on 32 CBS stations, Mon. thru Fri., 1-1:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on Jan. 2 renews *Road of Life* on 22 CBS stations, Mon. thru Fri., 1:30-1:45 p. m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory), on Jan. 2 renews *Life Can Be Beautiful* on 33 CBS stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Compton Adv. Co., N. Y.

BAYUK CIGARS, Philadelphia, on Dec. 26 renewed *Inside of Sports* on 4 Yankee stations, tri-weekly at 7:30 p. m. Agency: Ivey & Ellington, Philadelphia.

GILLETTE SAFETY RAZOR Co., Boston, on Jan. 2 renews tri-weekly in *Yankee Network News Service* on 15 Yankee stations, 6 p. m. Agency: Maxon Inc., N. Y.

A COURSE FOR LEGISLATORS

Rochester Stations Discuss Radio Problems With State and National Representatives

UNIQUE class in radio education was held in Rochester N. Y., Dec. 13, when executives of Rochester stations held a luncheon meeting with their representatives at the State and National legislatures as guests and pupils. Clarence Wheeler, vice-president of WHEC, outlined the growth of radio and the problems faced by broadcasters in an informal talk that gave the legislators a clear picture of the American system of broadcasting, after which there was a lively general discussion of all radio topics on which the guests may be asked to vote during the coming year.

Radio monopoly was a major topic, concerning which Mr. Wheeler said: "Anyone twirling the radio dial knows there is no monopoly in American broadcasting. He finds too many stations, network or nonnetwork, affiliated or independent, competing for his attention to support any contention of a broadcasting monopoly." Censorship and the broadcasters' license periods also occupied much of the discussion time. Congressman Wadsworth and Councilman O'Brien led the lawmakers in questioning the broadcasters on these and other questions of public interest about radio. At the conclusion of the meeting all the lawmakers expressed their appreciation for the opportunity of gaining a deeper understanding of the problems confronting broadcasting in its efforts to serve the public with entertainment and education.

Among those attending the luncheon meeting were: Representatives J. O'Brien, James W. Wadsworth, F. J. Sellmayer, Abraham Schulman, George Manning, Patrick E. Provenzano and Walter H. Wickens; State Senators Rodney B. Janes and Karl L. Bechtold; Councilman Joseph O'Brien; Clarence Wheeler, Gunnar O. Wiig, Le Monie C. Wheeler, WHEC; Edward Hanover, William Fay, Jack Lee, Jack Kennedy, WHAM; Leroy Snyder, Gannett Newspapers; Boynton Hayward, BBDO; Carl Hallauer, Bausch & Lomb Optical Co.; Arthur Lochte, chairman, Republican Committee of Monroe County.

UNION BISCUIT Co., St. Louis, on Dec. 13 for 13 weeks renewed its sponsorship of MBS' locally sponsored serial program *The Green Hornet* on KWK, St. Louis. Account is handled direct.

IMPERIAL SUGAR Co., Sugarland, Tex. (Imperial Sugar), on Jan. 2 renews for 52 weeks *Rhythm Rally, Melody Souvenirs* and *Songs to Remember* on Texas Quality Network, Mon., Wed. and Fri., 8:45-9 a. m. Agency: Tracy-Locke-Dawson, Dallas.

BELEM PRODUCTS Co., Houston, Tex. (Lacao Belem), on Dec. 30 renewed for 52 weeks *Bruce Layer* on Texas Quality Network, Fri., 6:45-7 p. m. Agency: Giezendanner-Gilliam and Co., Houston.

JERGENS-WOODBURY SALES Corp., Cincinnati, on Jan. 1 renews for 13 weeks *Walter Winchell* for lotion, on 62 NBC-Blue stations, Sun., 9:30-9:45 p. m. (repeat, 11-11:15 p. m.). Agency: Lennen & Mitchell, N. Y.

JERGENS-WOODBURY SALES Corp., Cincinnati, on Jan. 1 renews for 13 weeks *Hollywood Playhouse* for Woodbury soap and cosmetics on 61 NBC-Blue stations, Sun., 9-9:30 p. m. (repeat, 10:30-11 p. m. Agency: Lennen & Mitchell, N. Y.

AMERICAN TOBACCO Co., New York (Half and Half), on Jan. 1 renews for 13 weeks *Ben Bernie* on 44 CBS stations, Sun., 5:30-6 p. m. Agency: Young & Rubicam, N. Y.

MENNEN Co., New York (shaving cream), on Jan. 15 renews for 13 weeks *The People's Rally* on 11 MBS stations, Sun., 3:30-4 p. m. Agency: H. M. Kiesewetter Adv., N. Y.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Dec. 26 renewed for 52 weeks *Voice of Experience*, heard live on 58 MBS stations and transcribed on 15 Southern stations, Mon., Wed., and Fri., 1:45-2 p. m. Agency: Erwin, Wasey & Co., N. Y.

R. U. DELAPENHA & Co., New York (marmalade) on Dec. 6 renewed 26 participations in *Gretchen McMullen* program on 2 Yankee stations, twice weekly, 2:30 p. m. Agency: Gotham Adv. Co., N. Y.

BAYUK CIGAR Co., Philadelphia, on Dec. 26 renewed for 18 weeks Sam Balter's *Inside of Sports* on 14 MBS stations and 4 Don Lee stations, Mon. thru Sat., 7:45-8 p. m. Agency: Ivey & Ellington, Philadelphia.

GOSPEL BROADCASTING Assn., Los Angeles, on Jan. 1 renews *Old Fashioned Revival* on 86 MBS stations for 25 weeks, Sun., 9-10 p. m. Agency: R. H. Alber Co., Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), on Dec. 21 renewed *Gang Busters* for 13 weeks on 46 CBS stations, Wed., 8-8:30 p. m. Agency: Benton & Bowles, N. Y.

Network Changes

JERGENS - WOODBURY SALES Corp., Cincinnati (soap) on Jan. 15 shifts West Coast rebroadcast of *Woodbury Playhouse* on 19 NBC-Pacific Red stations, Sunday, from 7:30-8 p. m. (PST), to 4-4:30 p. m.

TYRONE POWER, film actor, on Jan. 1 replaced Charles Boyer in *Woodbury Playhouse* program, sponsored by Jergens Woodbury Sales Corp., on NBC-Red.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), adds WOAI and KVOO to *The Gospel Singer* on NBC-Red.

GOSPEL BROADCASTING ASS'N, Los Angeles, on Dec. 19 added WSAY and WMBO to the *Old Fashioned Revival* on MBS-Don Lee.

GEORGE W. LUFT Co., Long Island City, New York (Tangee cosmetics), on Jan. 3 shifts *The Right Thing to Do* on 4 NBC-Red stations from Mon. to Tues., 7:45-8 p. m. Agency: Warwick & Legler, N. Y.

McK. & R. Continues

WILLIAM J. WARDELL, Federal trustee of McKesson & Robbins, Bridgeport, Conn., has announced that, despite the recent sensational developments in the company's career, advertising and all other normal activities will continue without change. Current radio promotion is confined to a quarter-hour program, *Joyce Jordan, The Girl Interne*, heard five times weekly on 10 CBS stations for Calox Tooth Powder and Solidified Abolene.

THELMA PRESCOTT, formerly with the European edition of the *New York Herald-Tribune*, has joined NBC to produce fashion shows in the women's television department.

SIGNAL OIL Co., Los Angeles on Jan. 17 shifts *Signal Carnival* on NBC Pacific Red to Tues., 9:30-10 p. m. (PST).

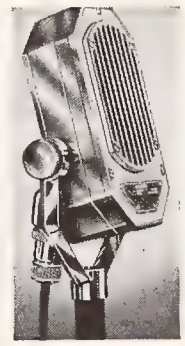
LEVER BROS. Co., Cambridge, Mass. (Rinso), on Jan. 10 switches *Big Town* with Edward G. Robinson on CBS from Hollywood to New York for three weeks or more.

JERGENS-WOODBURY Corp., Cincinnati (soap), on Jan. 1 will replace Charles Boyer with Tyrone Power on *Hollywood Playhouse* on 46 NBC-Blue stations, Sun., 9-9:30 p. m.

AURORA LABORATORIES, Chicago (Clear-Again) on Jan. 4 will start *Stella Unger*, the Hollywood News Girl, on 38 MBS stations, Mon., Wed., Fri., 1:15-1:30 p. m. Agency: Erwin, Wasey & Co., New York.

MODERN FOOD PROCESS Co., Phila. (Thrivo Dog food), on Jan. 1 shifts *Dog Heroes* on 11 NBC-Blue stations from 3-3:15 p. m. to 5:45-6 p. m. Agency: Clements Co., Phila.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
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RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND



Universal
AIRMASTER
Microphones
A new constant air-velocity supermicrophone. Notable for fidelity of tone, sensitivity and wide range pickup. Freq. range 30 to 12,000 CPS. Output level -62 db. Includes 3-prong lock ring plug and 25 ft. rubber covered cable.
Model AV-H, high impedance (direct to grid): AV-P, to match 500 ohms line: AV-L, to match 200 ohm line: and AV-D, 33 ohms to match inputs, mixers or other low impedance lines.
Microphone Division
Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U.S.A.
EXPORT AGENTS · FRAZAR & CO., 7 FRONT ST., SAN FRANCISCO

Gates Remote Equipment—
"Does a Better Job at a Lower Cost"
GATES RADIO & SUPPLY CO. Quincy, Ill.

Merchandising & Promotion

Holiday Spirit—Jerry's Circus—Phil's Books—Black Flame—Topeka Pastry—File Folder

SOUVENIRS ranging all the way from potatoes to mistletoe were presented to trade friends over the holiday period by broadcasting stations. Among the souvenirs were:

WMEX, Boston, letter openers.

KIDO, Boise, Idaho potatoes.

WGAR, Cleveland, fillers for its memo pads.

WCOP, Boston, calendar pad.

KWOC, Poplar Bluff, Mo., pencil.

WKY, Oklahoma City, mistletoe.

WLAW, Lawrence, Mass., plastic ash tray.

KPQ, Wenatchee, Wash., apples.

KFEL, Denver, Colorado celery.

KDYL, Salt Lake City, sent celery at Thanksgiving.

George Hollingbery, Chicago rep, Jones Dairy Farm products.

WRVA, Richmond, Va., Edgeworth sampler kits and initialed pipe.

WBAP, KGKO, Fort Worth, razor blades.

Henry J. Kaufman agency, Washington, keyring flashlight.

WBBM, Chicago, RCA transcription of its Round-the-World recording made during Air Mail Week and Winner of the McNinch award.

KITE, Indianapolis, giant pencil.

KTSA, San Antonio, transcribed greeting.

Major Bowes, miniature gong.

Western Electric Co.; package of replicas of humorous trade advertisements.

KTAR, Phoenix, Ariz., fresh dates.

* * *

7 Up in Denton

SEVEN UP BOTTLING Co., Denton, Texas, (beverage), as part of its promotional campaign for *We, the Jury*, transcribed series on KDNT, that city, uses weekly copy in the daily newspapers, three county weeklies and two college publications, as well as 200 window cards and banners on all trucks. Firm awards a case of 7 Up weekly for the best letter and correct verdict sent in by a listener. Supplementary prizes are also awarded. Transcribed series is produced by 20th Century Radio Productions, Hollywood.

* * *

KSFO Auto Medallions

ALL STAFF members of KSFO, San Francisco, are securing medallions with the station insignia for their automobiles. Medallions were designed by Chief Engineer Royal V. Howard and are polished aluminum on a deep blue background. The medallion carries the station's call letters and the CBS initials.

* * *

Fun With Joe

JOE CREAMER, ace promotion director of WOR, Newark, is author of an article titled *Let 'Em Have Laughter*, recounting the methods he employs in writing human interest advertising copy for WOR's trade promotion, appearing in the December edition of *Pickups*, Western Electric house organ.

* * *

Halifax Nudge

CHNS, Halifax, Nova Scotia, publishes *Nudge*, a merchandising monthly, full of merchandising and radio ideas, and illustrations of CHNS radio stars.

Sales That Speak

UNDER caption, "Sales Tales", KSTP, St. Paul, has issued a promotion folder telling of the response to a test offer of a post card photograph in connection with the transcribed program *Jerry of the Circus*, sponsored by Zinsmaster Baking Co., that city. Folder reproduces a letter of recommendation from Harry W. Zinsmaster, president of the firm, and relates that only three spot announcements on this program brought in 2,023 requests from 79 counties in five States. Program is produced by Radio Transcription Co. of America, Hollywood.

* * *

New "World News" Press

JANUARY issue of *World News*, WBS house organ of news and gossip about World programs, personnel and advertisers, appeared as a 12-page magazine, printed in two colors on coated stock. Publication will henceforth be bi-monthly instead of monthly as heretofore, but will be supplemented with bulletins to keep readers informed of current World events.

* * *

Their Own Commercials

KTRB, Modesto, Cal., has purchased a Presto recorder and takes it to the stores of local advertisers for recording of personalized commercial announcements by owners, managers and salesmen. The recordings in turn are used on the sponsor's program, instead of the announcer on duty making the commercial.

* * *

Talcum for Corn

MINNESOTA Corn Canneries, sponsoring a participation period on KGO *Home Forum*, San Francisco, is offering a dispenser for face or talcum powder in return for a label from a can of Butter-Kernel Golden Bantam Corn, plus ten cents. Recipe leaflets also are being sent on request of the listeners.

* * *

Shotgun Message

WADDED in a shotgun shell, WRC-WMAL, Washington, have distributed a combination cartoon merchandising strip with a "double-barreled" hunting theme.

Cook's Books for Shut-ins

NEARLY 18,000 books arrived at CBS headquarters in New York as a result of Phil Cook's plea on behalf of hospitals and shut-ins during his *Morning Almanac* program on WABC, New York. Listeners from Dec. 5 to Dec. 16 were invited to send or bring books to the offices of CBS, where they were forwarded to members of the United Hospital Fund and the Shut-In Society. The program, which is also transmitted by shortwave on W2XE, brought books from as far west as California, and one from a listener in Lancashire, England.

* * *

A Baby's Fate

TIED IN with its show for Medaglia d'Oro coffee on WBIL, New York, S. A. Schronbrunn & Co. is conducting a letter-writing contest among listeners to determine whether a baby, found by the show's characters in the story, should be kept or turned over to an institution. The best letter and solution to the problem wins a 17-jewel wrist watch, and other prizes include a radio, an electric chime clock and nine imported Italian percolators.

* * *

WLW, Sponsor Are Hosts

AS A goodwill gesture toward Cincinnati dairymen, WLW, Cincinnati, and the Dari-Rich Co. were hosts at a party for local dairy executives Dec. 15 in Hotel Netherland Plaza. Guest of honor was Milton Caniff, author-artist of *Terry & the Pirates*, which is broadcast over WLW and other stations for the Dari-Rich Co. Caniff was introduced by Don Bowey, president of Dari-Rich.

* * *

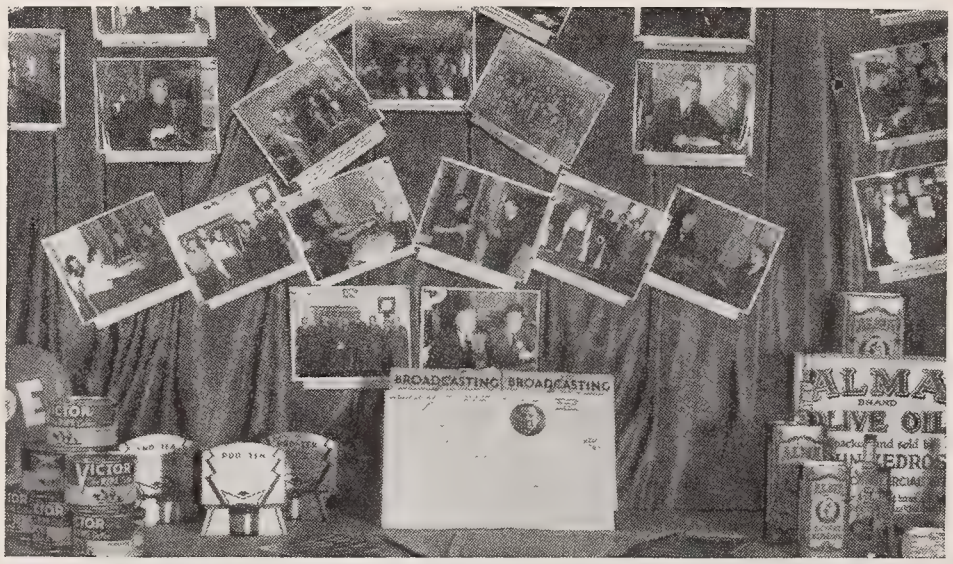
WPEN Auditorium

WPEN, Philadelphia, recently opened its 650-seat auditorium to sponsors, allowing them to place window displays and other promotional copy in various section of the hall as an added merchandising service. The auditorium is also used by Mabel Love and her *Women's Club* program, in addition to other shows, and hundreds of potential customers see the sponsors' display, WPEN reports.

* * *

Sam's Third Renewal

KSFO, San Francisco, has mailed 2,000 letters to retail grocers in Northern California to announce the third consecutive renewal of the Coca Cola *Singin' Sam* series. The letters are in the form of bulletins to be posted in stores for information of sales staffs.



WORL, BOSTON, built its exhibit for the Boston World's Fair around copies of BROADCASTING, sponsors' products and photographs of the staff.

Bethlehem Cards

KYW, Philadelphia, sent out over a thousand Christmas greetings bearing a Bethlehem, Judea, postmark, the only mail from Bethlehem to reach this country in several weeks. The idea was conceived in November by Lambert Beeuwkes, KYW sales promotion manager. With cooperation of Thomas Cook & Sons, the cards were mailed Nov. 8. They were convoyed in Palestine by British troops. The government there consented to release the official Bethlehem stamp from chancery where it had been placed when the postoffice was fired.

Voice of the Lens

WEEKLY show on WBBM, Chicago, titled *The Camera Talks* is sponsored by Candid Camera Corp. of America, Chicago, and offers weekly prizes of two Perfex cameras. Winners submit pictures of events that have played important or unusual parts in the fan's lives, accompanied by 500-word stories. Further merchandising tie-in lies in the judges named: Charles Bass, president of Bass Camera Co.; M. Reigan, camera buyer for Fair Store; L. Kaufman, buyer for Central Camera Co.

* * *

Amazon Explorers

HICKOK OIL Corp., Toledo, (gasoline), sponsoring the five-weekly quarter-hour transcribed *Black Flame of the Amazon* on 11 Michigan and Ohio stations, reports that in three weeks 450,000 juveniles joined its Hi-Speed Junior Explorers Club in response to the program. Club is named after the sponsor's gasoline, and application is made through Hi-Speed gasoline stations. Transcribed series is produced and cut by Aerogram Corp., Hollywood.

* * *

Fruit for Charity

AT *Boone County Jamboree* on WLW, Cincinnati, Dec. 23, admission was granted for fruits, vegetables or any other foodstuffs, and no member of the cast was permitted on stage without making a similar contribution at the door. Receipts were turned over to local charity and Christmas organizations for distribution among needy families.

* * *

New WLS Album

WLS, Chicago, has published the 1939 edition of the *WLS Family Album*, picturing WLS artists, personnel and studio facilities. During the last eight years, WLS reports, listeners have bought 410,000 copies of the *Album* as it appeared each year.

* * *

Cake From Topeka

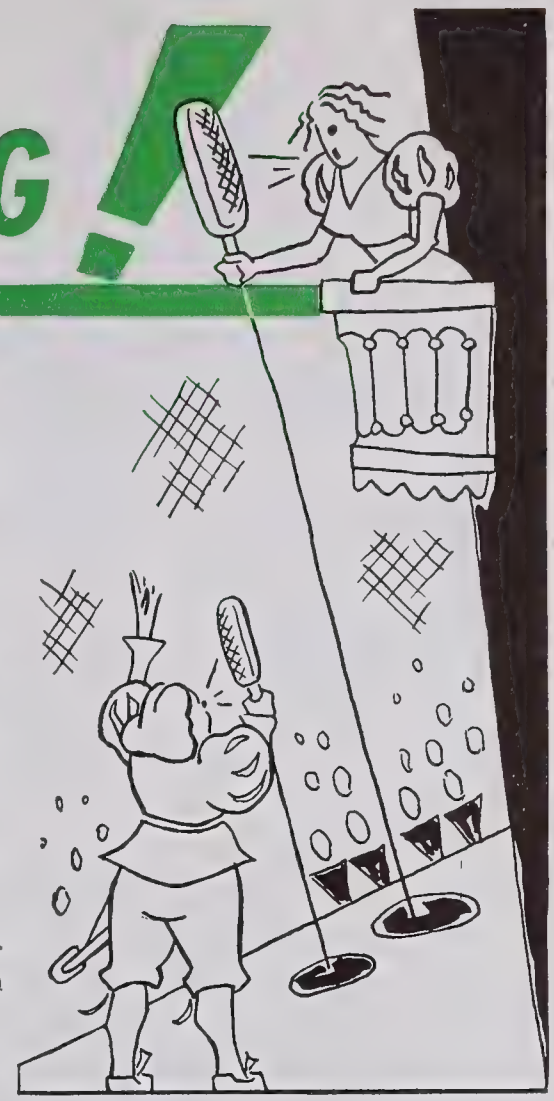
PROOF of the pudding is in the eating, says WIBW, Topeka, as it distributes to prospects a chunk of cellophane-wrapped fruit cake. Cake and merchandising message, printed in holiday colors, are sent in a gilt-covered box.

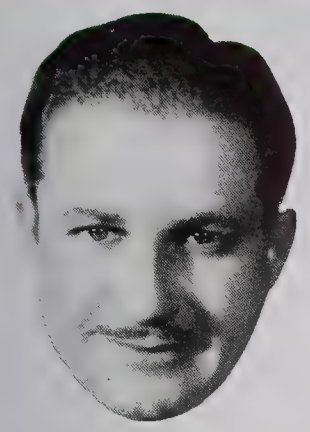
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Folder in File

WGAR, Cleveland, has published a promotional brochure designed as a business file, with the station's story on letterhead-size paper in a blue correspondence folder.

THE PLAY'S THE THING!





THE formula used by the Nation's Station to produce successful dramatic shows is very simple.

We are not trying to impress ourselves with colossal productions, nor to build dramatic programs to amuse our talent. We build them for our millions of consumer listeners.

We accomplish our objective through these means:

1. The most versatile and best balanced dramatic stock company possible.
2. Trained free-lance talent available when new voices and personalities are required.
3. A production staff composed of men who have many years of stage, as well as radio experience back of them, to direct our dramatic productions.
4. Carefully chosen writers skilled in preparing all types of dramatic scripts.
5. Constant experiments in engineering and sound effects to create more effective dramatic productions.
6. Coordination of all departments to keep production "in the groove" from idea to microphone.

These things, we believe, make WLW particularly adaptable to build and successfully sustain dramatic shows that command listener interest.

Owen Vinson
WLW *Program Director.*







PAULINE HOPKINS, *(above, left)* author of "The Mad Hatterfields" and "Midstream", WLW's two outstanding script shows, discusses a scene with Mama Hatterfield (Bess McCammon) and Nicki Powers (Duane Snodgrass). Rikel Kent *(lower, center)*, ace WLW Production Man, goes over a "Midstream" script with part of the cast including Wilda Hinkle, James Leonard, announcer, Jack Marks, Mary Jane Croft and Lon Clark. WLW includes 50 members in its staff and spot dramatic department.



"THE MAD HATTERFIELD" cast, *(above, center)* go over a script with W. Ray Wilson, production man. Selective casting combined with careful rehearsing makes "The Mad Hatterfields" one of radio's most delightful script shows. *(Above, right)* Rolly Hatterfield (William Green) and Caleb, the family butler (Harry Cansdale). Other current outstanding WLW dramatic productions include Dr. Kenrad Unsolved Mysteries, The Nation's Playhouse, and True Detective Mysteries.

These things too, we think, are part of the story of WLW

From 10 Kilowatts to 50!...



WWL FORGES AHEAD WITH RCA EQUIPMENT!

New U-shaped RCA 50 kilowatt High Fidelity transmitter just installed at WWL. It is Model 50-D.

For the 2nd time WWL gets a new RCA Transmitter —proof of the fine service this equipment renders!

During the years since it began broadcasting, WWL, New Orleans, has expanded from 10 kilowatts to 50 kilowatts. The original 10 kilowatt transmitter was an RCA.

And now—WWL broadcasts to listeners in New Orleans and vicinity with a brand new 50 kilowatt RCA transmitter.

The owners of WWL have consistently chosen RCA equipment because they have been more than satisfied with the consistently fine job RCA transmitters do. You, too, will get equally fine service from an RCA transmitter—at moderate cost. Two splendid lines—the deluxe line and the economy line—for you to choose from. Full details from your nearest district office.



Here is the beautiful modern new building which houses WWL's new 50 kilowatt RCA transmitter.

Use RCA radio tubes in your station—for finer performance.

RCA **Broadcast Equipment**

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. · Chicago: 589 E. Illinois St. · Atlanta: 530 Citizens & Southern Bank Bldg. · Dallas: Santa Fe Bldg. · San Francisco: 170 Ninth St. · Hollywood: 1016 N. Sycamore Ave.

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BROADCASTING

Broadcast Advertising

Vol. 16 • No. 2

JANUARY 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

9 MILLION
IN NINE YEARS

Another year and another million letters! In the 9 years WLS has been under the present management, 9,299,059 letters have been received from listeners —more than a million a year average for 9 consecutive years. The WLS audience is a responsive audience and loyal— loyal to the fine programming of WLS and to the advertisers who present them.

WLS Gets Results

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* (*Chicago*) Glenn Snyder, *Manager*

Represented By:

John Blair and Co., *New York, Chicago, Detroit, Los Angeles, San Francisco, Seattle*

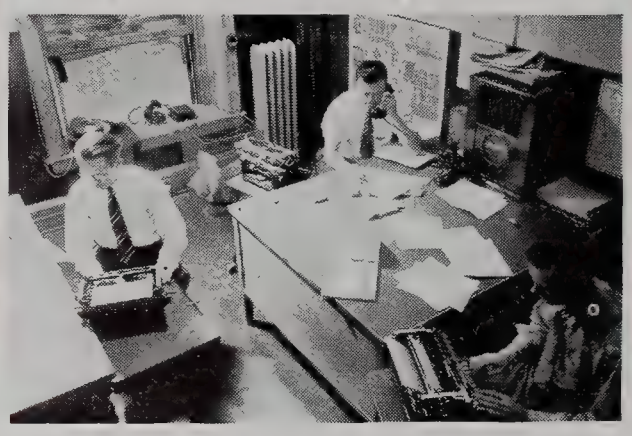
NOT ON THE RATE CARD



KLZ's Mobile Unit has added another exciting chapter to this station's log of outstanding service to the Denver-Rocky Mountain area.



Above: KLZ-produced shows are constantly building business for merchants in Denver.
Below: A corner of KLZ's bustling news department.



● On the rate card all kilowatts look alike . . . there's no way to distinguish *quality* of output by studying station time charges.

But to the listener . . . and therefore to the advertiser . . . it is exactly those things which the rate card cannot picture that are most important. And it is in those things that KLZ excels.

KLZ's pride in maintaining its position of leadership in the Denver-Rocky Mountain Region is a far stronger incentive in operation than any rate card figures can possibly be. No matter of rates was involved when the giant battery of rectifiers replaced the usual generator at the transmitter plant . . . when a Western Electric program booster was added. No question of earnings influenced the elaborate landscaping project that has transformed KLZ's transmitter site into a public park that is one of Denver's showplaces. No consideration of profits dictated the erection of the spire-like Blaw-Knox vertical radiator, towering 444 feet above Denver's sky-line.

These, and the jealous vigilance with which KLZ guards its professional standards, its community services, its reputation for alertness and originality, are the factors that make KLZ the superlative voice in merchandising it has become.

These are the things which are *really* important to you . . . but you won't find mention of them on the rate card!

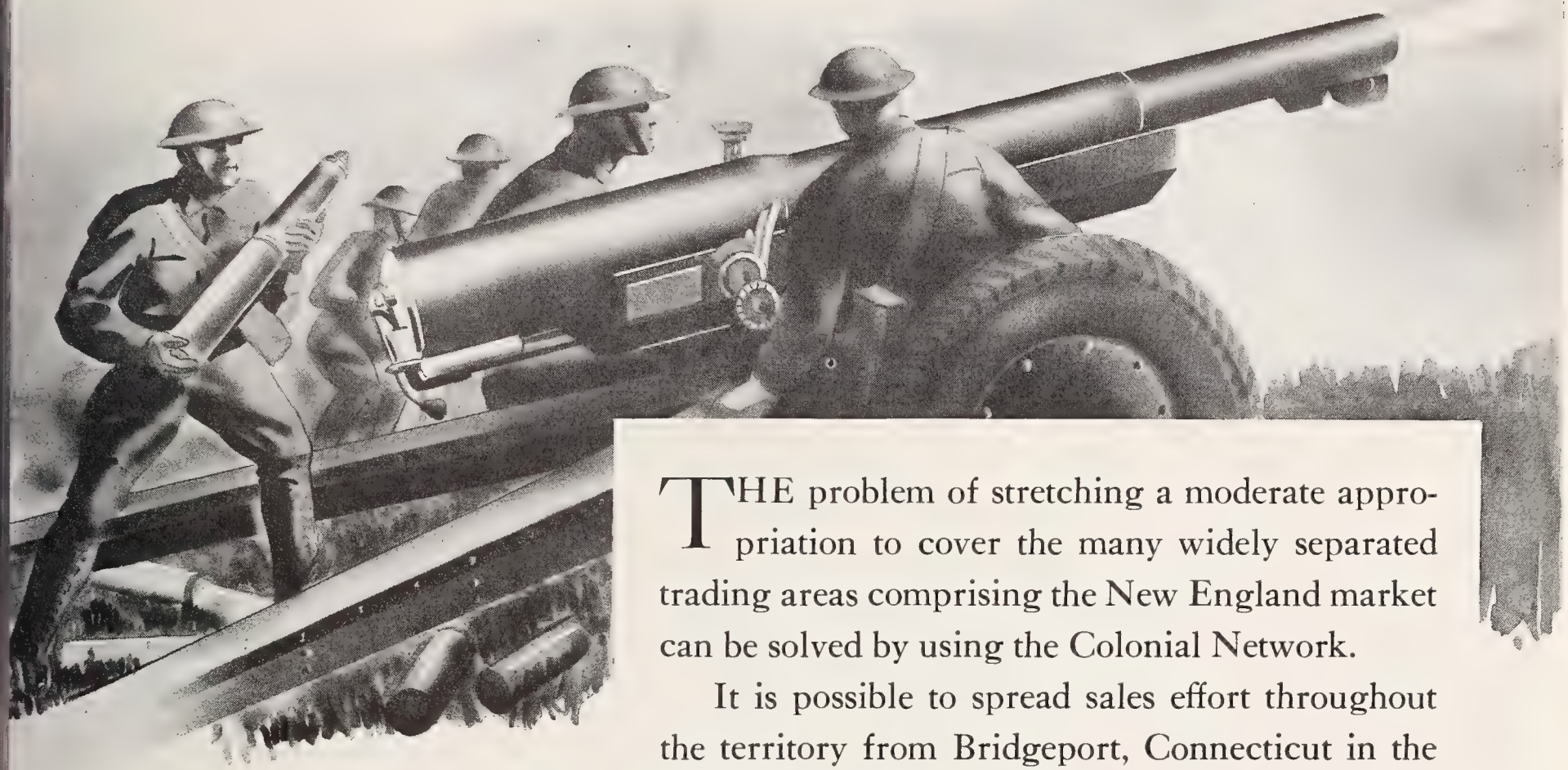
KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.

Concentrated Attack

on ALL New England Markets



THE problem of stretching a moderate appropriation to cover the many widely separated trading areas comprising the New England market can be solved by using the Colonial Network.

It is possible to spread sales effort throughout the territory from Bridgeport, Connecticut in the south to Bangor, Maine in the north and do this with concentrated effect in every important market. Each of the sixteen Colonial Network stations is located in an important center of distribution and provides an effective means of direct penetration in its service area.

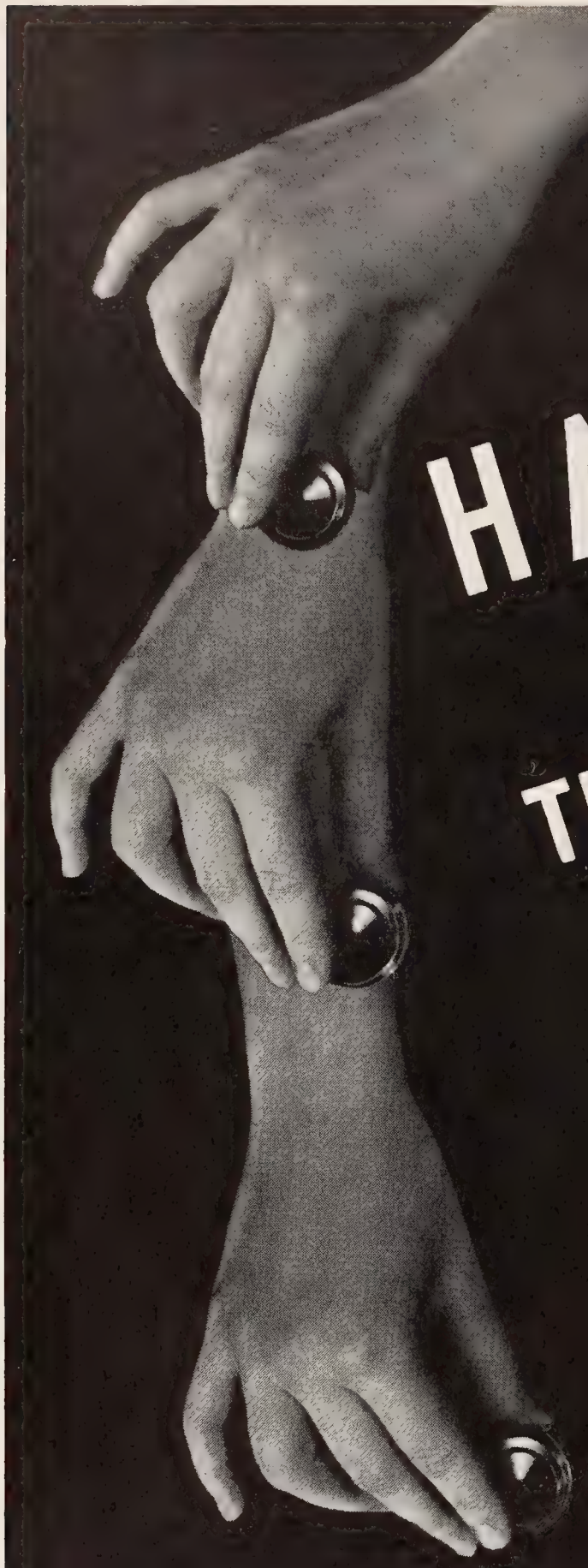
Through the Colonial Network you can reach more markets over a wider area at lower cost than through any other group of stations.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell, Lawrence
WATR	Waterbury
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL
NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



HAUNTED
by the thought of
TURNING HANDS

You can power a station with a billion watts and send a signal roaring around the universe. But all in vain — unless the hands that turn the radio dials want to stop at the proper place to hear that station.

Here at WSM we think in terms of entertainment designed to stop those turning hands. That is why we maintain a huge and varied talent staff of our own. Why we comb each commercial, study each script, to eliminate any hint of offensiveness, the faintest evidence of poor taste.

Having taught a goodly portion of American hands to turn to the WSM wave length and to enjoy and trust what they hear from WSM, we consider it good business, for us as a station and you as an advertiser, never to relax our vigilance.

The hands that stop belong to people who buy your goods. May we show you how our concern for stopping hands can start a flood of buying for your products?

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED SHIELDS YOU

The Air Castle of the South

WSM

NASHVILLE, TENNESSEE

CLEAR CHANNEL
50,000 WATTS
N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

Our official buttoner-upper

. . . of the hand in the glove



WE'VE been telling you with facts and figures . . . with maps and charts . . . with graphs and diagrams . . . how WJSV, alone among all Washington stations, fits the Washington wholesale trading areas like a hand fits a glove. It's a good snug fit, with every bit of WJSV's directionalized power pouring into the areas where it does advertisers, their wholesalers and their retailers the most good. ***And now we have a real, effective buttoner-upper. It's our "WJSV-On-Wheels" . . . the WJSV Mobile Unit. All the Washington area is our point-of-origination with this new traveling studio. Whenever anything happens, anywhere within our service area, the Mobile Unit is right there . . . ready to make on-the-spot recordings of the news as it happens.*** One national advertiser hopped on the wagon (pardon the pun) as soon as the unit was announced, sponsoring a mobile-unit show five times a week. It's been the talk of the town. And you ought to see what it does to sales!

WJSV WASHINGTON, D. C. • A CBS STATION

Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES:
New York • Chicago • Detroit • Milwaukee • Charlotte, N. C. • Los Angeles • San Francisco



all THE PACIFIC COAST IS *one* GREAT "SPOT" MARKET

BUYING spot time on the Coast? It will require from at least 4 to 10 or more separate contracts, plus the arduous task of finding desirable time (and holding it) on the more desirable stations.

There is a much better way. Consider the whole Coast territory as ONE huge spot market. Then plan to cover it *thoroughly*—at ONE TIME, with ONE PROGRAM and on ONE CONTRACT.

Here, constantly ready to carry your client's message, is a *regional* network of transcontinental caliber. It offers a broad selection of audience-tested programs of demonstrated pulling power. It is an integral part of the world's largest network. It is the .....

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco



Early in December KVOO went on the air for the Poor Kids! Old toys were brought in by Oil Capital citizens, then repaired and repainted. On Christmas Eve, the Tulsa Community Fund was able to play Santa Claus to 10,000 children. The KVOO Poor Kids' Christmas is an annual undertaking, as well as the KVOO Bathing Suit Round-Up every spring, in which these same thousands of children get re-conditioned bathing suits for the summer through appeals broadcast by the Voice of Oklahoma. KVOO is recognized as a friend of the people in Oklahoma. In its fourteen years of existence, the hours that KVOO has contributed to charity, religious and civic enterprises would equal a young lifetime.

EDWARD PETRY AND COMPANY
NATIONAL REPRESENTATIVES



KVOO

25,000 WATTS

BOTH N.B.C. NETWORKS

TULSA



"But what is KDO, dunce?"

Shush, Colonel—take it easy! Winterbottom has an amazing memory, but he can't possibly know everything about *all* the seven hundred radio stations in this country. So give him a break, and in a couple of hours he'll have the answer, from Free & Peters!

Now don't misunderstand us, Colonel. We're not superhuman, either. But there are fourteen experienced men at F & P, and we spend our entire time trying to keep abreast of radio. Nine times out of ten we really can *help* you in any "radio emergency".

So let Winterbottom give us a ring, and save yourself a stroke. We'll get the dope, even if it means an extra dividend for A. T. & T. . . . And it'll cost you nothing except the *compliments* you'll feel like paying!

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 2 WASHINGTON, D. C., JANUARY 15, 1939 $3.00 A YEAR—15c A COPY

Early Mexican Approval of Treaty Is Seen

By SOL TAISHOFF

Administrative Agreement Now Considered, Which Would Automatically Make Pact Effective for the Continent

NEW deliberations, looking to adoption of the North American Broadcasting Agreement (Havana Treaty) by an administrative agreement under which Mexico would comply to all of its terms, are under way and the outlook is considered most favorable by the State Department.

Despite refusal of the Mexican Senate to ratify the important pact at its last session, it was learned authoritatively that with the adjournment of the Senate, the Mexican Postoffice Department and the Ministry of Communications now have under advisement adoption of the treaty provisions by administrative agreement, which would be tantamount to making it effective for the principal nations of the continent. Since the United States, Canada and Cuba already have ratified the treaty, it remains only for Mexico to take the course proposed in order that the terms of the instrument shall become effective.

Under Advisement

On Jan. 11 the State Department was notified by Pierre Boal, charge d'affairs of the American Embassy in Mexico City, that the Mexican Government has the administrative agreement proposal under advisement. The Postmaster General of Mexico notified the embassy that Gen. Mugica, recently appointed Minister of Communications, is studying its terms and that the embassy would be notified of the decision within a short time.

The agreement itself, which provides for a reallocation of the 106 channels in the broadcast band from 550-1600 kc. among the nations of the continent, specifies that it shall become fully effective one year after three of the signatory nations have ratified and the fourth has signified its intention of so doing. Assuming the Mexican Government adopts the administrative agreement, this would fulfill the requirements of the agreement and its terms then could be invoked one year from that date.

Consternation over interference with operation of stations in this country by Cuban stations, which have already been shifted to new assignments under the treaty terms [BROADCASTING, Nov. 1, 1938], has been expressed both in FCC and State Department circles. Interference has reached such proportions that in several instances the FCC has authorized temporary night power increases for stations to offset the powerful signals from Havana. In this connection it is likely that overtures will be made by the State Department to the Cuban Government either to revert to its old allocations or else hold in abeyance shifts of major stations to new assignments until the treaty terms become fully effective for all nations. In so doing, interference would be minimized.

Await Superpower Report

Promulgation of new rules and regulations for stations in this country, into which the terms of the Havana Treaty are interwoven, naturally would have to be held in abeyance until the international picture is cleared through action by the Mexican Government. Despite that, the FCC Superpower Committee, which held extensive hearings last June on the proposed rules, is not yet ready to report to the full Commission on its recommendations.

Delayed by the pressure of other business, the committee, comprising Case, chairman, Craven, vice-chairman, and Payne, is expected to complete its work about Feb. 1. This report will embody the proposed new assignments up and down the broadcast spectrum, as well as new rules applying to broadcast operations. Horizontal increases for regional stations to 5,000 watts at night, where no undue interference would be caused, and of local stations to 250 watts at night, appear a foregone conclusion in the proposed report, since the terms of the treaty itself provide for it.

Class I-A, or clear channels. it is generally expected, will number about 25 of the 32 exclusive waves available to this country under the agreement. The most controversial issue is that of superpower or permitting power in excess of 50,000 watts on Class I-A channels. Because of the complexion of official sentiment, it is hardly expected the committee will recommend that 50,000 watts be adjudged the minimum power on Class I-A channels but rather that it will recommend a procedure which would retain the peak power at 50,000 watts on a regular basis at this time, with the stipulation that the time has not yet arrived for authorization of greater power. Presumably, it would be the suggestion that the rule be kept sufficiently flexible to provide for higher power grants in the future rather than place an insurmountable obstacle in the way of technical progress in that field.

Would Clear the Way

Should the Mexican Government adopt the administrative agreement to place the treaty terms in effect, the FCC will be in a position to go ahead with its plans for promulgation of the new allocations. On the other hand, if additional delays are encountered and the Commission arrives at the point where it desires to proceed, the proposed rules will cover the existing station frequency assignments while proposed assignments under the treaty would be provided in accompanying tables which would become effective when Mexico signified its intention of approving the agreement.

Conversations are expected to start shortly with the Cuban Gov-

(*Continued on page 79*)

764 Stations as of Jan. 1; Yearbook Number Out Feb. 1

THERE were exactly 764 broadcasting stations operating or authorized for construction in the United States as of Jan. 1, 1939, and 91 others in Canada. Their listing by States and provinces, by call letters and by frequencies, together with ownership, personnel, equipment and other data, will be made available in the 1939 BROADCASTING Yearbook Number which will be off the presses Feb. 1.

The Yearbook Number, with many new features added since its predecessor issues, will show that 52 new stations were authorized in the United States and its possessions by the FCC during 1938, of which 23 were on the air as of Jan. 15 of this year. Ownership of these stations will be shown in detail, together with data about their personnel etc.

Also disclosed will be the extent of the newspaper ownership in 239 stations with which newspaper interests were identified as of Jan. 1, 1939. The list shows that 25 stations in Canada also have newspaper interests identified with their ownership. This compares with 211 in the U. S. and 21 in Canada as of Jan. 1, 1938.

A complete survey of the business of broadcasting during 1938, showing both network and local receipts, with estimated breakdowns by classes of industries, by types of programs, by agency billings etc., will be included in the Yearbook Number, together with a survey of the economic structure of American broadcasting based on FCC records and on data compiled and interpreted by Dr. Herman H. Hettinger, University of Pennsylvania economist.

The major new feature of the Yearbook Number will be an index-summary of commercial and sustaining program ideas and titles compiled from the articles and items carried in BROADCASTING during 1937 and 1938. Another new feature will be a survey of program popularity and trends during 1938.

The book will number 402 pages and will be made available only to subscribers to BROADCASTING.

Durham Proposal To Retain WPTF Declined by NBC

New Company Elects Officers And Will File With FCC

PROCEEDING with its plans to purchase WPTF, Raleigh, from NBC for $210,000, the North Carolina Radio Corp., formed last month, has elected officers and shortly will file with the FCC an application for assignment of the station to it.

Simultaneously, William S. Hedges, NBC vice-president in charge of station relations, advised the Durham Life Insurance Co., present operators of WPTF, that it had rejected a proposal from the insurance company that it forego its option to purchase the station and permit it to remain in present hands.

NBC exercised its option to purchase WPTF for $210,000 several weeks ago, simultaneously announcing it proposed to turn the station over to responsible North Carolina interests at the same figure [BROADCASTING, Jan. 1]. The station operates on 680 kc., on which KPO, San Francisco, owned by NBC, is the dominant outlet. Disagreement of WPTF's application for regular full-time operation on the frequency, it was stated, motivated NBC's decision to acquire the station.

Officers Named

A. E. Finley, of Raleigh, president of the North Carolina Equipment Co., has been elected president of the new corporation which will file for transfer of the WPTF facilities, it was announced. John T. Taylor, Raleigh merchant, and Emil Rosenthal, Goldsboro merchant, were elected vice-presidents; John P. Swain, secretary of the Raleigh Merchants Assn. and the Raleigh Credit Bureau and chairman of the Wake County Board of Commissioners, was elected secretary-treasurer. Arch T. Allen, past president of the Young Democratic Clubs of North Carolina and a member of the State House, was elected attorney.

The board of directors in addition to Messrs. Finley, Taylor, and Swain, will comprise Frank A. Daniels II, treasurer *Raleigh News & Observer* and past president of the Raleigh Chamber of Commerce; J. M. Broughton, Raleigh lawyer, former member of the State Senate and a trustee of Wake Forest College; Gordon Gray, publisher of the *Winston-Salem Journal* and *Twin City Sentinel*, operating WSJS, president of the Young Democratic Clubs of North Carolina, and member of the State Senate, and Edwin Tate, Laurel Hill merchant, member of the State School Committee.

Action of NBC in declining the proposal of Durham that it forego its contemplated purchase of the station was disclosed in a letter dated Jan. 9 to S. B. Coley, president, Durham Life Insurance Co.

Mr. Coley on Dec. 31 wrote Mr. Hedges that his company was no more desirous of disposing of its interest in WPTF than NBC "now appears to be desirous of acquiring such interest." Pointing out that since Durham took over the sta-

(*Continued on page 68*)



Drawn for BROADCASTING by Sid Hix

"Here's Where I Get Around That 'Person to Person' Ruling!"

WRIGLEY PROGRAM LAUNCHED ON CBS

UNDER sponsorship of William Wrigley Jr. Co., Chicago (Doublemint gum), Jesse L. Lasky's *Gateway to Hollywood*, one of the most extensive talent searches ever conducted, was launched Jan. 8, Sunday, 6:30-7 p. m. (EST), on 72 CBS stations for 13 weeks. Setup of the series calls for a well-known film player and cast as "supporting" talent for amateurs selected in a national competition being conducted in cooperation with RKO Radio Pictures.

Nine couples from each coast are to be selected to come to Hollywood and compete for final honors. Boy and girl chosen in eliminations will be guaranteed at least six months' work as RKO players and featured in a film under names of Alice Aden and John Archer, with salary of $125 weekly. Search is open to girls between ages of 17 and 23 and boys of 21 to 27.

Bryant Washburn has charge of the eastern division search. Hobart Bosworth heads the western section. Charles Vanda, CBS Hollywood program director, now on leave-of-absence, is producing the series under direction of Lasky. Ken Niles is announcer and also contestant coach. He was formerly associate producer-announcer of *Hollywood Hotel*. Wilbur Hatch has the orchestra. Writers include Russ Johnson and Everett Tomlinson. Darrell Donnell, headquartered in Hollywood, is in charge of West Coast exploitation. Ralph Palmer of New York, directs eastern publicity for the series. Frances Hooper Agency, Chicago, has account.

Parkay Oleo Spots

KRAFT-PHENIX Cheese Corp., Chicago, on Jan. 16 starts a series of one-minute spots, 15 a week, on 25 stations for its Parkay oleomargarine. Needham, Louis & Brorby, Chicago, is agency.

MBS on Feb. 4 will start a series of programs by the Carnegie Tech Symphony Orchestra of Pittsburgh to be heard thereafter Saturdays from 1:30-2 p. m.

CBS Already Planning To Expand in Hollywood

TAXED for space to accommodate its heavy production schedule of commercial programs emanating from Hollywood, CBS has been forced to utilize two additional outside theatres for audience shows. Network has taken over El Capitan Theatre on Hollywood Blvd. for its Sunday afternoon Screen Actors Guild-Gulf Oil Corp. show, *Hollywood Guild*, and Ambassador Hotel Theatre in downtown Los Angeles, for the weekly *Back Home* program, sponsored by Forest Lawn Memorial Park Assn.

With prospects of further transcontinental shows being set for origination from Hollywood, CBS has acquired land adjacent to its new Columbia Square Bldg., and proposes to build at least two additional theatre auditoriums with approximate accommodations of 400 persons each. Addition will be at the corner of El Centro Ave. and Selma St. Date to start construction has not been announced. Prospects are that sustaining programs from Hollywood will also be increased under the expansion plan contemplated.

CBS Expands in N. Y.

IN ADDITION to the expansion of lobby space at its New York headquarters [BROADCASTING, Jan. 1], CBS is also contemplating the expansion of its studio facilities and has begun negotiations for the acquisition of additional space in a building nearby its present quarters at 52nd St. and Madison Ave. Network would like to obtain an auditorium seating at least 400 persons for use as an audience studio, as well as other smaller studios. Neither the studio nor the lobby project have been definitely settled as yet, but plans are being pushed ahead as rapidly as possible as the network hopes to be able to complete the expansion by this summer.

RICHFIELD OIL Corp., New York, using minute spots five times a week on 34 stations, promoting a prize contest whose answers will appear in *Look* Magazine. Six contests are planned. Agency is Sherman K. Ellis & Co., New York.

PAYNE DISMISSES HIS LIBEL SUIT

THE $100,000 libel suit of Federal Communications Commissioner George Henry Payne against BROADCASTING Magazine, and its editor and publisher, which has been pending in the United States Court for the District of Columbia since December, 1936, was dismissed Jan. 13.

The editorial which was the subject of Commissioner Payne's complaint criticized his examination of Powel Crosley Jr., head of Station WLW. Commissioner Payne charged that it transcended the limits of fair comment and libeled him. The magazine explained to Commissioner Payne it had no intention of transcending the limits of fair comment or of doing more than expressing its reasonable disagreement with the views he had expressed and the manner in which he had expressed them. The dismissal came pursuant to the resulting understanding had between the parties that the editorial was published by the magazine, its editor and publisher, in good faith as a criticism in a matter of great public interest, as the magazine saw it at the time, and without any malice; and that it was not intended to reflect in any way upon Commissioner Payne's personal or official integrity.

NBC Added 25

NBC in a year-end roundup reports that it added 25 stations as affiliates during 1938, bringing its total outlets to 166, and also concluded an agreement with Canadian Broadcasting Corp. whereby American commercials could be broadcast over 31 stations of its transcontinental network. The affiliates added during the year are WBRC, Birmingham; KTSM, El Paso; WBRE, Wilkes-Barre; KSEI, Pocatello, Ida.; KPFA, Helena, Mont.; KGKO, Ft. Worth; KTOK, Oklahoma City; WMFF, Plattsburg, N. Y.; KMA, Shenandoah, Ia.; WALA, Mobile; WGAL, Lancaster, Pa.; KUTA, Salt Lake City; WLAK, Lakeland, Fla.; WFDF, Flint, Mich.; WJIM, Lansing, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; KTFI, Twin Falls, Ida.; WAPO, Chattanooga; WLBZ, Bangor, Me.; WRDO, Augusta, Me.; WEEU and WRAW, Reading, Pa.; WNBC, New Britain, Conn.; CMQ, Havana, Cuba.

Eight Added by CBS

DURING 1938 CBS added eight stations to its list of affiliates and dropped five stations. Additions were WAPI, Birmingham, replacing WBRC of that city; KARM, Fresno; KROY, Sacramento; WBRK, Pittsfield, Mass.; WGAN, Portland, Me.; KGGM, Albuquerque; WABI, Bangor, replacing WLBZ, that city; WBRY, Waterbury. Stations which lost their CBS affiliation during the year were KNOW, Austin; WALA, Mobile; KGKO, Wichita Falls (now in Fort Worth).

CHICAGO and Providence have been added to the list of cities to be visited by Arturo Toscanini and the NBC Symphony Orchestra this season, the Chicago concert to be held Jan. 31 and the Providence one Feb. 7. Newark, Baltimore and Boston have already presented concerts by the maestro and his orchestra.

Bone Heads Patent Committee, Promises Copyright Bill Action

Case Nomination Seen Unopposed; Little Demand For Investigation Noted as Congress Opens

By WALTER BROWN

AS THE 76th Congress perfected its organization and settled down for work, a number of matters of direct interest to the radio industry appeared on the legislative horizon.

Among these are copyright legislation, proposals for Government operation of a superpower radio station, investigation of the broadcasting industry and the FCC, changes in the present FCC act, and certain limitations on radio advertising.

During the closing days of the last session, an unsuccessful effort was made by the then Chairman John J. O'Connor of the House Rules Committee, who was later defeated for reelection, to drive through the House a resolution to investigate the FCC and the industry in general.

No Inquiry Demand Yet

As yet no specific demands have been made for an investigation at this session but they appear to be in the offing. Rep. Wigglesworth (R-Mass.), second ranking Republican on the House Appropriations Committee and long an advocate of a Congressional probe, made this statement:

"I still think there should be a thoroughgoing investigation of the FCC and if someone else does not introduce a resolution for such an investigation, I will."

During the week of Jan. 23 the House appropriations subcommittee on independent offices is expected to reach the FCC and officials of the Commission will be called to justify the budget recommendation for a larger appropriation during the next fiscal year. Mr. Wigglesworth is on this committee and he indicated he would question Chairman Frank R. McNinch at length regarding the work of the Commission. He said he is not at all impressed with the investigations which the Commission is conducting and is still of the opinion that Congress should act.

On the Senate side, Senator White (R-Me.), who has been asking for a radio investigation with a view to strengthening the law, is not yet ready to reveal what his course will be. He told BROADCASTING he was giving the matter serious study, stating he had some definite ideas as to what should be done in the field of radio broadcasting, and within a week or two would probably have something to say.

There were material changes in the Senate committees which handle legislation dealing with radio matters. Senator Homer Bone, (D-Wash.) was elected chairman of the Senate Patents Committee, which has charge of copyright legislation, succeeding former Senator McAdoo. On Jan. 12, Chairman Bone secured passage of a resolution authorizing his committee to hold hearings and employ help.

He told BROADCASTING one of the first committee assignment requests he made when he came to the Senate was Patents and he was glad to now head it because of a long-time interest in patent and copyright legislation.

"I am interested in the whole subject of patents and I have felt for sometime, as the special Monopoly Committee is now discovering, that 'patent pools' are the chief causes of monopoly," he said. "I intend for the Patents Committee to go into the whole subject, including a new copyright bill and the copyright convention."

Sen. Bone did not mince words in expressing his opinion as to the unfairness of the present copyright law under which an arbitrary fine of $250 is levied for innocent infringement of a copyright. He said he wanted the law fixed whereby each violator would be tried and each case stand on its own merits.

Rep. Daly (R-Pa.) has reintroduced in the House his bill (HR-926) to "amend and consolidate the acts respecting copyright" which would recognize the rights of performing artists.

Gurney Assigned

Radio fared well in election of new members to committees when Senator Chan Gurney, (R-S. D.) was assigned to the Senate Interstate Commerce Committee, which handles all legislation dealing with the FCC, radio and communications. He is the former operator of WNAX, Yankton. Other new members on this important committee are: Lundeen (FL-Minn.), Stewart (D-Tenn.), Tobey (R-N. H.), and Reed (R-Kan.).

Chairman Wheeler will return to Washington during the week of Jan. 16, and one of the first meetings of his committee will be to consider the renomination of Commissioner Norman S. Case for a seven-year term from last July 1, which President Roosevelt sent to the Senate Jan 10. No opposition has been expressed to Commissioner Case, but he may be called before the committee to be asked certain questions regarding the operations of the FCC. Sometimes Senators find this an effective way to get information regarding Federal agencies.

The Senate Commerce Committee, which handles legislation dealing with advertising, such as the Food and Drug Act, is now headed by Senator Bailey (D-N. C.), who succeeded the late Royal S. Copeland. New members on this com-

(*Continued on page 76*)

Renominated to FCC



COMMISSIONER CASE

ESSO ON THE AIR
Promotion Film Shows How Reporters Work

THE STORY of the collection, preparation and dissemination of UP news for the *Esso Reporter* broadcasts, sponsored by Esso Marketers, is graphically presented in the talking film *News in the Air* compiled for presentation in schools, colleges and other educational centers.

The picture, one of a promotional series for Esso, traces the methods by which news has been spread, from the drum beats of savage tribes up to our present mechanized system of describing events as they happen via telephone, telegraph, teletype and, most recently, radio.

How Esso reporters receive news immediately before and often during their broadcasts is illustrated by means of the "flash" incident of the sinking of the U. S. Gunboat *Panay* by the Japanese in December, 1937.

News of the world-stirring event actually went on the air all over the world while the UP reporter, forced to swim from the sinking gunboat, was still telling his story to Shanghai headquarters on the telephone. This achievement, the film commentator states, is possible today only through radio.

When the picture is shown at Esso dealer meetings, a trailer is added suggesting ways of making most efficient trade use of the broadcasts, such as presenting to customers at Esso filling stations a schedule of the news programs on their local radio station. Another method shown is the house-to-house visit plan. The Esso representative distributes broadcast schedules to housewives to whom he also delivers a sales talk on the services available at his station. The Esso broadcasts are credited with being largely responsible for the increase in business reported by representative dealers from all sections of the country.

A total of 32 stations now carry the five-minute news broadcasts, heard six days a week, under the sponsorship of Colonial Beacon Oil Co., Standard Oil Co. of New Jersey, Standard Oil Co. of Pennsylvania, and Standard Oil Co. of Louisiana.

FCC Makes Study Of Questionnaire

McNinch Studies Proposal for Annual Data From Stations

SETTING UP of permanent questionnaire "schedules" to procure on a regular basis information on industry finances, employment and program breakdowns, is awaiting FCC action, after having been cleared in a preliminary way by its Accounting Department, which consulted with the industry.

As a first phase, a pamphlet of instructions and interpretations of questions has been drafted and now is before FCC Chairman McNinch for scrutiny. Presumably this rule book would be made public in advance of the actual questionnaires so stations would be advised in advance of the type of information which will be sought for the calendar year 1938 and thereby be in a position to adjust their books accordingly before the 1938 records become obsolete. The NAB accounting committee, headed by Harry S. Wilder, WSYR, and with the administrative aid of Edwin M. Spence, NAB secretary-treasurer, has been in frequent conference with William J. Norfleet, FCC chief accountant, and his assistant.

Reduced in Size

Whereas the original proposed form of the FCC covered some 100 photostatic pages, the tentative new form has been reduced to about a score of photostat sheets. Among other things, maintenance of a daily station log, covering all operations, would be necessitated by the proposed questionnaire form.

Presumably, after Chairman McNinch approves the rule interpretations, FCC sanction also will be sought before it is released. Then the actual form of questionnaire will be subject to further conferences between the NAB accounting committee and Mr. Norfleet's department, after which it also will require FCC approval [BROADCASTING Jan. 1].

Roundtable Discussion Marks Kellogg Program

WITH Niles Trammell, NBC New York executive vice-president, and John U. Reber, vice-president in charge of radio of J. Walter Thompson Co., that city, on hand for the initial broadcast, Kellogg Co., Battle Creek, on Jan. 15 was to start its new series from Hollywood on 48 NBC-Red network stations, Sundays, 10-11 p. m. (EST). Format is new to radio. Informal gathering of film names dominating the program has been titled *The Circle.*

Ronald Colman is to preside weekly as president, with Carole Lombard secretary. Title of "beadle" has been conferred upon Cary Grant. Other "club" members include Lawrence Tibbett, the Marx Brothers, Groucho, Chico and Harpo, with Robert Emmett Dolan's orchestra. Guest talent will also be featured. *Circle* participants will mull over choice bits of poetry, philosophy, anecdotes and general conversation in an atmosphere of informal and impromptu discussion and music. George Faulkner heads the writing staff with Tony Stanford producing.

CBS Lifetime Net Totals $22,500,000

New Station Ownership Questionnaire Injects Life Into Proceedings, Brings Baffled Response From Industry

A FIZZLE insofar as newspaper headlines are concerned, the FCC's widely publicized inquiry into network operations and tendencies toward purported monopoly has taken a new turn, which on paper appears to be directed against individual station ownership.

As the Inquiry Committee itself began Jan. 10 the second lap of its listless taking of testimony with CBS opening its case, the FCC accounting department sent to all stations a new questionnaire which inquired into innermost phases of ownership, operation, policies and personnel of all licensed stations. Supplementing data requested from networks, holding companies and shareholders in stations, the new questionnaire immediately brought a torrent of criticism from stations, who besieged their Washington attorneys and the NAB for advice [see complete story on page 22].

The Commission's only retort has been that if stations question the propriety of the new inquiries, they should state them formally to the Commission or attempt to procure legal redress. Returns are due Jan. 25.

Off to a Fast Start

CBS began presentation of its case Jan. 10 before the Inquiry Committee. Whereas NBC's presentation consumed a total elapsed time of six weeks from Nov. 14 to Jan. 5, CBS, with reasonable cross-examination, hopes to complete its presentation within two weeks. It got off to a flying start the first day but then was slowed up by detailed cross-examination in connection with its corporate structure and its financial history by George B. Porter, FCC assistant general counsel.

Although CBS did not begin operation until a year after NBC's advent in 1926, it has earned approximately the same amount of net profit since its establishment, Frank K. White, the network's treasurer, revealed in his testimony. A consolidated profit and loss statement for the network from 1927 to Jan. 1, 1938, disclosed an aggregate net income of approximately $19,000,000—which just about equaled NBC's net figure for the 11-year period beginning in 1926. [See NBC analysis on pages 26-27.]



HUDDLING at the FCC counsel table are Edward Klauber, CBS executive vice-president, and former judge John J. Burns, chief counsel for the network.

Mr. White estimated that CBS would show a net profit for the 1938 year of approximately $3,500,000 or about $800,000 less than the preceding calendar year. This figure would raise the CBS lifetime net to approximately $22,500,000—which maintains its slight advantage over NBC's 12-year record.

CBS pursued presentation of its case in a business-like way, running its witnesses through prepared testimony on a question-and-answer basis as speedily as possible. John J. Burns, of New York, former general counsel of the Securities & Exchange Commission, former Massachusetts judge and a onetime professor of law at Harvard, is the network's chief counsel. Despite lack of previous experience in broadcasting, he displayed remarkable familiarity with broadcast operations and with industry affairs.

A Dozen to Appear

All told, CBS plans to offer a dozen witnesses, including President William S. Paley. Mr. Paley had been scheduled tentatively to appear during the first week of the hearings but illness forced a postponement, probably until Jan. 17.

Edward Klauber, executive vice-president of CBS, while not scheduled definitely as a witness, has been present at the hearings from the start as chief advisor to Counsel Burns.

Presumably because the hearings have failed to yield the type of notoriety anticipated, observers looked upon the new foray into station ownership and other business activities of licensees as a possible step in the direction of pepping things up. The inquiry is broken down into five phases, with networks constituting the first. The second will cover testimony of groups outside of actual broadcasting operations who have filed appearances, and the third management contracts and leases. The fourth phase, dealing with the nature and extent of common ownership of broadcast stations, is that into which the new questionnaire falls. It is hardly expected this chapter will be reached until latter February or March, based on the snail's pace now being maintained. The fifth phase covers transcriptions.

When the storm of industry protest over the new questionnaire developed, the NAB called an informal conference of leading radio practitioners in Washington to discuss the matter. Despite the feeling that certain phases of the questionnaire—particularly in connection with the financial returns of licensees from businesses other than broadcasting—transcends the Commission's authority, it nevertheless has been unofficially stated on behalf of the Commission that it feels the "public interest" clause of the law gives it sufficient legal basis to seek the data.

Thus far the only witnesses who have appeared for CBS have been Dr. Frank N. Stanton, manager of market research; Mefford R. Runyon, vice-president in charge of owned and operated stations and in supervisory charge of station relations, Treasurer White, Edward R. Murrow, European director and Hugh A. Cowham, traffic manager. In addition to the witnesses CBS itself had scheduled Ralph F. Colin, general counsel of CBS and treasurer of the Park Corp., Mr. Paley's holding company, has been asked to testify by Commission Counsel Porter in connection with that corporation.

Mr. Paley is expected to highlight the CBS presentation, with a defense of the network's policies and probably a strong plea dealing with exclusive network contracts. In this respect, the CBS contract with affiliated stations differs from most others, since it precludes association of any CBS outlets with any other major network. In some quarters, this practice has been questioned and it is an issue in the proceedings.

Program Policies

The network's program policies likewise probably will be covered by Mr. Paley. During the NBC case, emphasis was placed upon children's programs, commercial credits and presentation of controversial issues. Mr. Runyon in his testimony observed that CBS does not sell time for presentation of controversial issues, and stated that its contracts with advertisers carry specific provisions dealing with restrictions placed on the type of program material accepted.

The complete autonomy of local managers of the nine CBS owned and operated stations over clearance of time for local programs of outstanding importance was stressed by Mr. Runyon. Commercials as well as sustainings, he said, are sidetracked for such local features when, in the local manager's discretion, the event is sufficiently important. That CBS has steadily increased its payments to affiliates over the years, was brought out by Treasurer White. Percentagewise, these payments amounted to 42.36% of net sales during 1937, he said, as against 21.53% in 1931. The ratio of payments to affiliates has increased as the business of the network has improved, he declared.

Vice-Chairman Brown and Commissioner Sykes sat through practically all of the CBS presentation Jan. 10-13. Commissioner Walker was present a substantial part of the time but Chairman McNinch did not participate save for a few brief periods. General Counsel William J. Dempsey did not handle the cross-examination of CBS witnesses, as he did in the case of NBC, and was present only briefly at the opening session of the CBS presentation.



FIRING the first CBS shot of testimony when that network took the stand before the FCC network inquiry committee was Dr. Frank N. Stanton, manager of market research, facts and figures.

Runyon Key Witness

CBS got off to a flying start Jan. 10, virtually completing presentation of its owned and operated station case on that day. Mr. Runyon, CBS vice-president in charge of owned and operated stations as well as in supervisory charge of station relations, was the key witness. He was preceded by Dr. Frank N. Stanton, manager of the CBS research division, and a well-known figure in research and economics.

At the counsel table for CBS was John J. Burns, chief inquiry counsel for CBS, former general counsel of the Securities & Exchange Commission, former state judge, and former professor of criminal law at Harvard. Flanking him was Edward Klauber, CBS executive vice-president, who though not an attorney, is the chief officer of CBS, handling operations.

Judge Burns estimated the CBS case would consume some two weeks, including "reasonable" cross-examination by the FCC. A dozen witnesses tentatively are listed to appear. Duke M. Patrick, former Radio Commission general counsel, and now Washington attorney for CBS, will handle presentation of the CBS case on duplication of programs and coverage, which is expected to wind up the network's presentation. Judge Burns also was assisted by Paul A. Porter, Washington staff attorney for CBS.

In addition to Messrs. Runyon, White and Paley, other key CBS

witnesses scheduled to appear include W. B. Lewis, vice-president in charge of programs; Herbert V. Akerberg, station relations vice-president; Gilson B. Gray, director of commercial editing; Lawrence W. Lowman, vice-president in charge of operations, who will also deal with artists bureau activities; representatives of its artists bureau activities; Paul W. Kesten, vice-president, on sales policies, advertising and television development, and finally Dr. Stanton and William Lodge, on duplication of programs. Mr. Klauber, while not scheduled to testify, will hold himself in readiness as CBS' final witness to offer testimony on matters not sufficiently covered by preceding witnesses.

While CBS whipped through the first day covering an amazing amount of ground in comparison to the progress made by NBC during most of its presentation, this largely was attributable to the fact that there was a minimum of questioning from the bench. Chairman McNinch was absent except for the closing minutes of the proceedings, while General Counsel Dempsey was away due to arguments before the Court of Appeals.

Commission Counsel Porter, in his cross-examination of Mr. Runyon, stressed particularly the autonomy of local managers of the nine CBS owned, operated and leased stations. He sought to develop the degree of discretion they held in cancelling CBS programs to make way for local sustaining features of transcendent importance. Though he put the question in a number of different ways he drew from Mr. Runyon the unequivocal response that the local managers were the final arbiters.

Tells of Profits Of Network for Year

To lay the foundation for Mr. Runyon's testimony, Dr. Stanton identified and described for the record a series of exhibits dealing with industrial statistics, gleaned from various sources, including BROADCASTING's 1938 YEARBOOK edition. These served to depict CBS' position in the industry.

CBS owns eight stations (WBT, WCCO, KMOX, KNX, WBBM, WKRC, WJSV and WABC) and leases one (WEEI), Dr. Stanton declared. As of Oct. 1, last, CBS had 102 affiliated stations, exclusive of the owned and operated group. Replacement value of the CBS owned and operated stations, and of the network's facilities as of the end of 1937 was computed at $9,322,838. The net revenue of CBS for 1937 was $23,829,544, and the net income $4,297,567. The total gross revenue for the industry in 1937 was $141,436,226, of which the networks realized a gross of $69,612,495, and CBS a gross of $28,722,118.

Mr. Porter cross-examined the witness on the authenticity of the figures he had quoted, and asked him, among other things, about BROADCASTING Yearbook. Dr. Stanton asserted that it is "regarded as authentic in the industry" and that its estimates were construed as reliable.

As the first principal policy witness for CBS, Mr. Runyon, whose rise in radio has an Horatio Alger flavor, dwelt largely on owned and operated station affairs. He began in radio in 1931 as a traveling auditor for Price, Waterhouse & Co., CBS auditors, and then became comptroller, assistant treasurer, treasurer, and then vice-president and a director, in charge of the owned and operated stations, and in general charge of station relations, along with other executive duties.



PENSIVE might describe the mood of Mefford R. Runyon, CBS vice-president, who described in detail management and functions of CBS' nine owned and managed stations, under his immediate direction, during the opening of the CBS case Jan. 10.

CBS has a total of 1,724 full time employes of whom 274 are artists or musicians, Mr. Runyon explained in responding to questions by Judge Burns. In addition a number of employes are given "casual employment" or engaged on a per performance basis, he said. The payroll in 1938 totaled $5,309,330, and with the "casual" employes, aggregated $6,382,659. Breaking down the employment rolls, he brought out 861 employes are in New York headquarters; 218 in Chicago; 215 in Los Angeles; 107 in St. Louis; 74 in Washington; 68 in Boston; 65 in Minneapolis; 51 in Charlotte; 43 in Cincinnati, 11 in San Francisco, 5 in Detroit, 2 in Milwaukee; 2 in London and 1 in Geneva.

Functions of Network Officials Delineated

Functions of various officials in the CBS organization were outlined by Mr. Runyon in describing a massive organization chart introduced in evidence. These included artists' service operations, and when FCC counsel inquired whether there would be detailed testimony with regard to them, Mr. Runyon explained subsequent witnesses would testify. This was significant because during NBC's testimony, the FCC appeared to make a major issue of such collateral operations.

Mr. Runyon brought out that resident managers of CBS stations have comparatively free rein. He described a series of exhibits covering each of the nine stations comparing programs, both commercial and sustaining, of local origin, with those originated by the network. The first of these showed that during 1937 these stations carried an average 1326 hours of local sustaining time, covering 3,128 broadcasts. These varied with the stations.

DETAILED tabulations of CBS income, expenses and net operating profit, 1927-1937 inclusive, will be found on pages 70 and 71. Comparable figures for NBC will be found on pages 26 and 27. A table showing stockholders in CBS of its officers and directors, together with listings of their other stock ownership is on page 72.

A second exhibit dealt with an analysis of total operating time for 1937 and the first nine months of 1938. The breakdown showed that for 1937, the nine stations carried 19,685 sustaining hours and 17,511 commercial hours in network time, representing 63% of their total hours on the air, and 8,743 hours of sustaining local time, as against 13,467 hours of commercial local time, or 43%. Total time on the air, divided between sustaining and commercial hours, showed 48% sustaining and 52% commercial. For the first nine months of 1938, network sustaining time amounted to 67% and commercial time 63% of network time, and 33% sustaining and 41% commercial of local time.

Use of Live Talent And Transcriptions

An analysis of local time for 1937-1938 dealing with live talent versus transcription on the owned and operated stations, showed that of local commercial time, 64% was live talent and 36% electrical transcription, these combined amounting to only 23% of the time of the stations during 1937. Local sustaining programs were divided 78% live talent and 22% transcription. For the first nine months of 1938, local commercial time was divided 61% live talent and 39% electrical transcription; local sustaining time, 70% live talent and 30% transcription.

Other Runyon exhibits covered an analysis of non-New York network originations over CBS for 1937 and the first nine months of 1938; a compilation of sustaining programs of public interest and service broadcast locally by WJSV as a typical example; analysis of local commercial time for the 1937 and 1938 periods, broken down between national spot and local advertising, and a sample time contract of WABC and that employed by Radio Sales, spot subsidiary of CBS.

Mr. Runyon explained that Gilson Gray, CBS commercial editor, passes on the acceptability of both products and programs sponsored over CBS, and over owned and operated stations. Joseph H. Ream, CBS secretary and general attorney, is consulted on contest and lottery issues as well as other questionable program ideas.

Local Managers Have Refusal Right

CBS has a policy against selling time for presentation of controversial issues, except during campaign years by qualified candidates, Mr. Runyon asserted. The same policies apply for managed and operated stations, except where local and State election campaigns are involved. Script always is requested in advance, and questions of policy are submitted to Mr. Ream.

There are certain high-quality sustaining features which are in the "must" category, he said, and network commercials likewise generally are carried, but can be cancelled for the presentation of a local civic feature of widespread local interest. When Mr. Porter pressed him on the refusal right of the local manager of owned and operated stations to make way for local sustainings, Mr. Runyon reiterated that the decision finally is the prerogative of the local manager. The network, he said, has the primary responsibility, but nevertheless relies upon the local manager's judgment on clearance. Under no circumstances, he said, does CBS require regular affiliates to carry sustaining programs, though certain sustainings are mandatory with managed and owned stations.

Station managers likewise control local sales policies of the owned and operated stations, Mr. Runyon

(*Continued on page 70*)



DEADLY SERIOUS were the expressions of these CBS executives shortly after the opening gavel for presentation of the CBS testimony Jan. 10 at the FCC network inquiry. Left to right are M. R. Runyon, vice-president for owned and operated stations; Duke M. Patrick, Washington attorney and of CBS counsel; Harry C. Butcher, CBS Washington vice-president, and Frank K. White, CBS treasurer.

AFRA Threatens Net Talent Strike

Local Unions to Vote By Jan. 22 on the AAAA Scale

THREAT of a nationwide strike of radio talent that might conceivably throw every commercial network program off the air was raised Jan. 12 at a meeting of the national board of the American Federation of Radio Artists.

Passing a resolution that "conditions have arisen in the field of commercial radio broadcasting which make it imperative that members of AFRA refrain from working for advertising agencies and producers who fail to become signatories to AFRA's Code of Fair Practice," the union officials issued a call to all locals to hold meetings of their memberships not later than Jan. 22 to vote on the strike issue. This notice was sent to locals despite the fact that at the union's recent convention in St. Louis, the national board was given power to call a strike on its own initiative.

Call for a strike vote of the 6,000 radio actors, singers and announcers comprising AFRA membership followed the union's action in breaking off negotiations with a committee representing the advertising agencies after a year of conferences on the question of establishing a code of minimum wages and conditions for performers employed on network commercial programs. At a meeting held Jan. 10, the agency committee submitted its suggested minimum wage rates, in answer to the code submitted by AFRA to the agencies Dec. 8 [BROADCASTING, Dec. 15]. The AAAA minima, according to AFRA's statement following the meeting, "were so far below prevailing rates for national network sponsored programs that the AFRA representatives informed the Agency Conference Committee that it was their unanimous opinion that no valuable purpose could be served by continuing the conferences."

Stating that conferences with individual agencies indicate that some of them are willing to adopt a code of fair practices satisfactory to AFRA, the board said that no action will be taken by AFRA members against any agency or its programs if it signs the AFRA Code. The board also instructed AFRA members not to sign any contracts for radio work without the approval of the union's executive secretary, and unless such contracts contain a clause rendering them void at the time a strike is called unless the agency or producer has signed the Code.

The AAAA Proposals

Minimum pay for actors suggested by AAAA is $15 for a quarter-hour show, including 2 hours rehearsal; $20 for a half-hour show, including 3 hours rehearsal, and $25 for an hour show, with four hours rehearsal, rebroadcasts to carry an additional 25% of the base rate. Overtime rehearsals to be paid for at $1 per quarter-hour.

(AFRA's suggested minimums were: $15 for a quarter-hour and $10 for a rebroadcast; $25 for a half-hour and $12.50 for rebroadcast; $35 for an hour and $17.50 for a rebroadcast, with all rehearsals being paid for at $6 per hour.)

AAAA also suggests discounts of 10% for two shows weekly, 20% for three, 25% for four and 33⅓% for five or more programs per week. (AFRA included no such discount in its proposals.) Solo singers in the AAAA minimum scale would receive the same rate of pay as actors, with rates for singers other than soloists to be proportionately discounted for the number taking part, and with due regard to their total cost to the sponsor. (AFRA classified its singers into four groups, with a sliding scale ranging from $14 for a quarter-hour program for singers in groups of nine or more to $40 for a quarter-hour for soloists; half scale for rebroadcasts and extra pay for rehearsals.)

For making transcriptions, AAAA suggests a minimum fee of 75% of the broadcast fee for a single transcription of not less than 15 minutes, with proper discounts to be negotiated between agency and talent and based on time consumed when multiple shows are recorded at the same session. There is to be no charge for taking shows off the line for recording, as no additional effort is required of the talent (but use of records should be restricted to the same sponsor unless otherwise agreed). Where a program is broadcast live on a network and there is a separate session for recording the same program, the additional fee shall be the same as for a rebroadcast.

Other AAAA suggested minimum scales: Dramatized commercials, when actor is not otherwise in the cast, $10 each, regardless of length of program, including a one-hour rehearsal, and with 25% additional for rebroadcast. Bit parts, $5 minimum per show, including a two-hour rehearsal (crowd effects excepted). No charge for doubling parts in the same show. Program auditions, 50% of broadcasting minimum rate of pay; voice and talent tests free of charge. Scale for actors and singers is also applied to announcers, except staff announcers for whom minimum commercial scales have already been established.

Regarding cancellations, the AAAA suggestion is that the terms should be fair to both talent and employer; avoid involving the latter in unmerited embarrassment and the former in unmerited loss of employment.

These proposals were submitted to AFRA in a letter signed by the Agency Conference Committee, John La Roche, chairman, which reads as follows:

The Conference Committee, composed both of members of the AAAA

(*Continued on page 74*)

Suggested Minimum Pay For Actors and Singers On Sponsored National Network Broadcasting

(Does not apply to regional or local broadcasts)

$15 for ¼ hour show—including 2 hours rehearsal.
$20 for ½ hour show—including 3 hours rehearsal.
$25 for 1 hour show—including 4 hours rehearsal.
(25% of base rate additional for rebroadcast)

Rehearsal overtime—$4 per hour, payable $1 for each quarter-hour or fraction thereof.

Discount for multiple shows per week: 33 1/3% for 5 or more shows; 25% for 4 shows; 20% for 3 shows; 10% for 2 shows.

Thus the minimum for 5 shows per week would be $50 ($62.50 with rebroadcast).

Dramatized commercials, when actor is not otherwise in the cast, $10 each, regardless of length of show, including 1 hour rehearsal, and with 25% of base rate additional for rebroadcast.

Rehearsal overtime—$4 per hour, payable $1 for each quarter-hour or fraction thereof.

Bit parts $5 minimum per show including 2 hour rehearsal (Crowd effects excepted).

For making transcriptions: For single shows, where the program is for transcription only and is not less than 15 minutes in length, 75% of above minima for live broadcast. For multiple shows recorded at the same session, a proper discount to be negotiated between agency and talent and based on time consumed.

For taking show off the line for recording: No charge in view of no additional effort being required of the talent (but use of records should be restricted to same sponsor as broadcast, unless otherwise agreed).

Where a program is broadcast live on a network and there is a separate session for recording the same program for transcription broadcast, the additional fee shall be the same as for a rebroadcast.

For auditions: 50% of broadcasting minimum rate of pay for program auditions; voice and talent tests should be free of charge.

Doubling parts in the same show; no charge.

Rates for singers, other than soloists, to be proportionately discounted for number taking part, and with due regard to their total cost to the sponsor.

Above scale and conditions for actors and singers to apply also to announcers except staff announcers for whom minimum commercial scales have already been established.

Cancellation terms: Should be fair to both talent and employer; avoid involving the latter in unmerited embarrassment and the former in unmerited loss of employment. No employer should be bound to continue with an artist who, in the producer's opinion, proves incompetent or detrimental to a show through no fault of the employer, but employer should guarantee artist 50% of minimum scale for the broadcast in question.

Each employer should have the right to discharge any employee for justifiable cause without payment of any guarantee.

These various suggested provisions are related to one another in constituting a total cost to the sponsor.

ACA WORK SCHEME REJECTED BY FCC

THE FCC is not justified at this time in adopting a suggestion of the Joint Unemployment Council, American Communications Assn., for a group of radio projects designed to employ jobless men, the Commission informed the ACA in a letter dated Jan. 11.

After careful study and consultation with the WPA, the FCC said it found that some of the projects were meritorious but "a detailed analysis indicates that the Commission is not justified at this time in sponsoring them because of the practical difficulties involved." In addition it is stated that the WPA would not look with favor upon projects which involve a house-to-house canvass.

The Commission points out that "it is unable to assign the necessary supervisory and planning personnel as its staff is already overburdened with regular work. Also, the funds available from the Commission appropriation are insufficient to permit the purchase of necessary technical apparatus required to carry out the projects." The FCC said it will continue to study the projects which appear to have greatest merit and, "if it is found that the difficulties and personnel and financial restrictions can be overcome, consideration will again be given to the practicability of carrying out such of these as may be within the scope of Commission activities."

ACA Contract Includes Most of WPEN's Staff

WITH THE exception of staff musicians, station manager and press agent, every employe of WPEN, Philadelphia, is included in the contract signed by the station's management with the American Communications Assn., CIO union. Even porters and switchboard operators are included under the terms of the one-year agreement, which calls for a closed shop, hiring to be done through ACA, vacations with pay and sick leave. Contract calls for pay increases for all employes except technicians, who already have an ACA contract which runs until March.

Engineers at WFIL, Philadelphia, will get 10% salary increases under a new contract, retroactive to Nov. 1, 1938, signed by the station and ACA recently. Station had been operating under the terms of a former contract, which expired Oct. 31. New contract also gives technicians two weeks vacation with pay annually, extra pay for working on legal holidays, sick leave with pay and leave of absence up to six months in case of illness. ACA is also discussing a joint contract for engineers and announcers at WIP, Philadelphia.

Thermal Testing

THERMAL INSTITUTE, Detroit (instruction in air conditioning), on Jan. 11 started *Your Opportunity*, quarter-hour Monday evening show, on WBBM, Chicago. Agency is Rickerd, Mulberger & Hicks, Detroit. The show may be extended.

KATE SMITH, radio songstress, commentator and authoress, has been named on the recently announced list of ten "Outstanding Women of 1938" issued by *American Women*, feminine equivalent of *Who's Who*.

BROADCAST OVER WBEN

BUFFALO EVENING NEWS

2 A. M. RADIO EDITION

VOL. 1 — WEDNESDAY, DEC. 28, 1938 — NO. 1

GALE CONTINUES AS TOLL MOUNTS

As zero temperatures moved across the nation, the weather bureau predicted high winds of continued gale force for the Buffalo area throughout the early morning. The wind was expected gradually to diminish during the day.

The velocity of the wind was placed at 57 miles as the temperature dropped to 17 degrees above zero. The high wind and blinding snow caused two deaths, numerous injuries and considerable destruction of property in Western New York.

Scores were injured when thrown against buildings or hurled to the streets. Many reported narrow escapes from falling objects.

Peter J. Krumholtz, 72, of 97 Fleming street, collapsed while walking through the storm near his home yesterday, but died before medical aid reached him.

Francis R. Jackson, 60, of 78 Inwood place, collapsed while battling the wind in Niagara square. He died after being carried into the State Office building lobby.

Nine persons were injured in a series of collisions between an interurban bus, three trucks and an automobile two miles west of Niagara Falls, Ont. They were taken to Niagara Falls General hospital.

State police at the Wanakah barracks, who continually warned all persons who could do so to remain at home, said the gale was the worst recorded in their history.

A New Miracle

Samuel F. B. Morse's first telegraphic message was "What hath God wrought." It is in the same spirit of awe that we must view this latest miracle of science, facsimile transmission by radio, a development which opens new frontiers of service and public usefulness.

The Buffalo Evening News' pioneering in radio interest and radio service is too well known to require enumeration here. In carrying on these facsimile experiments, the News is but giving another evidence of its determination to keep abreast of all developments for better service to the public in publishing a newspaper or transmitting entertainment or intelligence by radio for the benefit of all the people.

The precise field of usefulness of facsimile transmission remains to be determined, but in co-operation with the Federal Communications commission we have undertaken to help find out what that field may be, and whether or to what extent it can serve the public need. Television is on the way. Its sphere of entertainment or usefulness, like that of facsimile, remains to be determined. The best way to make the test is through actual operation.

And so, this is the beginning of a series of regular publications of the Buffalo Evening News by Radio. WBEN, through which this program is broadcast, was the first station in the country on the air with facsimile programs, beginning for testing on Oct. 28, 1928. This, however, inaugurates the first regular issue—Volume 1, No. 1.

So the service may be improved, and so the tests may have practical value to the Communications Commission in the development of future policy, we hope you will let us know whether you like it, how you would change it or how it may be improved.

Edward H. Butler

Editor and Publisher.

FIREMAN'S HOME ABLAZE

While Junior Fire Capt. Chauncey R. Gilday of Engine 21 was at work Tuesday night, a blaze broke out in his home at 126 Bird avenue. Police said the flames were caused by a short circuit in Christmas tree lights. No one was injured. Damage was estimated at $400.

PAN-AMERICAN PARLEY ENDS

LIMA, Peru, Dec. 27. — The eighth Pan-American conference closed today—officially. All of the 21 American republics have signed a declaration opposing aggression or interference with their affairs. They also have pledged to continue efforts to keep peace in the hemisphere.

DETHLOFF BACKED FOR CLERK'S POST

County Chairman Edward C. Dethloff was endorsed late Tuesday by the executive committee of the Democratic county organization for the post of county clerk, to succeed Representative-elect Pius L. Schwert.

Word of the committee's action was sent to the office of Governor Lehman, who will make the appointment. The position pays $8000 per year, and the appointee will serve for one year, starting Jan. 2.

Mr. Dethloff was unanimously backed in spite of repeated statements that he was not a candidate.

Zona Gale Breese, Novelist, Dies at 64 in Chicago

CHICAGO, Dec. 27.—Zona Gale Breese, 64, an outstanding American novelist and playwright, died of double pneumonia in a hospital here late today. She had been ill for nearly three weeks.

Miss Gale published a ribbon-bound volume of fiction and poetry at the age of 7. Her best-known book, "Miss Lulu Bett," was rewritten as a Broadway production, winning the Pulitzer Prize for 1921.

CHIANG DENIES PEACE BID

WASHINGTON, Dec. 27.—Generalissimo Chiang Kai-shek, in a statement issued through the Chinese embassy today, denied reports published in this country that Chinese Nationalist forces have instituted overtures for peace with Japan.



FACSIMILE becomes a regular service at another station as WBEN of the *Buffalo News* begins regular service this month on its regular 900 kc. channel nightly except Sundays and Mondays from 1 to 2 a. m. At left is a reproduction of the first issue of the regular schedule; it measures 8¼ x 7 inches. In photo at right, Elliott Roosevelt (right), president of Hearst Radio Inc. and the Texas State Network, views the installation at KSD of the *St. Louis Post-Dispatch* Jan. 5 with George M. Burbach, the newspaper's advertising manager and station director. Exactly 30 minutes after this photograph was taken it was reproduced in the daily radio facsimile edition carried on shortwaves by W9XZY, the KSD facsimile adjunct. Both the WBEN regular-wave and the KSD shortwave facsimile installations are RCA. Paramount Newsreel featured the *Post-Dispatch* facsimile station in its first week's release of 1939, depicting graphically the reception of the first regular facsimile newspaper.

Lever Acquires Hecker

LEVER BROS. Co., Cambridge, Mass., maker of Lux, Rinso and Lifebuoy soap products and Spry shortening, has acquired the soap business of Hecker Products Corp., New York, including Gold Dust, Silver Dust, Fairy Soap and Sunny Monday, for a reported cash payment of $2,500,000. Remaining Hecker division, milling, cereal and shoe polish, continue as before. Change in ownership of the Hecker soap products will not affect the present agency setup. BBDO, New York, will continue to handle advertising for these products, and the other Lever business will continue to be placed through J. Walter Thompson, New York, and Ruthrauff & Ryan, New York.

New Fleischmann Show

STANDARD BRANDS, New York (Fleischmann's Yeast), has tentatively set Jan. 16 to start a five weekly quarter-hour afternoon adventure-mystery series, title of which was not revealed at this writing, on approximately 10 NBC-Pacific Red network stations. Series is to be heard Mondays thru Fridays, 3-3:15 p. m. (PST), for 26 weeks in a test campaign. If test is successful, it will then go transcontinental on NBC-Red. Show is being written by Carlton E. Morse, author of *One Man's Family*, weekly serial sponsored by Standard Brands Inc. (Tenderleaf tea), on NBC-Red. Agency is J. Walter Thompson Co., New York.

WOV, New York, has inaugurated a new policy of giving a resume in Italian of the highlights of talks by President Roosevelt and other national figures. Resumes, which are given 10 minutes after each broadcast, are handled by Dr. Leandro Forno, Italian news commentator.

Women Pay Tribute to Recent Advance In Child Programs at NBC Conference

PARENTS, educators and broadcasters found children's programs improved when they met in round-table discussion Jan. 13 at a luncheon given by NBC in the Rainbow Room of the RCA Bldg. The luncheon was arranged by Margaret Cuthbert, director of women's activities of NBC, and was attended by leaders of women's, parents, educational and cultural groups.

The majority agreed that the luncheon marked a step toward the ideal in radio entertainment and that the problem of improving programs was not so great as it had appeared. Dr. James Rowland Angell, NBC counsellor on education, emphasized NBC's efforts to improve programs to which children listen.

Miss Cuthbert announced the recent addition of four children's programs selected after a careful study of letters from thousands of individual listeners and of many organizations. Programs include the return to the air of Irene Wicker with her *Music Plays*, dramatic readings of Hans Christian Anderson's stories, *Renfrew of the Mounted* and *Chimney House*, prize-winning serial for children.

Dr. Jacob List, child psychologist and consultant to clients sponsoring children's programs, outlined some of the problems of commercial sponsors and Mrs. Thomas G. Winter, director of public relations of the Motion Picture Producers and Distributors of America, discussed the close relation between radio, motion pictures and newspapers.

Dr. Angell's Views

Dr. Angell, former president of Yale University, speaking as a parent and grandparent said:

"I wouldn't pretend for a moment that there can't be great improvement in children's programs, and I want to assure you that so far as NBC is concerned, it has nothing more seriously on its mind. It has made the most serious effort to make those programs what I think most of you would desire to have them, programs to which children can listen with interest and understanding and profit and certainly without damage to their central nervous system or any other portions of their anatomies."

Dr. Angell was followed by Mrs. Henry M. Robert Jr., D.A.R. president general, who paid tribute to the fine work accomplished by educational and children's programs and suggested that more programs be built around Americanism and the virtues of truth, virtue, and sacrifice. These suggestions were praised and amplified by several of those present during the discussion following the speeches.

During the round table discussion Mrs. W. H. Corwith, radio chairman of the Women's Auxiliary of the American Legion, expressed the opinion that certain types of programs dealing with adult life should be modified in view of the fact that they attracted a large child audience, but stated that as far as she knew none of NBC's sustaining children's programs had ever been criticized.

Mrs. Sidonie M. Gruenberg, director of the Child Study Assn., declared: "We exaggerate the magnitude of the problem" and pointed out that in their first studies of children's programs there was a great difference of opinion between "what the children like and what the adults detested and feared". She said that education and a better understanding of the preferences of children since that time has served to help parental guidance.

Dr. Walter Damrosch, NBC's music counsel and director of the *Music Appreciation Hour*, said that when radio came into his life it fascinated him so that it is the only thing he has followed continuously since.

He thanked radio for giving him the opportunity of bringing music and the appreciation of it to the masses of the American people.

As a representative of the motion picture industry, Mrs. Winter declared that adults failed to give children credit for their appreciation of the finer things in radio and movies. She said:

"We have a very important job to do, because I think we are the great agencies, the great tools, of today. The newspaper, the radio and the motion picture are the three elements that meet the millions, and they are learning very rapidly what they can do for the agencies that have considered themselves dominant and have forgotten some of the things that we radio and motion picture people have learned so thoroughly and that is the value of the emotional life in backing up the truth."

Listener Reaction

It was explained by Miss Cuthbert that the four new NBC children's programs were selected after a careful study of the suggestions and recommendations of thousands of individual listeners and of many educational, cultural, women's, and parent and teacher organizations. Every week NBC receives thousands of letters from its listeners, she said. Each one of these is carefully read and all worthy suggestions noted and passed on to executives responsible for the production of programs. In some cases where further enlarge-

(*Continued on page 76*)

Canadian ASCAP Is Refused Boost

Appeal Board Understood to Have Kept Present Rate

By JAMES MONTAGNES

CANADIAN broadcasters will pay copyright fees in 1939 based on the rate of 8 cents per licensed receiver, the same rate which has been in effect since 1935. The Canadian Performing Rights Society (Canadian ASCAP) had asked the Canadian Copyright Appeal Board for an increase to 14 cents per licensed set.

The findings of the Appeal Board have not yet been officially issued, but the reported ruling is considered authentic by the Canadian Association of Broadcasters, who issued a report to all member stations on Jan. 9, the day they received their report from Ottawa. The authenticity of the ruling is based by the CAB on a press report and the fact that the CPRS have issued their January 1939 bills on the 8 cent rate.

More Licensed Sets

Canadian broadcasters will pay the CPRS in 1939 a sum of $88,336.43 which has been apportioned among the stations by agreement between the CBC and the CAB under a formula which takes into consideration the power of the stations. The amount is about $5,000 more than in 1939 by reason of an increase in the number of licensed receivers.

Had the CPRS rates been granted the broadcasters would have had to pay $154,534.94. For two consecutive years the CPRS has asked for a substantial increase in the per set rate and on each occasion this has been denied. The case was keenly contested by the CPRS and the broadcasters, the latter being represented by Samuel Rogers, K. C. (King's Counsel) Toronto, for the CAB and by Brooke Claxton, Montreal, for the CBC.

The CPRS this year, due to an amendment in the Canadian Copyright Act, asked broadcasters to pay $36,370 additional to compensate for the users of radio receivers in public places, such as hotels, restaurants, barber shops, etc., which the Copyright Act amendment freed from a payment of $10 for each receiver to the CPRS. The sum was reduced by the CPRS before the Appeal Board to $17,000, and the Appeal Board ruled the broadcasters would have to pay the CPRS $1,000 for such commercially used receivers. Neither the CAB nor the CBC have yet decided as to whether they will pay this, since they feel that if they do, they should be allowed to tell such users of receivers what stations they should tune in.

The whole question of copyright will be thoroughly discussed at the forthcoming CAB convention at the Royal York Hotel, Toronto, Jan. 23-24. It is felt the Appeal Board may grant the CPRS its request the next time (next December), and the broadcasters should prepare for such an eventuality. So far the CAB and CBC counsel have been able to persuade the Appeal Board.

Also at the CAB convention will be discussed rate standardization; the technical report on the results of the Havana agreement as it affects Canadian broadcasters (BROADCASTING Jan. 1); CBC regulations and commercial policy, including price mention and use of transcriptions during evening hours. The agenda for the convention has not yet been set, but it is expected the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies will be able to discuss current problems with the broadcasters. Practically full attendance of the 58 member stations is expected.

State Laws Affecting ASCAP Argued In Supreme Court; Ruling in Montana

INITIAL tests of anti-monopoly statutes adopted by the States of Florida and Washington and vitally affecting future operations of ASCAP were argued before the U. S. Supreme Court. Jan. 10.

An appeal taken by Florida from a decision of the three-judge Federal court in that jurisdiction granting ASCAP an injunction against the Florida State anti-monopoly law, constituted the basis for one of the Supreme Court reviews. The other came up on appeal of ASCAP from a decision of a three-judge court in Seattle denying ASCAP a temporary retraining order.

Only the jurisdictional question of whether the State statutes are subject to Federal review is involved in each proceeding. To become a federal matter, it must be shown that the statutory minimum amount of $3,000 is involved. The Washington court held it was not, whereas the Florida court took the opposite position.

Montana Ruling

Supplementing these two actions, the three-judge Federal court in Helena, Mont., on Dec. 30 dismissed the petition of ASCAP for a temporary injunction to restrain the State from prosecuting violations of its anti-monopoly act which is basically similar to those in force in Washington and Florida. Here the court also dismissed on the constitutional grounds that the statutory minimum of $3,000 was not involved.

In the argument before the Supreme Court, Tyrus A. Norwood, Assistant Attorney General of Florida, divided his argument with Lucien H. Boggs, Jacksonville attorney and special counsel for the Florida State Association of Broadcasters. The Washington case was argued by Alfred L. Schweppe, Seattle attorney, retained by the Washington State Broadcasters Association and also representing the State. Appearing for ASCAP was former Judge Thomas Haight of New York.

Mr. Boggs contended the courts should not grant aid in the "furtherance of a monopoly" and argued that ASCAP's petition and supporting record disclosed that it was in the monopoly category.

Associate Justice Black repeatedly interrogated Judge Haight in connection with purported price fixing aspects of ASCAP. Associate Justice Reed also displayed considerable interest in this phase and Associate Justice Butler, observing ASCAP's contentions, commented that there was no such thing as a "benevolent monopoly".

Mr. Boggs analyzed the manner in which ASCAP assessed royalties on broadcasting stations and held that it was within its power to discriminate between competing stations. He cited two stations in the same city, one newspaper owned and the other independent, having the same power and approximately the same facilities, yet paying different royalty rates to the music licensing association.

Mr. Schweppe relied principally upon the jurisdictional question, holding that the decision of the Washington Court was correct in that nowhere in the record could it be determined that ASCAP or its members sustained a loss in excess of $3,000 by reason of the operation of the State law.

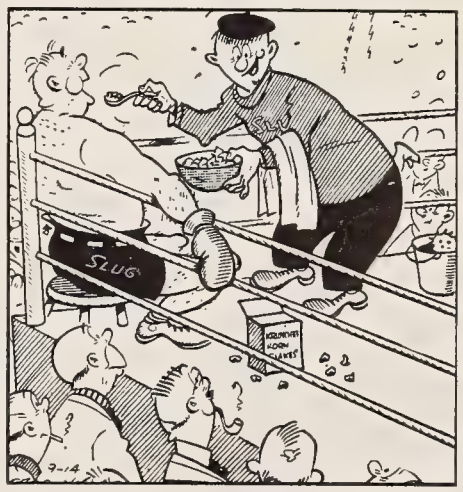
Under ordinary court procedure, it is expected the Supreme Court will decide the jurisdictional questions raised in the appearance within a month.

On behalf of ASCAP, Judge Haight brought out that the Department of Justice had filed an anti-trust suit against ASCAP several years ago and that it has been dormant since 1935. He also contended that if ASCAP complied with the several State laws enacted during the past two years affecting ASCAP it would mean a substantial loss to publishers and composers of music. Individual composers, he said, might lose $12,000 to $25,000. He held also that the revenues received from licensees in Florida and Washington did not bulk large, amounting to only $59,000 for Florida in 1936 and some $60,500 for Washington during the same year.

It was brought out that anti-monopoly laws similar to those before the Court have been enacted in Nebraska and Tennessee as well as Montana, Florida and Washington. In Michigan, similar legislation was passed but was vetoed by former Gov. Murphy.

Neutral Observer

TO WARD OFF allegations of bias in reporting political news, WSM, Nashville, has secured as *Your Capitol Reporter* William H. Eagle, first assistant state's attorney general, who nightly recounts the progress of the Legislature to WSM listeners—and who can afford to be neutral, since he is appointed by the State Supreme Court for an eight-year term.



Allentown (Pa.) Call

"His radio contract with Krunchee Korn says he has to."

Southern Californians Urge Stations to Adopt Free Radio Music Plan

HAVING approved the movement undertaken by Davis & Schwegler, Los Angeles music publishing company, to lessen ASCAP's domination of music in radio, the Southern California Broadcasters Assn. has given further endorsement. Organization at its January meeting, by resolution, recommended and urged that Southern California broadcasters subscribe to the firm's free-music-for-radio plan of 64 transcribed and recorded songs monthly [BROADCASTING, Dec. 15].

Davis & Schwegler have several hundred songs, submitted by known and unknown composers, ready for publication, and on Feb. 1 plans to start recording 64 monthly for distribution to stations subscribing to its service. Firm plans to have several thousand songs in its library service by December, 1940, when ASCAP's contract with radio expires. Transcriptions and recordings issued will be varied enough to meet requirements of stations and demands of listeners, according to Carl Haverlin, general manager. It was pointed out that the broadcasting industry pays ASCAP more than $5,000,000 annually for music privileges.

KFI, Los Angeles, devotes a weekly half-hour program, *Song Search*, exclusively to the company's tunes. Don Lee Broadcasting System, Los Angeles, is also fostering the movement with an amateur-professional opportunity contest starting Jan. 16, winding up in a Davis & Schwegler contract to make recordings for winners. Contest is to be continued in six week's series, winning competitor at close of each period to be awarded a contract. Similar song writer discovery programs will be inaugurated on stations nationally, Mr. Haverlin said.

Brookfield K. C. Test

SWIFT & Co., Chicago (Brookfield sausage), on Jan. 8 started a transcribed spot campaign of 21 weekly announcements on three Kansas City stations — KMBC WDAF KCKN. The campaign may be expanded following the test. Agency is J. Walter Thompson Co., Chicago.

Geppert May Resume

GEPPERT STUDIOS, Des Moines (photo enlargements), is contemplating a new spot campaign of from five to 15-minute discs, three or six times weekly. It is understood that the campaign will be used on about 100 stations. Coolidge Adv. Co., Des Moines, is agency.

Chamberlain Spots

CHAMBERLAIN Laboratories, Des Moines (Chamberlain's Lotion), on Jan. 13 started minute spot announcements five times weekly on 32 stations in a national campaign. Discs were cut by WBS. Agency is John H. Dunham Co., Chicago.

MBS, on Jan. 15 started using the Skytop Theatre, located on the 50th floor of the Chanin Bldg., New York, for the Sunday afternoon broadcasts of *The People's Rally*, sponsored by the Mennen Co., New York.

If I Owned a Small Radio Station

Aping Metropolitan Standards Deemed A Mistake

By EMERSON BREWER

I HAVE bought what amounts to quite a little time on the air. I would prefer to use small stations, as the small station idea fits into my plan of sales and distribution much better than do the larger stations with chain affiliations. I like their flexibility, the opportunity for localization.

I use some small stations now, but I find, and I can prove this by comparative figures, that the smaller stations are losing their audience. They are losing circulation, to paraphrase the newspaper space-salesman. Spectacular and world-known programs and personalities are making the radio audience lose sight of the fact that there are small stations on their dial that should and could give them the entertainment they want.

At no time of the day or night are there programs on all of the larger stations sufficiently interesting and sufficiently broad in appeal, to take all of the potential local listening audience. If this is true and I have proved to my satisfaction that it is, why then do not the smaller stations do a better advertising job for the advertiser?

Small-Town Slant

I think the fault can be attributed to the small station owner and to the small station program director. Either they try to emulate their bigger, richer and stronger brothers or they fail to analyze and appreciate the wants and the interests of their own audience. In trying to compete with the larger chain and affiliated stations in the matter of talent, they find themselves confronted with one of two situations. Either they spend so much that they rapidly deplete their small treasury and then are forced to resort to the phonograph programs or they use inferior talent and uninteresting programs and drive their audiences to a larger station with a program more general.

What the average small station should have in its employ is a man who has had training on a small-town newspaper. I would not care, if I were the station owner, if that man had worked on a small weekly in a so-called hick town. He would have the training and would be able to sense the program desires and the news interest of the people which the small station owner must soon decide is his proper audience and the audience which those commercial buyers to whom he can appeal, most desire.

Small station owners and program directors still believe that somewhere, somehow they will find another Amos 'n' Andy or another Prof. Quiz or a new type of program that will knock an audience dead . . . a program that will have the Charlie McCarthy fans tuning him out to grab snatches of their new find; but they will never find it and if they do, they cannot keep the act.

The sooner the small station owner sits down in the quiet and calm of his own bedchamber and looks his situation squarely in the face, the sooner he will begin to make money and give to his listening audience and his community the type of station they are supposed to have and the types of program that will appeal to them. The directing head of the small station today is looking at his station and his program in the terms of wavelengths and strength. I have yet to meet one who has not been sure that in just a short time he was going to be granted greater power or join a group that would run NBC and CBS out of business. I said what they needed was a director or an employe or a man who had been a small town newspaper employe to advise them. I do not mean a man who was born and raised in New York, Chicago or Philadelphia, but a man who knows small communities and appreciates that what is news in Boonville is not news in New York and it is doubly true that New York news, as such, is not now or was ever able to compete with local news in the small community.

Small But Profitable

If I owned a small station I would be satisfied to have it remain a small station but I would insist that it make money for me. I would make that station my community's station. That wavelength and dial number would be better known to my audience than WABC or WEAF. That would be the number to which every housewife would turn at certain hours and she would turn with the conviction that she was to hear a program that would interest her.

My small station would become that community's local newspaper. If Mrs. Jones entertained at bridge, I would report that fact during a period devoted to local news. I would carry every community fact in which people of that community and that community alone, would be interested. I would carry announcements of community interest and carry them free. If the Catholic Church or the Methodist Church was giving an ice-cream social on the rector's lawn, people would hear about it.

If Joe Zilch's daughter, home from school, brought guests and they were to be entertained with a dance at the Country Club, that story would go on the air. My announcers would be reporters and everyone in my employ would be out from time to time or would be on the telephone getting these items, as they are called in small communities. I would take a leaf from the small town editors' news book and I would mention the names of as many people of that community as many times and as often as I could.

Stress Local Situations

I would ignore national news, national characters and use local situations as often and as much as was possible. There would be regularity to this program. In this way every housewife, every kid and every father would know where to find that which interested them the most. I would promote children's programs. I would encourage children's activities. I would report local athletic contests, even if I had to have a crew of small boys running between the school gymnasium and my office with written play-by-play stories of the progress of the game.

Now what would be the result? In the first place I would build a listening audience made up of those and only those within the confines of my own trading area. But I would know that *I had* that audience and I could pour proof onto the desk of any time buyer who doubted it.

In the second place, and this has no doubt already suggested itself to you, I would find a dozen local commercial tie-ups for every one of these local programs. In the third place I would go to the advertising agencies that are handling spot programs for national advertisers and I would show them that I had what I claimed I had and that I could make money for them and I would make a lot of money for myself . . . and it would be net. Maybe I might not take in as much over the counter at first, but when the commissions had all been paid and the make-good time written off, I would discover that I had more in the bank than I ever had had since I was granted the call letters.

I said I could cite proof, and I can. I can cite actual visible, unassailable proof that any number of small stations have lost or are losing their listening audience. I do not have to prove that any number of small stations are so terribly far in the red only forlorn hope keeps the owners on the job at all. In so far as proving that my idea of localizing the station and making it part and parcel with local activities, is concerned, I have only to point to the small town newspapers. Does the *New York Times* compete with the Patchogue local sheet? It does not and if the *Times* circulation in that small Long Island town were to double, it would affect the local paper not one bit.

And this is true of all small communities located outside of other centers as well. In sections where the towns and cities are more self-contained and less dependent on, and less a part of the larger center, this is doubly true.

There is the same place for the small community station, contributing its share to local events, local advertising and fighting for the local issues and disseminating the local news about local people that there is for the small newspaper.

I could have called attention to the necessity of the small station doing a real job with the local dealer affiliated with a national advertiser, just as the local paper carries the local portion of the national Buick advertising campaign. Every national campaign needs must have and every national sales promotion manager wants, a local tie-up with his local points of distribution. But he will not tie-in either with spot transcriptions or local announcements unless he can be made to believe that the small station has a local audience.

Indeed today and tomorrow more than ever you are going to have to prove that you have that local audience and the national advertising man is going to make a few tests. He is going to watch the results and if you have not the audience which will make the local tie-up profitable your contract will be cancelled.

The vast majority of small station owners will have a tough job proving this, unless they do something and do it fast to make their station a truly local station, an actual part of their community, upon which those who are really their listening audience in their own trading area can depend for programs of actual local interest.

THERE'S a lot of floss and tinsel and costly luxuries around big-time radio stations, and smaller operators often try to emulate their city cousins. Right there is where they make a mistake, the author feels. Liking small towns and small townishness, he takes the position that it's silly to put neon lights in haymows. He used to be a newspaperman himself, all the way from country weeklies to metropolitan dailies; has served time with a number of advertising agencies; has planned merchandising campaigns on packaged products. Later he was advertising manager at Schenley Distillers, and left there to handle the McKesson-Robbins account for Gardner Adv. Agency.



WAY UP in Flin Flon, Manitoba, CFAR staged a drive to buy an iron lung and raised so much money that an oxygen tent and baby incubator were purchased. The $1,000 goal was passed easily and the final figure was $2,300. Here Larry Thorsteinson (right), announcer, interviews Jack Penson, business manager, as he emerges from the iron lung.

Policies on Religion, Politics Are Retained by NBC Group

Advisory Council Sees Need of Scrutiny but Votes For Continuance Without Change

NBC's policies covering programs of religious, political or controversial nature were presented by Lenox R. Lohr, NBC president, to the Advisory Council of NBC at its regular meeting Jan. 9, and after a full discussion of each point the Council unanimously approved the continuance of these policies without change. The meeting was the first attended by former Governor Alfred E. Smith, who was elected to membership to fill the vacancy created by the death of Judge Morgan J. O'Brien, prominent Catholic layman.

Formed at the time of NBC's organization, the Advisory Council is composed of public-spirited men and women representing education, religion, social welfare, music, labor and industry, who periodically meet to review the work of the network in serving the public and to aid in plans for further service. Attending the meeting were Owen D. Young, chairman; Dr. James R. Angell; Mrs. August Belmont; Dr. Henry Sloane Coffin; Miss Ada Comstock; Dr. Walter Damrosch; Dr. Francis D. Farrell; William Green; David Sarnoff; Gov. Alfred E. Smith. Mr. Lohr and John F. Royal, vice-president in charge of programs, also attended. Illness or absence from New York prevented the presence of the following members: Paul D. Cravath, Hon. John W. Davis, Gen. James G. Harbord, Dr. Robert M. Hutchins, Henry S. Pritchett.

Still Sound

Expressing the belief that NBC's policies, followed for as long as 11 years, are still sound and applicable, but admitting the wisdom of scurtinizing them again in the light of present-day conditions for either re-affirmation or amendment, Mr. Lohr read the policies, as follows:

NBC does not sell time for religious programs, as this course might result in according a disproportionate representation to those individuals or groups who chance to command the largest purses.

In view of the vast numbers of religious sects, the company cannot attempt to serve each individually. It cannot of its own choice wisely single out particular individuals to represent special forms of faith. It has accordingly chosen responsible organizations representing the three dominant religious groups in America, i.e., Protestants, Catholics and Jews, to suggest speakers and prepare programs.

NBC does not permit attacks upon religious faiths or upon racial groups.

A religious message should be nonsectarian and non-denominational in appeal, interpreting religion at its highest, so that it may bring to the individual listener a realization of his responsibility to the organized church and to society. Speakers on NBC religious programs seek to comply with these ideals.

During the period of elections only, the company sells time to the official representatives of the major political parties. It does not accept dramatic presentations of political issues, for it is impossible to prevent essential misrepresentation and unfairness when this technique is employed.

In connection with its own sustaining programs, the company attempts at all times as nearly as possible to give equal representation to opposing sides of every controversial question which materially affects the life or welfare of any substantial group. If one side of such an issue is broadcast, this fact does not convey, as a matter of right, an opportunity for the opposing side or individual to be given equal opportunities to reply. But in permitting the first broadcast the NBC has assumed an obligation *to the public* to present the differing views so that the public may be fully informed on the subject.

It follows the same principle on sponsored programs, where particular opinions on important controversial issues are expressed. In this case the sponsor may be required to yield time to a representative of views opposed to the sponsor's speaker.

Freedom of the air is not to be construed as synonymous with freedom of the press or freedom of speech. Each form of bringing opinion to the public notice has its own characteristics and limitations.

A speaker having been granted time on the air, NBC does not censor or edit his opinions. It must, however, check for violations of the law and for libelous, slanderous or seditious statements, as the courts have held broadcasters responsible for any damaging statement made over their facilities.

Limiting of Agent's Fee To 10% Sought by Talent

COMMISSIONS allowed Hollywood radio talent agents will be cut to 10%, the same fee allowed legitimate film bookers. New scale will probably become effective Feb. 1, eliminating the heavy fees many actors claim they are now forced to give agents for spots on radio programs.

Pact providing for licensing of agents by Screen Actors Guild is being rushed to completion for submission to its board of directors on Jan. 16. Meeting of Artists Managers Guild has been scheduled for Jan. 30 to pass on the agreement if it is approved by actors. The SAG investigation disclosed that some radio talent had paid as high as 55% while a 33.3% charge was not common. The organization has dozens of reports from members listing salaries received for radio appearances and amounts paid agents. Fee for agents in the film field will also be limited to 10%, sidetracking personal management contracts which now call for a higher percentage. No agent will be permitted to represent film talent or radio artists unless he has a franchise from SAG.

Alkaline's Spots

ALKINE Co., New Brunswick, N. J., recently appointed Charles Dallas Reach Co., Newark, to direct its advertising. A campaign of three to four spot announcements is carried weekly on WCAU, WPEN and WDAS, Philadelphia; WJAS, Pittsburgh; WAAT, Jersey City; WMCA, New York. It will continue until the end of the "cold season".

Flocks of Spots

CHALLENGING the recently published spot sales record of WIBC, Indianapolis, KYOS, Merced, Cal. harks back to Oct. 31, 1938, when it sold every available spot for the day—73 in all—to the Tredway Furniture Co., of Merced. The 75-word spots were broadcast between 7 a. m. and 4 p. m. for the company's Golden Harvest Sale, and brought "unprecedented customer response" from buying out KYOS' broadcast day. Again on Christmas day KYOS sold every shred of available time for 127 holiday greetings from merchants in 15 towns in the region.

CBS and NBC Contract For Crossley City Study

TO OBTAIN statistics on urban listening habits similar to those on the listening habits of rural residents collected by the Joint Committee on Radio Research, whose report on the survey is expected to be released within the next few days, NBC and CBS have engaged Crossley Inc. to interview set-owners in 107 representative cities. While many surveys have been made of the radio habits of city dwellers, both networks felt that a new survey, with data collected and tabulations made on the same lines as were used in the rural study, would provide a means of accurate comparison of the two types of audience.

Rural study, which was financed cooperatively by the two networks, was made by the JCRR to determine set-ownership and broad range listening habits of farmers and dwellers in small towns and was used by the Committee in its estimate of set ownership throughout the country, which was published last spring. Final draft of the report is now in the hands of Committee members and will be published as soon as all members have approved it, probably before Feb. 1. Urban survey, while using the same technique, is being conducted by NBC and CBS without the supervision of the Committee.

Ross Dog Food Test

DR. W. J. ROSS Co., Los Alamitos, Cal. (dog foods), to introduce a new brand, Rosco, on Jan. 26 will start a 30-day test campaign on KFSD, San Diego, Cal., using daily spot announcements in addition to a weekly quarter hour live talent program, *Roscoe Radio Revue*. Newspapers, store and window displays, and point of purchase cartons will be tied in with the radio campaign. Extensive use of West Coast radio will be utilized, following the test, to introduce the product, with similar campaigns planned as territory opens. Ray Advertising Agency, Los Angeles, has the account.

EDWIN C. HILL and Clem McCarthy have been chosen to give the blow-by-blow and color descriptions of the Joe Louis-John Henry Lewis heavyweight championship bout on Jan. 25, which will be broadcast exclusively by NBC under the sponsorship of the Buick Division of the General Motors Corp., Detroit.

New Book Covers Radio Law Field

Socolow Treatise Delves Into All Phases of Regulation

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Member, D. C. Bar

THE LAW of Radio Broadcasting, by A. Walter Socolow of the New York and FCC Bars [Baker, Voorhis & Co., Jan. 2, 1939, $25] covers the entire field of broadcasting law. Legal text books as a rule are uninteresting, but Mr. Socolow's style, method and thoroughness in treating the various legal problems of the broadcasting industry made the reviewer's task a pleasure and an education.

The author's objective apparently was to create in one work (two volumes, 1,600 pages), a text book which would be of daily value to layman and lawyer alike, for he has covered the broad field of broadcasting law in understandable language, yet profusely annotated. Statutes, treaties, court decisions and problems involved in broadcasting are analyzed in the light of applicable legal principles. The author does not hesitate to point out the weaknesses and limitations of various decisions and statutes.

Supplement Planned

The first chapters are devoted to a discussion of the Federal jurisdiction over radio, the various Federal statutes, the procedure before the FCC and on appeals, and the decisions of the Commission and of the courts. The new FCC rules of practice and procedure promulgated after the book went to press are not included, but the publisher announced that a supplement embracing all changes as of March 1 1939, would be issued. A pocket for this purpose is provided in the back of the volumes. The subjects of contracts, agency, defamation, unfair competition, labor, etc., are treated in their relation to the industry, but the general aspects of such subjects have not been discussed in detail.

Special chapters are devoted to a full discussion of the law with respect to programs; liabilities arising out of the operation of studios; contracts between stations and advertisers; labor relations; injury to employes; social security taxes; talent; authors of script; news broadcasts and rights to privacy; contest programs and lottery; federal regulation of broadcast advertising; censorship; networks. The all-important subject of copyright and its application to broadcasting is covered in detail and a brief chapter is devoted to problems likely to arise with the advent of television in commercial proportions.

The chapters devoted to the regulation and taxation of broadcasting and its related activities by states are of particular interest at the moment with the convening of State legislatures.

INSTITUTE For Maintaining Dry Cleaning Standards, New York, has had a series of 13 recordings cut by the Transamerican Broadcasting & Television Corp., New York, for a test demonstration at the annual meeting of the National Association of Dyers & Cleaners in Dallas early in February. The quarter-hour programs, entitled *Why Do We Do It?*, consist of dramatized conversations, and after the testing will be available to cleaning and dying organizations on their local stations.

WHO offers 247,000 EXTRA TELEPHONES in "IOWA PLUS"!

Statisticians know that residence telephones are one of the very *best* barometers of prosperity.

WHO's Iowa has 370,761 residence telephones—as many as Maine, Vermont, New Hampshire and Maryland all rolled together!

But the fact we want to emphasize here is that WHO also reaches an EXTRA 247,000 telephone subscribers OUTSIDE of Iowa—a bonus of prosperous listeners who can be reached by no other single station.



WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Major Networks' Gross Billings by Advertisers: 1938

NBC Gross Billings

Procter & Gamble Co. ——— $4,860,155
- Camay $658,218
- Chipso $445,396
- Crisco $507,954
- Dash $2,921
- Dreft $113,872
- Drene $514,472
- Ivory Flakes $701,930
- Ivory Soap $661,002
- Lava Soap $119,458
- Oxydol $597,977
- White Naptha Soap $536,955

Standard Brands, Inc. ——— $2,670,467
- Chase & Sanborn Coffee $965,434
- Foil Yeast for Health $168,093
- Royal Desserts, Yeast $375,299
- Tender Leaf Tea $544,363
- Yeast for Bread $219,829
- Royal Desserts $397,449

General Foods Corp. ——— $2,519,220
- Diamond Crystal Salt $28,656
- Grape Nuts $484,796
- Huskies $32,814
- Jello $651,441
- Log Cabin Syrup $108,512
- Maxwell House Coffee $836,814
- Post 40% Bran Flakes $376,187

Sterling Products, Inc. ——— $2,486,452
- Bayer Aspirin $414,553
- Cal-Aspirin $36,633
- Dr. Lyon's Toothpowder $815,264
- Haley's M-O $48,867
- Phillips Milk of Magnesia $273,984
- Phillips Milk of Magnesia Creams $143,202
- Phillips Milk of Magnesia & Face Cream $310,696
- Phillips M of M Toothpaste & Tablets $443,253

American Home Products Co. —— $1,683,340
- Aero White $24,477
- Anacin $473,050
- Bisodol $475,304
- Edna Wallace Hopper Cosmetics $83,177
- Fly-Ded $40,021
- Freezone $39,708
- Hill's Cold Tablets $23,506
- Hill's Nose Drops $22,197
- Kolynos $188,559
- Louis Phillippe Cosmetics $184,752
- Old English Floor Wax $128,589

Campbell Soup Co. ——— $1,565,637
- Food Products $1,468,353
- Tomato Juice $97,284

National Dairy Products Corp. $1,466,957
- Kraft $973,029
- Sealtest $493,928

Miles Laboratories, Inc. ——— $1,387,906

American Tobacco Co. ——— $1,331,884
- Lucky Strike Cigarettes $1,074,549
- Pall Mall Cigarettes $257,335

General Mills, Inc. ——— $1,200,886
- Cereals & Flour $823,459
- Corn Kix $68,343
- Sperry Flour Products $117,488
- Wheaties $191,596

Bristol-Myers Co. ——— $942,930
- Ipana-Sal Hepatica $708,012
- Vitalis $234,918

Quaker Oats Co. ——— $878,068
- Aunt Jemima Pancake Flour $247,720
- Puffed Rice & Puffed Wheat $159,926
- Quaker Oats $470,422

Radio Corporation of America —— $827,640
- Institutional $804,939
- RCA-Manufacturing $22,701

S. C. Johnson & Son, Inc. ——— $675,190

Brown & Williamson Tobacco Corp. $656,306
- Avalon Cigarettes $144,898
- Bugler Tobacco $30,584
- Kool & Raleigh Cigarettes $480,824

Cities Service Co. ——— $638,205

Firestone Tire & Rubber Co. —— $635,206
- Farm Tractor Tires $32,472
- Tires & Tubes $602,734

Sun Oil Co. ——— $631,667

The Andrew Jergens Co. ——— $622,277
- Jergen's Lotion $206,373
- Woodbury Soap & Cosmetics $415,904

Liggett & Myers Tobacco Co. ——— $571,015

Pillsbury Flour Mills Co. ——— $563,400

Carnation Co. ——— $560,872
- Albers Brothers $47,232
- Carnation Milk $513,640

Cummer Products Co. ——— $555,367
- Energine $205,428
- Molle $349,939

Philip Morris & Co. Ltd. ——— $526,664

Kellogg Co. ——— $496,404
- Breakfast Food $231,784
- Krispies $264,620

Lady Esther Ltd. ——— $459,397

B. T. Babbitt Inc. ——— $437,700

Lewis-Howe Co. ——— $419,840

General Electric Co. ——— $391,871

Stewart-Warner Corp. ——— $384,195
- Alemite $128,065
- Radios $128,065
- Refrigerators $128,065

Ralston-Purina Co. ——— $380,246
- Ralston Cereal $186,950
- Ry-Krisp $193,296

F. W. Fitch Co. ——— $364,563

Campana Sales Corp. ——— $364,298

Pacific Coast Borax Co. ——— $339,296

Pepsodent Co. ——— $339,260
- All Products $282,320
- Antiseptic $56,940

Lamont-Corliss & Co. ——— $305,536
- Danya Hand Lotion $15,184
- Nestles Eveready Cocoa $14,976
- Pond's Creams & Face Powder $275,376

Wander Co. ——— $304,952

Borden Co. ——— $301,459

Welch Grape Juice Co. ——— $267,080

Nehi Inc. ——— $247,792

Sherwin-Williams Co. ——— $231,409
- Acme Paints $99,588
- S-W Paints $131,821

Time Inc. ——— $220,023

Richfield Oil Corp. ——— $202,940

Grove Laboratories Inc. ——— $182,140

Macfadden Publications Inc. ——— $172,032

J. B. Williams Co. ——— $167,336

Goodyear Tire & Rubber Co. ——— $165,139

Wm. R. Warner Co. ——— $156,114

Packard Motor Car Co. ——— $146,220

National Biscuit Co. ——— $130,520
- Biscuits $93,616
- Shredded Wheat $36,904

Bowey's Inc. ——— $129,172

G. Washington Coffee Refining Co. ——— $129,001

Falstaff Brewing Corp. ——— $125,232

Princess Pat Ltd. ——— $123,580

Colgate-Palmolive-Peet Co. ——— $118,576

Vick Chemical Co. ——— $116,448

National Ice Advertisers Inc. ——— $114,456

Group of American Banks ——— $103,365

Regional Advertisers Inc. ——— $99,744

Drackett Co. ——— $93,984

Standard Oil Co., of California ——— $92,785

Swift & Co. ——— $88,487
- Institutional $2,307
- Sunbrite Cleanser $86,180

Emerson Drug Co. ——— $88,463

Servel Inc. ——— $86,532

Ward Baking Co. ——— $80,848

Richardson & Robbins ——— $79,823

Fels Co. ——— $78,493

Adam Hat Stores Inc. ——— $76,736

Larus & Brother Co. ——— $71,436

Penn Tobacco Co. ——— $69,769

Musterole Co. ——— $69,216

Household Finance Corp. ——— $67,770

Lambert Co. ——— $67,320

Allis-Chalmers Mfg. Co. ——— $67,236

C. F. Mueller Co. ——— $67,200

John Morrell & Co. ——— $65,651

Signal Oil Co. ——— $61,921

H. Fendrich Inc. ——— $59,712

Horlick's Malted Milk Corp. ——— $58,632

Political Advertisers ——— $54,369

Union Oil Co. ——— $53,172
- Bif Fly Spray-Glass Cleaner $5,148
- Gas & Oil $48,024

American Rolling Mill Co. ——— $52,962

Glass Container Ass'n of America $51,155

Gilmore Oil Co. ——— $49,652

Packer's Tar Soap Inc. ——— $49,140

Canada Dry Ginger Ale Inc. ——— $48,276

Wesson Oil & Snowdrift Corp. ——— $45,552

Benjamin Moore & Co. ——— $42,924

Glidden Corporation ——— $42,078

Cardinet Candy Co. ——— $35,032

Gallenkamp Stores Co. ——— $30,420

S & W Fine Foods Inc. ——— $30,168

J. W. Marrow Manufacturing Co. ——— $28,028

Charles Gulden Inc. ——— $27,736

George W. Luft Co. ——— $24,024

Mennen Co. ——— $21,892

Ballard & Ballard Co. ——— $23,780
- Flour $7,928
- Poultry & Dairy Feed $15,852

Tidewater-Associated Oil Co. ——— $21,444

Modern Food Process Co. ——— $21,432

Thomas Cook & Son-Wagon Lits Inc. ——— $19,364

Pepperell Manufacturing Co. ——— $16,719

General Motors Corp. (Buick Division) ——— $13,158

Tillamook County Creamery Ass'n ——— $10,220

International Shoe Co. (Peters Division) ——— $10,062

Globe Grain & Milling Co. ——— $8,576

Vocational Service Inc. ——— $6,912

Griswold Manufacturing Co. ——— $5,764

Pittsburgh Coal Co. ——— $5,546

Nestle's Milk Products Inc. ——— $4,212

Charles B. Knox Gelatine Co. Inc. ——— $4,088

American Oil Co. ——— $3,541

American Radiator & S. S. Corp. ——— $3,200

Oxo Ltd. ——— $3,136

United Drug Inc. ——— $2,920

Pacific Guano Co. ——— $2,236

Johnson, Carvell & Murphy ——— $2,236

Local Loan Co. ——— $492

CBS Gross Billings

Lever Brothers Co.	$2,790,141
General Foods Corp.	2,720,386
Colgate-Palmolive-Peet Co.	1,779,439
Procter & Gamble Co.	1,310,707
American Tobacco Co.	1,283,826
William Wrigley Jr. Co.	1,241,705
Liggett & Myers Tobacco Co.	1,118,355
Ford Motor Co.	1,052,895
Chrysler Sales Corp.	1,003,612
R. J. Reynolds Tobacco Co.	1,000,184
Campbell Soup Co.	713,788
Continental Baking Co.	650,260
P. Lorillard Co.	644,905
Pet Milk Sales Corp.	594,013
General Mills, Inc.	557,035
Philip Morris & Co., Ltd.	463,380
U. S. Tobacco Co.	435,120
Texas Co.	405,265
Gulf Refining Co.	399,960
Lady Esther Co.	372,150
Coca Cola Co.	358,940
Nash-Kelvinator Corp.	345,334
Cudahy Packing Co.	340,767
U. S. Rubber Products Co.	304,155
Anacin Co.	297,697
Bayer Co.	282,254
Edna Wallace Hopper Inc.	267,194
E. I. duPont de Nemours & Co. Ltd.	250,455
Lambert Co.	242,395
H. J. Heinz Co.	225,960
Lehn & Fink Products Co.	219,494
Chesebrough Manufacturing Co.	211,050
Household Finance Corp.	208,320
Kolynos Sales Co.	193,433
Brewers' Radio Show Association	192,750
Kellogg Co.	192,724
Vick Chemical Co.	180,015
Griffin Manufacturing Co.	174,049
International Cellucotton Co.	166,665
Campana Sales Corp.	156,100
R. B. Davis Co.	154,020
McKesson & Robbins Inc.	150,150
Hudson Motor Car Co.	139,735
A. S. Boyle Co.	136,309
General Motors Corp.	130,615
Philco Radio & Television Corp.	129,360
Noxzema Chemical Co.	109,555
Zenith Radio Corp.	108,515
General Baking Co.	108,267
Barbasol Co.	106,600
International Silver Co.	85,095
Skelly Oil Co.	62,450
Penick & Ford Ltd.	62,060
Florida Citrus Commission	61,975
Phillips Petroleum Corp.	59,990
Joe Lowe Corp.	51,156
Carborundum Co.	43,405
Durkees Famous Foods	34,200
Rio Grande Oil Co.	27,725
F & F Laboratories	15,600
Penn. Publicity Commission	14,995
Euclid Candy Co.	14,080
Pure Oil Co.	13,829
Atlantic Refining Co.	13,050
Bayuk Cigars Inc.	12,870
Tidewater Associated Oil Co.	11,104
Brown & Williamson Tobacco Co.	10,834
Wilmington Transportation Co.	10,450
Cardinet Candy Co.	10,170
S & W Fine Foods	7,950
Mennen Co.	7,320
Holland Furnace Co.	5,827
Beneficial Management Corp.	5,823
Soil Off Manufacturing Co.	5,042
Roma Wine Co.	4,950
Tillamook County Creamery Assn.	4,305
Sales Affiliates Inc.	4,290
Ralston Purina Co.	3,660
California Prune & Apricot Growers Assn.	3,050
Tea Garden Products Co.	2,295
George W. Caswell Co.	2,145
Richfield Oil Corp.	536
Refrigeration & Air Conditioning Inst.	360
Political Advertisers	52,803

MBS Gross Billings

Bayuk Cigars, Inc.	$259,436
Gospel Broadcasting Assn.	182,842
Gordon Baking Co.	182,574
Ironized Yeast Co.	179,724
Lone Ranger (Cooperative Prog.)	149,550
General Mills	137,492
Cornkix, $16,920	
Wheaties, $120,572	
P. Lorillard Co.	99,948
Lutheran Laymen's League	94,034
Vadsco Sales Corp.	90,973
Philip Morris & Co.	78,310
Journal of Living Publications	72,166
J. B. Williams Co.	70,426
Wheeling Steel Corp.	68,215
Hecker Products Corp.	65,421
H-O, $41,350	
Silver Dust, $24,071	
Musterole Co. & E. W. Rose Co.	63,464
The Lambert Co.	58,108
Delaware Lackawanna & Western Coal Co.	53,872
Show of the Week (Local Coop. Program)	49,996
30 Min. in Hollywood (Local Coop. Program)	48,809
Brown & Williamson Tobacco Co.	48,650
Elizabeth Arden	41,958
Wheatena Corp.	38,257
American Tobacco Co.	37,866
Kellogg Co. (Pep cereal)	36,844
Green Hornet (Coop. Prog.)	36,452
Cudahy Packing Co.	31,721
General Shoe Corp.	29,353
Oakland Chemical Co.	28,750
Mennen Co.	26,926
Allis-Chalmers Mfg. Co.	24,130
Maine Development Comm.	23,754
Rocke News Syndicated Prog.	20,412
N. Y. State Democratic Committee	20,291
The Bosco Co.	17,517
Emerson Drug Co.	17,024
Lamplighter (Coop. Program)	14,297
Humphrey Homeo. Medicine Co.	12,761
Thos. Leeming & Co.	11,700
American Bird Products Co.	10,543
E. Fougera & Co.	10,050
R. B. Semler	9,620
Gambarelli & Davitto	9,255
Famous Jury Trials (Coop. Program)	8,169
Barbasol Co.	7,114
Varaday of Vienna Inc.	6,989
Slide Fasteners Inc.	5,880
John L. O'Brien Citizens Comm.	5,064
Atchison, Topeka & Santa Fe Ry. Co.	5,061
Admiracion Laboratories	4,144
Macfadden Publications	3,615
W. A. Sheaffer Pen Co.	2,835
Little Crow Milling Co.	1,400
Democratic National Committee	938
N. Y. County Republican Comm.	938
Non-Partisan Citizens Comm.	893
Special Cooperative Hookups	303,793

1938 Network Advertisers by Industries

	*NBC	CBS	MBS	Totals
Automotive	$ 927,251	$ 2,976,346	$ 871	$ 3,904,468
Building Materials	56,162	5,827	68,215	130,204
Cigars, Cigarettes, Tobacco	3,286,786	4,969,474	524,209	8,780,469
Clothing	76,736	.....	5,880	82,616
Confectionery, Beverages	331,100	1,676,051	9,030	2,016,181
Drugs & Toilet Goods	12,686,022	5,773,504	954,334	19,413,860
Financial & Insurance	171,627	214,143	.....	385,770
Foods & Food Beverages	14,559,775	6,596,827	627,661	21,784,263
Garden & Field	2,236	.....	.....	2,236
House Furniture & Furnishings	743,407	.....	.....	743,407
Jewelry & Silverware	.....	85,095	.....	85,095
Lubricants & Fuel	1,983,534	993,909	55,455	3,032,898
Machinery, Farm Equipment	99,708	43,405	24,130	167,243
Paints & Hardware	274,333	.....	.....	274,333
Radios & Musical	955,705	237,875	.....	1,193,580
Schools & Corres. Courses	6,912	.....	.....	6,912
Shoes & Leather	64,959	174,049	29,353	268,361
Laundry Soaps & Housekeepers' Supplies	4,491,316	3,077,079	55,793	7,624,188
Stationery & Publishers	392,055	.....	78,616	470,671
Travel, Hotels, Amusements	19,364	10,450	5,061	34,875
Wines & Beers	125,232	192,750	9,255	327,237
Political	54,369	52,803	30,933	138,105
Miscellaneous	154,090	265,810	441,528	861,428
Totals	$41,462,679	$27,345,397	$2,920,324	$71,728,400

*Combined Red and Blue.

B-S-H Again Tops Network Accounts

J. Walter Thompson Second, Young & Rubicam Third

BLACKETT - Sample - Hummert again takes first rank in combined billings placed on nationwide networks during 1938 by major advertising agencies, with J. Walter Thompson Co. and Young & Rubicam running neck and neck for second and third positions.

Among accounts making up a good portion of the B-S-H total were General Mills, Procter & Gamble Co. and Sterling Products, with daytime strip serials forming a heavy share of the program fare.

The B-S-H network billings in 1938 totaled $9,093,125, with J. Walter Thompson Co. totaling $5,320,608 and Young & Rubicam $5,093,640. Benton & Bowles was fourth with $4,800,399, followed by Lord & Thomas with $4,791,586 and Ruthrauff & Ryan with $4,015,959.

In all, 21 agencies billed more than a million dollars with networks last year, a compilation of the three major networks shows.

[Individual account billings on each of the networks are published on page 20.]

P & G the Largest

Procter & Gamble Co. was easily the top sponsor on NBC networks during the year with total billings of $4,860,155. In addition P & G booked $1,310,707 on CBS where it ranked as fourth largest sponsor.

Second on NBC was Standard Brands with $2,670,467, followed by General Foods with $2,519,220. General Foods also used $2,720,386 in CBS time, ranking as second largest sponsor on that network. Sterling Products was fourth largest NBC account, spending $2,486,452. American Home Products Co., another drug account, was fifth with $1,683,340 on NBC and Campbell Soup Co. was sixth with $1,565,637. Other million dollar accounts on NBC were National Dairy Products Corp., $1,466,957; Miles Laboratories, $1,387,906; American Tobacco, $1,331,884 and General Mills, $1,200,886.

Top CBS account was Lever Brothers Co., which used $2,790,141 in time during the year. Other CBS million dollar accounts were: General Foods, $2,720,386; Colgate-Palmolive-Peet Co., $1,779,439; Procter & Gamble Co., $1,310,707; American Tobacco Co., $1,283,826; William Wrigley Jr. Co., $1,241,705; Liggett & Myers Tobacco Co., $1,118,355; Ford Motor Co., $1,052,895; Chrysler Sales Corp., $1,003,612; R. J. Reynolds Tobacco Co., $1,000,184.

Heading Mutual billings were the special cooperative shows, with billings of $303,738. First among individual accounts was Bayuk Cigars with $259,436, followed by Gospel Broadcasting Assn., $182,842; Gordon Baking Co., $182,574; Ironized Yeast Co., $179,724; Lone Ranger (cooperative), $149,586; General Mills, $137,492.

Junket to Place

JUNKET Co., Little Falls, N. Y. (Quick Fudge Candy Mix), following a successful spot test in December on WGY, Schenectady, will soon start a spot campaign on an undetermined number of stations. Mitchell-Faust Adv. Co., Chicago, is agency.

Network Billings by Agencies; 1938

Ranked in Order of Combined Gross Billings By NBC, CBS and MBS

Blackett-Sample-Hummert	$9,093,125
J. Walter Thompson Co.	5,320,608
Young & Rubicam	5,093,640
Benton & Bowles	4,800,399
Lord & Thomas	4,791,586
Ruthrauff & Ryan	4,015,959
Compton Advertising	3,107,788
Ward Wheelock Co.	2,258,425
Newell-Emmett Co.	1,693,314
Batten, Barton, Durstine & Osborn	1,588,554
Pedlar & Ryan	1,588,185
Lennen & Mitchell	1,500,635
N. W. Ayer & Son	1,397,535
Wade Advertising Agency	1,383,741
H. W. Kastor & Sons Adv. Co.	1,245,302
Gardner Advertising Co.	1,109,681
Erwin Wasey & Co.	1,105,072
Wm. Esty & Co.	1,096,359
Biow Co.	1,081,115
Stack-Goble Advertising Agency	1,007,060
Roche Williams & Cunnyngham	1,004,155
Neisser-Myerhoff	920,170
No Agency (Billed Direct)	879,157
McCann Erickson	836,851
Arthur Kudner	785,449
Needham, Louis & Brorby	675,190
Hays MacFarland & Co.	648,815
Sweeney & James Co.	635,206
Maxon Inc.	617,831
Hutchinson Advertising Co.	563,400
Aubrey Moore & Wallace	520,398
McKee & Albright (Now McKee, Albright & Ivey)	506,798
Cecil, Warwick & Legler (Now Warwick & Legler)	497,894
Lambert & Feasley	445,813
Buchanan & Co.	415,105
L. W. Ramsey Co.	366,063
D'Arcy Advertising Co.	358,940
Geyer, Cornell & Newell	345,334
Frances Hooper, Adv.	331,985
Campbell-Ewald Co.	299,655
Morse International	296,463
Ivey & Ellington	259,436
Russell M. Seeds Co.	251,097
Knox Reeves Advertising	247,993
James A. Greene & Co.	247,792
U. S. Advertising Corp.	243,905
Sherman K. Ellis & Co.	240,774
Hixson-O'Donnel Adv.	231,201
Henri, Hurst & McDonald	189,019
R. H. Alber Co.	188,538
Bermingham, Castleman & Pierce	174,049
Brooke, Smith & French	139,735
MacManus, John & Adams	130,615
Hutchins Advertising Co.	129,360
Westco Advertising Agency	117,488
Donahue & Coe,	114,456
Franklin Bruck Adv. Co.	110,926
Charles W. Hoyt Co.	107,559
Lawrence C. Gumbinner	107,412
Wessel Co.	103,365
Botsford, Constantine & Gardner	100,672
Redfield-Johnstone	98,805
Kelly, Stuhlman & Zahrndt	94,034
Ralph H. Jones Co.	93,984
Critchfield & Co.	89,385
Kenyon & Eckhardt	88,805
Bowman & Columbia	87,750
Glicksman Advertising Co.,	76,736
Bert S. Gittins, Advertising	67,236
Gale & Pietsch	65,656
Albert M. Ross	72,019
Brown & Tarcher	62,400
Logan & Stebbins	61,921
McJunkin Advertising Co.	57,924
H. M. Kiesewetter Adv. Agency	56,138
Scholts Advertising Service	54,430
Baker Adv. Agency	49,245
J. M. Mathes Inc.	48,276
Tomaschke-Elliott	47,438
Long Advertising Service	46,169
Fitzgerald Advertising Agency	45,552
C. Wendel Muench & Co.	42,078
Rohrabaugh & Gibson (Now C. M. Rohrabaugh & Co.)	38,257
Emil Brisacher & Staff	38,118
Federal Advertising Agency	36,904
Baggaley, Horton & Hoyt	35,017
Badger & Browning	29,353
Kleppner Co. Inc.	28,750
Walsh Advertising Co.	26,000
Cockfield, Brown & Co.	25,165
Brooke, Smith, French & Dorrance	23,754
Fishler, Zealand & Co.	23,100
Emil Reinhardt	22,008
Clements Co.	21,432
Walker & Downing	20,541
Rocke Productions	20,412
Flack Advertising Agency	20,360
Marschalk & Pratt	20,291
L. D. Wertheimer Co.	15,420
Sterling Advertising Agency	14,297
Sidney Garfinkel Adv. Agency	14,080
Leo Burnett Co.	13,829
Walter Biddick Co.	12,325
Weston-Barnett	10,543
Small & Seiffer	10,050
De Biasi Advertising Agency	9,255
Philip Klein Adv. Agency	9,030
Dan B. Miner Co.	8,576
Morgan Reichner & Co.	8,348
J. Ralph Corbett	8,169
Arnold & Chase	7,770
A. McKim Ltd.	6,920
G. Lynn Sumner	5,880
Albert Frank-Guenther-Law	5,823
Milton Weinberg Co.	5,370
C. Ellsworth Wylie Co.	5,150
Hillman-Shane Adv. Agency	5,042
Joe Lowe Agency	5,040
James Houlihan Inc.	4,950
MacLaren Advertising Co.	4,500
Leon Livingston Adv. Agency	4,212
Charles Dallas Reach	4,144
H. M. Frost Co.	4,125
Gillman Advertising	3,870
Joseph Katz Co.	3,541
Dowd-Ostreicher Inc.	3,325
Blaker Advertising Agency	3,200
Doremus & Co.	3,136
Lowe Features (Political)	3,096
D'Evelyn & Wadsworth	2,920
Shattuck & Ettinger	2,864
Larsen & Aurrecoechea	2,751
Lockwood-Shackelford Adv. Agency	2,730
William A. Ingoldsby Co.	2,236
Burton A. Osterhoudt	2,040
Gem Advertising Agency	1,913
Rogers & Smith	1,400
Kelly, Nason & Winsten	1,190
J. P. Muller & Co.	856
Mason L. Ham, Advertising	815
Howard G. Hanvey	680
Theodore H. Segall Adv. Agency	424
James R. Lunke	360
Ray Davidson	360
C. Brewer Smith Adv. Agency	290
Faraon Jay Moss Inc.	288

Domino May Extend

LARUS & BRO. Co., Richmond, will sponsor *The Shadow of Fu Manchu*, transcribed serial drama, three times weekly on WRVA, Richmond, beginning Jan. 16, in the interest of Domino cigarettes. If the program is successful there, sponsor is expected to extend it to other markets. The agency is Warwick & Legler, New York. Program, which is produced by Fields Brothers, Hollywood, and released through Radio Attractions, New York, will also start broadcasting this month on KDKA WFBR WRC WFBL WICC WEAN WNAC WBAX WDRC.

New Candy Series

WALTER H. JOHNSON CANDY Co., Chicago (Power House Candy bars), on Jan. 13 started weekly quarter-hour disc show on WMAQ, Chicago, and 14 stations in the South. Agency is Campbell-Ewald Co., Chicago.

Bank Group Disc Series Acquires 85 Sponsors

AMERICAN BANKERS Assn., New York, has lined up a total of 85 banks to sponsor its *Song & Story* series of transcribed program on local stations, the majority of which are grouped under the Kansas City Clearing House Assn., with a membership of 13 banks; the Wisconsin Bankers Assn., with 17 banks; the New Mexico Bankers Assn., with 37 banks, and the Jamestown Clearing House Assn., with seven banks.

Although sponsorship is still in a rather preliminary stage, the following stations have been definitely decided upon: KCKN WCOU WJMS WJDX KOB WJTN WMFF WDNC WBNS WPIC WBAX and WTMJ. The series consists of 13 quarter-hour transcriptions, recorded by the NBC Transcription Service, which are largely musical with a brief "skit" included in each portraying the service banks offer to the average family.

Network Billings For Year Again Achieve Records

NBC and MBS Show Boosts; CBS Downs 4.8% in 1938

GROSS time sales of the nationwide networks in 1938 again reached a new high, though by a slimmer margin than previously. The year's combined total gross billings of NBC, CBS and MBS reached $71,728,400, a gain of 3.0% over the 1937 total of $69,612,482. For NBC and Mutual, 1938 was the best year in their history. NBC's 1938 total was $41,462,679, an increase of 7.3% over the $38,651,286 billed in 1937. Mutual's 1938 total of $2,920,324 topped last year's $2,239,078 by 30.4%. CBS alone fell behind the 1937 total, ending up the year with billings of $27,345,397, 4.8% behind the previous year's billings of $28,722,118.

December figures were pretty much in line with those for the entire year. NBC's $3,887,072 was 6.8% ahead of the $3,369,086 billed in Dec. 1937. Mutual showed the largest percentage gain with $337,369 billed in Dec. 1938, 30.4% over the $245,465 billed in the final month of 1937. CBS sustained a loss of 9.2%, dropping from $2,786,618 in Dec. 1937 to $2,529,060 for the same month of 1938. Combined figures for all three networks total $6,753,501, a gain of 1.2% from the Dec. 1937 figure of $6,671,169.

Gross Monthly Time Sales

NBC

	1938	% Gain over 1937	1937
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
May	3,414,200	6.2	3,214,819
June	3,200,569	6.6	3,003,387
July	2,958,710	9.3	2,707,450
Aug.	2,941,099	5.6	2,784,977
Sept.	2,979,241	4.5	2,850,581
Oct.	3,773,964	13.0	3,339,739
Nov.	3,898,919	15.3	3,381,346
Dec.	3,887,072	6.8	3,639,086
Total	$41,462,679	7.3%	$38,651,286

CBS

Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	— 5.4	2,563,478
May	2,442,283	— 4.6	2,560,558
June	2,121,495	—14.3	2,476,576
July	1,367,357	—31.2	1,988,412
Aug.	1,423,865	—27.2	1,955,280
Sept.	1,601,755	—21.0	2,028,585
Oct.	2,387,395	— 4.6	2,505,485
Nov.	2,453,410	— 7.6	2,654,473
Dec.	2,529,060	— 9.2	2,786,618
Total	$27,345,397	— 4.8%	$28,722,118

MBS

Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	— 5.9	247,431
April	189,545	— 5.3	200,134
May	194,201	25.6	154,633
June	202,412	72.4	117,388
July	167,108	64.7	101,458
Aug.	164,626	70.4	96,629
Sept.	200,342	50.8	132,866
Oct.	347,771	45.7	238,683
Nov.	360,929	39.7	258,357
Dec.	337,369	37.4	245,465
Total	$2,920,324	30.4%	$2,239,078

AMERICAN Civil Liberties Union announced Jan. 9 that it will ask support of all political elements in Congress for a variety of bills, including several "providing for greater freedom on the air by requiring all radio stations to set aside time for public issues, to treat controversial issues on equal terms and to free stations from responsibility for libel or slander on public time."

Latest Questionnaire of FCC Taps Inner Station Business

Details of Ownership, Operation and Policy as Well as History of Personnel Are Sought

IN ITS apparently endless search for data from station licensees, the FCC on Jan. 5 dispatched a new questionnaire to all stations seeking data on the innermost phases of ownership, operations and policies—and even the antecedents of personnel.

Labelled as information desired for the so-called network inquiry, with its related monopoly phases, the new questionnaire, in the opinion of informed observers, appears to transcend in some respects the scope of the FCC's authority and packs a few "sleepers". This is seen notably in connection with inquiries about the income and profit derived by station licensees or corporations from businesses in which they may be engaged aside from broadcasting. Also asked are the past experiences, functions and authority of such employes as managers, commercial managers, program directors and other department heads.

The new questionnaire supplements that sent out prior to the opening of the network inquiry last November to corporate shareholders, corporations owning capital stock in stations and station directors. In all, it was announced that the four questionnaires, including the newest one to the some 800 broadcast licensees, have been dispatched to about 2,300 stations, holding companies, and others holding direct or indirect stock interests in stations, and to stockholders and officers.

Commissions Included

It is apparent too that the FCC is probing for anything smacking of unfair competition or restraint of trade, for it seeks to learn whether licensees having interests in other businesses use their stations to advertise them (most of them do) and whether they give themselves special discounts, or charge themselves anything at all. It also apparently is seeking to determine whether excessive commissions are paid for business, because the name of every individual procuring compensation from stations other than on a "flat amount for salary agreed upon in advance" is requested.

The purpose is to ferret out full information on "multiple ownership, absentee ownership, tendencies toward monopoly, character of ownership and other business affiliations." That falls under one of the general headings of the network inquiry now in progress and likely to run until late spring or even summer.

All this data, after analysis, will be introduced at the hearings by FCC witnesses, primarily members of its accounting staff. At this stage, it appears likely the Commission will put this data in evidence following the first phase of the inquiry, relating to networks. That, however, may be a month or two off, since CBS, MBS and a score of regional and state networks are yet to complete their presentations. NBC alone occupied the stand from Nov. 14 through Jan. 5.

The broadcast station licensees must return the new forms by Jan. 25. Because of the far-reaching nature of the questionnaire, it is expected many stations, primarily those in the local classification, will find considerable difficulty in executing them. Many industry eyebrows are being lifted because of the latest excursions into the most intimate phases of station operation, particularly since it obviously places greatest hardship upon the smaller units in the industry—those 100-watters and independents that find the going hard and were authorized primarily to give local communities an opportunity for "self-expression".

Easier for Larger Stations

The larger stations, while they may experience difficulty in responding so hurriedly to some questions raised, nevertheless are in a far better position to supply the information, by virtue of greater man-power, ability to hire lawyers, and otherwise to meet requirements about written policy, delegation of authority and the like.

In its release, the FCC stated that replies, when analyzed, will show the extent and character of absentee ownership, use of voting proxies in effecting or maintaining direct or indirect control of stations, "second tier" control, and that sort of material. Information about management control, transfers of control, authority of different members of the executive personnel, and the qualifications of each is also sought.

Chairman's Explanation

Chairman Frank R. McNinch said the press release made it plain the Commission has taken no position with respect to the propriety of any of the practices under investigation, and all present effort is aimed at obtaining full information about the conditions and practices existing.

Of individual licenses, the Commission first seeks information for 1938 on the total gross income derived from each business other than broadcasting in which the licensee is engaged, along with net income, expenses, number of employes, and related data. It inquires whether the licensee devotes full time to the station; detailed data on employes hours, and whether they have other work.

Licensee Affiliations

That the Commission proposes to determine whether any unfair competition exists, is reflected in the question as to whether licensees who are engaged in other businesses use the station to advertise those businesses, and whether they pay for the time, or get reduced rates. Particular emphasis was placed on this by FCC counsel during presentation of NBC's testimony Jan. 4 and 5 when it was testified that RCA, which owns NBC, received rate concessions on the *Magic Key* account on the Blue Network.

With respect to personnel, the Commission asks about the experience of the licensee, station manager, commercial manager and other executives, with particular reference to their qualifications for the positions they hold. A description of the authority and responsibility of each executive is asked, and the class of problems with which each deals without first consulting the licensee, is sought.

A copy of general policies established at the station is requested, and if not written, their substance is requested. If there are no written or oral policies, the applicant must so state. (An affirmative response to the latter question might be used against the licensee, it is thought in some quarters).

Endless Array of Data

Background announcements for other than station licensees must be supplied under another question. Finally, full information on commissions paid to any station employe or contact, including manager, salesman, agency, agent, lessor and lessee is requested.

In such instances, the station licensee must give the name of each, his relation to the station, his duties, if an employe, or his business if not; the basis for compensation; the amount and percentage or portion; the arrangements under which the compensation is paid.

Essentially similar data is sought from licensee corporations, except that in addition excerpts from the minutes of each meeting of the board of directors since Jan. 1, 1938, on all matters concerning the stations must be supplied. Moreover, a description is requested of the experience of each director and officer in operating or conducting the affairs of a station before joining the organization.

COPY DEADLINE

Week Lag on Music Programs Ordered by WTMJ

CONTINUITY on musical programs must reach the station at least a week before the day of the program, according to new schedules of closing dates on continuity recently started by WTMJ, Milwaukee. This gives the musical department time to select numbers and coordinate the program with the continuity department.

All copy for announcements to be used on Saturday and Sunday must reach the studio by Thursday noon; Monday copy, by Friday noon; and noon of the preceding day for all other days of the week. If any special writing or handling is necessary, the copy must be in the WTMJ office three or four days in advance of broadcast date to give time for advertiser's or agent's approval, according to the regulations.

AUDIENCE AT WOWO DISC SERIES

Heckling and Wisecracks Lure Fans to Program Every Morning and They Like It

WHY is a studio audience?

The usual answer, that people come to the broadcasting studios to get a glimpse of the stars they have been hearing on the air, may be right some of the time, but it won't serve at WOWO, Fort Wayne, where for more than 18 months now, a half-hour program of transcriptions has been doing an SRO business five mornings weekly. Titled *Bill Board of the Air*, program is sold to advertisers on a participating basis and, according to the station, has been unusually effective in producing results for its sponsors. There is no prepared continuity, but John Hackett, sports and specialty man, runs the program according to the dictates of his fancy and the tastes of the studio audience of the day.

Beginning with a drum roll and a fanfare, the show includes music from the NBC *Thesaurus*, recorded library, informal interviews with the audience, individually and collectively, and comic interludes. Typical of the program's comedy was an interview with "Philbert, the Fly", a one-minute announcement, transcribed at 33⅓ r.p.m. and played at 78 r.p.m. Heckling is encouraged and is dispensed freely by both audience and master of ceremonies. The audience also assists in making the announcements. At 11:30 Hackett looks at the clock and says, "Folks, the time is now 11:30", whereupon the audience responds in a body, "The music on this program is electrically transcribed." Listeners contribute to the entertainment by sending in jokes which are read between musical numbers. All in all, everyone seems to get a lot of fun out of the whole thing. But it still leaves the question:

Why is a studio audience?



THIS is a picture of a studio audience. The audience is enjoying a program of transcriptions. John Hackett, master of ceremonies, stands at the right, beside his trusty turntable.

Horlicks May Add

HORLICK'S MALTED MILK Corp., Racine, Wis., on Jan. 2 started *Mad Hatters*, five weekly quarter-hour live strip show, on WLW, Cincinnati. It is understood that the series may expand to other stations in the near future. Roche, Williams & Cunnyngham, Chicago, is agency.

WLS *and* KOY

CHICAGO PHOENIX

Announce

the re-appointment of

John Blair & Company

CHICAGO NEW YORK DETROIT SAN FRANCISCO LOS ANGELES

as Exclusive

National Representatives

Effective January 1, 1939

Station in Mobile Is Granted by FCC

Improved Facilities Awarded To Four Other Stations

A NEW station was authorized in Mobile, Ala., and four existing stations secured improved facilities, in decisions rendered by the FCC Jan. 9, all to become effective Jan. 16.

The new station in Mobile will operate with 100 watts daytime only on 1200 kc., and the licensee will be S. D. Quigley, owner of the Quigley Motors Co. and the Quigley Specialty Co. In making the grant, the Commission sustained the recommendation made following a hearing by Examiner Seward.

Two stations in Pennsylvania which have been sharing time at night on 1200 kc., were authorized to go to full time on the same frequency. They are WKBO, Harrisburg, and WEST, Easton. Each uses 100 watts night and 250 day.

WGNY, Newburgh, N. Y., operated by Peter Goelet, with 100 watts on 1210 kc., was authorized to increase its power to 250 watts daytime and shift to 1220 kc. It is thus relieved from its present time-sharing arrangement with WBRB, Red Bank, N. J.; WFAS, White Plains, N. Y., and WGBB, Freeport, N. Y.

WMBO, Auburn, N. Y., recently transferred from Roy Albertson to the *Auburn Citizen - Advertiser*, was granted a license to increase its daytime power from 100 to 250 watts on 1310 kc., and to operate with new equipment.

Two applications for new stations were denied in decisions Jan. 3. William F. Huffman, newspaper publisher of Wisconsin Rapids, Wis., was denied his application for a new 250-watt full-time outlet there on 580 kc. Abraham Plotkin, seeking a new 1.000-watt station on 1570 kc. in Chicago, failed to appear for a scheduled hearing and his application was denied as in default.

The application of WAIR. Winston-Salem, N. C., asking for full time in lieu of daytime hours only on 1250 kc., with 250 watts, was denied because it was held it might cause objectionable interference to other stations.

New 'Listener's Digest'

FIRST issue of *Listener's Digest*, a new monthly publication featuring digests of radio programs heard on networks and stations, made its appearance on the newsstands the week of Jan. 9. It is edited by George T. Eggleston and published in New York in cooperation with the Conde Nast Publications. It carries no advertising and its format is much like that of *Reader's Digest* except that it features a photograph (Toscanini) on the front cover and the table of contents on the back. It sells for 25c.

New 'Radio Digest'

M. L. ANNENBERG Publications, 551 Fifth Ave., New York, issued Vol. 1, No. 1 of *Radio Digest* as its February edition, and placed it on the newsstands at 25 cents. Like the new *Listener's Digest*, it carries excerpts of radio broadcasts and does not carry advertising. Editor is Curtis Mitchell, who is also editor of *Radio Guide*. Managing editor is Ken W. Purdy.

WHBY to Appleton, Wis.

WHBY, Green Bay, Wis., 100-watt night and 250 daytime outlet on 1200 kc., on Jan. 3 was authorized by the FCC to move its transmitter to Appleton, Wis., where it will install new equipment, including a vertical antenna. The station is now operated jointly commercially with WTAQ, a regional on 1330 kc., also in Green Bay, by St. Norbert College, a Jesuit institution, which will continue to operate the station in Appleton. Father James A. Wagner is director of both stations.

Serutan Buys News

HEALTHAIDS Inc., Jersey City (Serutan), is sponsoring quarter-hour news broadcasts five and six days weekly on WOR WHDH WJJD WFIL WCAE and WXYZ. The company is also running a series of half-hour programs promoting its *Journal of Living* publication with health talks by Victor Lindlahr five times weekly on WFIL WHDH WJJD WHK and KFWB, and three times weekly on WOR; and one weekly talk by Norman Brokenshire on WOR. Account is handled by Austin & Spector, New York.

Lorillard Expands

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 24 adds KSO WHK WKBW WSAY WSYR WMT and WNBF to *Don't You Believe It* program, now heard on 12 MBS stations, Tuesdays and Thursdays, 7:30-7:45 p. m. Beginning Jan. 30, the following stations will carry transcriptions of the program: WDBJ WIOD WJAX WFLA WLAK WPTF. Lennen & Mitchell, New York, placed the account.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Jan. 16 starts Capt. E. D. C. Herne, aviator, engineer and world traveler, in a six weekly news commentary programs on WGN Chicago, 6:15-6:30 p. m. CST. Agency is McCann-Erickson, New York.



NEW "Perifone" mike to be used by WOR-Mutual during the New York World's Fair year gets the careful eye of WOR Chief Engineer J. R. Poppele, who explains that the instrument should give a truer reproduction because of the convex mesh ear. Another advantage is that the sphere eliminates pockets of sound behind the instrument. He predicted the Perifone would mark the end of purely utilitarian microphones, and added that it is proposed eventually to install it in all MBS stations.

Armco Back

FRANK SIMON'S *Armco Band* starts its tenth consecutive season on the air, sponsored by American Rolling Mill Co., with a concert series Jan. 15 on 42 NBC-Blue stations. Scholastic musical champions are to be featured soloists, and short talks by the Ironmaster also ars carried weekly. The account is handled by N. W. Ayer & Son.

RADIO PAYS, BANK DISCOVERS

Louisville Institution Shows Amazing Growth as Result of 13 Years on the Air

THIRTEEN years of continuous use of radio, has convinced the Greater Louisville First Federal Savings & Loan Association that radio advertising pays—its resources having grown from $2,000,000 to more than $11,000,000 over that period.

The Association began its 14th year as an extensive user of radio over Louisville's stations, WHAS and WAVE, on Dec. 31, when L. Frank Withers, president, and Gustav Flexner, secretary-treasurer, in microphone appearances over WAVE paid high tribute to the part radio played in the development.

The Association began its radio campaign Dec. 31, 1925, over WHAS, using a vocal ensemble. It has never changed that program. When WAVE began operation in 1934, it began using that station. At present the Association uses a half-hour each Saturday night and six 15-minute daytime programs Mondays through Saturdays on WAVE, and six 15-minute broadcasts Mondays through Saturdays on WHAS. The company maintains its own studio in its own building in Louisville.

President Withers, in his talk beginning the 14th year, said the reason the company has been on the air continuously was because it had succeeded in selling goodwill. The entire effect, he said, has been to fix in the listener's mind the name "Greater Louisville". He added, "We believe that when you think of investing or when you think of borrowing, the name Greater Louisville comes before you. That is what we have been trying to sell, goodwill. We think we have it, we hope to keep it. That's advertising. Without its benefits to us, we could not give you entertainment. Without us and others like us, the radio stations would not function as they do."

Mr. Flexner, in opening the birthday broadcast, observed that radio's progress needs no comment. The progress of the Loan Association, he added, should speak for itself "in that its resources have grown from $2,000,000 in 1925 to more than $11,000,000 now."

Elliott Roosevelt Urges KTHS Management Plan With Power of 50 Kw.

A PROPOSAL that KTHS, Hot Springs 10,000 watter, apply to the FCC for 50,000 watts and be operated under a management corporation capitalized at $150,000, was laid before members of the Hot Springs Chamber of Commerce, licensee of the station, at a conference in that city Jan. 3 by Elliott Roosevelt, who is president of the Texas State Network and also heads Hearst Radio Inc.

According to the *Hot Springs Sentinel-Record*, the local group "looked with favor" on the proposal under which about $175,000 would be spent on new equipment and under which Mr. Roosevelt would head the new corporation and agree to pay all of the operating costs of the stations plus a percentage of gross revenues each year for 10 years. He guaranteed interest and at least a $5,000 annual return.

The corporation would consist of local and Arkansas citizens, and it was stated the deal would in no way violate the existing contract with Col. Tom H. Barton, who bought the station several years ago for $75,000 with the thought of moving it into Little Rock. Col. Barton withdrew his bitterly contested application for transfer of ownership when the case came up for hearing at the FCC Nov. 3 after entering into an agreement that the station should not be leased or sold within the next 10 years unless he is given an equal chance to assume its operation. A management contract, it was stated, would not violate this agreement.

FCC Reaffirms Its Grant Of Austin, Tex., Station

HOLDING that Texas A. & M. College, operating the 500-watt WTAW on 1120 kc. at College Station, Tex., had failed to show need for additional time in order to broadcast its educational programs or commercial programs which it proposed to begin carrying, the FCC on Jan. 3 reaffirmed its decision of July 6, 1937, authorizing a new station at Austin, Tex., to use 1,000 watts daytime and share time with WTAW.

The college protested the grant of the new station, to be known as KTBC, which was allotted the time not used by WTAW which operates only a few hours daily. College authorities had failed to agree on a time division with the State Capitol Broadcasting Assn., the group to whom the CP was issued. The group comprises R. B. Anderson, president of the State Tax Commission; A. W. Walker Jr., law professor of the U. of Texas, and R. A. Stuart, Fort Worth attorney.

Folger Back on 17

FOLGER COFFEE Co., San Francisco (coffee), after a six-week layoff, on Jan. 9 renewed for 26 weeks its five-minute live talent *Today's Best Buys* on 17 stations. From three to five programs weekly are being used on KNX KSFO KGW KHQ KGB KDYL KOY KGHL KQW KFBK KMJ KMED KFOX KOH KWG KERN KSRO. Agency is Raymond R. Morgan Co., Hollywood.

Du Mont Brochure Lists Paramount's Obligation For Loans of $200,000

PARAMOUNT Pictures owns the 14,000 outstanding shares of Class "B" stock of Allen B. Du Mont Laboratories, cathode ray tube manufacturers and television experimenters, and has options to buy the remaining 42,000 shares at par value, according to a prospectus of the company issued by Hoit, Rose & Troster, New York investment firm. In return for these options Paramount has agreed to lend Du Mont up to $200,000 for 10 years, the prospectus states.

In its description of the present state of television development, the prospectus states this new pictorial art, "without the experience, technique, background of development, script writers and performers, especially the stars, will logically have to turn to that other great pictorial art, the motion picture industry." The Du Mont system, which plans for nationwide television coverage through films that can be shipped to stations throughout the country for televising, and which further "contemplates the local 'piping' of news events and motion picture features direct from local transmitters to local theatres," has "unusual possibilities of development through use of Paramount Pictures talent, theatres and exhibitor contacts," the report states.

Technically, the Du Mont system is described as broadcasting along with the image "controlling factors necessary for holding the receiver in perfect step with the transmitter," eliminating "much of the work heretofore done at the receiver" and six or seven tubes and three or four controls, which it is stated will reduce the cost of Du Mont receivers about 30% as compared to other instruments. The Du Mont receiver is also said to be able to handle images of any definition up to 882 lines, twice the present standard.

Radio Being Widely Used For Citrus Fruit Drives

RADIO is being uced as part of the nationwide promotion of citrus fruit through a series of national sales sponsored jointly by distributor organizations and the citrus industries of Texas, California and Florida. Promotion for the first sale, Nov. 25-Dec. 4, was handled by Arthur Kudner Inc., advertising agency for the Florida Citrus Commission. The second, to be held Jan. 26-Feb. 4, is handled by Leche & Leche, Dallas, for the Rio Grande Valley Citrus Exchange (Texas industry). The third sale, March 2-12, is in charge of Lord & Thomas, agency for California Fruit Growers Exchange.

Twenty-page selling and merchandising brochure, created for the second sale by Leche & Leche, is supplied all participating agencies, including Independent Food Distributors Council, representing 153,000 grocery stores; National Assn. of Food Chains; Super Market Institute; National Restaurant Assn.; National Assn. of Chain Drug Stores; National Assn. of Retail Druggists; Limited Price Variety Stores Assn., and the Institute of Distribution.

A BOOST FOR PATRIOTISM

Farley Letter Is Feature of 'We Americans' Program Broadcast by WBIG

AS PART of its *We Americans* program, an idea originated by WHK-WCLE, Cleveland, and made available to all stations, WBIG, Greensboro, N. C., on Jan. 2 included a letter from Postmaster General James A. Farley to Major Edney Ridge, WBIG manager, praising the program's patriotic ideals.

"I think you have chosen a happy theme in which to re-emphasize the priceless blessing of American citizenship through the medium of your radio program, *We Americans*," Mr. Farley stated in his letter, which was read in full. "Until a few years ago I think most of us had the hope that the curse of tyranny and minority oppression was gradually disappearing from the face of the earth. Unfortunately, we know now that such a view was tragically mistaken. The cruel force of absolute despotism has been reborn in many lands, bringing with it in the conduct of international relations the equally false principle that might makes right. As a result, it may be said in all truth that the world has taken a backward step. As Americans there is little or nothing we can do to direct the course of human affairs outside the boundaries of the United States. But here in America, we can rekindle the faith of the people in the justice of democratic government by constantly reminding them, as you are doing through your program, how necessary it is to preserve the heritage of free government handed down to us by the founding fathers.

"The essence of patriotism, as I see it, is to insist upon the maintenance of our own rights while at the same time being scrupulously zealous to respect the rights of others. There is no danger of alien systems taking hold here if the American people are thoroughly grounded in the value and worth of their own democratic institutions. The events in the past few years have demonstrated once again that we are fortunate to be living under the finest system of government ever devised by man. Please accept my sincere congratulations on the work you are doing. I know it will bear fruit."

Minority Group in RCA Charges Assets Wasted

THREE suits by minor stockholders in RCA have been brought in New York Supreme Court against that company, General Electric, Westinghouse and A.T.A T. charging waste of corporate assets as a result of the consent decree whereby GE and Westinghouse ownership of RCA stock was relinquished. The cases have been consolidated for trial on motion of defendants.

In all three complaints RCA directors are charged with alleged failure to regain 2,000,000 shares of RCA common given to GE and Westinghouse in 1932 allegedly in return for patent and other rights said to have been terminated by the Federal Government consent decree. Rose Druckerman, owner of 25 shares of common, charges that this caused an $80,000,000 loss to RCA, and also alleges that RCA lost $250,000,000 as a result of a deal with GE and Westinghouse in 1929 whereby it is charged 6,580,-375 shares of common allegedly worth $290,000,000 were given the two corporations for assets said to be worth not more than $39,300,-000.

Statement by RCA Counsel

Col. Manton Davis, vice-president and general manager of RCA, made the following statement:

"Suits have been commenced by stockholders of the RCA against directors and former directors of the Radio Corporation and against General Electric Co., Westing-House Electric & Manufacturing Co. and American Telephone & Telegraph Co. The complaints charge that certain contracts entered into six years ago were unfavorable to the Radio Corporation and to the advantage of the other companies. These contracts formed the basis for the settlement, in 1932, of the proceedings which had been brought by the Government against the Radio Corporation, General Electric Co., Westinghouse Electric & Manufacturing Co., American Telephone and Telegraph Co. and others.

"The contracts and the terms of settlement of the Government suit were not only approved by the directors of the RCA at that time but were submitted to the stockholders of the Corporation and approved by them. For the past six years the companies affected carried on their operations under these contracts.

"After full consideration of the complaints the directors of the Corporation are of the opinion that the pending stockholders' suits are entirely without foundation. The charges in the complaints that the payment of dividends by the Corporation to its stockholders has resulted in the impairment of its capital, show a complete lack of information on the part of the individuals making the charges."

Shopping News Expands

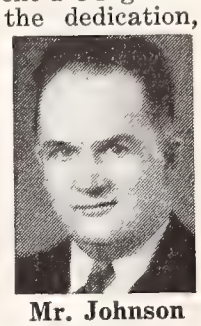
CLUETT, PEABODY Co., New York, which has been conducting a shopping news program for Sanforized-Shrunk merchandise on WCAU, Philadelphia, for the last three months, has met with such success for this method of building retail sales by providing consumers with a newsy, dependable shopping service, covering all stores, that it has expanded it to other cities. On Jan. 9 it started the same type of program on stations in Detroit, and will soon start in Chicago and Los Angeles. WWJ, Detroit, is carrying the program six times weekly from 9:30-945 a. m. and early in February WGN, Chicago will carry the program, which features Nancy Dixon, shopper, giving style hints and price details of the merchandise offered during the six shopping days of the week. Young & Rubicam, New York, places the account.

WHBF Operates Now As Regional

New Plant Is Dedicated and Station Joins MBS Net

WHBF, Rock Island, Ill., serving the Rock Island, Moline and Davenport areas popularly known as the Tri-Cities, went from the local to the regional classification Jan. 14, dedicating its new transmitting plant and becoming on the same day the 110th affiliate of the Mutual Network. The station, formerly a local on 1210 kc., is now operating with 1,000 watts full time on 1240 kc under a recent FCC grant.

Coincident with the dedication, John W. Potter, president of the Rock Island Broadcasting Co., and editor and co-publisher of the *Rock Island Argus*, announced the appointment of Les C. Johnson, for 20 years connected with the *Argus* and the newspaper's advertising manager for the last 10 years, as vice-president and general manager of the station. Since the death of James L. Hughes in 1937, Mr. Potter has been acting as manager. Ben H. Potter is secretary-treasurer; Maurice Corken, commercial manager; Ivan Streed, production manager; J. E. Gray, chief engineer.



Mr. Johnson

Salutes From Mutual

The new transmitter is an RCA and operates with two 350-foot Truscon radiators, directive at night. The plant cost $35,000.

The dedication started at noon Jan. 14 when Chief Engineer Gray went on the air to describe the new plant, after which Mr. Street introduced Mr. Potter. Various state and local dignitaries then spoke and messages from many others, including President Neville Miller of the NAB, Chairman Alfred J. McCosker, President W. E. Macfarlane and General Manager Fred Weber, of MBS, were read. In the early evening mayors and civic leaders of the Tri-Cities spoke. Mutual greeted its new affiliate with salutes from WOR, Newark; WGN, Chicago, and KHJ, Los Angeles.

Nurseries in South

GOOD & REESE Nurseries, Springfield, O., on Jan. 16 will start a varied schedule of thrice weekly five and 15-minute disc shows on an undetermined number of Southern stations. Albert Kircher Co., Chicago, is agency.

Holland Furnace Starting

HOLLAND FURNACE Co., Holland, Mich., on Feb. 1 will start a campaign of spot announcements on approximately 55 stations. Agency is Ruthrauff & Ryan, Chicago.

NBC-BLUE on Jan. 21 will start *Southwestern Stars*, half-hour program originated by WKY, Oklahoma City featuring Allen Clark's orchestra, Ben Bezoff's news story of the week, Ken Wright at the console, with Terry O'Sullivan as master of ceremonies. It is scheduled for 6:30 p. m. EST.

Financial History of NBC From Its Inception: Consolidated Statement of

Total Nov. 1926 to Dec. 1937	% of Total		1937 Amount	1937 % of Total	1936 Amount	1936 % of Total	1935 Amount	1935 % of Total	1934 Amount	1934 % of Total
$211,125,670.06	74.76	Time Sales (Net After Discounts)	$33,690,245.87	81.02	$30,148,753.13	78.90	$26,679,834.36	75.27	$23,535,130.33	75.15
7,530,238.98	2.67	Sustaining Income	.....	.....	.....	.....	941,427.79	2.66	1,021,246.93	3.26
52,954,005.48	18.75	Talent Bookings	6,032,274.33	14.50	6,348,886.41	16.62	6,599,820.77	18.62	5,658,762.11	18.07
10,795,069.48	3.82	House Orchestra, Wire & Other Income	1,860,819.03	4.48	1,713,109.60	4.48	1,224,489.06	3.45	1,101,654.53	3.52
$282,404,984.00	100.00	TOTAL	$41,583,339.23	100.00	$38,210,749.14	100.00	$35,445,571.98	100.00	$31,316,793.90	100.00
$42,897,858.19	15.19	Compensation to Stations	$7,166,363.35	17.24	$6,123,748.54	16.03	$5,875,188.14	16.58	$5,000,649.83	15.97
30,891,429.12	10.93	Advertising Agency Commissions	5,052,481.58	12.15	4,483,392.31	11.73	3,978,184.56	11.22	3,478,060.30	11.11
48,655,660.10	17.23	Payments to Talent for Commercial Radio, Concert and Other Bookings	5,357,382.81	12.88	5,708,096.61	14.94	5,972,117.79	16.85	5,212,314.23	16.64
26,654,714.63	9.44	Sustaining Talent & House Orchestras	3,347,288.64	8.05	2,872,308.75	7.52	2,498,013.50	7.04	2,596,322.87	8.29
37,087,601.05	13.13	Salaries & Wages—Other than Talent	5,433,553.86	13.07	4,865,073.93	12.73	4,728,659.93	13.34	4,344,814.06	13.87
6,938,609.71	2.46	Rent of Studios & Offices	1,515,586.44	3.64	1,111,748.72	2.91	903,886.37	2.55	758,473.53	2.42
28,351,887.96	10.04	Wire Expenses	3,242,649.73	7.80	3,063,773.83	8.02	2,635,878.11	7.44	2,628,427.84	8.39
5,929,083.64	2.10	Leased and Programmed Stations	1,031,972.57	2.48	998,306.25	2.61	910,685.89	2.57	911,043.26	2.91
4,239,224.53	1.50	Taxes Including Federal Income	1,102,368.62	2.65	905,388.55	2.37	692,103.35	1.95	442,618.66	1.41
6,715,973.15	2.38	Depreciation & Goodwill Write Off	685,414.58	1.65	643,089.84	1.68	947,516.79	2.67	1,084,403.53	3.46
2,972,762.21	1.05	Music License Fees	550,110.27	1.32	518,377.59	1.36	476,120.64	1.34	376,700.41	1.20
22,184,647.01	7.86	All Other Expenses	3,398,780.37	8.17	3,353,775.56	8.77	2,736,409.50	7.72	2,417,663.76	7.73
$263,519,451.30	93.31	TOTAL ALL EXPENSES	$37,883,952.82	91.10	$34,647,080.48	90.67	$32,354,764.57	91.27	$29,251,492.28	93.40
$18,885,532.70	6.69	Net Operating Profit	$3,699,386.41	8.90	$3,563,668.66	9.33	$3,090,807.41	8.73	$2,065,301.62	6.60

NBC Nets 22 Million in 12-Year Period

Final NBC Witness

Gross of 325 Million Recorded, FCC Is Informed

DURING the 11 years of its operation, from 1926 to 1937, networks of NBC realized a net operating profit of $18,885,532 out of a gross income of $282,404,984. With estimated total revenues of $42,211,268 for the 1938 calendar year, the lifetime record of the NBC networks will show a gross income of $324,616,252, while the net operating profit is expected to rise $3,451,971 for 1938 to bring the 12-year profit figure to $22,337,503.

[Comparable CBS figures, submitted during that network's phase of the hearings, will be found in article beginning on page 12 and tables on page 70-71.]

These figures were made available for the first time Jan. 4 during the FCC network inquiry. Mark Woods, vice-president and treasurer, produced statistical data, including a consolidated statement of income, expenses and network operating profit from its formation in 1926 through 1937. Because NBC is a wholly-owned subsidiary of RCA, revenue data of this character never before have been broken down, but have been included in RCA's balance sheets.

One Year in the Red

NBC wound up presentation of its case in chief Jan. 5 with its president, Lenox R. Lohr, testifying as to policies and administration. He had been preceded by Mr. Woods. David Sarnoff, RCA president and NBC board chairman, who launched the network inquiry Nov. 14 when he delivered a prepared statement in which he advocated industry self-regulation on programming, is yet to appear for cross-examination—probably after CBS completes its presentation, which began Jan. 10.

NBC was in the "red" only during the first year of its operation, from November, 1926, to December, 1927, according to Mr. Woods' compilations. Its net profit in 1928 was $427,239; jumped to some $714,000 the following year; fell short of $2,000,000 in 1930; reached $2,325,229 in 1931; dropped to slightly over $1,000,000 in 1932; plunged to only $508,000 in 1933; skyrocketed to more than $2,065,000 in 1934; exceeded $3,090,000 in 1935; increased to $3,563,000 in 1936, and reached $3,699,386.41 in 1937. The 1938 estimates were obtained later by BROADCASTING.

Precise figures for the 11-year period showed a total gross income of $282,404,984, of which $211,125,670 represented net time sales after discounts, with the net operating profit $18,885,532. Of the aggregate operating profit, $11,400,000 had been paid in dividends to RCA during the years 1935, 1936 and 1937.

Alcoholics Barred

Maj. Lohr, in his discussion of network program policies, revealed that effective at once, NBC will not accept any alcoholic beverage advertising, whether beer, wine or hard liquors. NBC now is reducing to writing definite standards governing program acceptance, dealing among others, with children's programs, which have been under revision during the last six months. The plan is to call in a group of important advertising agency representatives and discuss the proposed rules with them, after which written codes will be promulgated.

Testifying on a question-answer basis, with the queries propounded by Phillip J. Hennessey Jr., NBC's inquiry counsel, Maj. Lohr explained that shortly after he joined NBC three years ago, he embarked upon the policy of adding affiliates, the number having increased from some 85 to a 1939 total of 166 under his direction. The reason, he said, was that after "analyzing out" the situation, he found there were many areas without adequate service, particularly during daytime. Moreover, he said, it costs the network no more to feed additional stations as far as talent and production are concerned, and expansion of the networks permitted greater public service.

Joint operation of the Red and Blue networks by NBC came in for another siege on examination of both Messrs. Lohr and Woods in questions from the bench and by FCC General Counsel William J. Dempsey. Maj. Lohr said he felt the two networks were not only competitive but complementary, and that the operation of additional networks does not mean division of the audience, but actually its multiplication, since listener surveys reveal that the ten top programs get only about 20% of the audience.

After a series of counsel-table huddles with DeQuincy V. Sutton, FCC head accountant assisting him on financial aspects of the inquiry, Mr. Dempsey asked Mr. Woods why NBC did not break down its Red and Blue network operations figures, particularly in the light of the competitive operating claim. Explaining this was quite difficult because it is practically impossible to segregate rental overhead, personnel and other expense factors common to NBC as a whole, Mr. Woods nevertheless contended there was actual competition in sales, and that the networks could be developed along parallel lines.

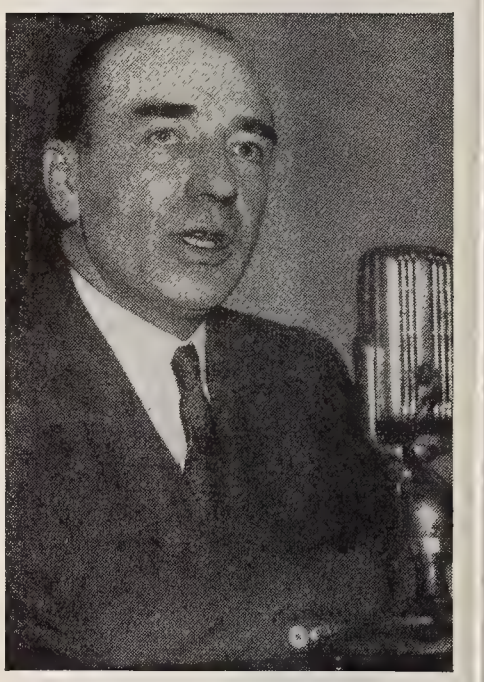
A Risky Business

While this may not be competition in the ordinary sense, Mr. Woods said it is in an economic way. Today network salesmen are "plugging the Blue for all it's worth, because there is more time to sell on it", he said.

The trend of questioning with respect to NBC's dual network operation tended to confirm the earlier view that the FCC proposes to make it a major issue in its inquiry. Practically every policy witness who has appeared for NBC has been interrogated along that line.

Maj. Lohr declared he also was responsible for the institution of the five-year NBC contract, shortly after his assumption of the NBC presidency. Broadcasting, he said, is different from any other business, principally because it is in the nature of a personal service, like that performed by a lawyer or doctor, as distinguished from a manufacturing or industrial operation. NBC, for example, does not own its headquarters building or the wire lines it uses. It also is a "hazardous business" in that stations operate only on a six-month license, and NBC's business is transacted with only about 25 major customers. Should two or three accounts drop, he said, the entire structure would be placed in jeopardy.

Because of these factors, Maj. Lohr said NBC must resort to long-term planning and building of audience loyalty. If it were possible for one or two stations in im-



LENOX R. LOHR

Lohr Celebrates

WHEN Lenox R. Lohr took the stand before the FCC Network Committee in Washington Jan. 4, it was the third anniversary of his service as president of NBC. Asked by Acting Chairman Thad H. Brown whether he had been sworn as a witness, Maj. Lohr observed that he had taken the oath on the first day — Nov. 14. Col. Brown then noted: "But that was last year." NBC's well-exploited "8-Ball" [BROADCASTING, Dec. 1] adorned Maj. Lohr's lapel.

Income, Expenses and Net Operating Profit, 1926-1937, Inclusive

1933		1932		1931		1930		1929		1928		Nov. 1926 to Dec. 1927	
Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total
$18,005,368.90	74.21	$20,915,979.04	71.93	$20,455,210.33	69.01	$15,701,330.50	70.85	$11,353,119.54	73.00	$7,256,178.86	72.82	$3,384,519.20	65.27
987,586.94	4.07	980,817.89	3.37	903,614.87	3.05	698,001.12	3.15	726,335.00	4.67	770,701.69	7.73	500,506.75	9.65
4,620,167.88	19.04	6,465,144.75	22.23	7,294,005.27	24.61	4,788,098.75	21.61	2,669,255.83	17.16	1,501,435.55	15.07	976,153.85	18.82
650,029.85	2.68	718,697.37	2.47	987,455.76	3.33	974,240.70	4.39	803,808.41	5.17	436,126.95	4.38	324,638.22	6.26
$24,263,153.55	100.00	$29,080,639.05	100.00	$29,640,286.23	100.00	$22,161,671.07	100.00	$15,552,518.78	100.00	$9,964,443.05	100.00	$5,185,818.02	100.00
$3,383,994.88	13.95	$3,911,345.75	13.45	$3,962,047.31	13.37	$3,038,112.17	13.71	$2,372,739.83	15.26	$1,486,145.96	14.91	$577,522.43	11.14
2,648,208.53	10.91	3,002,868.66	10.33	2,996,905.65	10.11	2,272,200.66	10.25	1,583,016.40	10.18	971,072.92	9.74	425,037.55	8.20
4,383,483.51	18.07	6,117,403.12	21.02	6,798,062.22	22.93	4,372,952.93	19.73	2,415,978.80	15.53	1,383,897.13	13.89	933,970.95	18.01
2,714,601.89	11.19	3,532,257.72	12.15	3,249,224.17	10.96	2,306,033.10	10.41	1,823,987.90	11.73	1,055,849.38	10.60	658,826.71	12.70
3,263,715.93	13.45	3,644,597.32	12,53	3,710,122.73	12.52	2,953,657.52	13.33	2,047,182.59	13.16	1,289,966.64	12.95	806,256.54	15.55
538,541.92	2.22	577,924.61	1.99	498,208.88	1.68	379,838.58	1.71	290,654.74	1.87	232,205.70	2.33	131,540.22	2.54
2,659,812.05	10.96	3,229,851.02	11.11	2,799,916.71	9.45	2,546,135.69	11.49	2,183,432.38	14.04	1,911,547.07	19.18	1,450,463.53	27.97
972,284.10	4.01	851,458.27	2.93	253,333.30	.85	.....	.....	.....	.....	.....	.....	.....	.....
128,508.65	.53	148,162.65	.51	405,234.39	1.37	289,079.74	1.30	110,285.30	.71	4,861.17	.05	10,613.45	.20
700,232.75	2.89	765,578.42	2.63	562,357.14	1.90	473,525.18	2.14	420,586.27	2.70	394,153.30	3.96	39,115.35	.75
314,194.09	1.29	243,299.83	.84	165,215.77	.56	129,114.48	.58	82,127.56	.53	84,036.08	.84	33,465.49	.65
2,047,623.81	8.44	2,005,778.01	6.90	1,914,428.38	6.46	1,494,650.40	6.75	1,508,677.68	9.70	723,468.64	7.26	583,390.90	11.24
$23,755,202.11	97.91	$28,030,525.38	96.39	$27,315,056.65	92.16	$20,255,300.45	91.40	$14,838,669.45	95.41	$9,537,203.99	95.71	$5,650,203.12	108.95
$507,951.44	2.09	$1,050,113.67	3.61	$2,325,229.58	7.84	$1,906,370.62	8.60	$713,849.33	4.59	$427,239.06	4.29	−$464,385.10	−8.95

portant markets to drop the network at will, the whole structure likewise would be placed in jeopardy. The network, he said, is the trustee for all stations affiliated with it and must assure them and their audiences continued high-quality program service.

Maj. Lohr said he felt that NBC's operation and ownership of its Artists Service was in the best interests of both the organization and the public. The special technique required for radio, differing from the stage and the movies, makes it desirable, he said, adding that he did not imagine existence of any conflict until he had "read the testimony" of earlier NBC witnesses.

Invariably it has been found that when a sustaining program goes commercial it immediately multiplies its audience several times, the NBC president said. Merchandising done by the advertiser and the agency, plus the fact that affiliates will maintain a commercial on regular schedule, whereas they might drop the sustaining feature from time to time, no matter how good, are the primary factors.

Advisory Council Policy

Maj. Lohr said he thought it possible to sponsor 75 to 80% of the programs and still render excellent service, if not the best available, yet have ample facilities to handle public service features, including education, religion and special events. He declared he saw little reason to change the existing program fundamentals outlined by NBC's Advisory Council when the network was first formed, but that "this is a changing world, and radio certainly is a changing art".

[The Advisory Council met Jan. 9 and affirmed the existing policy. See article on page 18 in this issue.]

Regarding religious broadcasts, Mr. Lohr said his own idea is that the present policy of refusing to commercialize them is sound, but it will be reviewed by the Advisory Council. NBC's policy is to limit sale of time to those who sell goods or services. Otherwise, he declared, that group which has the most money or could raise most, would be in a position to put over its philosophies. This same policy applies to presentation of controversial issues in sponsored programs, though this has happened either as a secondary consideration or accidentally, he said. In such instances, the sponsor must hold himself ready to give any substantial opposition groups the opportunity to answer on an equal basis.

Attitude on Alcoholics

In announcing the new plan on all alcoholic beverage advertising, Maj. Lohr pointed out that to date only hard liquor has been forbidden. Now that embargo is being extended to cover light wines and beer, despite the fact that "quite a few" think that beer is desirable in influencing the public against indulgence in hard liquors. He said, however, that after mature thought, it was concluded that NBC will render best public service and satisfy most people by eliminating all such copy.

Maj. Lohr disclosed that NBC had turned down two distillery proposals—one to sponsor classical slumber music after 11 p. m., with only the sponsor's name as the commercial credit, and the second whereby the distiller proposed that a church group be permitted to select a temperance speaker on regular schedule, with only the distiller's name as credit.

Regarding commercial credits, Maj. Lohr said it is "not easy" to make decisions on admissibility of copy, involving good taste. Frequently, hairline decisions are necessary. As to length of commercials, he deprecated any iron-clad system which would put a "stop watch" on copy. Theme songs, dramatized commercials and other innovations would make it most difficult, and might cause numerous accounts now using short commercials to expand them to the maximum. NBC rules now specify that no commercials shall exceed 10% of the commercial time, and that three minutes is the maximum for a quarter-hour.

Children's Programs

Discussing revision of NBC's program rules, Mr. Lohr jerked from his pocket a "tear-sheet" dealing with children's programs, after Chairman McNinch had made an inquiry. This proposed new rule, reduced to writing, specifies that children's programs shall be carefully written, espouse law and order, adult authority and good living. The hero or heroine must be depicted as intelligent and morally clean, and fair play must be stressed. In adventure stories there can be no torture, horror, supernatural, profane or vulgar aspects. Kidnaping is out, along with any serial climax of "morbid suspense or hysteria". Likewise there can be no excessive gun-play and no deaths or physical torture.

Treasurer Reports



MARK WOODS

Introducing his fiscal exhibits, Mr. Woods explained that the paid-in capital stock of NBC amounts to $3,300,000, represented by 3,300 shares of no par value sold at $100 per share. Originally this stock was issued 50% to RCA, 30% to General Electric and 20% to Westinghouse, but RCA in 1930 took over the entire stock and NBC was acquired as a 100% subsidiary.

Payments to Affiliates

There was detailed cross-examination by Mr. Dempsey on the consolidated statement, particularly in connection with depreciation items and compensation to stations. The statement showed that since NBC began operation in 1926 through the end of 1937, it had paid affiliates $42,897,858 or 15.19% of gross income. In 1937, the figure was $7,166,363 of its gross of $41,583,-339 or 17.24%. Mr. Woods stated, however, that this included the NBC owned and managed stations, and that the independent affiliates received as an average in the neighborhood of 30% of the gross take.

Music license fees, or payments to ASCAP, along with the other miscellaneous copyright licensing groups, amounted to about $3,000,-000 for the 11-year period or something over 1% of the gross. In 1937, it totaled $550,110.27, or 1.32% and about the same for the preceding years back to 1933. Independent stations pay on the basis of 5% of their net receipts, plus arbitrary sustaining fees to ASCAP alone, under contracts which expire in 1940, though many newspaper stations pay on an entirely different basis.

SixYear Writeoffs

Asked about the depreciation and goodwill write-offs shown on the consolidated statement, Mr. Woods said these represent the difference between the actual physical property value of the seven stations purchased by NBC and their cost, along with depreciation on equipment, furniture and other physical properties. Whereas NBC originally sought to depreciate equipment at 33⅓% because of the swift obsolescence factor, this was reduced to 25% and then to 16⅔% or a six-year write-off on ordinary equipment. A new scale, introduced in 1938, includes:

Standard broadcast transmitters, depreciated over six years prior to 1938, now over 10 years; international broadcast transmitters six years then and now; experimental high-frequency transmitters, six years then and four years now; studio speech input equipment, six years then and 10 years now; field speech input, six years then and now; sound recording and reproductions, six years then and four years now; receivers, loud-speakers and amplifiers, six years then and now; equipment held under lease, six years then and 10 years now, or the length of the lease; office furniture and equipment, eight years then and 10 years now; automobiles, four years then and five years now; leasehold improvements, written off during life of lease.

As for the good-will item on sta-

tions purchased, which were seven in number, NBC paid $4,498,500 for them. It placed the good-will figure at $3,480,054.98, and the value of plant as $1,018,445.02. Two of the stations—WJZ, New York, and WRC, Washington—were turned over by RCA to NBC for the value of the WJZ land, or at $23,500.

Mr. Dempsey asked if it was not a fact that NBC has realized something like 500 to 600% on its capital investment, in view of the $19,000,000 net profit as against the $3,300,000 stock sale over the 11-year period, but Mr. Woods held this was not an equitable conclusion. There has been a very substantial investment in plant improvement out of profits, he said, emphasizing that network operation is largely a service business.

Asked by Judge Sykes whether the Internal Revenue Bureau had approved the depreciation schedules, Mr. Woods' said some of the items still are in negotiation, and therefore outstanding.

The Radio City Lease

The intricacies of NBC's Radio City lease were explained by Mr. Woods in describing an item of $2,730,463 paid to RCA for settlement of this lease. NBC originally contracted to lease 500,000 square feet, but when the depression came along late in 1929, it was necessary to renegotiate, which RCA undertook for the network. The space was cut to 386,000 square feet, saving NBC approximately $17,000,000, he declared. There also was a reduction in rent from $2.75 per square foot, to a flat $1 fee to Rockefeller Center Inc., for the first year, and a gradual increase each year, so that NBC now is paying the original rate of $2.75. Thus in exchange for the reduction of space and negotiations of the new lease, NBC issued RCA the note, which since has been paid.

NBC sells telephone service to the extent that it resells, with an overhead differential, special wire facilities to its advertisers, Mr. Woods explained under cross-examination.

RCA's use of NBC time came under scrutiny with Mr. Woods on the stand. He explained that the RCA *Magic Key* program on Sundays over the Blue is not billed at card rates, though affiliated stations are paid on the regular scale. Originally card rates were paid, but during the past three years or so, he said, RCA simply reimburses NBC for its "out-of-pocket" expenses, such as special line costs, compensation to affiliates, and similar overhead factors. Moreover, there is no agency commission involved, since Lord & Thomas no longer places this account.

On redirect examination, Mr. Woods brought out that sponsored programs of RCA Mfg. Co., advertising receiving sets or phonograph records are paid for at card rates, whether spot or network. The *Magic Key*, he elaborated, is regarded as an institutional feature for the various RCA services, such as manufacturing, broadcasting, communications and the like, and the cost is prorated. NBC as well as the other RCA subsidiaries derive a definite benefit from this service, he said.

Completing his direct testimony early in the Jan. 5 session, Maj. Lohr said NBC could make more money, although it had not and would not, by carrying certain programs which under present standards are completely acceptable but which are deemed inadvisable for sake of the future of broadcasting, by selling present sustaining periods to commercial sponsors at the expense of the network's public service, and by cutting down the expenses of producing high class sustaining features. He said he thought the most healthy situation would be "a nice balance" between profit, allowing for unforeseen developments, and expanding activities, "ploughing back" profits into better programs and improved equipment.

Radio on the Farm

Referring to an *REA News* exhibit, published by the Rural Electrification Administration, Maj. Lohr pointed out that a survey of REA subscribers indicated radios were owned by 86%, while the nearest appliance of similar price, vacuum cleaners, was owned by only 16% of the rural subscribers. Furthermore, he observed, radios were shown to be more or less evenly distributed over the country as a whole, unlike other appliances, which tended toward spotty distribution.

Direct examination by Mr. Hennessey concluded with testimony by Maj. Lohr on television developments, covered in a separate story on this page.

Cross-examined by Mr. Dempsey, and asked for a definition of "educational broadcast", Maj. Lohr cited *Information Please*, which he said was an educational program sponsored by a commercial advertiser, but which remains fully as valuable from an educational standpoint as it was as a sustaining feature. Pressed further to define, he reiterated the difficulty of drawing an all-inclusive definition and offered to wire New York immediately and obtain a copy of one recently made by Dr. James Rowland Angell, NBC educational counsellors, after three days intensive consideration. The two-paragraph definition, received within a few minutes after the request, said:

Defines Education

"Any program may be regarded as educational in purpose which attempts to increase knowledge, to stimulate thinking, to teach technique and method, to cultivate discernment, appreciation and taste, to enrich character by sensitizing emotions and by inspiring socialized ideals that may issue in constructive conduct.

"Education is essentially the process by which individuals come to adjust themselves intelligently to life. Society has institutionalized much of this process in the form of schools, yet every event in a man's life exercises some educational effect upon him and the relatively enduring moulds in which a given culture flourishes—its economic, social and political fabric—exert a constant and almost irresistible educational pressure. But we have extracted from all these meanings implicit in the term the notion of education as something which society or the individual consciously sets up to bring about the most valuable results in the life of each succeeding generation. It is at this point that radio comes into the picture."

The degree to which radio education can invade the classroom is limited, Maj. Lohr continued, because formal education is not generally adaptable to broadcasting and because the educator must be educated to the advantages of radio as an educational adjunct. Teachers generally dislike interruptions to their established curricula, he explained, and a process of adapting curricula to radio is necessary. His classification of educational programs included those designed primarily for use in schools, like *NBC Music Appreciation Hour* conducted by Dr. Walter Damrosch; those appealing to a particular group, like the *Farm & Home Hour;* a general educational slant "sugar-coated with entertainment" and having high interest value, like spelling bees and discussions and forums on controversial subjects, and programs such as the religious type, which have indirect educational values.

Quality of programs may determine educational value, Maj. Lohr continued, asserting that a swing band, if it is "a superlative swing band", has an educational value since it represents the best in its field. He also cited the *University of Chicago Round Table* as an excellent educational program, not only because it was designed as such and presented well-qualified experts but also because it stressed the personality qualification in choosing participants. Alluding to "man-hours of education", he said he had computed a short time ago that if the program had two million listeners, each week it accounted for one million man-hours of education, "as much in one year from this one program as in sending thousands of persons through four years of college."

"The only purpose of educational programs is to give us a fuller, happier, contented life," he said, adding that affiliated stations" cooperate very loyally in carrying public service programs".

Freedom of Press and Air

Questioned further by Mr. Dempsey, the NBC official drew distinctions between freedom of the press, speech and air. Freedom of the press, he explained, embodies the right of an editor to print what will best suit his community, business, and himself; freedom of speech, the right to express any opinion on any occasion, with the protection of law, and freedom of the air, the right to "equal opportunity" for both sides in matters of interest. Carrying this further, he said NBC's policy is not to express any editorial opinions in any matters, that it does not censor a speaker's opinions, but in questionable cases asks for a waiver from liability for libel before the speaker takes the air. He added that he thought if radio had existed at the time of the Constitutional Convention, it would have been provided for in the Bill of Rights along with press and speech.

Mr. Dempsey followed with an observation that if this is the policy of radio operators, the speaker in effect does not say what he wants, but rather what the station thinks he should say. Maj. Lohr said this held true only so far as the speaker's statements might not be in good taste, and added that to his knowledge only one speaker

(*Continued on page 59*)

Economic Obstacles to Visual Advance Cited by Lohr; Relay Methods Studied

SPEAKING of the possibility of developing a nation-wide television network, Lenox R. Lohr, president of NBC, estimated that construction of a coaxial cable stretching from coast to coast to connect outlets with program-originating points alone would cost $100,000,000 at present rates. However, laboratory developments have indicated that cascaded radio relay stations may be a more feasible and economic solution to television network operations, Maj. Lohr added.

Testifying at the FCC chain-monopoly inquiry Jan. 5, as NBC was ending its presentation, the NBC president emphasized the high cost of developing and producing visual broadcasts. A nominal increase in video activities by NBC will necessitate an outlay of several million dollars for additional technical equipment, along with greatly increased production cost, he declared.

Television development breaks down into three definite categories, technical, programs, and economics, Maj. Lohr stated. He told of sitting in his home in Tarrytown, N. Y., about 27 miles from the NBC television studios in the Empire State Bldg., and during the last two years receiving programs of visual quality comparable to home movies. Technical development of television is comparable to that of the 1912 or 1914 automobile, he commented, and is far enough advanced to give to the public.

Visual programs may be produced from motion picture film, live studio presentations and outside pickups, he explained. Although film is "an ideal means" of reproduction for television, it is still too expensive—$3,000 per minute—and feature films produced by movie concerns are unavailable for broadcast because a television showing would kill box office on the regular theatre showings. Live studio programs, also expensive, entail larger studios, sets and props, scene changes, long rehearsals and memorized rather than read-from-script continuity, along with other factors not necessary for sound broadcasts. He estimated that a staff of 40 fulltime employes would be necessary to produce as little as three hours of visual broadcasting weekly. Roughly, the ratio expressed by BBC—$1,000,000 a year to produce and transmit one hour of programs per day—would hold true for program production cost here, Maj. Lohr said.

"You must start full blown" with television, contrary to the humble start of many radio operators, he continued. Stating that there is "no solution at present" for the economic problem, Maj. Lohr said that a contemplated schedule of two hours per week of television programs would cost NBC about $500,000 a year, and if the schedule were expanded beyond three hours weekly, it would involve expenses of around $3,500,000 for additional technical facilities, in addition to rapidly increasing production costs.



A Moment, Madam—Please!

Yes, we know, Miss Plimsoll. Of course you must make the 4:18. But there's a train every fifteen minutes. News like this breaks rarely. Sit down, won't you? May we hold your parasol? Porter! The bags here. That's the good fellow.

We remember it began on a Tuesday at nine. It was the morning of December 20, 1938 to be quite precise. The day was clear; the air fine. Being winter, there were no larks.

We have a curiously vivid recollection of seven investigators employed by a firm known as Hooper-Holmes.

What's that, Miss Plimsoll? Espionage? Dear lady, no! A survey merely—new style. But, to continue . . . We called Hooper-Holmes. We told them: "Go look into cars—don't touch—parked cars, in paid-space, parking lots, garages, in Manhattan, Brooklyn, Queens, Bronx-Westchester, Newark. Find," we said, "to what stations the dials are set." Out went Hooper-Holmes. In time came this report—

SURVEY MADE—Tues., Dec. 20th, 1938
CARS LOOKED INTO—5850
TOTAL CARS RADIO-EQUIPPED 40%

New York's Four 50kw Stations	*% of Auto-Radio Dials Set at Call-Letters*
WOR	**23%**
STATION B	**17%**
STATION C	**13%**
STATION D	**10%**

In other words, more people were listening to WOR than to any other Metropolitan-New York station. In fact, 35% more auto-radio dials were found set at WOR than the next most popular station; 130% more dials were set at WOR than at Station D.

"Then WOR must be putting out the kind of programs most people want?"

Precisely, Miss Plimsoll. You DO catch on! Not only that, dear lady, but if we popped up on this many auto-radio dials, imagine how often we must be popping up on the dials in the more than 4,250,000 radio homes we smother with sound!

Whatever the reason—we can't see how it could be any but the one you mentioned—there's still room on WOR. Big load, little load, WOR delivers in high. If, Miss Plimsoll, you should drop into the parlor-car and meet an advertiser, or an agent or a space-and-time-buyer, we hope you'll recite the facts regarding this little survey. You might also tell him that more than 73% of WOR's sponsors are among America's greatest national advertisers. And that WOR is carrying more national spot placements than any station anywhere.

WOR

Attitude of Women Shown by Survey

Too Much Advertising on Air, Majority Tell Magazine

TOO MUCH of radio's time is given over to advertising, but within reasonable limits advertising on the air is not objectionable; some radio programs for children are too exciting; it's the responsibility of the station, not the parent, to protect children against such broadcasts.

That's what the women of America think about radio, says the Febrary issue of *Ladies' Home Journal* in an article titled "What Do the Women of America Think About Entertainment?", which discusses movies as well as radio. Feature is one of a list of surveys purporting to give a cross-section of the opinions of the 37,000,000 women in the United States.

Twisted Questions

Women were not given an opportunity to express their general opinion of radio entertainment and the five questions were all so phrased as to make the natural answer adverse to radio. Even so, the American system of broadcasting supported by advertising was approved by a two-to-one vote. Answers to questions are summarized herewith:

Sixty per cent of *Journal* readers said they believe too much time is given to advertising on radio programs, 40% said no; "all others" answered in exactly the same ratio.

Fifty-six per cent of readers answered affirmatively the question "Does it annoy or irritate you?" and 44% said no; the ratio among "all others" was 50-50.

Thirty-three per cent of readers said they would prefer no advertising at all, 67% answered the other way; for "all others" the proportion was the same.

Sixty-eight per cent answered yes to the question "Do you think some radio programs are too exciting?" 32% answered no; for "all others" the ratio was 62-38. These four questions were asked only of radio owners.

"Should it be the radio station's responsibility to keep programs undesirable for children off the air, or should parents keep their children from listening to such programs?" This fifth question covers "all respondents" regardless of radio ownership. Sixty-two per cent of *Journal* readers answered "stations" responsibility, 38% "parents" responsibility; among "all others" the ratio was 55-45.

Union Pacific Discs

UNION PACIFIC RAILROAD Co., Omaha (transportation) on Jan. 4 started for 26 weeks, using a thrice-weekly transcribed series, *Surprise Your Husband*, on 15 stations nationally. Each program carries an original thumbnail playlet and features recipes of Union Pacific dining car chefs. Stations are KNX KFRC KMOX WMAQ WCCO KMBC WHO KSL KOIN KLZ KIRO WOW KHQ KIDO KGIR. Writing and production of the series is under supervision of Lee Meehan, radio executive of Caples Co., Los Angeles, agency servicing account.

AGAIN A CHAMP
Charlie McCarthy Wins Poll Of Radio Editors

CHARLIE McCARTHY, Edgar Bergen's noted "partner", again in 1938 has been chosen the "radio champion of champions" by a majority of the 600 radio editors and columnists who were asked to nominate their favorite radio performers in the third annual popularity poll conducted by *Motion Picture Daily*. Jack Benny ranked second, while Bing Crosby and Fred Allen ran fourth and fifth. Most spectacular of the five top names was that of Orson Welles, director of the Mercury Theatre, who was ranked in the third place although he was unmentioned in 1937. This rise in popularity probably comes largely from the Martian "war scare" broadcast last November.

Comparatively little change took place in the various classifications since last year. H. V. Kaltenborn, CBS commentator, because of his outstanding work during the German-Czech crisis, was ranked as radio's foremost newscaster and editorialist, while almost 95% of the voters awarded CBS the year's best special events coverage for its presentation of the same crisis. Also outstanding was the choice of the *Ford Sunday Evening Hour* as the best classical musical series, with the NBC Symphony Orchestra conducted by Toscanini chosen as the best liked classical musical unit, and a special citation to Canada Dry's *Information Please* program on NBC.

Walker Named Manager Of RCA Record Staff

FRANK WALKER, head of RCA Victor's broadcast transcription activities, has been named manager of the Victor and Bluebird record department, succeeding Edward Wallerstein, who resigned to become president of American Record Corp. following its acquisition by CBS [BROADCASTING, Jan. 1]. Mr. Walker first associated with the recording business in 1919. In 1924, he was made general manager and director of Columbia Phonograph Co. In 1933 he joined RCA Victor to organize the company's electrical transcription business, which has grown into a substantial part of its business in the recording field.



Mr. Walker

Assisting him are W. T. Walker, manager of record manufacturing; Max Batsel, in charge of recording research activities; Fred Wilson, director of field sales; Vance Woodcox, vice-president in charge of package goods sales; Eli Oberstein, popular recordings; Charles O'Connell, director of Red Seal recordings; Tom Joyce, advertising and sales promotion manager and Julius Haber, publicity director.

CONTROL of WCHV, Charlottesville, Va., local outlet on 1420 kc., will pass to Mrs. Nancy Curtler, wife of Hugh M. Curtler, manager of the station, if the FCC approves an application disclosed Jan. 3. At present Mrs. Curtler owns 44% of the stock and W. B. Brown, of Hattiesburg, Miss., 40%.



ARTHUR J. KEMP (right) of Radio Sales Inc., CBS spot sales subsidiary, and recently transferred to San Francisco from New York, has been made sales manager of the CBS Pacific network. His appointment was announced by Donald W. Thornburgh, CBS Pacific Coast vice-president in Hollywood. Kemp came to San Francisco last August as special representative of Radio Sales on the Pacific Coast and will continue to make that city his headquarters. He was formerly sales promotion manager of KNX, Hollywood, until that station was sold in 1936 to CBS, after which he was sent to New York as eastern representative of the Columbia Pacific network. Harry W. Witt, headquartered in Hollywood, continues as CBS southern California sales manager.

Willis' New Post

FREDERIC A. WILLIS, CBS assistant to the president, has been given the additional position of director of shortwave operations in the network program department, a newly-created post that gives him authority over all international programs sent to Europe or Latin American by the network's shortwave transmitters. Appointment places Willis on a par with Frank Mason at NBC and is expected to produce a reorganization of CBS international broadcasts similar to that which has taken place at NBC during the past year.

KMPC-CBS Accord

THROUGH a friendly agreement between CBS and KMPC, Beverly Hills, Cal., that station on Jan 9 started broadcasting 11 hours weekly of network sustaining programs. Leo B. Tyson, general manager of the station, stated that there was no significance to the agreement. He pointed out that because of a heavy commercial schedule on KNX, Hollywood, CBS was forced to eliminate many important sustaining network features from the Los Angeles area. Rather than deprive listeners of these programs, arrangements were made for their release over KMPC. Station is owned by G. A. Richards who also heads WGAR, Cleveland, and WJR, Detroit, both CBS affiliates.

Lewistown Loses CP

AUTHORZIED for construction in 1936, KDNC, Lewistown, Mont., has lost its FCC construction permit and will not be built. Repeated extensions of time to build were asked by the publishers of the *Lewistown Democrat-News*, holders of the CP, and once a default was ordered but reinstated last May. The station was to have operated with 100 watts night and 250 day on 1200 kc.

Wallerstein Foresees Benefits in Recording And Radio Cooperation

EDWARD WALLERSTEIN, recently elected president of the newest CBC affiliate, American Record Corp. [BROADCASTING, Jan. 1], has been in the recording field since 1920, for the past 5½ years as manager of the record and recording division of RCA Victor. His recording career began, curiously enough, with the Brunswick-Balke-Collender Co., from which developed the Brunswick Record Co. which is now a subsidiary of American Record. Beginning as salesman in the Baltimore branch, after three years he was made manager of the New York branch and in 1929, eastern sales manager. In 1931, when it was purchased by American Record, Wallerstein was made general sales manager of Brunswick. Two years later he joined RCA Victor.

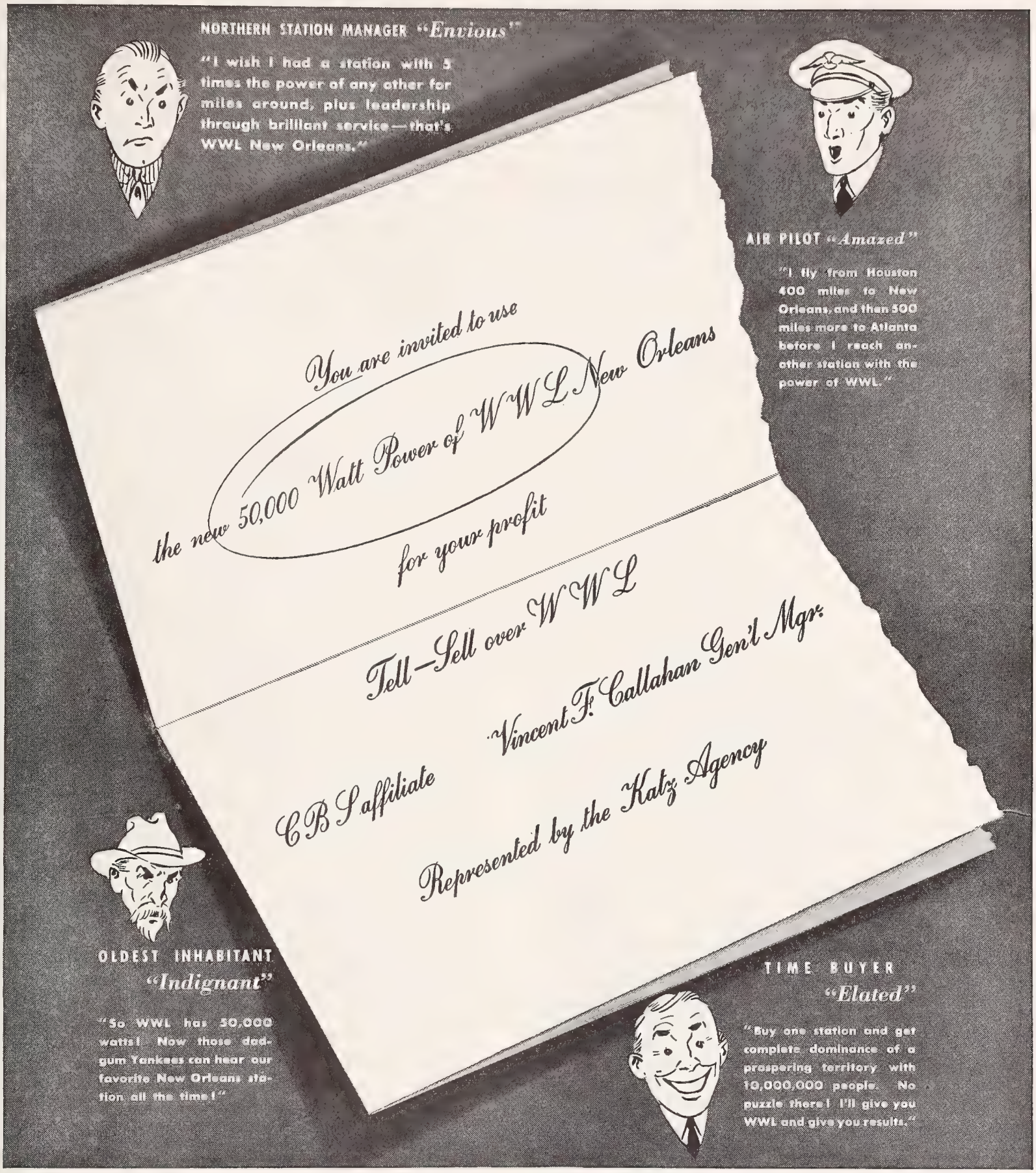
In contradiction to the frequently expressed opinion that radio has killed the sale of phonograph records, Mr. Wallerstein believes that the collaboration of radio and the recording industry will make the phonograph record "a major factor in the field of home entertainment." Stating that "the falling-off of interest in phonograph music is attributed more than is justified to radio," he continues that "the record business flourished through the beginnings of radio, progressing to the revolutionary period that produced the orthophonic principle and electrical recording. The real drop dates, in common with everything else, from the depression."

Improved instruments and records, plus the general revival of interest in music, due largely to radio, have caused a re-growth of the recording industry in the last five years, Wallerstein adds.

This same sentiment is voiced by George K. Throckmorton, president of RCA Mfg. Co., who in his year-end statement hails "the acceleration of public interest in recorded music of all types" as one of the most significant developments of 1938. "For the sixth successive year," he states, "there has been a marked increase in the popularity of recorded music over the year before. While public demand for recorded music has been increasing steadily, distribution has lagged behind. This is one of the big jobs ahead for 1939—to make it easier for the public to get the recorded music it craves, whether of the 'popular' or 'classical' types, in every section of the country."

Duart Regional

DUART MFG. Co., San Francisco (Creme of Milk cosmetics) returns to network broadcasting with a new program scheduled to start Jan. 15 on the CBS Pacific network. The program, titled *Human Interest*, will be released Sunday, 2:30-3 p. m. (PST) over KNX, KSFO, KARM, KIRO, KVI, KOIN, KFPY. It will originate in San Francisco. Listeners will be invited to write in, seeking solutions to their personal problems. These will then be presented, anonymously, by one of the two "monitors" and they will be discussed informally by a group of young people. The contract, for 26 weeks, was placed through the San Francisco office of Erwin, Wasey & Co.


NORTHERN STATION MANAGER "Envious"
"I wish I had a station with 5 times the power of any other for miles around, plus leadership through brilliant service—that's WWL New Orleans."
AIR PILOT "Amazed"
"I fly from Houston 400 miles to New Orleans, and then 500 miles more to Atlanta before I reach another station with the power of WWL."
You are invited to use
the new 50,000 Watt Power of WWL New Orleans
for your profit
Tell—Sell over WWL
CBS affiliate
Vincent F. Callahan Gen'l Mgr.
Represented by the Katz Agency
OLDEST INHABITANT
"Indignant"
"So WWL has 50,000 watts! Now those dadgum Yankees can hear our favorite New Orleans station all the time!"
TIME BUYER
"Elated"
"Buy one station and get complete dominance of a prospering territory with 10,000,000 people. No puzzle there! I'll give you WWL and give you results."
WWL
NEW ORLEANS

Purely PROGRAMS

THE CONFLICT of the common man to attain and maintain democratic privileges is dramatized in *Road to Freedom,* sponsored on WMAL, Washington, by the *Washington Star.* The program is one of the most elaborate in Capital radio history, with Charles Dillon, Red Cross radio writer, handling script and production under supervision of Bill Coyle, *Star* radio director, and with the Washington Civic Theatre providing talent. Details are checked for historic accuracy by Dr. James Lowell of Georgetown U. The Saturday night half-hour is especially suitable for newspaper sponsorship. Among episodes have been the fight of Editor Elijah Lovejoy for freedom of the press and the persecution of Chirstians by Roman emperors.

* * *

News of a Week

USING six different voices, along with music and sound effects, WHP, Harrisburg, Pa., has started *News in Review,* a novel Sunday newscast that runs the gamut from international to local and women's to sports news. Tickers, radio signals, roar of presses and musical excerpts are used in the program. Transradio is the chief news source, with local material written by the announcers themselves. The program was created and directed by Dick Redmond.

* * *

To the Chief

DIRECT from the studios of the Department of Interior in Washington, Secretary Harold L. Ickes for the first time in history dictated to a radio audience his department's annual report to Congress, during a special program, *Dear Mr. President,* originated for MBS by WOL, Washington, Jan. 8. In addition to Secretary Ickes, other officials of the Department spoke on the program. A number of the individual department reports were dramatized.

* * *

Guess Who's News!

STAGE and screen gossip feature, *Sound Track,* conducted by David Lowe, has been rescheduled thrice-weekly on WNEW, New York. Short biographies of motion picture stars are given, in addition to news and views of Hollywood and Broadway, and listeners guess identities of persons described. Theatre tickets go to first 40 correct answerers.

* * *

Sports Forum

NEW slant on a sports program is *Following the Ball,* a full hour afternoon show on WAAF, Chicago, featuring two commentators in arguments about outstanding sportsmen and sports events. Harry Creighton and King Lear, sportscaster of WAAF, take sides and argue their ways through all local and national sports controversies.

* * *

Chicago's Meeting

WENR, NBC-Blue outlet in Chicago, on Jan. 31 starts *WENR's Town Meeting,* a full hour Tuesday evening show designed for discussions of local interest. Patterned after NBC's *America's Town Meeting of the Air,* the new show will feature Dean Samuel Stevens of Northwestern U. as moderator.

Refugee Program

AMALGAMATED Clothing Workers of America, an organization of 250,000 trade unionists of which Sidney Hillman is president, on Jan. 20 will sponsor a weekly program entitled *Artists in Exile* on WEVD, New York, with Dr. Sigmund Spaeth, music authority, as m.c., and Prof. Joseph Turnau, former director of the State Opera House in Vienna, as musical director. Outstanding refugee artists in America will be brought to the programs by The American Committee for Christian German Refugees, the German Jewish Club and the Greater New York Coordinating Committee for German Refugees. Other leading writers and educators will present talks centering around the subject of *Democracy* under the chairmanship of Hendrik Willem van Loon.

* * *

Air And Hounds

RADIO communication between an airplane flying overhead and cars on the ground below was used to direct 1,000 nimrods during a big rabbit hunt in Stanton County, Neb., recently, with shortwave signals from the plane picked up and rebroadcast by WJAG, Norfolk, Neb. The hunt covered 30 square miles, and observations from the plane were passed on by WJAG to receivers in automobiles accompanying the hunters as they closed in their huge circle.

* * *

Saving Our Resources

UNITED STATES' battle to regain its treasure of natural resources is the theme of *What Price America,* new weekly dramatic series to be carried on CBS, 5-5:30 p. m. (EST), beginning Jan. 28, in collaboration with the Department of Interior. Dramatizations, prepared by Interior Department experts, will be produced by CBS technicians, directors and actors.

* * *

Bill Stern's Sports

PATTERNED on a newspaper sports section, *Bill Stern's Sport Scraps,* scheduled to begin weekly on NBC-Red Jan. 19, will present latest sport news and human interest stories of athletes.



CIRCUS impressions of an 8-year-old boy, including an elephant-back ride with Frank Buck, were carried by WAGA, Atlanta, on a special circus feature when the Sells Floto-L. G. Barnes show came to town, with Buddy Swicegood, son of WAGA Manager Jess M. Swicegood, at the microphone.

Dog House Lament

DESIGNED to alleviate, mitigate, ameliorate and otherwise relieve the sufferings of all good men who, because of misunderstandings with wives or sweethearts, are in the "dog house", WLW, Cincinnati, has started *Big Ben Dog House* for Brown & Williamson Tobacco Co. The thrice-weekly half-hour features "Uncle Ben" and his observations on a man's little troubles, Phil Davis' 17-piece band, the "Big Ben" male quartet, and "Sweet Adeline", feminine singer. Musical theme is "The Prisoner's Song", and prizes are given for best "how I got in the dog house" stories.

* * *

Drama At Floor Show

INNOVATION in floor show entertainment was *Drums of Hate* aired on WBBM, Chicago, Jan. 10 from the Marine Dining room of the Edgewater Beach Hotel, that city. Charles P. Hughes, writer of the *Campana First Nighter,* produced the dramatic show, and special sound effects were given by Lee Random of WBBM. Purpose of the show was to experiment with a late evening dramatic serial for night club and radio presentation.

* * *

Quiz on Government

CIVIC FORUM quiz has started on WLS, Chicago, in a quarter-hour Wednesday evening series under auspices of the Chicago City Manager Committee. Studio audience asks questions dealing with government and an expert answers the queries. Listeners' questions are passed on by a nonpartisan advisory board representing all political and social attitudes.

* * *

Luck At Last

HUMAN interest angles of song writing and the theatrical world, featuring Josef Cherniavsky's orchestra and a large dramatic cast are presented on a new series of weekly programs on MBS. The program, *My Lucky Break,* also gives some unknown composer an opportunity to win $25 if the song he sends is played on the air.

* * *

Johnny Q's Perspective

ALFRED SEGAL, columnist of the *Cincinnati Post,* is conducting a series of four weekly programs called *Mr. Dodd Looks at the News* on the NBC-Red network. The program, which consists of first hand, up-to-the-minute interpretations of happenings of the day, is presented with the aim of showing the average man's slant at the news.

* * *

Boggs on Dogs

NEW series on dogs, with Peter Boggs, canine expert, answering pet-owners' queries, has started on a thrice-weekly basis on WEEI, Boston. Heard during the week on Tuesdays and Thursdays, the Sunday show is in dramatized form, with dogs in star roles.

* * *

Gleaned From Weeklies

IN COOPERATION with weekly newspapers of Western Montana, *Weekly Clippings* on KGVO, Missoula, Mont., presents local news and editorials gleaned from the papers in its territory.

Turntable in Cell

READY to transcribe an inquiring reporter broadcast involving local celebrities, during a recent visit to a small eastern Colorado community by the mobile unit of KLZ, Denver, Chief Engineer T. A. McClelland requested space to accommodate his portable equipment. Told to use an adjoining room, McClelland opened the door and found himself in the town calaboose — and that's where they made the record.

Roving Newsman

SENDING its own reporter into Los Banos, a neighboring town, KYOS, Merced, Cal., has had such good results from a news-commercial program aimed directly at the news-listeners and merchants of the community, that it is planning to start the same idea in other towns served only by a weekly newspaper. The reporter gathers local news, dispatches it to KYOS, and it is broadcast soon afterward on *Los Banos Daily News,* along with commercials from local merchants.

* * *

Pronounced Value

THE *Court of Value* is the title of the latest commercial program innovation on station KWLK, Longview, Wash. The purpose of the program is to sell price for a cutrate drug concern in Longview and Kelso. With one announcer taking the part of the prosecuting attorney, and a member taking the part of a product, all the merits of the product are brought out in the interview. When the interview is over, Judge Value will pound his gavel and exclaim: "Case dismissed, I pronounce this product a value."

* * *

Real Tea Party

TITLED *Tea in Studio One* is a new feature launched on KSFO, San Francisco, in December. Dick Aurandt's KSFO Orchestra provides the background for a real tea party, with Elma Latta Hackett as hostess and mistress of ceremonies. Tro Harper is a special guest at the studio tea party, broadcast Friday afternoons from 4:30 to 4:45.

* * *

Wise Guise

OLD GAME in new guise is *Knowledge Pays,* on KIRO, Seattle. Participation in the question-answer feature is open to all listeners, with cash prizes to winners. Phone call scheme produces not only evidence of program's merit, but also mailing list for sponsor, Schwabacher Bros. & Co., wholesale grocers.

* * *

Tulsa Duel

ON ITS sponsored *Consumer's Spelling Bee* recently KTUL, Tulsa, presented spelling teams composed of staff members of KVOO and KOME, Tulsa, from the KTUL studio.

* * *

Inside Glimpses

BEHIND-the-scenes description of a different place each week, from a hotel kitchen to the municipal filtration plant, is provided on the weekly quarter-hour interview program, *Tell Tale Mike,* conducted by Carl Mark on WHK, Cleveland.

Lone Star Salute

SALUTING their new 653-foot vertical radiator, WFAA-WBAP, Dallas-Fort Worth, presented a program, *The Tower of Texas*, Jan. 7. The feature also was carried by WOAI, San Antonio, and KPRC, Houston, members of TQN with WFAA-WBAP. Harold V. Hough and Martin B. Campbell, general managers of WBAP and WFAA, respectively, spoke, along with R. C. Stinson and Ray Collins, technical supervisors. Highlight of the broadcast was the finale, with *The Eyes of Texas* played by orchestras in Fort Worth and Dallas synchronized from both stations.

* * *

What Can You Do?

PHILADELPHIA DAIRY Products Co., Philadelphia (ice cream), has signed a 52-week renewal with J. Roy McLennan to produce the *What Can You Do?* program on WSAL, Salisbury, Md. McLennan, former manager of WSAL, originated the feature when the station opened in November, 1937, and went under the ice cream company's sponsorship Jan. 16, 1938. The account is handled by Scheck Adv. Agency, Newark.

* * *

Night in New York

NEW kind of musical variety program is now being presented weekly on WHN, New York, through the cooperation of the editors of *Cue* magazine. Entitled *Gotham Nights*, the show features stars from the legitimate theatre, from New York's many night spots, from society and from the screen, with Don Albert's orchestra and Ed East as commentator.

* * *

Among the Lawmakers

NEWS of the Texas Legislature at Austin is reviewed weekly on *State Capital News*, started by WFAA, Dallas, Jan. 3. Reports for the new feature are prepared by William M. Thornton, staff correspondent, and Alonzo Wasson, editorial analyst of the Austin bureau of the *Dallas News*, and are read by James Alderman, of the WFAA news staff.

* * *

Campus Conceptions

COLLEGE students' reactions to contemporary happenings are investigated on *The Student Takes the Mike*, carried by CBS Jan. 14 and 21. Informal discussions between students of Northwestern, Chicago, Illinois and DePaul Universities are introduced by Parker Wheatley, of the University Broadcasting Council.

* * *

Class in Singing

SINGING lessons, with listeners coming to the studio for personal instruction as part of the program and free transcripts of the programs for interested parties, are provided by WCOP, Boston, on *Singing School of the Air*, conducted by Charles Jacobs, baritone, with piano accompaniment by Ivar Sjostrom.

* * *

Laurels of 1938

REVIEWING its accomplishments during the year, WAML, Laurel, Miss., carried a 30-minute sustainer late on Dec. 31. Manager R. V. DeGruy reviewed the closing year, while Station President D. A. Matison forecast the coming year. Staff members were introduced and interviewed briefly.

Cash From Home

JACK ELIASSEN, of the sales staff of KDON, Monterey, Cal., has turned the new home he is building into a radio studio, with remote broadcasts from the residence site. Sponsors are building supply firms and contractors handling construction.

Man Tells Women

WLS, Chicago, claims to have the only male household hinter on the air. Henry Hornsbuckle (Merle Housh) conducts *Henry's Exchange* in a daily afternoon series. Housewives seem to like Henry, whose mail count in three weeks was 13,562 letters. One listener sent in 256 hints gathered by three generations of her family's housewives.

* * *

How About It?

CYNTHIA DREW, formerly in the research department of Lord & Thomas and Young & Rubicam, New York, has incorporated her findings in a five-weekly quarter-hour program, *How About It?*, on KEHE, Los Angeles. She writes and produces the series.

* * *

Ideas of All Sorts

IDEA EXCHANGE with listeners invited to send in their ideas on everything from the proper way to change the baby to the settlement of war debts is *Everybody's Ideas*, now passing its eight successful month on KGIR, Butte, Mont., and the Z Bar Net.

* * *

Radio Primer

FROM *ABC of Radio*, recently published NAB radio primer, WTMJ, Milwaukee, has built a series of weekly quarter-hour programs dramatizing radio and its phenomena to teach listeners how it all works.

* * *

All About Jobs

REASONS why people took up their various professions, along with hints to others who might be looking for such jobs, are voiced by the jobholders interviewed by Clint Blakely on *The Other Fellow's Job*, on WAPI, Birmingham.

* * *

The Theatre Pays

WITH THE theatre paying for time and line charges, *Auditions of the Air* is carried weekly direct from the stage of a local theatre on KOME, Tulsa. Amateurs get a chance to be heard on the air and by a visible theatre audience at the same time.

* * *

Ways of the Air

NEWS appealing to aviation enthusiasts and model builders, including interviews with distinguished aviators, is presented by Bruno Marchi, model plane authority, in a weekly quarter-hour, *Airways*, on WCOP, Boston.

* * *

Edmonton Melange

CLEARING house for ideas and opinions of listeners is *General Delivery* on CJCA, Edmonton, Alta. Beside holding open forum on subjects like child care and such, the program embodies a Radio Pen Pals Club.

More of the Farm

WEEKLY agricultural feature, *Everybody's Farm*, on WLW, Cincinnati, was extended from 30 minutes to a full hour Jan. 7. New feature of the expanded program is a question-answer contest among vocational ag students, 4-H Clubbers and other rural organizations, along with an outstanding farm speaker each week of special interest to farm women. In cooperation with neighboring state agricultural extension services, several full-hour remotes will be carried from state agricultural colleges.

* * *

Stuff From Students

SCHOOL news, gossip, sports dope and glee club performances, with local high schools participating, are presented on the new *High School Studio Party* series, started on WMAQ, Chicago, under auspices of the Chicago Radio Council.

Treed by Pals

CBS Hollywood pranksters recently made Al Span, sound effects engineer, butt of a practical joke. Listing Span's home phone number, an advertisement was inserted in the *Los Angeles Times* announcing he was buying old Christmas trees. When the suspicious classified ad taker asked the perpetrator what salvage value there was to a de-tinseled spruce tree he was informed it was indispensable to making of rustic furniture. Ad ran for three days in the *Times* before Span, weary from answering calls, discovered the gag and had it cancelled.



Dealers to Assist Radio Promotion

NAB and RMA Pushing Plan For Cooperative Action

RADIO is expected to play a more prominent part in the local advertising of receiving set dealers, under a plan evolved Jan. 6 at a meeting of representatives of the Radio Manufacturers Association with the NAB, as part of the cooperative promotional campaign recently approved.

RMA officials agreed to project various means of using radio locally in their prospectuses to dealers for local promotion. Along with mats, copy ideas and other data distributed by them to dealers for local newspaper merchandising, they will include suggestions for spot announcements, use of local studio presentations and adaptation of transcription features. Thus, use of radio will be given an equal break along with printed media, as far as the manufacturers' merchandising books are concerned.

Plans Under Way

Meanwhile, the two groups are progressing with general plans for a national cooperative campaign to promote radio. Several program building organizations and transcription companies have volunteered their services, along with networks and independent stations. The fourfold objective, broadly, is to increase the number of hours of listening; improve quality of listeners; sell the excellence, diversity and extent of program service, sell the American system of broadcasting and the contributions made by individual stations.

To launch the cooperative offort, Washington dealers soon will be invited to a conference, as the guests of the four Washington stations for a round-table discussion. The whole discussion will be recorded and transcriptions after revision and dramatization, will be sent to all NAB members, with the objective of holding similar dealer-broadcaster cooperative sessions. Dealers and distributors will be invited into the broadcasters' studios and advised how they can increase set sales, and at the same time generally develop industry-wide team work.

Attending the Jan. 6 meeting for the RMA were Sayre M. Ransdell, Philco executive; Frank Mullen, director of public relations of RCA, and Bond P. Geddes, executive vice president of RMA. Neville Miller, NAB president, and Ed Kirby, public relations director, represented the broadcasting industry.

White King Series

LOS ANGELES SOAP Co., Los Angeles (White King soap), thru Raymond R. Morgan Co., Hollywood, on Jan. 2 started for 13 weeks, using from three to five live spot announcements weekly on KNX KSFO KSL KGIR KFBB KOIN KOMO KHQ KTUL KFI KGW WFAA KGNC KMOX KRGV KPRC KVI KJBS KMBC KPSM KOIL KOMA KFSD KOA KPSA KARM KOY KGAR KSUN. Firm in addition on Dec. 22 renewed for 10 weeks *Early Morning News* on 13 California Don Lee network stations, Tuesday, Thursday, Saturday, 7:45-8 a. m.

Guestitorial

VERSATILE ANNOUNCERS

By ANDRE BARUCH

MORE and more the trend is to "humanize" announcers. This is a departure from the custom a few years ago, when the announcer was a staid, pompous individual who read his script with a supercilious air—as though he were king's messenger. Eventually we were allowed to get away from "stiff" announcing and be ourselves, for a change.

Of course, the tests for new announcers are just as stringent as ever. A thorough educational background is still important. So is absence of dialect. And it's essential to know how to wrap one's tongue around such musical names as Dvorak, Drakla, Prokofieff, Wieawaki, and Ryadier. The announcer must take in his stride French, German, Spanish, Latin and Italian words, so that he will never be feazed by such musical terms as "Cavalleria Rusticana", "Badinage", "Empfindsamkeit", "Habanera" and "Gaudemus".

The current turmoil abroad has made it necessary for announcers to study up the pronunciation of geographical terms that don't come up in ordinary conversation.

Howard Hughes' recent flight around the world gave the announcers such new tongue twisters as Omsk, Yakutsk, Krasnoyark, Novosibirsk and Kansk.

The battles in the Orient have brought into prominence such eerie sounding places as Kiukiang, Poyang, Suchow, Ichang, Wuhan, Wachang, Swatow, Chungking, Yangtze, Kweichih, Kuomintang, Tisyan, Hopeh and Lung-hai.

Knowledge of pronunciation is important to an announcer, but it is only a basic fundamental. It isn't how you pronounce a word, it's the way you say it that counts.

There was a time when members of the announcing staff had two tones of voice—the artificial manner they assumed on broadcasts and the tone they used in ordinary conversations. The difference sometimes was so vast that you couldn't recognize a radio announcer's voice if you heard him speak naturally. Today, the difference is small. Announcers are naturally more choosy of their rhetorical p's and q's when they are facing the microphone, but at least they are themselves. They don't put on airs.

While many announcers have become successful as specialists, it also is a good idea to be so versatile that you can fill any type of job at a moment's notice. The veterans are quite accustomed to quick changes.

When I got my first job as an announcer, on WCGU, Coney Island, I not only read announcements, I also sang, played the piano, wrote scripts, acted in plays and even acted as repairman when trouble developed in the mechanical apparatus. This training was invaluable, in that it prepared me for every type of contingency in a broadcasting studio. For the announcer of today is often called for extraordinary duties. He has a hand in production, he participates in the dramas, he acts as stooge for comedians and does other odds and ends.

Every announcer, I believe, has his eye on something higher in the radio profession, and it is true that the profession has been a stepping stone. Harry VonZell, for example, is now a production manager for Young & Rubicam. Louis Dean, former announcer, has an executive job with Campbell-Ewald. Larry Harding is a production manager for CBS. Graham McNamee, Jean Paul King, Kenneth Roberts and numerous other announcers now have posts with the newsreel companies.

KOME in Operation

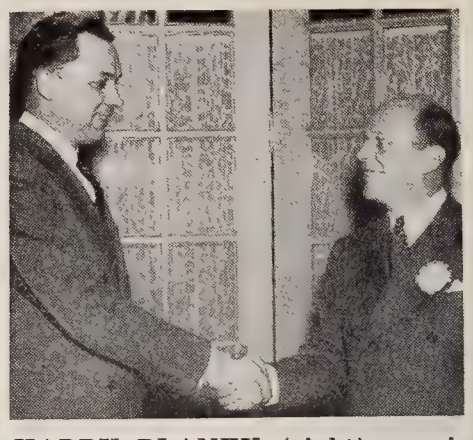
KOME, Tulsa, new 250-watt daytime station on 1310 kc., is now in full operation, after going on the air Christmas Day. It is a unit of the Oklahoma Network which is affiliated with MBS. Harry Schwartz, president of the Tulsa Federation of Labor, is licensee, and his staff consists of Glenn Condon, manager; Harold Grimes, formerly in newspaper work, commercial manager; Jimmie Wilson, manager of studios at Sapulpa, Okla.; Ann Moore, chief accountant and secretary; Bob Latting, program director; Jay Crum, newscaster; Al Hunter, announcer; James Manship, chief engineer; Dan Smith, transmitter engineer; Rodney Cross, control operator; Buddy Siegel, sports announcer; Emery Winn, continuity chief; Dorothy Doan, musical director; Jane Austin, home economist. It is WE equipped throughout.

Signs Cleveland Games

GENERAL MILLS and Socony Vacuum Oil Co. will sponsor the broadcast of games of the Cleveland Indians on WHK-WCLE, Cleveland, during the 1939 baseball season, according to an announcement of K. K. Hackathorn, WHK-WCLE sales manager. The stations were granted exclusive broadcast rights for the season, with WCLE scheduled to carry all week-day games and WHK, Sunday games played away from Cleveland. No Sunday broadcasts are allowed when the Indians play at home.

Nacor Foreign Discs

NACOR MEDICINE Co., Indianapolis (asthma remedy), on Jan. 21 will start a spot campaign of daily transcribed announcements on three or four foreign language stations. E. H. Brown Adv. Agency, Chicago, is agency.



HARRY BLANEY (right), president of the Cincinnati Advertiser's Club, thanks Dewey H. Long, WSAI general manager, for the entertainment his staff of radio artists provided for club members at their December annual meeting, and for the half hour coast-to-coast-Mutual broadcast from the dinner, which brought congratulations from other advertiser's clubs all over the country. Among the many WSAI artists appearing on the coast-to-coast broadcast from the dinner were Josef Cherniavsky and his orchestra, William Stoess and the DeVore sisters.

Plans for New WTRY

F. R. RIPLEY, vice-president of WSYR, Syracuse, will be manager, Ed Robinson, formerly of WSYR and WJTN, Jamestown, N. Y., will be commercial manager, and W. F. Moore, now of WNBX, Springfield, Vt., will be chief engineer of the new WTRY, Troy, N. Y., construction of which will start shortly, according to Harry C. Wilder, operator of WSYR, WJTN and WNBX, who will head the WTRY operating company. The new station, with 1,000 watts daytime on 950 kc., will use an RCA transmitter and a 256-foot Lingo tower, Mr. Wilder reported. It will occupy studios in the Proctor Bldg., and is expected to go on the air some time in the spring.

Emporia's New Outlet

CONSTRUCTION is proceeding on the new KTSW, Emporia, Kan., authorized last Nov. 20 by the FCC, and K. W. Trimble, general manager, reports the station will be ready for operation in latter January or early February. The station will operate with 100 watts daytime on 1370 kc., using Collins transmitting equipment and WE microphones with a Lingo radiator. Mr. Trimble, formerly in newspaper and agency work in Chicago, is one of a group of 16 local residents who secured the construction permit, headed by Dr. C. S. Trimble, largest stockholder with 20%. Sidney Anderson has been engaged as program director and Paul H. Daniels, formerly at KFBI, Abilene, Kan., will be chief engineer.
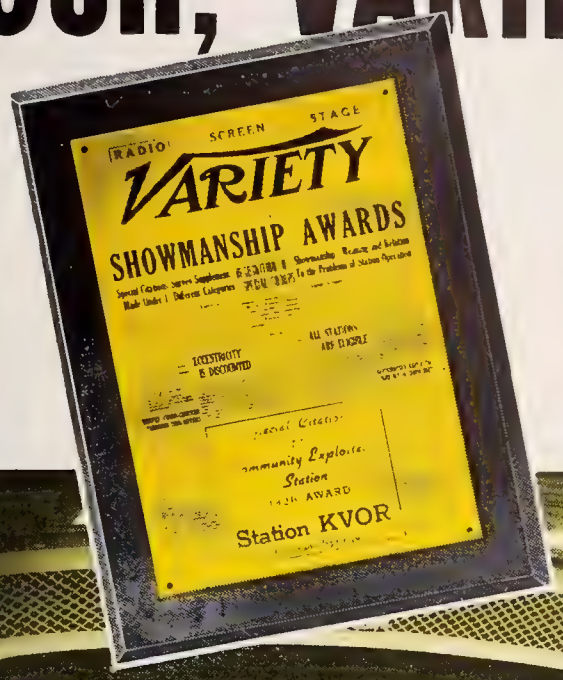
Would Sell KGVB

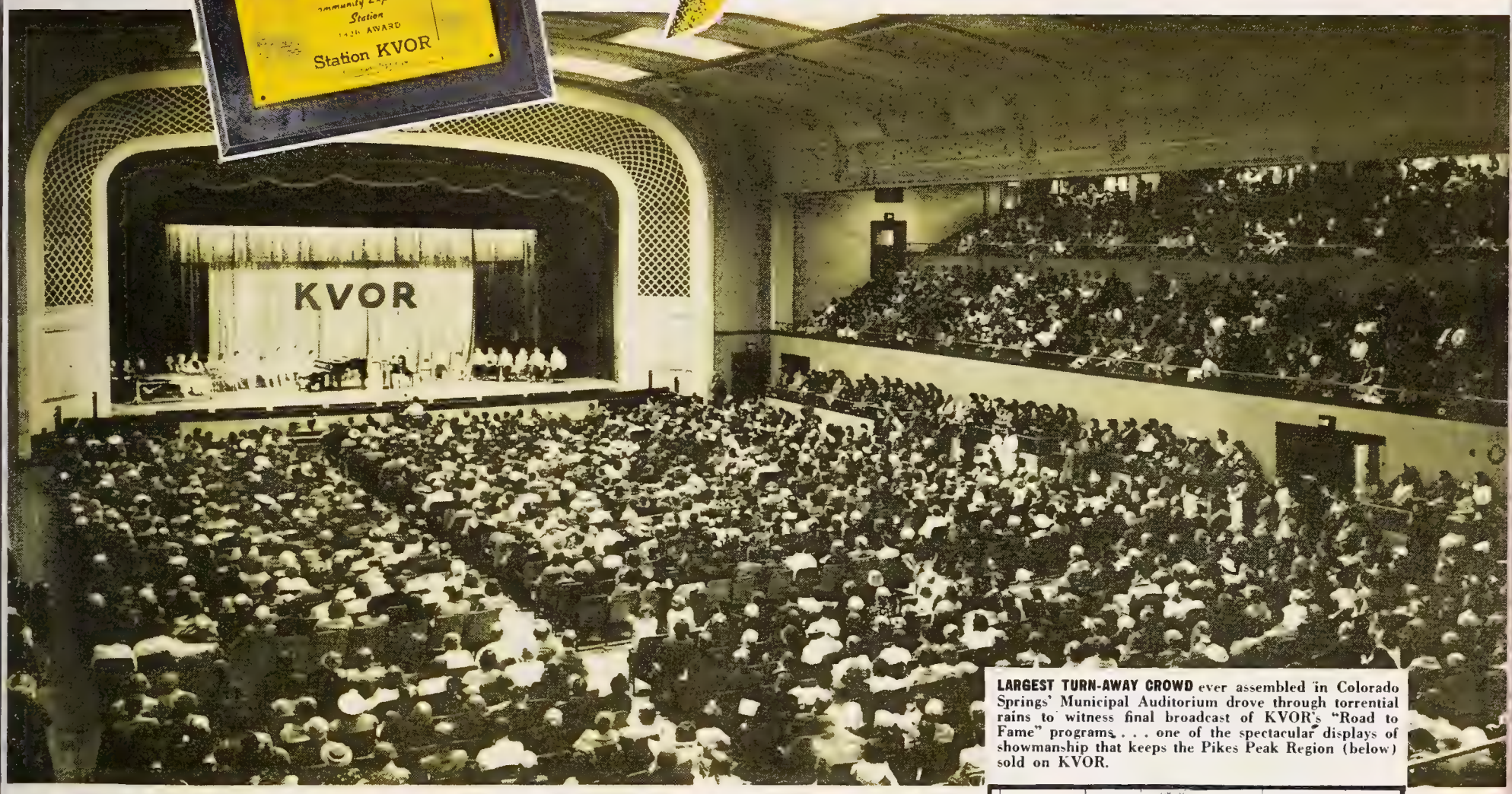
SUBJECT to FCC ratification, KGVB, 100-watt outlet on 1370 kc. in Great Bend, Kan., has been sold to Miss Helen Townsley, local business woman engaged in bookkeeping and investments, for $22,353. The station is licensed to Ernest Edward Ruehlen, grocer, who secured a construction permit in the fall of 1937 and who put the station on the air last March 1.

GOSH, VARIETY

Thanks

This means a lot to us!





LARGEST TURN-AWAY CROWD ever assembled in Colorado Springs' Municipal Auditorium drove through torrential rains to witness final broadcast of KVOR's "Road to Fame" programs . . . one of the spectacular displays of showmanship that keeps the Pikes Peak Region (below) sold on KVOR.

But it means SO MUCH MORE to advertisers!

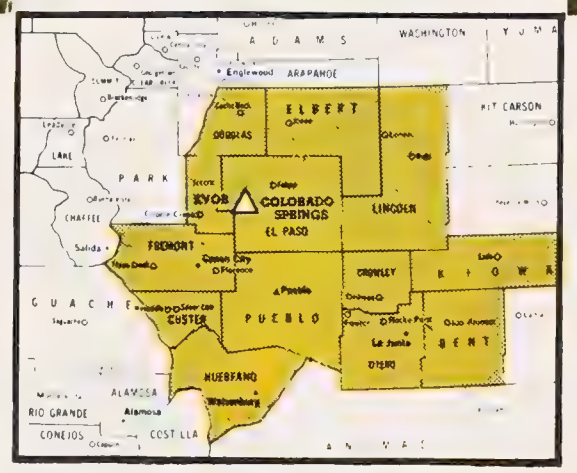
● *Boy!* Are we pleased . . . and proud . . . over our VARIETY Showmanship Award! And not alone because of the honor itself, but because impressing VARIETY is the best possible proof to advertisers that we have thoroughly impressed our *market* first.

And that, after all, is the important thing about these VARIETY awards. Sure, the placque looks pretty, hanging in a conspicuous place in the studio . . . but it's what's back of it that really matters.

Back of KVOR's, for instance, is all the experience that, for the past 4 years, has caused VARIETY to rank WKY in Oklahoma City and KLZ in Denver, tops in their respective markets . . . Back of it is the half-century history of attainment that centers around the Oklahoman and Times . . . that has made the Farmer-Stockman the greatest farm paper in the Southwest.

In its own way and in its own sphere, KVOR matches these outstanding performances. As unique as the market it serves, this station sells the Pikes Peak Region from within . . . influences the buying habits of this highly-concentrated, wealthy area as no other medium can possibly influence it . . . reflects, in its exceptional equipment, skilled personnel and now nationally-recognized showmanship, the unusual personality of its market.

That's the thing that's significant to advertisers . . . and for telling them about it through your gratefully-acknowledged citation . . . well, Gosh, VARIETY—Thanks!



Base map copyright by Rand McNally & Co., Chicago

KVOR Colorado Springs

COLUMBIA NETWORK ● 1000 WATTS ● FULL TIME

The Oklahoma Publishing Co. ● The Daily Oklahoman ● Oklahoma City Times ● Farmer-Stockman
WKY, Oklahoma City ● KLZ, Denver (Affiliated Management) ● Represented by the Katz Agency, Inc.



RCA

Radio Corporation

RCA Manufacturing Co., Inc.
RCA Institutes, Inc.

RCA...the name symbolizing creation, progress, achievement in radio! RCA...Radio Corporation of America... a family of doers writing history with sound in the sky!

Makers of instruments for radio transmission and reception of sound, code messages and facsimile reproduction. Makers of instruments for the recording of sound on records and on motion picture film. Creators of countless radio devices vital to science, industry, medicine, telephony, and public safety.

RCA...creator of a nation-wide broadcasting service, the National Broadcasting Company.

RCA...creator of a world-wide radio communications system with direct circuits between the United States and 43 foreign countries, and with ships at sea...a message service with the speed of lightning.

RCA...pioneer in research in radio, sound and television.

RCA...truly American, owned by a quarter of a million stockholders in 48 states.

RCA...19 years a name across the sky...19 years of service to all the world.

Listen to the "MAGIC KEY" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

of America **RADIO CITY, NEW YORK**

National Broadcasting Company R.C.A. Communications, Inc.
Radiomarine Corporation of America

Pickets Continue New York Parades

WMCA and CBS Are Targets; Their Comments Recorded

PICKETING of WMCA, New York, on behalf of Father Charles E. Coughlin, whose Sunday afternoon speeches have been dropped by the station because he refuses to submit manuscripts in advance, continued Jan. 1 and Jan. 8, and on the latter date the pickets extended their lines for the first time to the Madison Ave. headquarters of CBS. That network, like NBC and MBS, has refused to carry the Coughlin talks on grounds of policy.

The pickets parading before WMCA's Broadway studios Jan. 1 numbered about 500 while picket leaders claimed there were some 1,500 in the CBS demonstration the following Sunday. Network officials declined to make any comment whatever, but at WMCA microphones were shoved out of the window to record the anti-Semitic, anti-Roosevelt and anti-LaGuardia remarks made by the pickets to be used as evidence later if necessary.

It was reported by picket leaders that they intended to march next on WOR. Investigation showed that organizations calling themselves the United Christian Front Against Communism, Protestant War Veterans and American Patriots, Inc. were behind the picketing, but none of these was listed in the telephone directory.

During all of the picketing large squads of patrolmen, mounted police and plain-clothesmen were on hand to keep order.

Papal Radio Blessing

A PAPAL blessing has been bestowed on the *Ave Maria* broadcasts over WMCA, New York, and the Intercity Network which it keys, and the parchment document will be framed and hung on the walls of the chapel in St. Christopher's Inn maintained by the Franciscan Friars of the Atonement at Graymoor, N. Y. One of the oldest radio programs on the station, the feature each week dramatizes the lives of Catholic saints and is handled by the Franciscan Friars. The document bears the seals and signatures of Vatican officials. The program has been carried since 1935 and is recorded from the WMCA performances and carried on 130 other stations as transcriptions.

Walnuts Renewed

CALIFORNIA WALNUT Growers Assn., Los Angeles (walnuts), sponsoring the weekly half-hour transcribed *Diamond Walnut* program on 8 stations nationally since Oct. 16, renewed the series for another 13 weeks effective Jan. 15. Program features George Fisher, commentator; Bill Goodwin, announcer and emsee; Lou Bring's orchestra and Frances Hunt, singer. RCA Mfg. Co., Hollywood, is cutting the series under direction of James Fonda, producer of Lord & Thomas, Hollywood agency servicing the account.

WMCA, New York, has signed with various refugees organizations and with news services which supply religious newspapers to receive factual data for use on a new weekly semi-editorial program, *Persecutions Must End*, which is to be broadcast.

Gallup Poll Shows 3,500,000 Heard Father Coughlin Regularly in December

DURING December approximately 15,000,000 persons listened to one or more of the Sunday broadcasts of the Reverend Charles E. Coughlin, Detroit priest and radio commentator, according to estimates of the American Institute of Public Opinion, headed by Dr. George Gallup, after a recent national survey of listeners in all walks of life and from every state. The survey indicates that only about 3,500,000 listeners heard Father Coughlin regularly during the month, however, the largest number being composed of casual listeners who tuned in for one or two speeches. Of the regular listeners, 67% approved of what the priest said, while 33% disapproved. Occasional listeners showed a 51% approval and 49% disapproval.

An interesting feature of the survey was the vote of persons who had not listened to the broadcasts, 75% of whom said they could not express an opinion. Of those who did have opinions seven voters in ten disapproved, while only three in ten approved. The survey also indicated that the regular Coughlin listener is more likely to be a city dweller than a farm or small town resident and more likely to be in the lower income groups than a member of the well-to-do or middle-income groups.

Members of Father Coughlin's own faith were said to form less than half his "regular" audience, only four out of 10 of those who listened in December stating they were Catholics and the rest Protestants and others. Democrats, or persons who said they voted for Roosevelt in 1936, form a greater part of the audience than Republicans despite the priest's bitter attacks on the President in the 1936 campaign urging the election of Lemke on a third party ticket.

CALLS TO MAJOR
1,2600,000 Voted in Two Years For Bowes Talent

LISTENERS attempted to make 1,260,000 voting calls for *Major Bowes' Original Amateur Hour*, sponsored by Chrysler Corp., from Sept. 17, 1936 to Sept. 7, 1938, according to a recent report prepared by H. Arnold Moseley, statistician. The report reveals that during the two-year period Major Bowes saluted 105 cities in 35 states.

These cities had a total of 4,410,000 residence phones. Of the 1,260,000 attempted calls, 680,000 were completed and 580,000 were lost because of "busies". The calls were handled by 6,700 operators using as many specially wired telephones connected to 104 specially constructed switchboards erected by AT&T in the 104 cities. Some 210 supervisors directed operators handling votes, which were rushed to 500 tally clerks by 250 page boys, and from the tally clerks relayed by 208 trained long distance operators manning both ends of 104 long distance lines from the cities to the basement of CBS's Broadway studio.

WTMA Starts in March

WITH Douglass L. Bradham directing construction, the new WTMA, Charleston, S. C., 100 watts night and 250 day on 1210 kc., expects to be ready for operation on or about March 15, according to Y. W. Scarborough and J. W. Orvin, president and vice-president respectively of the Atlantic Coast Life Insurance Co., who will be partners in the enterprise. Mr. Bradham was formerly chief engineer of WCSC, Charleston, and lately has been with WIS, Columbia, S. C. Mr. Scarborough stated that he will himself assume the managership, with Edward C. Powers as commercial manager and Harry A. Wescott as program director. Mr. Powers formerly was in radio and at present is advertising manager of the Atlantic Coast Life Insurance Co.

CANADA SUSPENDS PRIEST FROM AIR

FOR BREAKING the CBC regulation concerning political broadcasts within 48 hours of an election, Rev. Charles Lanphier, of Toronto, was indefinitely suspended from the air by Gladstone Murray, CBC general manager. Father Lanphier on Jan. 1, "intervened actively in the municipal campaign in Toronto", Mr. Murray said in his official statement suspending the priest for the second time.

"This action is taken not because of the nature of Father Lanphier's political partisanship, [he attacked Communism and candidates for the municipal elections on Jan. 2] but because of the violation of the Broadcasting Act and of the flagrant breach of the conditions under which his broadcasting was resumed last year". The broadcast was over CBL, Toronto.

The CBC also is investigating a German language broadcast over CKAC, Montreal, on Jan. 1, which has aroused public interest due to remarks made by Karl Denneberg, secretary of the National Socialist Party of Canada, who broadcast on CKAC's annual consular New Year's program as acting German consul for Montreal.

There is nothing in the CBC rules to prohibit broadcasting in a foreign language. The rules prohibit the broadcast of attacks on any race or creed, false or misleading news, malicious or defamatory statements, obscene or indecent language.

Kohler Placing

KOHLER MFG. Co., Baltimore (headache remedy and corn cure), has placed its account with Courtland D. Ferguson Inc., and plans to use spot announcements in selected markets nationally. A test already has been placed on WFBR, Baltimore, for spot announcements over a one-year period. Arthur Booth, of the Ferguson Baltimore office, is account executive. The full schedule will be under way in about three weeks.

EDDIE CANTOR, star of the Monday evening *Camel Caravan* on CBS, has adopted a portable chest microphone for his broadcasts.

Town Meeting Sets New Plan for All-Star Cast In Americanism Session

TOWN HALL, New York, from which are broadcast the Thursday night *America's Town Meeting of the Air* programs on NBC-Blue, has announced that the much-discussed program on Jan. 19 has been definitely scheduled as a discussion of the subject "Is America Menaced by Foreign Propaganda?" Plans were in progress early in January for this program to present Earl Browder, Dorothy Thompson, Hugh S. Johnson and Reverend Charles E. Coughlin in a discussion of "What is Americanism?", but Father Coughlin refused to participate in the broadcast [BROADCASTING, Jan. 1].

The new setup of speakers includes Browder; Morris L. Ernst, noted liberal attorney and author; Channing Pollock, the playwright, and Prof. J. B. Matthews, a recent witness before the Dies Committee investigating un-American activities. At first it was planned to schedule Rep. Dies in the priest's place.

Rep. Dies will be heard on MBS Jan. 19 when he discusses the work of his Congressional Committee before a special meeting of the Sons of the American Revolution and other patriotic societies at the Hotel Plaza, New York. Scheduled also for that evening is a talk by a speaker, as yet unselected, under the auspices of the American Civil Liberties Union, who will broadcast a reply on CBS to Mr. Dies' recent speech on that network.

A new radio forum, planned by the General Federation of Women's Clubs and devoted to that issue most affecting women in line with the Federation's slogan *Adjusting Democracy for Human Welfare*, is now being broadcast the first Wednesday in each month on NBC-Blue, under the direction of Mrs. Harold V. Milligan, chairman of the radio division. Different speakers are presented each month followed by a discussion period in which the studio audience participates.

Lipton Tea in Canada

THOS. J. LIPTON Ltd., Toronto (tea), has expanded its radio coverage to eastern and western Canada and is using on daily spot announcements CHNS, Halifax; CFCY, Charlottetown, P. E. I.; CFNB, Fredericton, N. B.; CJCB, Sydney, N. S.; CKPR, Fort William, Ont.; CJRC, Winnipeg; CKCK, Regina; CFQC, Saskatoon, Sask.; CFRN, Edmonton; CFCN, Calgary; CJOC, Lethbridge, Alta.; CKWX, Vancouver. A weekly half-hour network live talent show has been renewed on CBL, Toronto; CBM, Montreal; CKCH, Hull, Que. Vickers & Benson Ltd., Toronto, placed the account.

Chicles in Carolinas

AMERICAN CHICLE Co., Long Island City, N. Y., is running a test campaign of eight transcribed announcements weekly for Dentyne gum on seven stations in North and South Carolina, which have not been announced by the agency in charge of the account, Badger, Browning & Hersey, New York. For Chiclets the firm has started *Swing to Chiclets* with Adrian Rollini and Trio on WJZ, New York, Thursdays, 7:30-8 p. m.

HOW NBC BLUE OFFERS LOWEST COST

...in Network History!



REGULAR AUDIENCE

New surveys prove high per cent of regular listeners— NBC BLUE

PREFERRED TIME

You have a selection of choice hours at which to broadcast— NBC BLUE

NEW DISCOUNTS*

Make it easy for you to "go National" on a modest budget— NBC BLUE

*For advertisers who want national coverage the NBC has set up an economy discount schedule that provides wider opportunity at lower cost. The strong Basic Blue Network, plus valuable supplementaries, is now available for your programs at rates that permit coast-to-coast circulation for very little more than the cost of the Basic alone. You can have the whole story quickly, completely, concisely by communicating with the nearest NBC office.

"Better Buy Blue"

NBC Blue NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Lack of FCC Power Decried By McNinch in Annual Report

Chairman Asks More Funds and Says Substantial Progress Has Been Made by the Commission

WHILE the FCC's annual report to Congress, made public Jan. 16, was devoid of sensational recommendations for new legislation, Chairman Frank R. McNinch nevertheless served notice of prospective pleas for a more stringent law by decrying the Commission's limited regulatory authority.

In a four-page letter of transmittal, accompanying the report, Chairman McNinch claimed substantial progress in increasing the effectiveness of the agency, but at the same time asked for increased appropriations to relieve its personnel shortage. Regulation of broadcasting, he contended, was mainly responsible, because it commands a large share of the Commission's attention.

"The technical perfection and the usefulness and potential usefulness of broadcast stations are increasing with their numbers and the facilities," he stated. "As radio makes perhaps the most powerful of all impacts upon the mass-mind, capable of influencing importantly our destiny as a people, the responsibility resting upon this Commission is very great, even though our regulatory authority is limited".

Covering the fiscal year ended June 30, 1938, the report itself was confined to a review of the Commission's work during that period. In his letter, however, Chairman McNinch sought to bring Congress up to date on the status of FCC work, and described the reorganization steps taken under his leadership. He said these reforms have two broad purposes—"first, greater efficiency, and second, the utmost protection attainable against possible improper influence by those having business with the Commission." He concluded they "promise decidedly improved administration of the Communications Act."

May Seek Laws

Another inference that legislative recommendations pertaining to broadcasting may be expected was given by the Chairman in alluding to the current investigation of network broadcasting and of possible monopoly. The inquiry is being conducted, he said, "in order to get the necessary information upon which to base regulations and possible recommendations for legislation." He asserted that it "promises to produce much information of value."

Only two direct suggestions of recommendations for additional or amendatory legislation were made. One was to soften the penalty for unlicensed operation of radio equipment by youngsters of school age, and the other to bring within the jurisdiction of the Commission diathermy machines and carrier telephone inter-communicating systems, as well as other apparatus in this category which, though not intended for radio propagation, nevertheless interfere seriously with radio service. Because these devices are rapidly increasing in number, the Commission reiterated the view it expressed in its preceding annual report that unless measures for suppression or mitigation can be promptly undertaken, "there is real danger that the usefulness of a large part of the radio spectrum for communication purposes will be destroyed."

That the FCC has in mind instituting as a regular requirement the periodic collection of revenue and other statistical data on the broadcasting industry was officially confirmed in the annual report. As has previously been reported by BROADCASTING, the Commission informed Congress that the data collected by questionnaire and released last June during the so-called allocation hearings represented "the initial effort of the Commission to develop rather extensive financial, operating, and other statistical data regarding broadcast licensees and broadcast stations and networks in the United States."

New Stations

The number of licensed broadcast stations, as of Dec. 1, was 763, Chairman McNinch stated in his transmittal letter. During the fiscal year, 47 new stations were authorized, representing about a third of the new stations for which applications had been filed.

Chairman McNinch, for the edification of Congress, brought out that no broadcaster has or can acquire any vested interest or right in a frequency, and he is only licensed to use a frequency in the public interest.

"This definitely stamps radio with a peculiarly high obligation to put public service ahead of all other considerations and to use the frequencies primarily for programs that are informative, educational, entertaining, or now and then perhaps all three," he admonished.

In support of his plea for greater man-power, he said the administrative and regulatory task for which Congress made the FCC responsible has increased both in scope and in importance. In broadcasting alone, he said there were nearly 7,000 authorizations applied for in every classification, each of

(*Continued on Page 67*)

McNinch Stays—FDR

PRESIDENT ROOSEVELT himself on Jan. 6 dispelled constantly recurring reports that FCC Chairman McNinch would return to the Federal Power Commission any time soon by asserting he will stay right where he is until further notice. The statement came at a press conference, after a newsman's inquiry. Chairman McNinch was appointed to the FCC in the Fall of 1937 for a temporary tenure, but now it appears his appointment will be indefinite.

Television Not Yet Ready for Public On Commercial Basis, Says FCC Report

WHILE technical phases of the television art "are progressing in a satisfactory manner" it is nevertheless generally agreed that it is not ready for standardization or commercial use by the general public, the FCC informed Congress Jan. 6 in its annual report.

"Television has developed to the state where complete transmitting equipment is available on the market", the report stated, "but such equipment is costly and, because of the experimental status of the art, may become obsolete at any time due to new developments. A few of the existing licenses are attempting scheduled program transmissions as part of their research and development work."

Bright prospects for frequency as opposed to amplitude modulation in ultra-high frequency work, along the lines of experiments being conducted by Dr. Edwin H. Armstrong, were foreseen by the FCC's engineering department. The major drawback, it said, is that the frequency band necessary is increased several fold over that required by the system using amplitude modulation.

Available data concerning use of frequency modulation in the ultra-highs, the report stated, "indicate a material gain in the effectiveness of reception through static, especially the type of static resulting from nearby thunderstorms and from some types of man-made electrical disturbances." It is also shown that the signal-to-noise ratio necessary for satisfactory reception is considerably less than that required for the same reception with a broadcast system employing amplitude modulation. This results in good reception at greater distances from the transmitter and a correspondingly larger service area for the same power used at the transmitter.

In experimental broadcast service, the report covered several operations during the fiscal year. Most significant was the experimental research to determine the feasibility of operating a synchronized transmitter with a broadcast station without the use of wireline connections between the two transmitters. This was successfully completed by one licensee (WBBM, Chicago and KFAB, Lincoln), with these conclusions: Such a system may be utilized for improving coverage and broadcast service, and synchronization with the transmitter of the station is practical without the use of wireline connections between the two stations.

In the international broadcasting field, the FCC said that reports of reception in foreign countries of programs from international stations in this country indicate no material improvement during the last year. This, it was held, supports other evidence to the effect that the use of both increased power and directional antenna is necessary to provide reliable service. Certain licensees, it added, have manifested an interest in better coverage as evidenced by the fact that several were increasing power and erecting or improving antenna systems at the close of the fiscal year.

GE Gets Approval of Visual Stations

ESTABLISHMENT of four experimental television stations by General Electric Co., at an overall cost of nearly $400,000 was approved Jan. 9 by the FCC. In approving the recommendations of Rosel H. Hyde, former examiner, following hearings held last May 26, the Commission held the ultra-high frequency visual experiments proposed for two stations in Schenectady and one each in Albany and Bridgeport, Conn. would serve public interest.

In its presentation GE said $195,000 would be spent for the station in Bridgeport, to operate in the band 66,000-82,000 kc., with 10,000 watts for its visual transmitter and 3,000 watts for the aural; $155,000 for the Albany station, which would operate with similar power in the same band; and $5,000 each for the Schenectady stations, which would be visual only and use 40 watts power. One would operate in the band of 156,000-162,000 kc., and the other in the 44,000-50,000 kc. band.

GE stated it proposed to use a system similar in general to that developed by RCA and NBC, but contemplates a number of detail variations, different from any other system known to them. The Schenectady stations would be used for preliminary testing and visual relays.

Commercial Television Seen Several Years Away

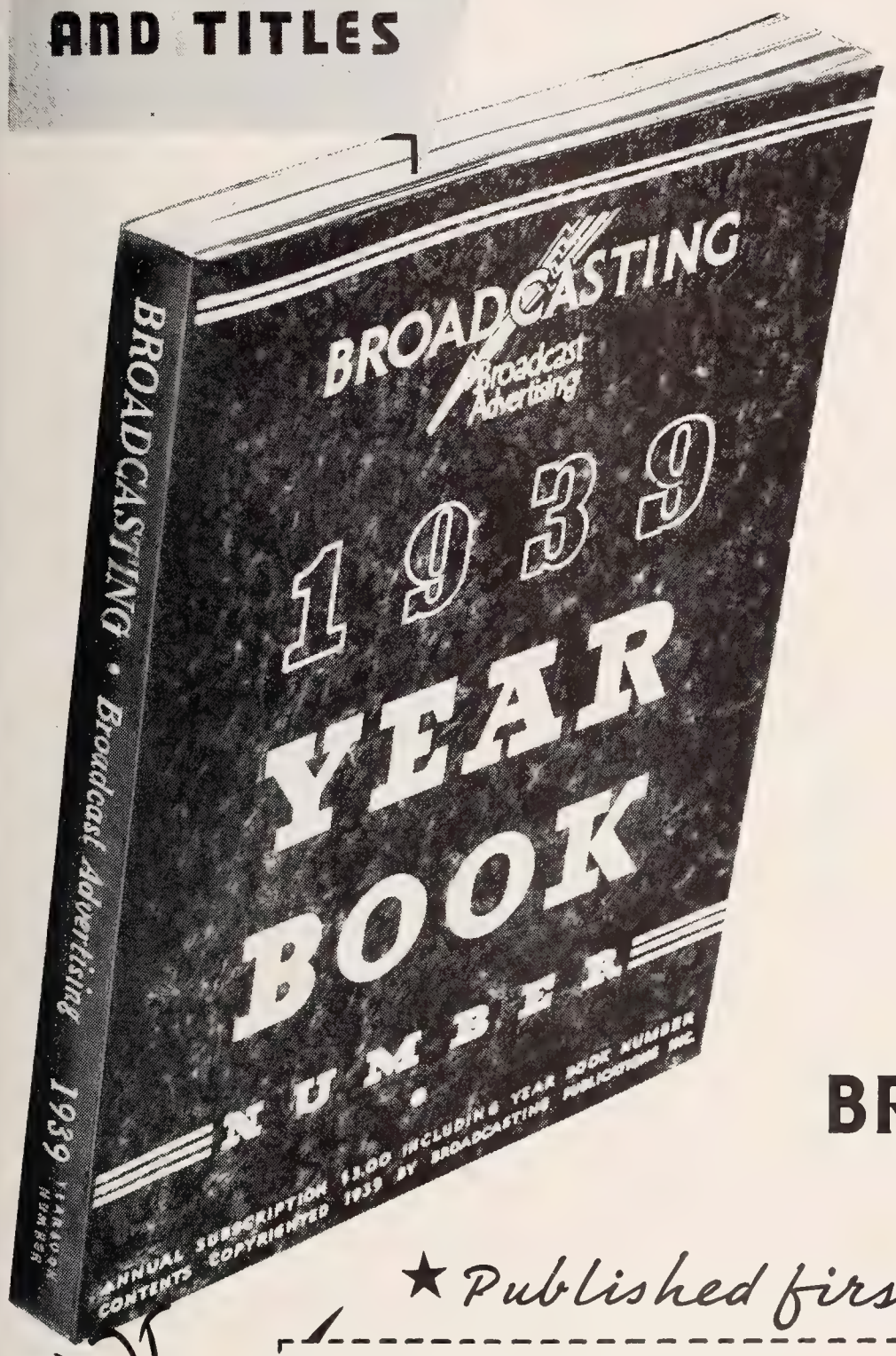
COMMERCIAL television is still several years away, C. W. Farrier, NBC television coordinator, told a meeting of the Art Directors Club of New York on Jan. 6. Stating that when NBC begins a regular television schedule in the near future it will be broadcasting practically into thin air, since there are only a few hundred video receivers in the New York area, he continued: "It is not likely that advertisers generally will become interested in television as an advertising medium until there are perhaps 400,000 receivers in this area. Our immediate problem is therefore one of building up an audience for television. That will probably require several years of broadcasting. Until that time NBC and any other broadcaster who enters the field will be operating a medium which has no income."

Explaining that the range of visual transmission is limited roughly by the visual horizon, Farrier expressed the belief that television would not be extended to rural areas for many years. If it is extended to cover the country's 96 principal markets, he said, it would still reach only about 5% of the total area, although embracing about half of the population. Since the rapid decrease in population density in rural areas means that extending television beyond cities and suburbs would add only small additional coverage, he stated, and since no one now knows just how the country will be covered by television, "it is highly probable that the people in most of the United States will have to be served by sound broadcasting alone for many years to come."

ANNUAL meeting of the Canadian Association of Broadcasters will be held in the Royal York Hotel, Toronto, Jan. 23-24.

834 PROGRAM IDEAS AND TITLES

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- Pets & Hobbies
- Program Announcements
- Quiz
- Schools & Colleges
- Serious Music
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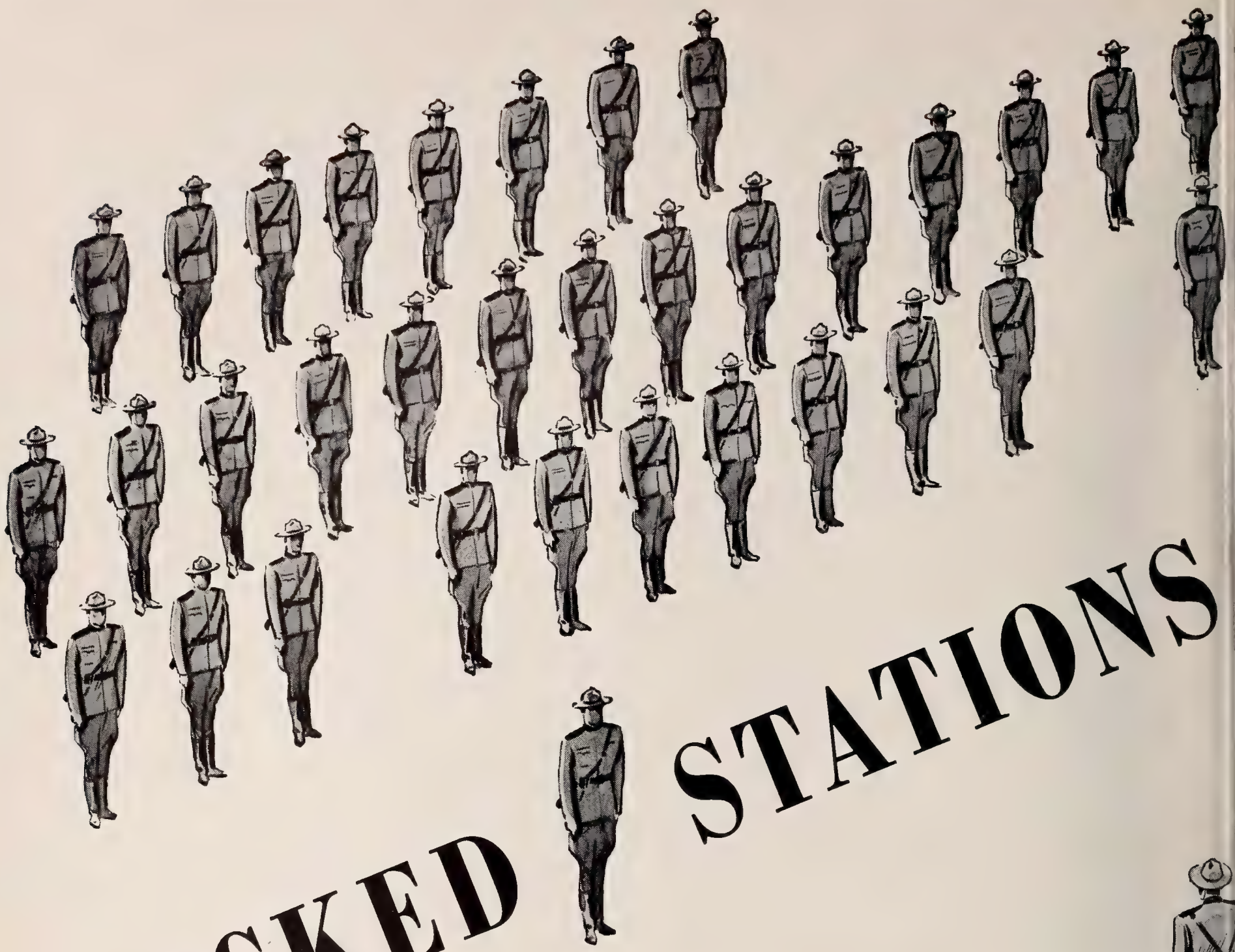
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WGST	*Atlanta*
WBAL	*Baltimore*
WGR-WKBW	*Buffalo*
WCKY	*Cincinnati*
WHK-WCLE	*Cleveland*
WHKC	*Columbus*
WIS	*Columbia*
KGKO	*Dallas-Ft. Worth*
WHIO	*Dayton*
WBIG	*Greensboro*
WTIC	*Hartford*
KTRH	*Houston*
KMBC	*Kansas City*
KLRA	*Little Rock*
KHJ	*Los Angeles*

DON LEE SOUTH'N CALIF. GROUP	
KHJ	*Los Angeles*
KGB	*San Diego*
KDB	*Santa Barbara*
KFXM	*San Bernardino*
KPMC	*Bakersfield*
KVOE	*Santa Ana*
KXO	*El Centro*
KVEC	*San Luis Obispo*
KTKC	*Visalia*

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KDON	*Monterey*
KIEM	*Eureka*
KGDM	*Stockton*

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WREC	*Memphis*
WIOD	*Miami*
WISN	*Milwaukee*
WSFA	*Montgomery*
WLAC	*Nashville*
KOMA	*Oklahoma City*
WCAU	*Philadelphia*
KOY	*Phoenix*

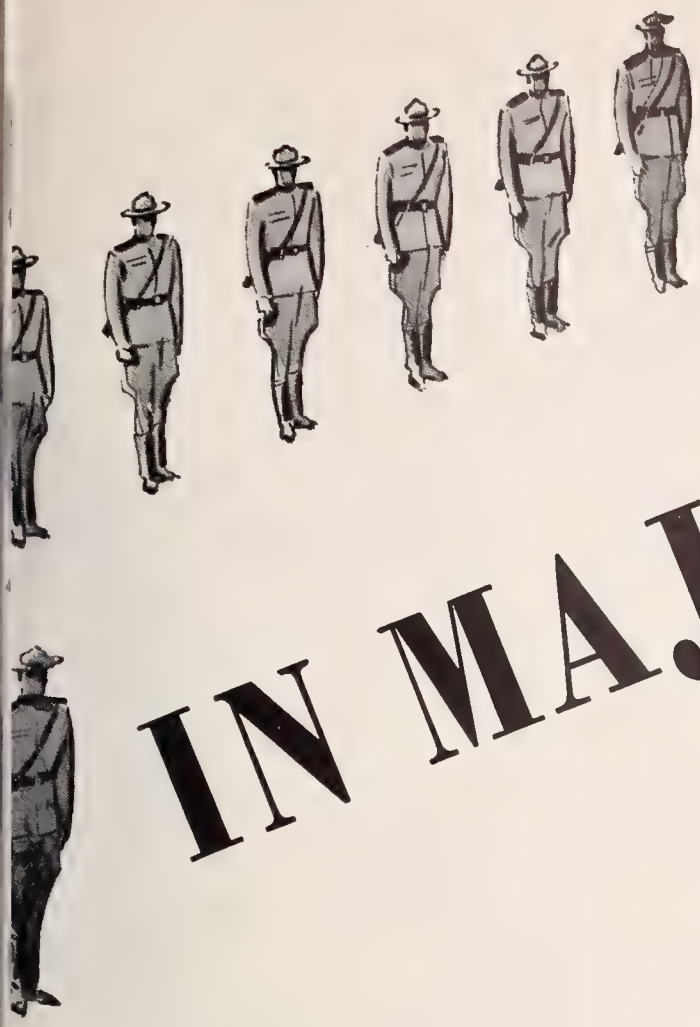
ARIZONA NETWORK	
KSUN	*Bisbee*
KOY	*Phoenix*
KGAR	*Tucson*

WCAE	*Pittsburgh*
KOIN-KALE	*Portland*
WRVA	*Richmond*
WHAM	*Rochester*
KDYL	*Salt Lake City*
KTSA	*San Antonio*
KGB	*San Diego*
KFRC	*San Francisco*
KDB	*Santa Barbara*
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Court Restrains Jersey Radio Act

Board Ordered Not to Proceed Against Shortwave Station

A PERMANENT injunction restraining the Board of Public Utility Commissioners of New Jersey from interfering with the erection or operation of an experimental ultra-high frequency station now being built by NBC at Bound Brook, N. J., was ordered issued Dec. 30 by a three-judge Federal statutory court, which ruled that the Commission has no authority to regulate interstate broadcasting.

NBC, which had previously secured permission from the Federal Communications Commission covering the transfer of the station, W2XDG, from New York to Bound Brook, had argued that Congress had preempted all control of broadcasting and that therefore the New Jersey law is unconstitutional.

Defense counsel had opposed finding the law unconstitutional on the grounds that the State has the right to regulate intrastate broadcasting facilities, such as those operated by the State Police Department. The court did not rule on this point, claiming that there was no necessity of a ruling as to the law's constitutionality since the State Board had not contended that NBC was engaged in purely intrastate commerce.

Judge Philip Forman of the U. S. District Court, explained that the only difference between the parties is whether or not the State act should be declared wholly unconstitutional. "The plaintiff," he said, "contends that this type of regulation is exclusively within the power of Congress. The defendants urge that the act is not unconstitutional insofar as it applies to such radio operation as might be considered strictly intrastate commerce. This court is not called upon to decide this difference because the defendants do not question that the plaintiff is or will be engaged at the station in question in the radio field on a scale that constitutes interstate commerce. Hence this plaintiff is subject to regulation only by the Federal Communications Act and not by the New Jersey Radio Broadcasting Act and a permanent injunction will issue restraining the defendants from proceeding against the plaintiff under the State statute."

Disc Study

S. KING FUNKHOUSER, recently appointed attorney assisting General Counsel William J. Dempsey on the FCC network inquiry, spent the week of Jan. 9 in New York in connection with preliminary phases of the transcription portion of the study. He was accompanied by DeQuincy V. Sutton, FCC head accountant who likewise has been assisting in the inquiry, but the latter returned to Washington on Jan. 10. Mr. Funkhouser, to familiarize himself with the background of the transcription business, visited a number of leading transcription firms, it is understood, as well as several New York stations.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, has been appointed radio departmental chairman of the Pacific Advertising Clubs Assn. convention to be held in Oakland, Cal., June 25-29.

Rangers Cited

IN A SPECIAL CBS coast-to-coast broadcast Jan. 14, Gov. James V. Allred of Tex., granted commissions as Texas Rangers to the Texas Rangers musical unit of KMBC, Kansas City. After the opening, KMBC switched to Austin where retiring Gov. Allred spoke to Kansas City. Arthur B. Church, president of KMBC, accepted commissions for the *Texas Rangers* group, which included Clarence Hartman, Paul Sells, Gomer Cool, Herb Kratoska, musicians, and Rod May, Fran Mahaney, Bob Crawford, Edward Knonenbold, vocalists, along with Tex Owens, cowboy singer.

McClatchy Facsimile

GUY C. HAMILTON, general manager of the McClatchy radio stations and vice-president and general manager of the McClatchy newspapers in California, announced in Sacramento recently that fascsimile receiving sets are being installed in 50 homes in Sacramento and a like number in Fresno. They will be used on an experimental basis for one year, with no cost to the recipients. The McClatchy interests have been pioneering facsimile broadcasting in the West for many months.

TRANSFER OF KVOA CONTROL GRANTED

THAT the newspaper ownership issue apparently is no longer involved in the policy of the FCC was again demonstrated Jan. 9 when the Commission authorized the transfer of all the stock of Albert Steinfeld & Co., licensee of KVOA, Tucson, Ariz., to the KTAR Broadcasting Co., operator of KTAR, Phoenix. The purchase price was $35,000 in cash plus $5,000 worth of time for the Steinfield company, operating department, grocery and hardware stores and other enterprises.

KVOA, 100 watts full time on 1260 kc., effective Jan. 16 thus comes under common ownership with KTAR. The KTAR Broadcasting Co. is 77.3% owned by the Arizona Publishing Co., publishers of the *Phoenix Republic* and *Gazette*, and 19.6% owned by the Electrical Equipment Co. The management of KVOA will remain the same, with E. B. Williams as manager and commercial manager.

Goodrich Plans News

B. F. GOODRICH Co., Akron (tires), on March 6 is planning to sponsor three evening news programs weekly on a list of CBS stations which have not been decided upon at the present date. Ruthrauff & Ryan, New York, handles the account.

Associated Oil Starts Basketball Schedule on 8 West Coast Stations

TIDE-WATER Associated Oil Co., Associated Division, San Francisco, on Jan. 3 launched a schedule of basketball broadcasts over eight stations on the Pacific Coast, bringing to the listening audience descriptions of all the Pacific Coast Conference and important non-conference games to the end of season early in March.

Harold Deal, advertising and promotion manager of the oil firm, stated that Associated would spend approximately the same amount this year on its basketball sponsorship as it did last year. One of the heaviest schedules goes to KYA, San Francisco and KSRO, Santa Rosa, 50 miles distant, which will be tied up in a special network for the release of the contests. KYA will broadcast 22 games. Associated likewise has formed another special network in the Pacific Northwest, linking five stations. KEHE, Los Angeles will be tied with KYA and KSRO in California on four of the scheduled basketball broadcasts, Mr. Deal stated.

The stations in the Pacific Northwest on the Associated schedule are KXL, Portland, Ore.; KAST, Astoria, Ore.; KRSC, Seattle; KFIO, Spokane and KRLC, Lewiston, Idaho.

Frank Bull will be the sportscaster for the Los Angeles games; Doug Montell and Phil Ray in the San Francisco Bay area; John Carpenter at Portland, Ore.; Leo Lassen in Seattle and Rod Klise at Lewiston, Idaho.

It is understood that Tidewater-Associated plans to follow up the basketball schedule with the broadcast of the intercollegiate track and field meets on the Pacific Coast. The basketball account was placed through Lord & Thomas, San Francisco.

Means to Reduce Radio Interference From Diathermy Apparatus Discussed

APPROXIMATELY 100 representatives of the broadcasting industry, the medical profession and the firms that manufacture diathermy machines and other electrical medical apparatus met at Columbia University Jan. 9 to discuss the problem of radio interference created by this medical equipment.



Mr. Jett

The morning session was devoted to discussion of interference in the various fields of radio communication; in the afternoon the doctors described the great value of diathermy in medicine and the manufacturers of electrical therapeutic instruments presented their side of the picture. Session ended with the adoption of a resolution to request the Physical Therapy Council of the American Medical Association and the Federal Communications Commission to cooperate in organizing a committee to study the problem and suggest a solution. While divergent points of view were expressed by various speakers, the meeting was friendly and harmonious, with all groups seriously facing the problem and endeavoring to find a solution that would free radio from unnecessary interference without placing any hindrance in the path of further development of radio therapy which has been of such great value in many fields of medical work.

Howard A. Carter, secretary of the AMA Council on Physical Therapy, under whose auspices the meeting was held, turned the chair over to E. K. Jett, FCC chief engineer, during presentation of the case for radio. Mr. Jett asked for complete cooperation. With other speakers he voiced appreciation of diathermy devices in modern medicine and the belief that interference could be stopped. Andrew Ring, FCC assistant chief engineer for broadcasting, O. B. Hanson, NBC engineer vice-president and H. H. Beverage, of RCA Communications described interference and demonstrated how it affects signals.

Dr. L. P. Wheeler, chief of the FCC technical information section, said a survey showed the extent of interference and he said screening and filtering could eliminate it. L. C. F. Horle of RMA and R. M. Wilmotte of the NAB offered their cooperation. Dr. Frank Krusen, of the Mayo Clinic, explained value of electrical devices and said the interference might be considered as an SOS signal taking precedence over all other communications.

Among others at the meeting were Robert M. Morris, C. W. Horn, R. E. Shelby, NBC; J. D. Parker, John M. Hollywood, CBS; E. O. Johnson, C. B. Jolliffe, R. S. Holmes, John E. Henry, D. E. Foster, B. E. Shackleford, C. W. Sidney, RCA; George Grammer, American Radio Relay League; L. Spangenberg, H. Pratt, Mackay Radio; Jack Kaufman, Globe Wireless; W. G. H. Finch, W. G. Halstead, Finch Telecommunications Laboratories; William N. Parker, Philco; F. M. Ryan, V. B. Bagnall, A. T. & T.; R. H. Lindsay, A. L. Durkee, R. A. Shetzline, Pierre Mertz, Bell Laboratories; John T. Orr, F. W. Cummiskey, ERPI.

Ultra-High Transmitter Nearly Complete at KNX

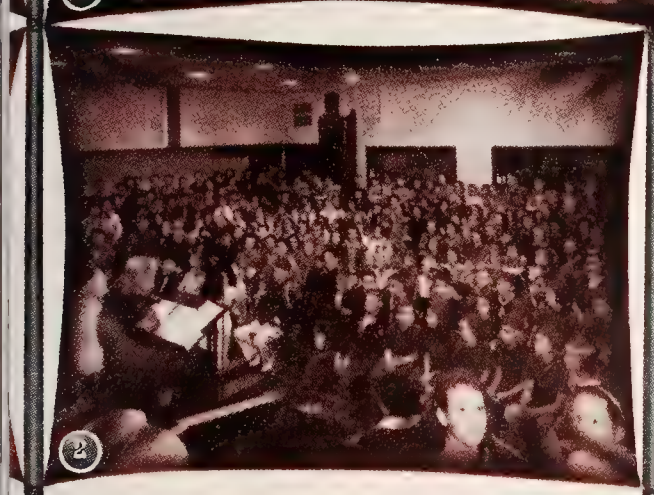
INSTALLATION of an RCA 100-watt transmitter of ultra-high-frequency signals will be completed during late January at CBS Hollywood studios and a weekly schedule of 40 hours experimental broadcasting inaugurated, according to Donald W. Thornburgh, Pacific Coast vice-president. Transmitter will operate on 35.6 megacycles with call letters W6XDA. A tuned concentric antenna rising 40 feet above the roof of CBS studios is being created.

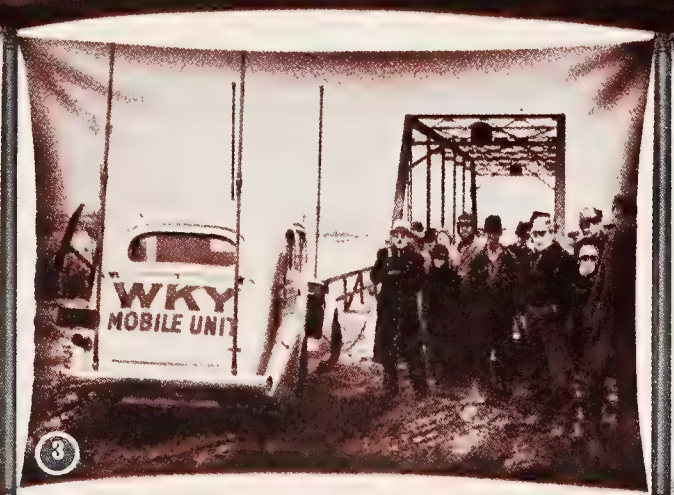
No television experiments are intended or contemplated over W6XDA in the future, CBS officials declared, contradicting rumors heard recently. The experimental transmitter will not interefere with programs of KNX, although all broadcasts over the CBS Hollywood station will be available for the short-waver. John M. Dolph, executive assistant to Mr. Thornburgh, currently in charge of West Coast programs, plans to use time on W6XDA for training younger members of the CBS personnel who are ambitious for production apprenticeship. Whatever programs are broadcast will have no effect on experimental work directed by Les Bowman, CBS Pacific Coast chief engineer.

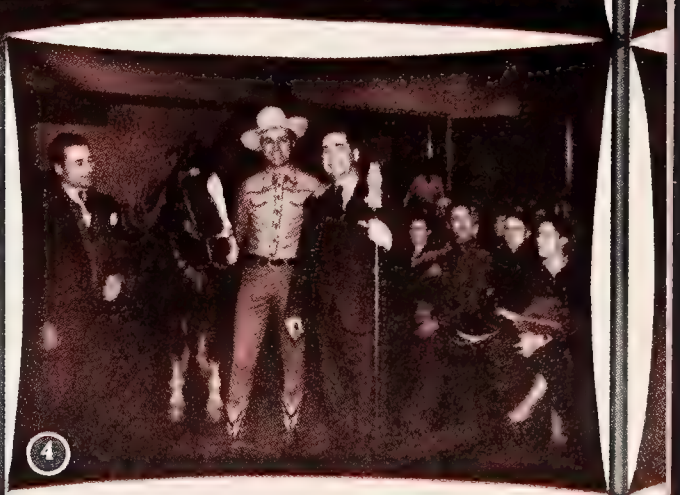
WKY WKY WKY

WKY REMAINS THE *Regional Barnum*









A curtsy to Variety for five punch-laden words in its December 14, 1938 issue: "WKY remains the regional Barnum."

But this is not the first time the top journal of show business has pointed to WKY's ability to put on a full three-ring circus at a single admission price. Back in 1936 Variety singled out WKY and said, "WKY by a mile in Oklahoma City. Builds programs, spawns ideas. Stunts, news, sports, vox pop. Active on all fronts and out to get places."

What are a few of these WKY Barnumisms? For those who come early to get in on the animal acts and the jugglers there was the time that Gene Autry's horse moved into WKY's main studio and neighed into a mike . . . or the time Maxie Baer clowned through an interview. The next ring appealed to the more serious, featuring every detail of the first visit to Oklahoma of a living U. S. President. Down in the end ring was the music lovers' delight . . . the Festival of the Southwestern High School band competition. That's why there's never a dull moment in any of WKY's rings. Neither is there ever a dull moment at counters where WKY-exploited products are being sold. WKY remains the regional Barnum . . . and Barnum knew how to pack 'em in!

1. WKY presents its own orchestra in a specially constructed hotel ballroom when the show taxes the capacity of WKY's four regular studios.
2. Uncle Leo, former big-top clown and animal trainer, now in charge of Oklahoma City's zoo, puts on a weekly show for children.
3. From an Eastern Oklahoma flood area WKY's 200-watt mobile transmitter eyewitnessed the disaster and destruction, broadcast descriptions and interviews.
4. Gene Autry's horse starred in the center ring when he was brought into WKY's main studio.

WKY *Oklahoma City*

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Rates and Ruts

WHENEVER business gets a bit tough (and it hasn't been too sprightly lately in national spot) the little man with the pitchfork begins poking into rates. Fragmentary reports indicate that national advertisers are beginning to reap a harvest of time-buying at local rates, approaching the good old days when they regarded broadcasters as the biggest suckers in advertising.

Many times in these columns we have led with our rapidly doubling chin in favor of a single rate for radio. We're still for it, not only because it is the one solution for rate-ratting during business ruts, but because there really isn't much justification in these times for a differential. It is conceded when a station pays no local agency commission, there is a basis for a 15% differential. But those 30's and up are hard to justify.

Business really isn't tough now, though there may be an understandable dip in long-term spot. Advertisers are gearing their promotion close to sales because they don't want to run big inventories or obligate themselves too far ahead in uncertain times. Competition may be a little tougher with networks relaxing certain policies to entice spot accounts their way. Magazines may be offering bundle stuff that for the nonce appears more attractive. That's competition. Radio hasn't yet met a competitive situation that it couldn't beat.

In the final checkup a station's self-respect is involved in rate-chiseling. To begin with a national account doesn't expect to get the retail rate, but he'll try to get it every time. If he does, he figures he has saved money, but he isn't sure he has saved as much as his competitor, who unquestionably got his own special deal. From there on, the station is under suspicion. The word spreads to other accounts, and the agency looks for the same sort of deals (or better) for other clients, at the same time perhaps being a bit chagrined because he lost commission when the rate-cut was wangled.

And the station representative working on the account, or some other, a la rate carte, finds himself in a mess. He takes the rap for the station, because he doesn't know what the agency or advertiser knows about that bargain business.

It's a sucker game all around for the broadcaster. In signing off, we would like to confess the grapevine we get is that things aren't serious yet, either in the loss of business or the degree of rate-ratting. We're simply hoisting the warning in the hope of averting a spread of the infection.

Kudos for Radio

WHEN a publication like *The Nation*, mouthpiece of the ultra-liberals, finds something to praise in radio, which it usually attacks, that's news. The magazine's Honor Roll for 1938, in which it extends its kudos for liberal activity during the year, cites CBS "for its intelligent and objective reporting of the events leading up to the Munich pact and the dismemberment of Czechoslovakia, which set a new standard in broadcasting." Included also is Vladimir K. Zworykin, the RCA television scientist, "for perfecting a model electron microscope which promises to open new vistas to the scientist comparable to those afforded by the invention of the first optic microscope."

Ever since the European crisis, which once again proved the American system's superiority over all others so far as honest and objective and complete coverage of the news is concerned, we have noted a diminution of criticism of Radio by the American Plan. The *Nation's* citations indicate that the blow-hards and chronic fault-finders, whether in Congress, on the Commission or elsewhere, are going to find their arguments if not their publicity paths scrutinized much more carefully hereafter.

Six Month-itis

A RATHER unusual annual report has been submitted to Congress by the FCC. It has been a sort of time-honored custom for governmental agencies to make their reports just about as dull and drab and hackneyed as the mechanical specifications for a warehouse. While the body of the FCC's report more or less follows the dry-as-dust formula, Chairman McNinch's letter of transmittal fairly bristles. It goes beyond the fiscal year, and essays to bring Congress up to date on FCC affairs. The energetic little FCC chieftain knows how to turn a phrase and does it with gusto.

Actually, there is nothing really startling in the letter. As was expected, both it and the report dwell largely upon broadcasting, rather than other phases of the FCC's multifarious functions. But we got a jolt when we read in the letter that "because of their large number and the *requirement* that licenses be renewed every six months," broadcast stations claim a large share of the Commission's attention.

We were not aware that the law prescribes a six-month license. Quite the contrary. The law permits the licensing authority to issue broadcast licenses for terms not to exceed three years. The onerous six-month tenure is of the Commission's own making. Broadcasting is the only industry extant, big or little, that is forced to pass regulatory muster twice a year.

For more than a decade, broadcasters have entreated the FCC and its predecessor Radio Commission to encourage stability in their industry by extending the license to the three-year limit permitted in the statute. As far as we know, there has never been anything in the nature of a plausible answer.

We concur in Chairman McNinch's conclusion that the FCC is snowed under and that its regulation of broadcasting is its major work. But instead of seeking from Congress a greatly increased appropriation by leaning so heavily on its claim of a six-month license renewal *requirement*, we respectfully suggest that it follow the plain dictates of Congress by the very simple expedient of adopting a new order for three-year broadcast licenses.

Dollars for Dollars

MANY banking and financial organizations, we have often pointed out, are missing a bet by neglecting radio advertising. A substantial number, resourceful and progressive, are using it and finding that money spent on radio rings their own little registers. Others have tried radio, flopped and now remain aloof because they expected too much or perhaps because they considered it beneath their dignity.

The most eloquent testimonial on radio results we have seen in many a day comes from Louisville. There, the Greater Louisville First Federal Savings & Loan Association has begun its 14th successive year on the air. It uses both Louisville stations six days a week. Its resources since it began radio advertising in 1925 have increased from $2,000,000 to $11,000,000.

The banking firm, says its president, L. Frank Withers, has sought only to sell goodwill. Deposits and loans logically followed. The company even maintains its own broadcast studio in its own building in Louisville. Its basic program has remained unchanged. It is satisfied with its radio results, for it went into radio for the long pull and did not look for rabbits out of a hat.

The RADIO BOOK SHELF

"TO PUT DOWN a story that is a good story and to put it down in dialogue that is good dialogue; that is all any writer needs to have in order to write good radio," says Max Wylie, director of script and continuity at CBS, in the first chapter of *Radio Writing* (Farrar & Rinehart, $3.75). Volume, written in text-book manner, deals with all types of scripts and continuities and includes frequent writing exercises and several chapters of analysis of students' work that should be invaluable for the embryo radio writer.

We Pay Our Respects To —



ROGER WILLIAM CLIPP

IN THE LEGAL profession the Philadelphia lawyer has become a sort of legendary figure, whose technical prowess theoretically is greater than that of his colleagues in any other area. In radio, the same locale may become famous for the keenness of its broadcasters, because in no other metropolitan area is competition for the listener's ear and the advertiser's dollar more vigorous. This is so not only because Philadelphia has nine stations of its own, but because it must vie with the clear channel stations in neighboring New York to a great extent.

A few months ago there emerged into this Quaker City's competition a young fellow well known in broadcasting. He took over the helm of WFIL, an aggressive regional, and has more than kept it in the swim. He wasn't new to Philadelphia radio because he had served as business manager of WFIL since its reorganization three years before. But the task of directing its destinies was a new assignment, and, as its general manager, he has had an opportunity to try out long pent up ideas which seem to be clicking.

Roger William Clipp, 35, short, stocky and trim, with the physical fitness that bespeaks exercise, has known radio since his knee pants days. Like many another station executive, he started as a "ham," became an engineer, and finally fixed his destiny in the front office. In addition to his general management of WFIL, the official records show that he is half owner of WTBO, Cumberland, Md. regional. By remote control, he also supervises its broad policies. Nearby Hagerstown, also in Maryland, is his native city where he first became interested in radio when it was still called wireless.

Last September, when Donald Withycomb resigned as general manager of WFIL, young Clipp, his lieutenant not only at WFIL but during preceding years at NBC, promptly was elevated to succeed him. Samuel R. Rosenbaum, president of WFIL, paid him high tribute when he remarked that he did not have far to look for Mr. Withycomb's successor. "In the three years that Roger Clipp served us faithfully as business manager," he said in announcing the appointment, "I was continually impressed by his keen knowledge of radio and its many complex problems, his efficiency, his capacity for work, and above all, his ability to make quick, decisive decisions."

When a lad of 10 attending grammar school in Hagerstown, Roger Clipp first heard about radio. A teacher had expounded at length on the Marconi discovery, then in its early stages. Roger was intrigued. Two years later he had a "ham" set in operation—the precursor of the first licensed transmitting and receiving station in the state. It was a makeshift, to be sure, but good enough for the government to use for dissemination of farm news.

While Roger was soaking up every bit of literature on radio he could lay his hands on, and making plans for a future career in radio, fate interfered and he found himself off on a ten-year detour that carried him through college, a banking career and experience in insurance selling. In 1929, however, opportunity knocked and he found himself back in radio, with NBC.

It was in 1920, while still storing away as much radio knowledge as he could get, that Roger obtained his first class commercial operator's license, and served a tour as a "brass-pounder" on the high seas. Hungry for a better educational background, he enrolled in the Wharton School of the University of Pennsylvania, and during his undergraduate days worked his way through, doing odd jobs and serving as advertising manager of the University's *Classboard*. When he was graduated in 1925, opportunities in broadcasting were few, so he reluctantly returned to his home town and stepped into a junior executive position in the trust department of the Hagerstown Bank & Trust Co. Then he went back to Philadelphia to join the Independence Indemnity Co. Still casting about for an opening in radio his big chance came in 1929 when he joined NBC in New York as assistant to Glenn W. Payne, chief commercial engineer.

During those developmental days of network broadcasting, Roger's store of technical radio information served him in excellent stead. When he left NBC three years ago, he was assistant manager of owned and operated stations. During the preceding half-dozen years he had handled investigations of commercial policies and methods; studied organization and costs of department operation; delved into rates and station compensation; worked for months on plans to revise the network's communications system —and he had the satisfaction of seeing many of the reforms in which he had participated adopted by NBC.

In 1935, when Sam Rosenbaum offered Don Withycomb the general management of WFIL, which had just come into being as NBC's Blue outlet through the combination of two part time stations, WFI and WLIT, Roger went along with his former boss. For three years he served as watchdog of the station's purse strings. During that time he was instrumental in setting up and directing the Quaker Network, a two-year-old infant chain of 17 Pennsylvania stations, created originally to handle political business. As a one-man organizer, traffic department, time salesman and general factotum, he sold nearly $100,000 worth of business to Democrats and Republicans during the 1936 race. Today the network still flourishes. In the May primaries of last year, political placements exceeded $180,000, and that figure was topped in the 1938 campaign.

Despite a ten-hour-a-day siege at the office, and intense listening at night, Clipp still finds time to lead a contented and typically American home life. He lives in suburban South Ardmore with his wife and two children, Bette, 11 and Sammy, 8. He manages to get in a couple of rounds of golf a week, shooting in the low 90's. He is an active Mason, and while he no longer maintains his own ham set, he still QSO's on the equipment of one of the WFIL engineers when he can find the time.

As for the future, Roger Clipp doesn't look beyond WFIL and his object of making it the best 1,000-watter in the land. He believes the station, with its exclusive NBC-Blue, MBS and Quaker Network affiliates, and its new plant and studios entailing a $300,000 expenditure, is all dressed up to go places.

Personal NOTES

SID STROTZ, former program manager of the NBC Central Division, Chicago, has been named acting manager of the Central Division. C. L. Menser has been promoted to program manager and Jules Herbuveaux succeeds Menser as production manager. Wynn Wright, formerly of the NBC production staff, has been named assistant production manager.

ROBERT HUTTON, of CBS, New York, has been named sales promotion manager of WCCO, Minneapolis, by Manager E. H. Gammons. He is 26 years old, and a graduate of Princeton. With advertising agency and trade journal experience, he joined the CBS sales promotion department Dec. 1, 1938, joining WCCO early in January.

GENE THOMAS, station sales manager at WOR, Newark, on Jan. 5 announced his engagement to Miss Sunny Maxwell of Cleveland, with tentative wedding plans for May or June.

MILES A. METZGER on Dec. 31 resigned as manager of WJRD, Tuscaloosa, Ala., which post he held under a management contract since June 1, and James R. Doss, licensee, has resumed management. Mr. Metzger has applied for the facilities of the station in an application pending before the FCC.

CHARLES BROWN, sales promotion manager for the NBC Western Division, left San Francisco Jan. 4 for the NBC Hollywood Radio Center. He was the last of the NBC network executives to be transferred to the Southern California broadcasting center.

SYDNEY GAYNOR has been appointed commercial manager of KHJ, Los Angeles, a newly-created post. Gaynor was assistant to Thayer Ridgway, commercial manager of Don Lee Broadcasting System, of which KHJ is a key station. He will function under Ridgway.

HALE BONDURANT, sales manager of WHO, Des Moines, who fractured a leg recently, returned to his office in early January. Harold Fulton, WHO merchandising manager, also has returned to work after recovering from an attack of streptococcic pneumonia while in Kansas City.

GEN. JAMES G. HARBORD, chairman of the board of RCA and chief of the Service of Supply of the A.E.F. during the World War, on Dec. 31 married Mrs. Anne Lee Brown at Rapidan, Va. She is the widow of Col. Lewis Brown, who served in the cavalry with Gen. Harbord.

HARRY SCHULER, program manager of WSAI, Cincinnati, for the last year, was transferred back to the WSAI sales department recently. No successor has been named.

ROY THOMPSON, owner of CFCH, North Bay; CJKL, Kirkland Lake; and CKGB, Timmins, Northern Ontario, has sailed for a three-month vacation in Europe.

DON ROBBINS, formerly San Francisco sales head for the McClatchy stations in California and more recently account executive at KYA, San Francisco resigned the latter post Jan. 1. His future plans were unknown.

FRANK OXART, formerly San Francisco manager for Allied Advertising Agencies and account executive of KYA, resigned Jan. 1 and on Jan. 9 joined KSFO as account executive.

FRANK COFFIN, formerly in the auto business, has joined the sales and announcing staff of KWLK, Longview, Wash.

JOHN ELMER, president and commercial manager of WCBM, Baltimore, was in Hollywood during early January on station business.

FRANK KEEGAN, sales representative of KLRA, Little Rock, Ark,, on Dec. 30 married Francis Ann Earley, of Lexington, Ky. Leonard Coe, formerly of KFJZ, Fort Worth, has joined the KLRA sales staff.

JOHN FOX, for the past three years production manager of the CBS sales promotion department, has been appointed space buyer of trade paper advertising for the network and will henceforth hold down both positions.

LEONARD REINSCH, manager of WHIO, Dayton, is the father of a girl, Penelope Lou, born Jan. 6.

EDWARD SCRIVEN, formerly of BBDO, Chicago, has been named vice-president of A. C. Nielsen Co., Chicago research firm. BROADCASTING was in error Dec. 15 when it stated that Mr. Scriven will head the firm's radio index. Hugh L. Rusch, executive vice-president, is in charge of the radio index department.

THOMAS D. CONNOLLY, formerly advertising manager of Abraham & Straus, Brooklyn department store, and previously for 14 years with John Wanamaker, New York department store, as advertising and sales manager, has joined the CBS sales promotion staff in New York.

EDWARD D. CLERY, former general manager of WTNJ, Trenton, has been named commercial manager of WIBG, Glenside, Pa., succeeding T. G. Tinsley, resigned.

TED MATTHEWS, formerly with WNAX, Yankton, S. D., has joined the commercial staff of KTSA, San Antonio, heading the national accounts department, and not of WOAI as erroneously reported in the Jan. 1 BROADCASTING.

JAMES R. CURTIS, manager of KFRO, Longview, Tex., has been elected a director of the local Chamber of Commerce.

JERRY BRANCH, of the engineering department of WLW, Cincinnati, has been transferred to the office of James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, in an advisory capacity.

MARTIN BOWES, who left the sales staff of WATR, Waterbury, Conn., in the spring to direct an amusement park, has returned for the winter months.

C. W. FARRIER, television coordinator of NBC, addressed the New York Art Directors Club on Jan. 6, speaking on the present status of television development.

WALTER ELY, chief engineer of KGFW, Kearney, Neb., since 1938, on Jan. 1 became manager of that station, succeeding William E. Baker. Fred Christensen, former manager of the Grand Island studios of KGFW, has been named program director at Kearney.

BILL SANFORD, formerly with the display advertising department of the *Cedar Rapids Gazette*, has joined the sales staff of WMT, Cedar Rapids.

WILLIAM C. GILLESPIE, manager of KTUL, Tulsa, reports that Lawson Taylor is now KTUL commercial manager instead of Buryl Lottridge.

ED McCAFFERY has resigned as commercial manager of KPMC, Bakersfield, Cal., and is vacationing in Honolulu.

TOM HAMILTON, for three years a member of the advertising department of *Tide*, and previously on the sales staff of P. Lorillard & Co., recently joined the sales staff of WNEW, New York.

THEODORE M. THOMPSON of NBC's general service department, recently became administrative assistant to Walter G. Preston, NBC director of educational programs.

WALLACE S. JORDAN, formerly of McKnight & Jordan, New York, has been named radio director of William Morris Agency, Chicago talent and production firm which has moved to larger quarters on the 20th floor of 203 N. Wabash St.

T. G. TINSLEY II, onetime sales manager of WIBG, Glenside, Pa., and Donald H. Greenfield, recently with the *Philadelphia Record*, have joined the reorganized sales department of WFIL, Philadelphia.

ART MOSBY, general manager of KGVO, Missoula, recently was elected to the board of directors of the Missoula Chamber of Commerce for a three year term. He is also a member of the city park board.

RONALD B. WOODYARD, manager of WALR, Zanesville, has been appointed Muskingum County chairman for the President's Birthday Ball.



LOCAL CUPID is what the *Cleveland Press* called John Patt, manager of WGAR, because of the unusual number of marriages among his staff members, latest of them the nuptials this month of Hostess Mildred Bruder and Production Manager Carl George, which was the subject of an article by Radio Editor Norman Seigel. This fanciful cartoon accompanied the yarn and is reprinted by courtesy of the newspaper.

MRS. CLARENCE COSBY, wife of the general manager of KWK, St. Louis, is reported well on the road to recovery after having been confined to home and hospital with a serious illness for some time.

DOROTHY AYLESWORTH, daughter of the former president of NBC, was married in St. Bartholomew's Church, New York, Jan. 4, to Robert G. Knott, of New York City.

WILLIAM B. DOLPH has been elected executive vice-president and general manager of American Broadcasting Co., operating WOL, Washington. Mrs. Helen S. Mark has succeeded her husband, the late LeRoy Mark, as president.

CLINTON F. IVINS, formerly vice-president of the Pathescope Co. of America, on Jan. 1 joined Audio Productions, Long Island City, New York, in an executive capacity.

MELVIN H. DALBERG, former principal examiner of the FCC, on Jan. 9 was admitted to practice before that agency. A native of New York, Mr. Dalberg has not announced his future plans.

ROBERT J. McANDREWS, has officially taken over his post as sales promotion manager of the San Francisco office of NBC, where he was transferred from the press department several months ago.

R. L. Stricklen Jr.

R. L. STRICKLEN Jr., 29, for the last two years manager of the Staunton office of WSVA, Harrisonburg, Va., died Dec. 30 as the result of an acute attack of appendicitis. Prior to joining WSVA, he was for a number of years advertising manager of a Staunton department store.

HUGH R. BROWN has sold the *Kearney* (Neb.) *Hub*, but will retain his interest in KGFW, Kearney local, in which his wife is listed as 50% stockholder.

BEHIND the MIKE

TED REAM, formerly with WRVA, Richmond, Va., and Harry Clark, announcer for WTIC, Hartford, on Jan. 1 joined the CBS announcing staff in New York replacing Bert Parks and John Laing. Mr. Parks leaves for Hollywood for a singing-announcing assignment on the Eddie Cantor program, while Mr. Laing has accepted an RKO-Radio picture contract.

JOE MATTHEWS, formerly of KGGM, Albuquerque, has been named program director of KBIX, Muskogee, Okla. O'Darrell Cunningham, formerly with KFXR, Oklahoma City, and KBIX has joined the sales staff of WMBH, Joplin, Mo.

DOROTHY VAUTIER who has been conducting a woman's program on 2GB, Sydney, Australia, for several years, arrives in Los Angeles Jan. 23 on the *Monterey*. She will make a series of travel transcriptions for the *Australian Women's Weekly* of Sydney.

BILL KENNEDY, former Army pilot who is learning radio from the ground up, now is in the program department of WKY, Oklahoma City, receiving elementary instruction about production and programming. He has just completed a three-month tour at the WKY transmitter.

BILL EVANS, m.c. of *Top O' the Morning* on WTMJ, Milwaukee, is the father of a boy born Christmas day.

JOHN E. REILLY, program director of WMEX, Boston, was named toastmaster of a radio luncheon held by the Advertising Club of Boston.

JIMMIE WILSON, whose *Catfish String Band from Polecat Creek* was a popular novelty in early Oklahoma radio, has been named manager of the Sapulpa studios of KOME, Tulsa. He has revived the Catfish band among Sapulpa business men and airs it weekly from the KOME Sapulpa studios.

CY CAIRNS, pianist and announcer of CFQC, Saskatoon, Sask., has been appointed program director of the station.

LYLE DANIELS, member of the music production staff at KYA, San Francisco, was slightly injured Jan. 4 in an automobile accident in Oakland.

FRED GARRIGUS, announcer at WEEI, Boston, is the father of a boy born Dec. 29.

RICHARD REED, formerly of WHIO, Dayton, has joined WIRE, Indianapolis, as night operations manager.

REX FROST, CFRB, Toronto, commentator, has sailed for a European trip, to obtain facts for his *Armchair Club*.

TRO HARPER, KSFO, San Francisco, announcer and Jane McGreevy, actress, recently announced their engagement, with the wedding scheduled Jan. 31.

WILLIAM WINTER, news commentator of WBT, Charlotte, has been appointed local chairman of the committee for the celebration of the President's birthday.

EDWARD GRANEMAN, promotion manager of 20th Century Radio Productions, Hollywood, has resigned to handle publicity of the new Monkey Farm in that city.

JACK DONNELL, formerly of KUOA, Siloam Springs, Ark., has joined KWOS, Jefferson City, Mo.

KING WHYTE, formerly of KVOA, Tucson, Ariz., has been named program director of WALR, Zanesville, O. Mark McCulloch, of Muskingum College, has joined the WALR announcing staff, along with Betty Kern, of the University of Missouri.

SAM KURTZMAN, Hollywood writer, has joined the scripting staff of NBC *Bob Hope Show*, sponsored by Pepsodent Co.

SIDNEY ANDORN has been named special events director of WGAR, Cleveland, according to a recent announcement of Manager John Patt.

FLORENCE HUNTSINGER, traffic manager of KDYL, Salt Lake City, for the last four years, married Burke Braithwaite of the Civil Aeronautics Authority in December.

BILL EDMONDS, formerly of KWK, St. Louis, and other Midwest stations, has joined the announcing staff of WLW-WSAI, Cincinnati.

HAROLD DORR, pianist for the Boston Keith houses for the last 15 years, has joined WABI, Bangor, Me., as musical director. Hugh MacKinnon, formerly vocalist on sustainers, has joined the announcing staff.

GAYLOR CARTER has joined KFWB, Hollywood, as staff organist.

LESTER L. GRIFFITH, announcer of NBC-Chicago, married Marion Garner Jan. 2.

HAL BURNETT, public relations director of WBBM, Chicago, has an article titled "Radio Takes to the Highways" in the January issue of *Automobile & Trailer Travel*. The article discusses news reporting from the WBBM mobile unit.

VIRGINIA BARBER, continuity writer of Fields Brothers Enterprises, Hollywood production firm, was married Nov. 26 to Boyce Middleton, Los Angeles businessman.

PAUL HENNING, formerly of KMBC, Kansas City, and presently writer on the *Fibber McGee* show, on Jan. 8 married Ruth Barth, continuity writer and actress of NBC Chicago.

CRAWFORD SULLIVAN, continuity writer of Fields Brothers Enterprises, Hollywood, on Jan. 1 left for a year's writing in Suva.

DAVID BAYLOR, traffic manager of WGAR, Cleveland, is the father of a girl born Dec. 31. Mrs. Baylor is heard on WGAR as Shirley Selden.

THOM HAFFEY, formerly in radio in Philadelphia, St. Louis and Columbus, has been signed by the Carpenter Agency, Cleveland, for six half-hours weekly on WGAR, Cleveland, for Home-Glo Coke.

DOUGLAS EVANS, KFI-KECA, Los Angeles, announcer, has been granted a license to operate shortwave transmitter W6QUW.

CARL GEORGE, production manager of WGAR, Cleveland, is to marry Mildred Bruder, formerly WGAR hostess, late in January. New hostess is Peggy Lyndall.

STANLEY DARLING, acoustics expert of the Australian Broadcasting Commission, was in Chicago in early January to study the acoustical developments at NBC.

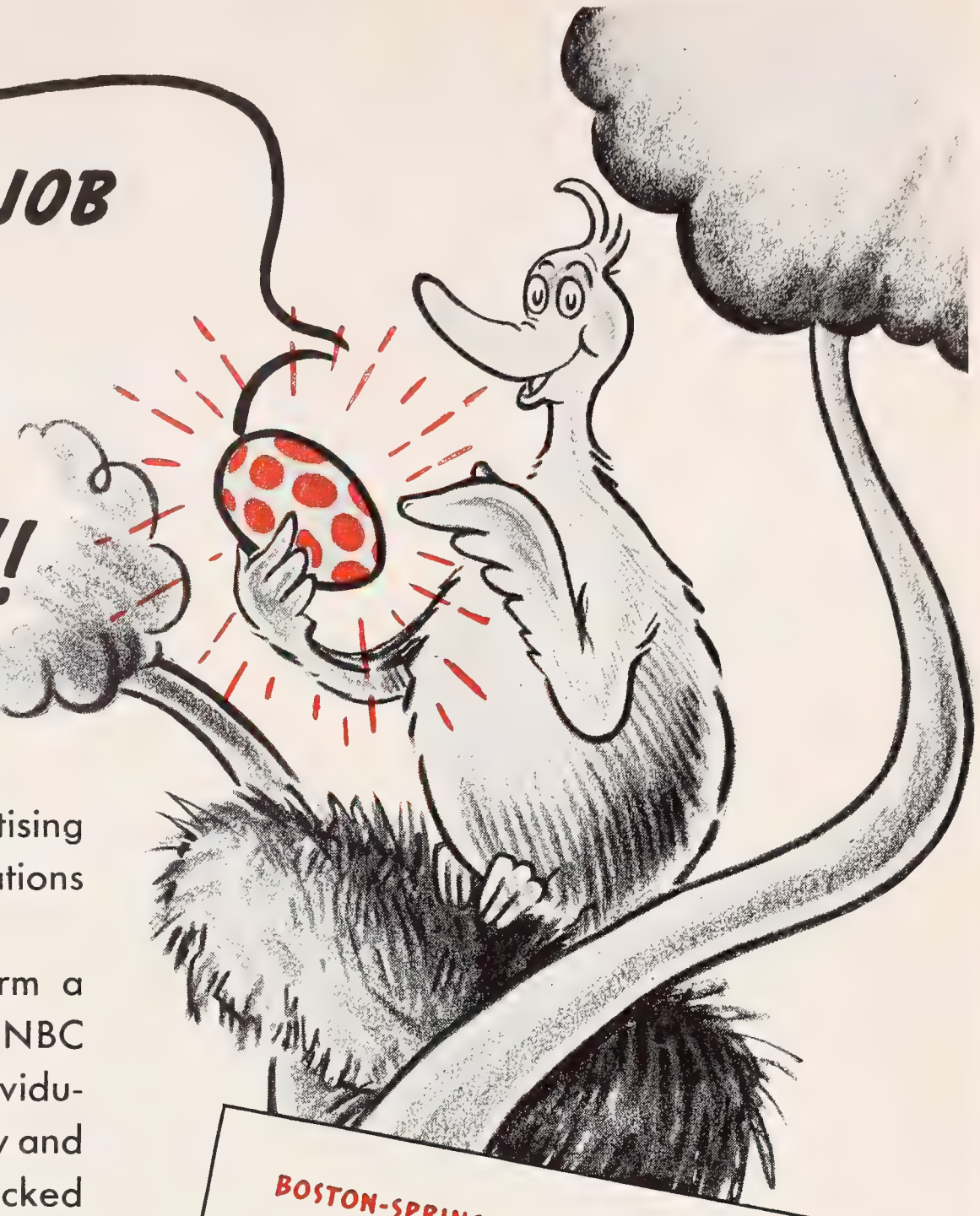
JACK WHITE, sportscaster of CKLW, Windsor-Detroit, on Jan. 7 married Wilda Arnold of the staff of CKTB, St. Catherines, Ont.

HAROLD BEAN, program director of WMBD, Peoria, Ill., for the last two years, is joining the NBC production department in Chicago Jan. 15.

CLAUDE SMITH, formerly secretary of the Cleveland Community Fund radio bureau, has joined the continuity department of WHK-WCLE, Cleveland.

GONZALEE PETERS, singer heard on WDBJ, Roanoke, Va., recently announced her marriage to Talmadge Cumbie, a non-professional.

WHEN YOU DO A JOB OF SPOTTING... REALLY SPOT 'EM !!



When you have a job of spot-advertising to do, use the NBC Programmed Stations listed herewith.

Collectively, these 15 stations form a sound pattern—the logical result of NBC Engineering and Programming. Individually, they have clear-cut local identity and prestige. This ideal local condition, backed by nationally famous NBC Network Programs, has given these stations complete command of radio homes in their markets . . . the richest markets in America. And their sales-results have written one of NBC's favorite Success Stories.

The NBC spot-advertising specialist in any of these cities, also Detroit and Hollywood, will be glad to assist you in solving your own particular spot-advertising problem.

BOSTON-SPRINGFIELD
WBZ-WBZA (990 KC)
50,000 - 1,000 Watts

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts
(1,070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D.C.
WMAL 500-250 Watts
(630 KC)
WRC 5,000-1,000 Watts
(950 KC)

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM

CHARLES McMAHON, formerly of WNOX, Knoxville, has joined WCSC, Charleston, S. C., as program director. He will be assisted by Judy Arden, formerly of WBIG, Greensboro, N. C. The reorganized WCSC department now also includes announcers John Watkins, formerly of WHAS, Louisville, Bob Lehigh, formerly of WGRC, New Albany, Ind., and Phil Sutterfield, formerly of WHAS and WLAP, Lexington, Ky.

LEONARD L. LEVINSON, Hollywood writer on the NBC Pacific Coast sustainer, *Hall of Fun*, and Leonard Neubauer of that city, have sold a short story, *Wages of Innocence*, to Collier's magazine. It was originally written for radio.

RUTH CHILTON, women's commentator of WSYR, Syracuse, has been elected to the Syracuse Zonta Club, an organization of executive women, and the National League of American Pen Women.

BOB HUSSEY has been placed in charge of radio exploitation of Paramount Pictures, film productions and personalities, with headquarters in Hollywood. He is the father of a baby girl born Jan. 2.

Back From Gridiron

BOB REYNOLDS, after an absence of several months during which he played professional football with the Detroit Lions, has returned to the sales staff of KMPC, Beverly Hills, Cal. He is a former All-American tackle. The Detroit Lions team is owned by G. A. (Dick) Richards, who also controls WJR, Detroit; WGAR, Cleveland, and KMPC.

FRANK RAND, publicity director of CBS-Chicago, spoke Jan. 10 before the Niles Center P. T. A. on "Radio and Educational Broadcasting".

LEE CHADWICK, continuity writer of WTAR, Norfolk, has been named editor of the *Port Advocate*, monthly publication of the Norfolk Junior Chamber of Commerce.

JEFF BAKER, formerly of WTAR, Norfolk, has joined WRVA, Richmond. Mrs. Elizabeth Wilder has joined WTAR, replacing Grace Gatling, recently shifted to WRTD, Richmond, as program director.

BETTY EISLEY of KDKA, Pittsburgh, has been named assistant to Traffic Manager G. Dare Fleck by Manager S. D. Gregory. Don Dixon, formerly assistant librarian, has been promoted to librarian and Nancy Brooke his assistant.

LOWELL SLAY, new to radio, has joined the staff of WAML, Laurel, Miss., as student announcer.

H. J. McALLISTER, former chief announcer of KVI, Tacoma, has joined KVO, Missoula, as chief announcer and director of special events.

VERNON McGAHAN, announcer of KGVO, Missoula, married Florence Kliev, of Great Falls, Mont., May 31, 1938, it was announced recently.

BILLY GEYER, pianist, has joined WOAI, San Antonio, to perform with Beatrice Morin at the organ as the *Pepperettes*. Hoyt Andres, formerly of KRIS, Corpus Christi, has joined the WOAI announcing staff.

DOUG DOAN, formerly with several stations in the West, has organized a free lance agency in Tulsa to produce radio programs for individual station and network sponsors. Mrs. Doan, formerly Dorothy Demaree, is musical director of KOME, Tulsa.

Inevitable Wards

DURING George Comte's drama series, *Your Wisconsin*, which is sponsored on WTMJ, Milwaukee, by Sears-Roebuck and deals with historical episodes of the state, Actor Manfried Gross recently had the line, ". . . . and it's a good thing the Montgomery Guards got there in the nick of time". And sure enough—Gross read the line, ". . . . and it's a good thing the Montgomery Wards got there . . ."!

DAVE FULTON, announcer of WJW, Akron, on Jan. 7 married Marion Crenner, at one time with WCAE, Pittsburgh. Karl Bates, WJW announcer, also recently married Marguerite Barnett, one-time member of the WJW office staff.

KEN FROGLEY, formerly *Los Angeles Daily News* radio editor, and Constance Manrell of Vancouver, B. C., were married in the latter city Dec. 17. Frogley is now *Daily News* sports editor.

JACK WATTS, formerly of WJEJ, Hagerstown, Md., has joined the special events announcing staff of WJW, Akron.

GENE LaVALLE, formerly in charge of production at WHK-WCLE, Cleveland, has been named production manager and program director of WJW, Akron.

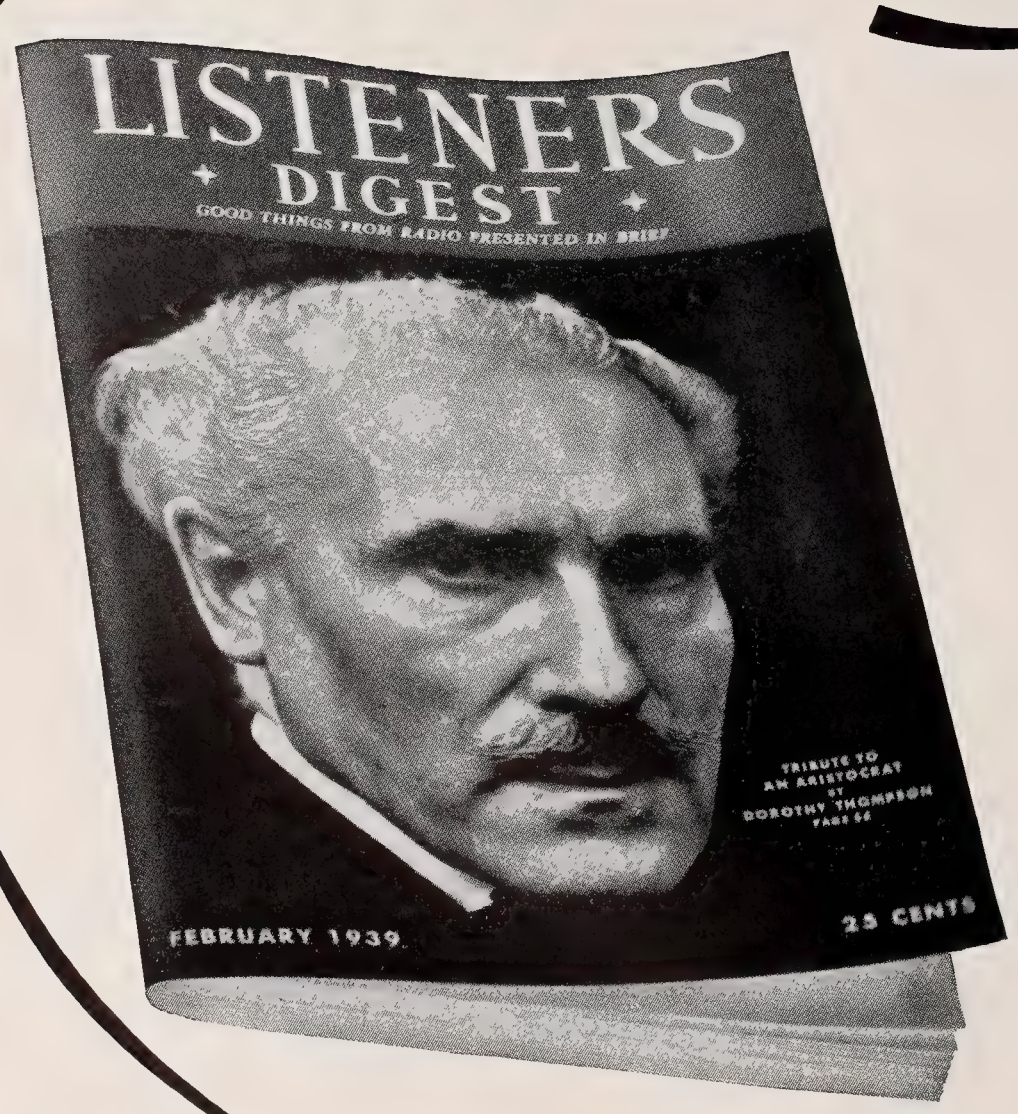
CARLOS W. HUNTINGTON, public relations director in charge of special events at KYA, San Francisco, recently was appointed to the World's Fair Advisory Commission for the city of San Francisco by Mayor Angelo J. Rossi.

MARSHA WHEELER has joined WSAI, Cincinnati, to conduct the *WSAI Wonder Kitchen*.

BILL EDMONDS, formerly of KWK, St. Louis, has joined the announcing staff of WLW-WSAI, Cincinnati.

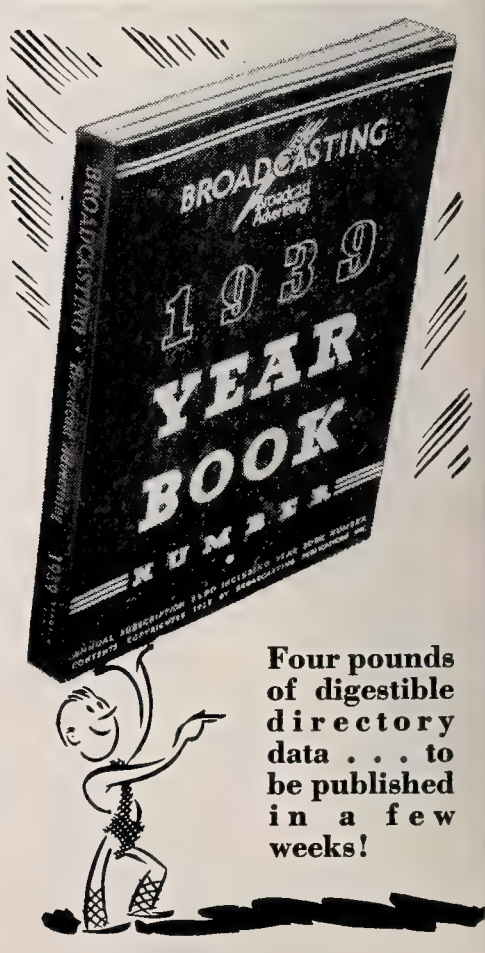
GEORGE W. IRWIN, production manager of KEHE, Los Angeles, has announced his engagement to Eleanor Smith, of Santa Monica, Cal.

Good Things from Radio—



and How!

On Sale at all News Stands Now



Four pounds of digestible directory data . . . to be published in a few weeks!

EDMUND ABBOTT and Clellan Card, announcers of WCCO, Minneapolis, received Christmas promotions to assistant production men. In addition to announcing, they will have various production assignments.

MILTON DEUTCH, formerly of WHBI, Newark, has joined WATR, Waterbury, Conn.

CELINE KOESTER, formerly heard on WNEW and WQXR, New York, has joined WATR, Waterbury, Conn., along with Don Ford.

CHARLES CUTLER, press relations head of WATR, Waterbury, Conn., and columnist for the Waterbury Democrat, has been named columnist of the *Connecticut Radio Timetable*.

AMELIA UMNITY, NBC New York fashion commentator, was in Hollywood to broadcast fashions at opening of the Santa Anita racing season, Dec. 31.

STELLA WHITE, continuity editor of WIND, Gary, has sold a dramatic script show, *Working Wife*, to the Gardiner Agency, St. Louis.

MARTIN JACOBSEN has joined the announcing staff of WCFL, Chicago, replacing Ed Burke, who has resigned to direct the radio shows of the Chicago Neological Society on WJJD.

BYRON MILLS, continuity acceptance editor at NBC, San Francisco, is recuperating in an East Oakland Hospital from an appendectomy.

E. A. STOCKMARS, program traffic supervisor of NBC-Chicago, is the father of a girl born Jan. 4.

BOB JOHNSTON has joined the art staff of the promotion department of KSO-KRNT, Des Moines.

COLE McMARTIN Jr., New York free-lancer on NBC and CBS, recently joined the announcing staff of WNAX, Yankton.

ARCHIE LEONARD and Art Brown, both from the Drake University school of radio at Des Moines, have joined WNAX, Yankton, S. D.

GRACE GATLING, formerly of WTAR, Norfolk, has been named program director of WRTD, Richmond, replacing Peco Gleason, now announcing full time and supervising the WRTD sports department.

SIDNEY ADLER, formerly night manager for WHN, New York, on Jan. 2 joined WHOM, Jersey City, to announce and take charge of production.

JACK VOTION, who recently resigned from NBC Hollywood Artists Service, has joined M. C. Levee Agency, talent bureau in that city, as an associate.

DAN SEYMOUR and Del Sharbutt, CBS announcers on the respective programs, *Aunt Jenny* and *Ask-It-Basket*, are fathers of girls born recently.

VINCENT SOREY, conductor of the *Musical Clock* orchestra on WOR, Newark, and musical director for the International Radio Club, has been appointed musical director for the International Television Radio Corp.

IREENE WICKER, formerly the *Singing Lady* and now presenting a series of *Musical Plays* for children on NBC, on Jan. 12 lectured before the script writing course of Columbia University, New York, on the writing of radio dramatizations.

VIC ROWE has been added to the announcing and newscasting staff at CFQC, Saskatoon, Sask.

JAMES HURLBUT, news editor of WJSV, Washington, is the father of a 6 pound 12 ounce baby girl, Pamela Sue, born Jan. 11.

ELLIOTT GROSS, newspaperman new to radio, has joined the announcing staff of WFMD, Frederick, Md.



"RADIO'S been good to me," smiled George M. Cohan, star of "I'd Rather Be Right" as he was greeted in Oklahoma City Jan. 6 by John Shafer, WKY special events chief. The fact that it was 6:30 a. m. didn't keep Cohan from smiling and wise-cracking nor keep WKY's mobile staff from being on the job.

J. Howard Doyle

J. HOWARD DOYLE, 29, announcer of WOR, Newark, died Jan. 3 as a result of injuries sustained in an automobile accident en route to New York from Columbus, where he had spent the Christmas holidays with his family. Mr. Doyle had announced at WMCA, New York, before joining WOR, and started his announcing career with WLW, Cincinnati.

SHORT STORY, *Hypotenuse*, written by Mrs. Dorothy Grant Franklin of the continuity department of WBT, Charlotte, has been selected by the Charlotte Writer's Club as the best story written in North Carolina during 1938.

Staff Changes at WSYR

EIGHT personnel promotions and assignments affecting the program department of WSYR, Syracuse, were announced Jan. 10 by Col. Harry C. Wilder, president. Fred R. Ripley, vice-president of WSYR and local sales manager, adds to his duties the positions of manager and treasurer of WTRY, new 1,000-watt regional assigned to Troy, N. Y., and to be licensed to the Troy Broadcasting Co., of which Col. Wilder is president. Station expects to start in the spring. Other changes send Al Parker, WSYR's chief announcer and formerly of WGY, Schenectady, to WTRY as program director as Bill Rothrum becomes head announcer of WSYR; Lansing Lindquist, WSYR continuity writer and graduate of WNBX, Utica, to program director's post while Raymond Servatius continues as continuity chief and librarian. Florence Cummings, WSYR traffic manager, retains present post and also moves up to assistant to Vice-President Ripley.

Guests at White House

AMONG the guests attending President and Mrs. Roosevelt's reception for the judiciary at the White House Jan. 5 were FCC Chairman and Mrs. Frank R. McNinch, and Commissioner T. A. M. Craven, Eugene O. Sykes, Thad H. Brown, Paul A. Walker, and Norman S. Case, along with FCC General Counsel William J. Dempsey.

THE FCC has denied as in case of default the application of KGEK, Sterling, Col., to move studio and transmitter into Denver.

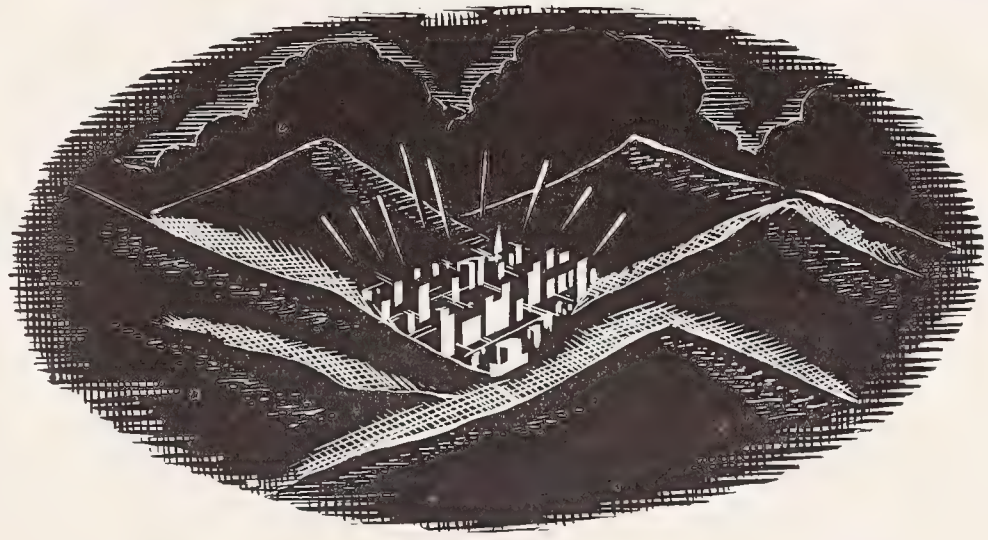
SHOUSE APPOINTS PARK NBC CONTACT

ELDON PARK, assistant program manager of WLW, is taking an extensive course of study in New York and Chicago, headquarters of NBC program policies, to prepare for his appointment as NBC policy contact man for the Crosley stations. Announcement of the appointment was made by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Park will assume his new duties upon his return to Cincinnati in the near future.

Commenting on the appointment, Mr. Shouse said: "Definite recognition of the increasing importance of WLW as an originating point for both commercial and sustaining NBC programs is found in this new arrangement between Crosley Corp. and NBC." NBC commercial originations from Cincinnati have increased from three to 16 programs per week in the space of less than a year.

"It is felt by both NBC and the Crosley Corp. that this new arrangement will not only expedite the handling of Cincinnati commercial originations but will eliminate one of the primary obstacles in the path of WLW as an originating point of increasing importance in the network broadcasting field."

DR. FRANKLIN DUNHAM, NBC educational director, has been elected to honorary membership of the National Thespian Honor Society of High Schools because of his interest in high school radio groups and dramatic organizations. The honor will be conferred at the Society's annual meeting in May.



Network Net Worth Nil!

Network stations regardless of power or location do not serve the WTBO service area consistently or effectively.

WTBO is the only station with a consistently satisfactory signal in Maryland's second richest market and the vast contiguous area in 17 counties in Pennsylvania, Virginia, West Virginia and Maryland.

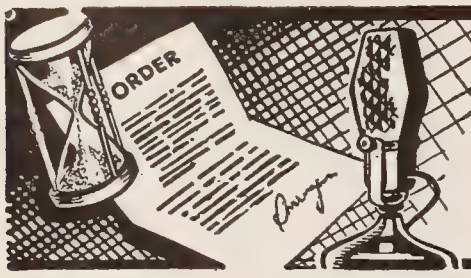
★ NO NETWORK STATIONS SERVE THIS CITY . . .

WTBO

Cumberland, Maryland

800 KC • CLEAR CHANNEL • 250 WATTS

NATIONAL REPRESENTATIVE: Joseph H. McGillvra



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Deisel-Wemmer-Gilbert, Lima, O. (R. G. Dun cigars), weekly *sp*, thru Brace Beemer, Detroit.
Smith Bros., Poughkeepsie, N. Y. (proprietary), 4 *sa* weekly, thru Brown & Tarcher, N. Y.
Rio Grande Valley Citrus Exchange, Dallas, 3 *sa* weekly, thru Leche & Leche, Dallas.
Lever Bros Co., Cambridge (Spry), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Ex-Lax Mfg. Co., Brooklyn, 10 *sa* weekly, thru Joseph Katz Co., Baltimore.
Chrysler Corp., New York (Dodge), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Pacquin Inc., New York (cosmetics), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), weekly *sa*, thru Compton Adv., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), 7 *sa* weekly, thru Wm. Esty & Co., N. Y.
Sedarex Co., Minneapolis (proprietary), 6 *sa* weekly, thru Campbell-Mithun, Minneapolis.
Thomas Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
M. J. Breitenbach Co., New York (Gude's Pepto Mangan), 5 *sa* weekly, thru Morse International, N. Y.
Practical Diesel Training Co., Detroit, weekly *sp*, thru Rickerd, Mulberger & Hicks, Detroit.

WGY, Schenectady

M. J. Breitenbach Co., New York (proprietary), 3 *sa* weekly, thru Morse International, N. Y.
Curtice Bros. Co., Rochester (food), weekly *sp*, thru N. W. Ayer & Son, Philadelphia.
E. L. Knowles, Springfield (Rubine), 6 *sa* weekly, thru Lawrence M. O'Connell, Springfield.
Richfield Oil Corp., New York, 5 *sa* weekly, thru Sherman K. Ellis, N. Y.
Tidewater Associated Oil Co., New York, 3 *sp* weekly, thru Lennen & Mitchell, N. Y.
Williamson Candy Co., Chicago (Oh Henry), 5 *ta* weekly, thru John H. Dunham Co., Chicago.

WBT, Charlotte, N. C.

American Chicle Co., Long Island City, 8 *ta* weekly, thru Badger and Browning & Hershey, N. Y.
Standard Oil Co., New York (Esso), 4 *sp* daily, 52 weeks, thru Marschalk & Pratt, N. Y.
P. Lorillard & Co., New York (cigarettes), 2 *t* weekly, thru Lennen & Mitchell, N. Y.
Olson Rug Co., Chicago, 6 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Benjamin Moore Co., New York (paint), 2 *sp* weekly, direct.
Lily Mills Co., Shelby, N. C. (thread), 3 *sa* weekly, thru Bennet Adv. Co., High Point, N. C.

WDBJ, Roanoke, Va.

Ex-Lax Mfg. Co., Brooklyn (proprietary), 5 *ta* weekly, thru Joseph Katz Co., N. Y.

KDKA, Pittsburgh

Standard Oil Co. of N. J., New York, 4 *sp* daily (renewal), thru Marschalk & Pratt, N. Y.
Pacquin Labs., New York (cosmetics), 5 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 6 *sp* weekly thru Rogers & Smith, Chicago.
Richfield Oil Co., New York, *sa* series, thru Sherman K. Ellis & Co., N. Y.
Williamson Candy Co., Chicago, *ta* series, thru John H. Dunham Co., Chicago.
Mail Pouch Tobacco Co., Wheeling (chewing tobacco), 6 *sp* weekly, thru Merrill Adv. Co., N. Y.
Air Conditioning & Training Corp., Youngstown, weekly *t*, thru National Classified Adv. Agency, Youngstown.
Olson Rug Co., Chicago, 6 *t* weekly, thru Presba, Fellers & Presba, Chicago.

WHO, Des Moines

Paxton & Gallagher, Omaha (Butternut coffee), 312 *sp*, thru Buchanan-Thomas Adv. Agency, Omaha.
B. F. Goodrich Co., Akron, 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Flex-O-Glass Mfg. Co., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Household Magazine, Topeka, 12 *sp*, thru Presba, Fellers & Presba, Chicago.
Oshkosh Overall Co., Oshkosh, Wis. (Oshkosh B'Gosh) 39 *sp*, thru Ruthrauff & Ryan, N. Y.
Interstate Transit Lines, Omaha, 65 *sa*, thru Beaumont & Hohman, Omaha.

WADC, Akron

Centlivre Brewing Co., Fort Wayne (Nickel Plate beer), 4 *sa* weekly, thru Suedhoff & Co., Fort Wayne.
Kraft-Phenix Cheese Co., Chicago (Parkay), 15 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
Miles Laboratories, Elkhart, Ind., 3 *t* weekly, thru Wade Adv. Co., Chicago.
Smith Bros., Poughkeepsie, N. Y. (proprietary), 5 *sa* weekly, thru Brown & Tarcher, N. Y.
Cleveland Cleaner & Paste Co., Cleveland (Walvet), 30 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

CJBR, Rimouski, Que.

J. O. Lambert, Montreal (Sirop Lambert), 100 *t*, thru J. E. Huot Agency, Montreal.
Standard Brands, Montreal (Fleischmann's yeast, Magic baking powder, Tender Leaf tea) 39 *sp*, 17 *sp*, 39 *sp*, thru J. Walter Thompson Co., Montreal.
Walter M. Lowney Co. Montreal (chocolate), 17 *sp*, thru A. McKim Ltd., Montreal.

KPO. San Francisco

Narbet Food Co., Huntington Park, Cal., (Marco pet food) weekly *sp*, thru Long Adv. Service, San Francisco.
National Porcelain Co., Trenton, N. J. (ash trays) 6 *sa* weekly, direct.
Artichokes Ltd., Campbell, Cal. (artichoke bread) 3 *sa* weekly, thru Long Adv. Service, San Francisco.
North American Accident Insurance Co., Newark (accident insurance) 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
McFadden Publications, New York (True Story magazine) 5 *t* weekly, thru Kenyon & Eckhardt, N. Y.
Firestone Tire & Rubber Co., Akron (tractor tires) 2 *t* weekly, thru Sweeney & James, Cleveland.

KFI, Los Angeles

MacFadden Publications, New York (True Stories), 5 *t* weekly, thru Kenyon & Eckhardt, N. Y.
Ex-Lax Inc., Brooklyn, N. Y. (laxative), 150 *ta*, thru Joseph Katz Co., Baltimore.
North American Accident Insurance Co., Newark, (insurance), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

WEEI, Boston

Helena Rubenstein Inc., New York, 2 *sp* weekly, thru Pettingell & Fenton, N. Y.
Cranberry Canners, S. Hanson, Mass., daytime *sa* series, thru Harry M. Frost Co., Boston. American Popcorn Co., Sioux City, Ia., *sa* series, thru Coolidge Adv. Co., Des Moines.
Lever Bros. Co., Cambridge (Spry), *sa* series, renewal, thru Ruthrauff & Ryan, N. Y.

CFCF, Montreal

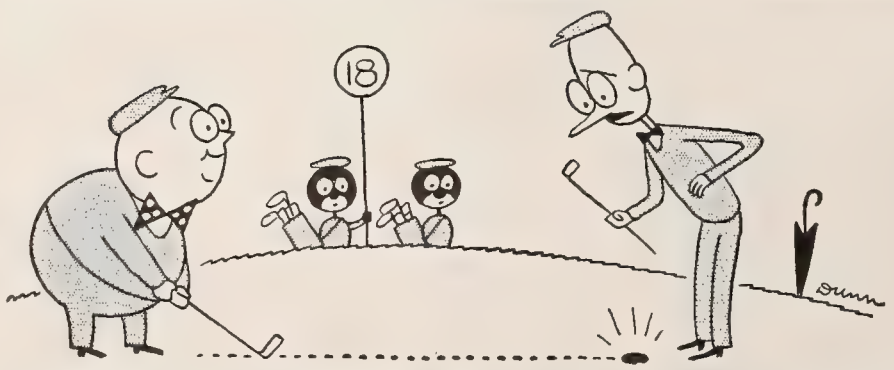
Geo. Weston Co., Toronto, (biscuits) weekly *t*, thru Richardson-McDonald Adv. Service, Toronto.
Justrite Pet Foods, Montreal, weekly *t*, thru J. J. Gibbons, Montreal.
Kik Co. Montreal, (soft drink), weekly *t*, thru General Broadcasting Co., Montreal.
Oxo Co. of Canada, Toronto, (extracts) 52 *sa*, thru A. McKim Ltd., Montreal.

KFBK, Sacramento

Standard Oil Co. of Cal., San Francisco, 3 *sa* daily, 52 weeks, thru McCann-Erickson, San Francisco.
Rumford Chemical Works, Providence (baking powder), 3 *sa* daily, 52 weeks, thru Atherton & Currier, N. Y.
Aurora Laboratories, Chicago (proprietary), 2 *sp* weekly, thru Erwin Wasey & Co., Chicago.

KJBS, San Francisco

Morris Plan Co., San Francisco (loans and savings) 6 weekly *sa*, thru Leon Livingston Adv. Agency, San Francisco.



I can concentrate on my putting since we turned over our selling to WRC.
Pd. Adv.

WOR, Newark

Kirkman & Sons, Brooklyn, 3 *sp* weekly thru N. W. Ayer & Son, N. Y.
New York Telephone Co., New York, 5 *sp* weekly thru BBDO, N. Y.
Winter & Co., New York (Musette pianos), weekly *sp*, thru S. C. Croot Co., N. Y.
Quaker Oats Co., Chicago (Ful-O-Pep poultry feed), weekly *sp*, thru Benton & Bowles, Chicago.
Refrigeration & Air Conditioning Institute, Chicago, weekly *sp*, thru James R. Lunke & Associates, Chicago.
North American Accident Insurance Co., Newark, 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Gambarelli & Davitto, N. Y. (wines), weekly *sp*, thru De Biasi Adv. Agency, N. Y.
Tidewater Associated Oil Co., New York, 3 *sp* weekly, thru Lennen & Mitchell, N. Y.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Childs Co., New York (restaurant chain), 3 *sp* weekly, thru Blackett-Sample-Hummert, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (soaps), 10 *t* weekly, thru Benton & Bowles, N. Y.

KNX, Hollywood

Household Magazine, Topeka, (publication), 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Helms Bakeries, Los Angeles (chain bakery), 6 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Los Angeles Soap Co., Los Angeles (White King soap), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.
Fisher Flouring Mills Co., Seattle (Biscuit-Mix), 6 *sp* weekly, thru McCann-Erickson, Los Angeles.
Rumford Chemical Work, Providence, R. I. (baking powder), 12 *sa* weekly, thru Atherton & Currier, N. Y.
Pacquin Laboratories, New York (hand cream), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
Washington State Apples, Wenatchee, Wash., 6 *sp* weekly, thru J Walter Thompson Co., San Francisco.

WHN, New York

Mellquist Reducing & Cosmetic Salon, New York, 6 *sa* weekly, 52 weeks, thru Frank Kiernan & Co., N. Y.
Mirrolike Mfg. Co., Long Island City, N. Y. (furniture polish), 2 *sa* weekly, 52 weeks, thru Fishler, Zealand & Co., N. Y.
I. J. Fox, New York (furriers), 21 *sp* and 56 *sa* weekly thru Lew Kashuk Agency, New York.
Carter Medicine Co., New York (liver pills), daily *sa*, 52 weeks thru Street & Finney, N. Y.

WDBJ, Roanoke, Va.

Rumford Chemical Works, Providence (baking powder), *sa* series, thru Atherton & Currier, N. Y.
Southern Dairies, Washington (ice cream), 5 *t* weekly, direct.
Richfield Oil Co. of N. Y., 5 *ta* weekly, thru Sherman K. Ellis & Co., N. Y.

KDYL, Salt Lake City

Wander Co., Chicago (Ovaltine), 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Union Pacific Railroad, Omaha, 156 *sa*, thru Caples Co., Omaha.

KMPC, Beverly Hills, Cal.

Compagnie Parisienne, San Antonio, Tex., (perfume), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KMJ, Fresno, Cal.

Standard Oil Co. of Cal., San Francisco, 3 *sa* daily, 52 weeks, thru McCann-Erickson, San Francisco.

WABC, New York

B. Fischer & Co., New York (Astor coffee), 3 *sp* weekly, thru Neff-Rogow, N. Y.

Radio Advertisers

HELENA RUBENSTEIN, New York (cosmetics), on Jan. 10 started a campaign on WEEI, Boston, consisting of two quarter-hour programs weekly *This Way to Beauty*, which will run for 13 weeks to advertise the opening of her new beauty salon in Boston. The programs are made up of talks giving hints on beauty by Madame Angela, woman commentator. Hartman & Pettingell, New York, placed the account.

HANOVIA CHEMICAL & MFG. Co., Newark (sun lamps), on Jan. 7 renewed its 10-minute Saturday program *Sunshine in Your Home* on KYW, Philadelphia. The program, consisting of live announcements and NBC Thesaurus music, was tested throughout December and will be continued during February and March. Scheck Adv. Agency, Newark, handles the account.

CALIFORNIA Food Products, Oakland (Calo pet food) recently contracted with KSFO, San Francisco, for release of three evening news broadcasts weekly with Bob Garred as newscaster, placed through Emil Brisacher & Staff, San Francisco.

WINTER & Co., New York, makers of Musette pianos, is sponsoring a series of broadcasts featuring Louise Wilcher playing a Musette on WOR, Newark, and WGN, Chicago. The programs are heard Tuesdays, 5:45-6 p. m. Account is handled by Samuel C. Croot Co., New York.

NASSOUR BROS., Los Angeles (cosmetics), which has appointed Hugo Scheibner Inc., that city, to direct advertising and to promote 42 Eucalyptus Oil Shampoo, is planning a spot announcement campaign, using 11 major Pacific Coast stations. Starting date has not been revealed. A contest will be conducted along with the spot campaign. Edwin D. Klein is the agency account executive.

HEALTHAIDS Inc., Jersey City (Serutan), has increased its advertising budget 50% for 1939, M. B. Rosenhaus, president, has announced. Detroit, Cleveland and Los Angeles markets are being opened, and extensive newspaper advertising will supplement radio in New York, New England, Philadelphia, Chicago and other established markets. Austin & Spector Co., New York, handles the account.

LIGGETT DRUG Co., New York, has begun sponsorship of three quarter-hours of the *Morning Almanac*, Phil Cook's daily program on WABC, New York, each week, broadcasting Monday, Wednesday and Friday from 7:30-7:45 a. m. Neff-Rogow, New York, is the agency.

EVANS FUR Co., Chicago, has enlarged its schedule of quarter-hour series featuring Dr. Preston Bradley, religious commentator, to thrice weekly. Auspitz & Lee, Chicago, is agency.

General Mills Agencies

DONALD D. DAVIS, president of General Mills, Minneapolis, in recent letter to media carrying General Mills advertising schedules clarified agency alignments for the firm's products. Effective June 1, 1939, he said, Blackett-Sample-Hummert will have sole agency responsibility for advertising Gold Medal "Kitchen-Tested" flour, Korn Kix and Softasilk Cake Flour, while Knox Reeves Advertising solely will handle Wheaties and Bisquick.

CHIP STEAKS Co. of California, Los Angeles (frozen meat products), out of radio for some months, thru Glasser Adv. Agency, that city, on Jan. 9 started using daily spot announcements on KFVD and in February will expand activity to include other Southern California stations. An extensive West Coast campaign is contemplated for late winter.

LEVER BROS., for Lux and Lux Toilet Soap, started Jan. 6 a half-hour weekly French language studio show over a network of Quebec stations. J. Walter Thompson & Co. handled the account.

COCA COLA Bottling Works, Cincinnati, has renewed its *Civic Club of the Air*, twice-weekly five-minute program of church and fraternal news, for 52 weeks on WCKY, Cincinnati, making the tenth consecutive year for the feature on WCKY.

PHILIP MORRIS & Co., New York (Paul Jones cigarettes), has renewed for six months its sponsorship of John B. Hughes' news program twice weekly on KFRC, San Francisco; KDON, Monterey; KQW, San Jose; and KIEM, Eureka, Cal. Biow Co., New York, placed the account.

BINKLEY COAL Co., Kansas City, is sponsoring the broadcast by transcription of Kansas U basketball games on WREN, Lawrence. Due to prior commercial commitments, the games, starting at 7:30 p. m., are transcribed and broadcast later.

MULVENEY'S REMEDIES, Toronto, which has been using small stations for its patent medicine products, has started a test on larger stations, by using CFRB, Toronto, exclusively to push one of its products, and will expand if the program is successful. Tandy Advertising Agency, Toronto, placed the account.

LEE MACK MARSHALL on Jan 1 became advertising manager of the Continental Baking Co., New York, (Wonder Bread and Hostess Cakes) replacing Cedric Seaman, now director of sales and advertising.

WESTERN CANADA Flour Mills, Toronto, (Purity Flour) starts on Jan. 16 a weekly live talent program and contest in western Canada on CJOR, Vancouver; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CFPR, Prince Rupert, B. C.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta.; CKBI, Prince Albert, Sask.; CFQC, Saskatoon, Sask.; CKCK, Regina; CJGX, Yorkton, Sask.; CFAR, Flin Flon, Man.; CKX, Brandon, Man.; CJRC, Winnipeg; and CKPR, Fort William, Ont. Account was placed by A. McKim Ltd., Toronto.

GAMBARELLI & DAVITTO, New York (wines), on Jan. 6 renewed its *Moonbeams* program for 26 weeks on WOR, Newark, WAAB, Boston, and WOL, Washington. The program under the direction of George Shackley, conductor, has been shifted back to the late evening spot, 11:15-11:45 p. m., which made it famous for six consecutive years from 1929 to 1935 before it left the air to return last fall at an earlier hour. De Biasi Adv. Agency, New York, handles the account.

OLE'S CHILI PRODUCTS Co., Chicago, on Jan. 4 started a weekly quarter-hour series in Swedish dialect, *Ole's Phoolosophy*, on WIND, Gary. Agency: Dasho-Rogers, Chicago.

WILLIAM R. WARNER & Co., Toronto (Sloan's Liniment) has started five weekly transcribed spot announcements on CFCY, Charlottetown, P. E. I.; CJCB, Sydney, N. S.; CFNB, Fredericton, N. B.; CKCW, Moncton, N. B.; CJKL, Kirkland Lake, Ont.; CJIC, Sault Ste. Marie, Ont.; CKGB, Timmins, Ont.; CKBI, Prince Albert, Sask.; CFGP, Grande Prairie, Alberta; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; and CJAT, Trail, B. C. James Fisher Co., Toronto, placed the account.



"PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

"The Shadow Of Fu Manchu"
Radio's greatest serial, available for national sponsor!

The sensational, madly scheming Dr. Fu Manchu—in a thrilling serial, crammed with drama, romance, intrigue and destined for radio history during 1939. A fifteen minute program dramatized three times weekly. Wire for full details!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

AMERICA'S 4th MARKET
KEHE
IS *GOOD* INSURANCE
IN LOS ANGELES

Going—
UP
UP
UP
UP
UP
UP!

We have a mania at WWVA for smashing records! Eyes are continually glued on those monsters — "last year's figures", with but one ambitious vengeance in mind—BREAK 'EM!

1937 was the all-star year for that famous WWVA Jamboree, with 106,123 turning the stile, which meant a terrific job of "breaking" for 1938. But after the final shot was fired and the smoke cleared away Saturday, December 31, we did it with a "paid" for 1938 of 107,061.

That, we can assure you, was a job of jobs for a year that columnists tell us was not so hot. Up, Up, Up, Up, Up and UP for six interesting years, have gone our Saturday night Jamboree attendance records; all of which speaks volumes for the listener loyalty enjoyed by "The Friendly Voice From Out of the Hills of West Virginia".

Yes, and we broke our all-time annual mail record during 1938, with 295,180 letters!

Do you have a sales record to break? Let's take a look at it!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles

The Hit Show of the Year



Copyright 1937, Frederic W. Ziv, Inc.

The freshest thing in town!

"Has clicked here 100%."
Cherry City Baking Co., Salem, Ore.

"The program sold 9 tons of cakes in one week in Atlanta."
Columbia Baking Co., Atlanta, Ga.

"Sales at highest point in 55 years thanks to your program."
Rubel Baking Co., Cincinnati, O.

"Tremendously pleased with results."
Walla Walla Baking Co.,
Walla Walla, Wash.

260 15-MINUTE EPISODES
COMPLETE MERCHANDISING PLAN

FREDERIC W. ZIV, INC.
2436 Reading Road
CINCINNATI, OHIO

PROCTER & GAMBLE, for Ivory Soap, has renewed for one year the daily Italian quarter-hour, *Ivory Masques*, on WOV, New York, and WPEN, Philadelphia. In addition to *Ivory Masques* Procter & Gamble sponsors two other 15-minute shows, *Meditations* for Camay soap, and *Album of Love* for Oxydol. Agency: Compton Advertising Inc., N. Y.

CAMPBELL SOUP Co., Camden, has added two five-minute news periods on WMAQ, Chicago, making a total of 18 newscasts weekly featuring Fort Pearson in *Campbell's Condensed News*. Ward Wheelock Co., Philadelphia, is agency.

ONTARIO Hydro-Electric Power Commission, government-owned utility, plans a spring and fall *Old Fashioned Garden of Melody* series of broadcasts on a small Ontario network to run 13 weeks each season. MacLaren Adv. Co. Ltd., Toronto, is in charge of the account.

IDAHO AUTOMOBILE ASSOCIATION, Boise, in a campaign to curb careless and reckless driving, is using a weekly quarter-hour transcribed program, *Cavalcade of the Highway*, on KIDO, KTFI and KID. Other stations are to be added during the campaign. Series was produced by Peck Radio Productions, Los Angeles.

BURI BAKING Co., Eau Claire, Wis., on Jan. 16 starts *Adventures of Ace Williams*, five weekly quarter-hour disc show, on WEAU, that city. W. E. Long Co., Chicago, handles the account.

RALSTON-PURINA & Co., Woodstock, Ont., (Purina Flour) is expanding the *Checkerboard Time* transcription series which after Jan. 16 goes on CFRB, Toronto; CFCY, Charlottetown, P.E.I.; CFNB, Fredericton, N.B.; CFCO, Chatham, Ont.; CBO, Ottawa. James Fisher & Co., Toronto, handled the account.



IT WAS a happy event for (left to right), Donald W. Thornburgh, CBS Pacific Coast vice-president; Chester J. LaRoche, president of Young & Rubicam Inc.; Rosalind Russell, Screen Actors Guild talent committee member and Col. J. Frank Drake, president of Gulf Oil Corp., when the Hollywood Guild was launched Jan. 8 on 61 CBS stations. Series presented under auspices of Screen Actors Guild is being sponsored by Gulf Oil Corp., with the Motion Picture Relief Fund netting in the neighborhood of $10,000 weekly for duration of the contract.

NATIONAL TEA Co., Chicago, on Jan. 9 started *Junior & Sis*, a quarter-hour five-weekly script show, 10-10:15 a. m. (CST) on WGN, Chicago. It is understood that the show may be used in other markets following a test period. Agency: Stack-Goble Adv. Agency, Chicago.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Jan. 9 started a transcription campaign of its MBS program *Voice of Experience*, consisting of three quarter-hour broadcasts weekly on 10 Canadian stations. Erwin, Wasey & Co., New York, placed the account.

WALTER M. LOWNEY & Co., Montreal, (chocolates) has renewed for 13 weeks a weekly hour French variety show with CKAC, Montreal, as key station, and CHLN, Sherbrooke; CHRC, Quebec; CJBR, Rimouski; CKCH, Hull; CHLT, Three Rivers, on the network. A. McKim Ltd., Montreal, placed the account.

COLONIAL BEACON OIL Co., Boston (Esso), on Jan. 2 contracted for the three five-minute *Esso Reporter* news broadcasts a day, six days a week, on WCSH, Portland, and WLBZ, Bangor, Me., through Marschalk & Pratt, New York.

McCONNON Co., Winona, Minn. (foods and cosmetics), on Jan. 3 started *Your Friendly Neighbor*, twice weekly quarter-hour show featuring Chauncey Parsons, tenor, on WBBM, Chicago, thru McCord Co., Minneapolis.

CONSOLIDATED DRUG Products Co., Chicago, on Jan. 11 started an hour program on WMCA, New York, six times weekly, 4-5 p. m. to promote various products. The program features Zeke Manners and hillbillies, and will run for 13 weeks at the end of which time other stations may be added. Agency: Benson & Dall, Chicago.

AGENCY *Appointments*

ELIZABETH ARDEN, New York (cosmetics), to Cecil & Presbrey Inc., N. Y.

ROMA WINE Co., Lodi, Cal. (Cella grape juice), to Cessna & Assoc., San Francisco.

THE ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn Cough Remedy), to Chas. Dallas Reach Co., Newark. Radio, newspapers, and car cards will be used.

PREMIER-PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), to Lord & Thomas, Chicago. No radio plans for present.

GORHAM Co., Providence, R. I. (goldsmiths), to Abbott Kimball Co., N. Y., effective Jan. 1.

WM. UNDERWOOD Co., Watertown, Mass. (soups, deviled ham), to BBDO, N. Y., effective Jan. 1.

BUDGET FINANCE PLAN, Los Angeles (savings), to Stodel Adv. Co., Los Angeles.

BOSTON & MAINE Railroad, Boston, to Harold Cabot & Co., Boston, effective Feb. 1.

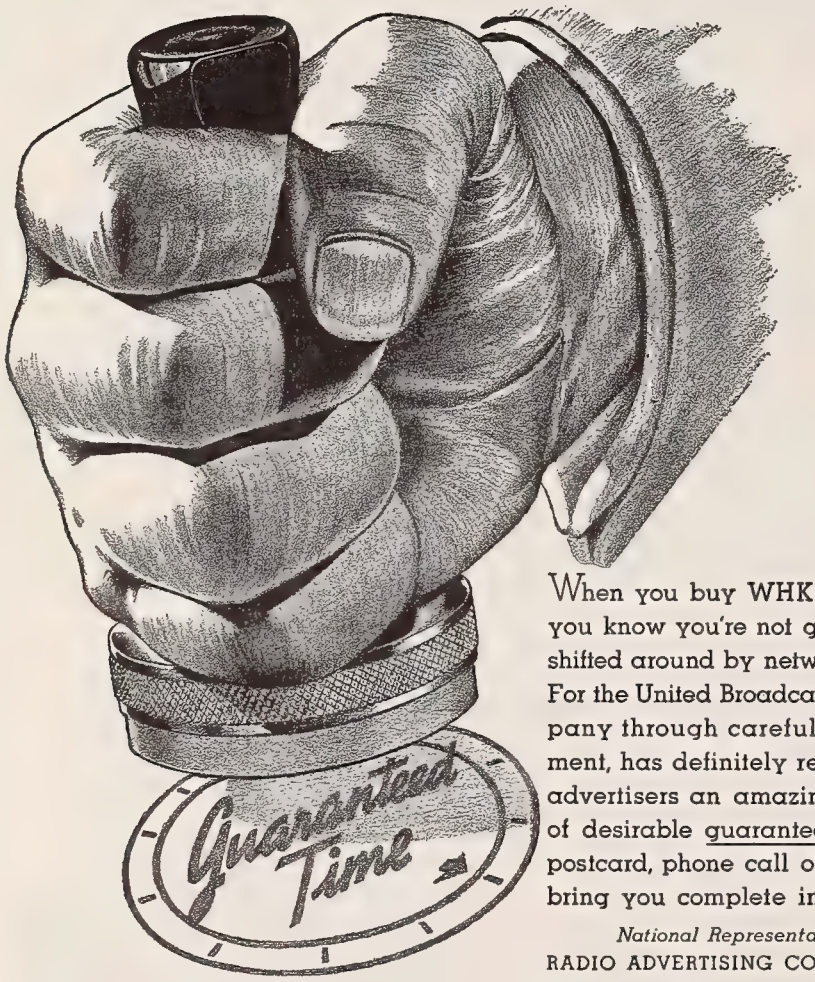
BEECHNUT Packing Co., New York, to Alley & Richards Co., New York, for its biscuit and cracker division.

PETER DOELGER BREWING Corp., Harrison, New York, to Platt-Forbes, New York, for First Prize Beer and Ale.

Typical Film Premiere For New Gulf Program

SCREEN Actors Guild series, titled *Hollywood Guild*, which started Jan. 8, Sun., 7:30-8 p. m. (EST), for 39 weeks under sponsorship of Gulf Oil Corp., Pittsburgh (gasoline), on 61 CBS stations from El Capitan Theatre, Hollywood, was given a premiere rivaling a film opening. Col. J. Frank Drake, president of Gulf Oil Co., Pittsburgh, Chester La Roche and S. S. Larmon, president and vice-president, respectively of Young & Rubicam, New York, as well as the biggest names in Hollywood radio and motion pictures attended the initial broadcast.

More than 1,000 Screen Actors Guild members have volunteered services for the series. Screen Directors Guild and Screen Writers Guild are also actively cooperating. Sponsorship of the series by Gulf Oil Corp. will net the Motion Picture Relief Fund $10,000 weekly. Tom Lewis of Young & Rubicam Hollywood staff is supervising production of the series. Agency writers are Jess Oppenheim, Charles Pazwell, and Sam Kurtzman, with Austin Peterson, supervisor.



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.

National Representatives:
RADIO ADVERTISING CORPORATION

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

WSYR
Lowest Cost per Listener .. Both RED & Blue NBC shows
SYRACUSE

TRANSCRIPTIONS

C. P. MacGREGOR, Hollywood transcription concern, has signed the following as new subscribers to its program library service: WHEB, Portsmouth, N. H.; KGEK, Sterling, Colo.; KABR, Aberdeen, S. D.; KGKB, Tyler, Tex.; WSFA, Montgomery, Ala.; WHMA, Anniston, Ala.; WHBU, Anderson, Ind.; KYOS, Merced, Cal.; KMPC, Bakersfield, Cal. Firm is recording a series of symphonic programs under direction of Dr. Nikolai Sokoloff, which will be placed on stations nationally by the WPA.

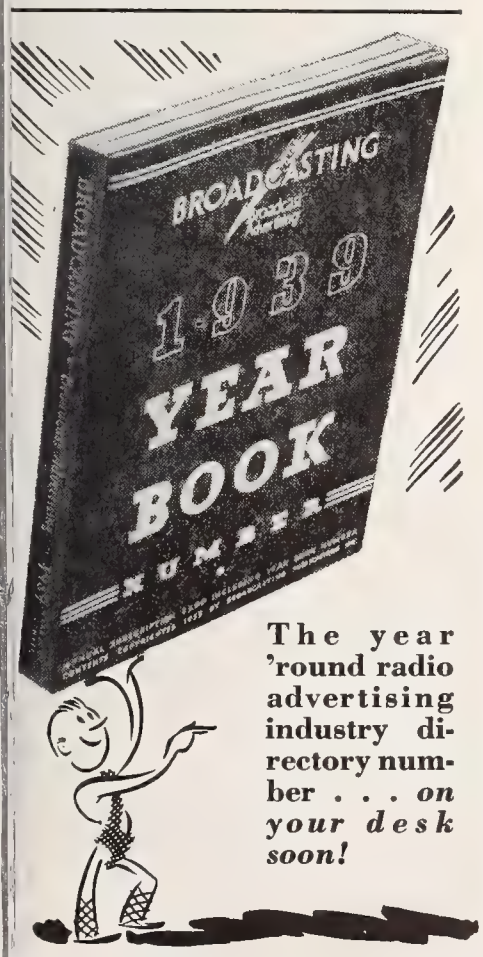
MERTENS & PRICE, Los Angeles production unit, is producing a new 39-episode quarter-hour southern dramatic serial, *Coon Hollow*, written by Mary Margaret Headley. Series is being cut by Recordings Inc., Hollywood, under direction of R. Calvert Haws. It features the Headley Players of Springfield, Mo. Firm has completed a new quarter-hour transcribed series titled *Leisure House*, directed to the electrical appliance trade.

ASSOCIATED Cinema Studios, Hollywood transcription and production firm, early in January filed bankruptcy proceedings. Firm was started 11 years ago by Freeman Lang, now in Honolulu. He sold out two years ago to stockholders of a firm which changed the name. Mark L. Gerstle, vice-president of the Emporium, San Francisco department store, was president of Associated.

AKERS-HUMPHREY Productions, new Hollywood production unit, has been formed with headquarters at 1611 Cosmo St. Jerry Akers, formerly Denver radio executive, is president. Other officers include Albert P. Lapic, vice-president; Malcolm Eagle, secretary and C. S. Humphrey, treasurer.

FRED CANNON, of the Calgary office of All-Canada Radio Facilities Ltd., has been transferred to the transcription department of the Toronto office.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: KPLT, Paris, Tex.; WICA, Ashtabula, O.; KID, Idaho Falls, Ida.



The year 'round radio advertising industry directory number . . . *on your desk soon!*

WFBR PREDICTS
for BALTIMORE--1939

♋ *January, February: Lots of cold, lots of precipitation, lots of slush, lots of "dirty weather."*

Baltimoreans will buy drugs, cold remedies, coal, fuel-oil, anti-freeze, skid-chains, galoshes, good, solid foods! And a lot of them, fleeing to kindlier climes, will buy vacation togs.

♌ *March, April: Spring rains, spring sunshine, relapse into winter, Easter weather.*

Baltimoreans will splurge on Spring finery, new cars, more gas and oil, will attend races and "Point-to-Points," will visit the cherry blossoms in Washington. Lots of parties; grocers and liquor dealers wear happy smiles.

♍ *May, June: Spring flowers and a foretaste of summer. The Preakness at Pimlico. Graduations. Bevies of Beautiful Brides.*

Baltimoreans go home-hunting, furniture business booms, jewelers celebrate their "second Christmas," caterers work overtime. Golf gets going; nineteenth hole gets busy.

♎ *July, August: "Is it hot enough for you?"*

Brewers and bottlers rush; ice cream goes on the daily diet. Summer clothes and air-conditioning sales soar, sunburn counts its victims by the thousands. Lots of Baltimoreans vacation right on the beautiful Chesapeake, so food sales in Maryland know no summer drop-off.

♏ *September, October: Late hot spell that lingers after Labor Day—then snappy fall —with Indian Summer. Football weather at last.*

Baltimoreans change into winter-weights, lay in season's supply of fuel, shop for new oil-burners.

♐ *November, December: From Indian Summer to zero. Auto Show—Last of the races; Turkey Day and Christmas Spirit.*

Baltimoreans will spend more money in November and December than in any other four months!

In short--there are going to be lots of business opportunities--and the best way to meet those opportunities halfway is on Baltimore's favorite airway--WFBR.

IN BALTIMORE THEY LISTEN TO— **WFBR**

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

THE VOICE OF MISSISSIPPI

WJDX

5000 Watts

JACKSON

N.B.C.

F. O. B. THIRTY-NINE

550 new homes during the first eleven months of 1938 (20% more than in the entire year of 1937); 98.72% of its office space occupied; one of the best places in the United States for "concentrating sales efforts, for collections and for promoting business operations". (See Forbe's Magazine, December 1st, 1938).

Those are facts of 1938 about Jackson.

Translate them into terms of profit for 1939. Invest your advertising dollars with WJDX, Mississippi's dominant radio station.

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

Agencies

DONALD H. CRANDAL has been named production director of the reorganized radio department of H. Charles Sieck Inc. Ltd., Los Angeles, agency.

W. B. GEISSINGER, for the last several years advertising manager of California Fruit Growers Exchange, will join the Chicago office of Lord & Thomas Feb. 1 in an executive capacity.

JEFF WADE, formerly of WLS, Chicago, has joined Wade Advertising Agency, Chicago, as continuity writer.

ROBERT P. ROBINSON, account executive of Lord & Thomas, Chicago, for the last 14 years, has taken an indefinite leave of absence for travel and recreation.

DOE - ANDERSON Advertising Agency, Louisville, Ky., is the new name of the former Elmer H. Doe Agency, effective Jan. 1, with no change in personnel, address or ownership.

E. GARRISON METTEE, veteran advertising executive and specialist on shoe merchandising, has joined Fulton, deGarmo & Ellis Inc., New York, as vice-president. He will have general charge of coordinating the business in addition to servicing his personal accounts.

HARTMAN & PETTINGELL, New York, advertising agency recently formed from the L. H. Hartman Co. and Pettingell & Fenton, Inc., will move early in February from 444 Madison Avenue, New York, to 50 Rockefeller Plaza, with the new telephone number Circle 7-4664.

Geissinger to L & T

W. B. GEISSINGER has resigned as advertising manager of the California Fruit Growers' Exchange, Los Angeles, to accept an executive position in the Chicago office of Lord & Thomas. Under his direction as advertising manager, more than 75% of Sunkist's total of $27,000,000 in advertising investment has been made. He will assume his new duties in Chicago on Feb. 1. He is a former vice-president of the Association of National Advertisers and participated in formation of the Traffic Audit Bureau.

JAMES PARKS, formerly radio director of William Morris Agency, Chicago, has been named assistant to Charles Claggett, radio director of Gardner Adv. Co., St. Louis.

JIM BEALLE, formerly assistant, has been elevated to publicity director of J. Walter Thompson Co., Hollywood, succeeding Ed Fortman, resigned to form his own publicity firm.

CARROLL O'MEARA, radio producer of Young & Rubicam, Hollywood, married Jean Van der Pyl, radio and film actress, Jan. 1.

MARJORIE LOVINGER, radio writer, has joined Malcolm-Howard Adv. Agency, Chicago.

MEREDITH PAGE, recently director of the Ohio State U. radio workshop, and previously announcer and program director at WOR, Newark, joined the radio department of N. W. Ayer & Son, New York, late in December as a commercial writer.

WILLIAM M. TYACK, former vice-president of the Amsterdam Agency, New York, which was recently dissolved, on Jan. 1 joined Metropolitan Adv. Co., New York, to head the resort and transportation advertising department.

MACKAY-SPALDING Co., New York, has announced the election of the following officers: H. K. Stroud, president; James Mackay, vice-president; C. Henry Fallass, treasurer; and William L. Rech, secretary .

GEORGE H. PIERRE, formerly merchandising counsel for several national advertisers, has joined J. M. Korn & Co., Philadelphia, as head of merchandising activities.

GARDNER ADV. Co., St. Louis and New York, has announced that effective immediately the space buying, art, copy and production departments of the New York office are being transferred to St. Louis, while the executive headquarters and radio department will remain in New York under direction of H. S. Gardner, chairman of the board, and Roland Martini, radio director. Fred Kenkel, media director, will work back and forth between the two offices.

Cecil and Presbrey Merge New York Agency Firms

THE advertising agencies of Cecil, Warwick & Legler, New York, and Frank Presbrey Co., New York, effective Jan. 1 were joined under the name of Cecil & Presbrey Inc., with offices in New York, Chicago, Richmond, Va., and Miami. Headquarters are at 247 Park Ave., New York. James M. Cecil becomes chairman of the board, Charles Presbrey, president, and John Cecil, secretary and treasurer and in charge of the Richmond office. LeRoy A. Kling is a partner in the firm and vice-president in charge of the Chicago office, and Weston Hill is in charge of the Miami office. Henry Souvaine is in charge of radio activities in New York. As previously reported, H. P. Warwick and Henry Legler have formed their own agency under the name of Warwick & Legler at 230 Park Ave., New York [BROADCASTING, Oct. 1].

Paul Cornell, formerly with Geyer, Cornell & Newell, New York, and at present head of the Rumford School of Boys in Connecticut, on Jan. 9 was elected to the board of directors of Cecil & Presbrey to be exclusive consultant for the agency and to handle special assignments. Mr. Cornell was chairman of the AAAA for the year 1936-37.

In addition to the Presbrey accounts, the Cecils brought the following accounts to Cecil & Presbrey: Elizabeth Arden, *The Commentator*, Craddock-Terry Co., Lamont, Corliss & Co. (Nestle products), Selznick International Pictures, State of Virginia, and George Washington Coffee Refining Co.

HOWARD ALDRED JONES, formerly vice-president of Blackett-Sample-Hummert, Chicago, has joined the executive staff of Lord & Thomas, New York.

MORTIMER W. MEARS has been appointed manager of Gerth-Knollin Adv. Agency Los Angeles office, and transferred from the San Francisco staff. He succeeds J. J. Dickely, resigned.

HARRY FEIGENBAUM Adv. Agency, Philadelphia, has moved to new offices at 1420 Walnut St.

GREENLEAF Co., Boston advertising agency, has ceased operation.

E. D. KOLLOCK Adv. Agency, Boston, has consolidated with Harry M. Frost Co., Boston.

C. M. ROHRABAUGH Co., Philadelphia, is the new name of the former Rohrabaugh & Gibson agency.

Baker to New York

WILLIAM R. BAKER Jr., vice-president of Benton & Bowles, in charge of the agency's Hollywood offices, has been transferred to New York with increased responsibilities. He has taken over agency supervision of the contact and plan work on Maxwell House Coffee, Log Cabin Syrup, Walter Baker's Cocoa and Chocolate, Certo, Sure-Jell and Diamond Crystal Salt, all General Foods Corp. products. Tom Revere, Benton & Bowles New York vice-president in charge of radio, is scheduled to arrive in Hollywood during late January for a couple months. Thereafter he will divide his time between the two cities, supervising radio activities.

stepping along . . .



PREDICTIONS are in the air. Forecasts are being made everywhere. We're not going to stick our chin out. Though we do have plenty to shout about. It is suffice to say that such outstanding Stars as Ivory Soap, Old Gold, Oxydol, Pillsbury, to mention a few, are stepping along with us every day "The Italo-American Way." Time is fleeting so for a flying start for 1939 get your reservations in NOW!

WOV NEW YORK 1000 WATTS

THE INTERNATIONAL BROADCASTING CORP. NEW YORK

WBIL NEW YORK 5000 WATTS

WE DO NOT

Have to tell readers of this excellent magazine that radio broadcasting in Nova Scotia has brought good returns to sponsors as it has elsewhere. We remind you all, however, that

CHNS

HALIFAX, NOVA SCOTIA

is located in the most thickly radio populated area of the Maritimes.

Reps

GEORGE ROESLER, who represents CKLW, Windsor-Detroit, in the Chicago area, with offices at 360 N. Michigan Ave., is now also the Chicago branch manager for the new Radio Advertising Corp. [BROADCASTING, Jan. 1] with headquarters in the same office. Victor Short, formerly of Standard Rate & Data, has been named RAC assistant manager in Chicago.

WTAQ, Green Bay, Wis., has appointed Reynolds-Fitzgerald Inc. as its national representative. Its sister station, WHBY, also operated by St. Norbert's College, has been authorized by the FCC to move to Appleton, Wis.

WALTER BIDDICK Co., Los Angeles, has been appointed Pacific Coast representative of the following Texas stations: KGNC, Amarillo; KFYO, Lubbock and KRGV, Weslaco.

KELLY-SMITH Co., effective Jan. 2, took over national representation of WSPA, Spartanburg, S. C.

FREE & PETERS announces that its Atlanta office has been moved to larger quarters at 617 Walton Bldg., telephone Jackson 1678.

KTFI, Twin Falls, Idaho, and KSEI, Pocatello, have named Gene Furgason & Co. as national representative.

ROBERT D. BONIEL, of Edward Petry & Co., Chicago, married Mrs. Helen Bartel Dec. 27 in Miami, Fla.

Bacher Continues Shifts In *Star Theatre's* Cast

REVAMPING of the CBS *Texaco Star Theatre*, sponsored by Texas Co., which saw departure of Una Merkel, film comedienne, and Jane Froman, vocalist, from its regular cast, will be extended under a policy inaugurated by Producer Bill Bacher. Frances Langford on Jan. 4 replaced Miss Froman and Cliff Arguette, parrot imitator, was added to the cast which includes Ned Sparks and Charles Ruggles, comedians; Kenny Baker, singer; David Broekman's orchestra and Jimmy Wallington, announcer.

With John Barrymore leaving the program following the Jan. 11 broadcast to appear in a New York stage production, a weekly guest m. c. policy has been introduced. Selected thus far are Eddie Cantor for the Jan. 18 program, with Ken Murray the following week and on Feb. 1. Guest m. c. policy is expected to continue until a suitable and permanent one can be found that will fit format of the show. Guest talent appearance on the weekly program will also continue. When *Texaco Star Theatre* took its new time, Wed., 9-10 p. m. (EST), Bacher stated format would be changed materially from week to week, and these changes are in line with the new policy.

NOW — FULL TIME!

WEMP

Milwaukee

Choice Evening Time Still Available— But Hurry!

*Good Immediate Buy: U-P News Strip at 8 P.M.

Lehn & Fink List

LEHN & FINK Co., New York, which started a campaign of 10 spot announcements weekly for Hinds lotion on Jan. 9, is using the following stations: WAPI WTIC WJSV WJAX WIOD WSB WJJD WIRE WHO WIBW WHAS WWL WFBR WEEI WNAC WJR WCCO WOW WBEN WMCA WNEW WHN WTMJ WINS WEVD WHAM WGY WKRC WGAR WTAM WBNS WKY WCAU WCAE WPRO WMC WLAC WRVA KSFO KOA KSTP KMBC KMOX KVOO KGW KDYL and KOMO. Wm. Esty & Co., New York, handles the account.

Ten Get Candicod

STANDARD VITAMIN Corp., New York (Candicod liver oil), on Jan. 11 started a 13-week test campaign of three to eight spot announcements weekly on WCAE WWVA WOKO WHAM WGR WBEN WIBX WSYR WCAU and WTAM. Peck Adv. Agency, New York, handles the account.

Butch

WALTER LINTHICUM, announcer of WBAL, Baltimore, recently was busy with the *Time for Romance* show when he received word that Cardinal Mundelin was to deliver a special message on the network. Linthicum immediately cut the local program and switched to the network. Returning to the studio, not knowing the mike was open, and thinking the engineer on duty, Bill O'Connor, needed prompting to switch back to the local, Linthicum called airily, "All right, Butch"—to listeners and all. Now, wherever he goes, people call after him, "All right, Butch"!

THE new KRBM, Bozeman, Mont., local, authorized recently by the FCC, does not expect to get under way until about March 15, according to Robert B. McNab Jr.

General Foods Serial

GENERAL FOODS Corp., New York, on Jan. 23 started a campaign of five quarter-hour weekly serial programs titled *Young Dr. Malone*, for Post's Bran Flakes on the following list of stations, with plans to add several more before the opening of the campaign; WIRE WGN KMBC KRLD WKY WCAU WJR KPRC WJAS and KFI. Benton & Bowles places.

TRANSCRIBED PROGRAMS

For the Low Budget Account

Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

Send for complete Catalogue

CHARLES MICHELSON

545 FIFTH AVENUE NEW YORK



Listeners write down and buy the products they hear talked about on WIBW. They have been doing it for years now. In 893,770 farm and small-town homes, having a WIBW sales message boost your product is like getting a recommendation from a neighbor on the same party line . . . WIBW is *just* that friendly and close to its listeners. Let us show you what this *friendly* selling service can do for you.

WIBW "The Voice of Kansas"

COLUMBIA'S OUTLET for KANSAS

BEN LUDY, *Manager*

Represented by

CAPPER PUBLICATIONS, INC.

New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

KSFO CUS

CIVIC PRIDE STUFF. Alert stations recognize importance of back-scratching. KSFO makes it interesting to scratchees and public alike.



ALL-AMERICAN VIC BOTTARI is an object of civic pride hereabouts. So KSFO makes a ceremony of presenting the Kate Smith All-Collegiate award to him, with Bill Leiser, sports editor of the S. F. Chronicle, officiating.



SALUTING LOCAL INDUSTRY, each week KSFO parades the romance of various industries before the mike. Here Walter Guild interviews W. H. Moulthrup, representing Sight Seeing.



FOR SAFER HIGHWAYS, the KSFO show, "It Happened So Quickly," has been a real contribution. Herbert Herzenberg, Educational Director of the State Department of Motor Vehicles, goes over a sequence with Ed Ayres, Bay Bridge patrolman.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

Originations in Frisco Are Increased by CBS

CBS is increasing its Pacific Coast sustaining production schedule from San Francisco, according to John M. Dolph, assistant general manager of the CBS Pacific network in charge of programs. Arthur J. Kemp, newly-appointed CBS Pacific Coast sales manager; Henry Jackson, Northern California sales manager, and Van Fleming, the network's San Francisco program director, were in Hollywood during early January for several days conference with Dolph and Donald W. Thornburgh, Pacific Coast vice-president, on announced plans.

"The recently completed CBS San Francisco studios in the Palace Hotel are ideal for the production of additional Pacific Coast programs by our newly-enlarged staff in that city," Mr. Dolph stated. "San Francisco is one of the principal financial and merchandising centers of the Pacific Coast, moreover, and traditionally provides an appropriate setting for entertainment of the highest character."

Golden Gate Fair Plans 'Cavalcade of the West'

ART LINKLETTER, former radio manager for San Francisco's Golden Gate International Exposition, has completed the script for the spectacle *Cavalcade of the Golden West*, which dramatizes the history of the West in 23 scenes and which will be the theme production of the Treasure Island fair on San Francisco Bay. The production of the spectacle calls for an outlay of more than a quarter-million dollars and will be underwritten by the fair. It will play three times a day on an outdoor stage 300 feet long, 175 feet deep, before a covered grandstand seating 6,000 persons.

The dialogue and music will come from concealed amplifiers placed to give what is called "audio-perspective". The whole title for the sound system is "stereophonic" and simply means that the sound cast takes all parts, working on mikes which feed the dialogue and music into units which are turned on and off, depending on where the action takes place.

DON LEE Broadcasting System announces that, effective Jan. 1, KGDM, Stockton, Cal., terminated its affiliation with that network and with MBS.

FIGHT TOURNAMENT SPONSORED BY WHO

SECOND annual Des Moines Golden Gloves Tournament, to be held in Des Moines Feb. 14-22, already has drawn over 300 applications for entry from amateur boxers to WHO Radio Enterprises Inc., according to Bill Brown, WHO sports editor and director of the tourney. Entries have been received from 21 towns in Iowa, Arkansas, North Dakota and Florida.

The Des Moines tournament, sponsored by WHO Radio Enterprises, is sanctioned by the *Chicago Tribune*, founder of the Golden Gloves competition, and the Amateur Athletic Union. The winning team of eight, one fighter in each weight class, will go to Chicago with all expenses paid to compete in the sectional finals.

WHO was the first radio station granted permission to conduct an amateur boxing tournament with assurance that the winning team would be recognized in the Chicago finals. Golden Gloves tournaments previously had been reserved for newspaper promotion. The idea of WHO sponsorship, conceived by Brown and Bobby Griffin, WHO announcer, became an official undertaking Jan. 16, 1938 when J. O. Maland, vice-president of Central Broadcasting Co., approved plans for a Des Moines Golden Gloves meet. After official sanction by the *Tribune*, WHO conducted its first tournament last year.

For the first tournament free training quarters were made available to all competitors, with Hymie Wiseman, recent contender for the world lightweight crown, as official trainer and coach. Training quarters were supplied by the American Legion and equipment by WHO, the Legion and the Elks Club. The first meet drew 700 applications for entry cards from 125 towns in 12 states and Canada, and 397 registration cards had been filled out and returned when the deadline for entries arrived.

New Fair Radio Chief

ARTHUR ROWE, for many years affiliated with radio and the electrical industry in San Francisco, has been named supervisor of radio and public address for the Golden Gate International Exposition in San Francisco Bay. He succeeds Art Linkletter, who has been transferred to executive assistant to Mr. Rowe. The exposition has borrowed Jack Lyman from the KPO-KGO production staff to assist in the broadcasting schedules from the fair grounds.

WBAL
means business
in Baltimore

FAIRCHILD RECORDERS

have

Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.

Sound Equipment Division

FAIRCHILD AERIAL CAMERA CORPORATION

88-06 Van Wyck Blvd.
Jamaica, Long Island
New York

NBC's Phase of Hearing Ends

(*Continued from Page 28*)

had been cut off during an NBC program, and he for using profanity.

Freedom of the air is in an entirely different category, with its own attributes and limitations, and there is no such thing as freedom of speech on the air, he declared.

Questioned by Mr. Dempsey along lines similar to Roy C. Witmer, NBC vice-president in charge of sales, earlier in the proceedings, Maj. Lohr said he did not think one big network would yield a greater diversity of programs, because networks at present watch each other's programs very closely and consciously try to offer something new all the time. Asked how many networks he thought could be operated in America, he said the number was naturally limited by facilities and talent, which is a very definite limitation, although the number of stations constitutes the present limiting factor.

In the early days NBC decided competition would be healthy for itself in forcing it to remain constantly alert and progressive, he stated, and did not stand in the way of the formation of CBS. He told of a station applying to NBC for affiliation, NBC's action in returning the application with the explanation that it already had ample coverage in the station's territory and then referring the applicant to MBS for possible affiliation. Competition puts the network "on your toes", more from a program than a sales standpoint, and it makes necessary the best possible programming, he said.

"I feel that some competition is necessary. I do not think it advisable that one broadcaster control all network operations with no competition, for the same audience and customers, to keep him on his toes," he declared.

Queried about NBC's agency activities through its Artists Service, Maj. Lohr said no conflict exists between the functions of NBC as a purchaser-user and agent of talent, and that the artists benefit, even though radio may be a small part of their professional activities, from having at their disposal all the advantages radio can give. With close contact with artists, NBC can get the all-valuable variety in programming, cultivate artists and bring up young ones from the ranks, he explained. This could be done without the agent contracts, he admitted, but not to the same extent. Its agency activities cut a small figure financially in the NBC setup, taking in only about $200,000 in commissions out of a $4,000,000 business, he added.

As for children's programs, he explained that NBC's new policy was a change from the former "good taste" basis to a matter of reducing criticisms received from listeners to definitely specified improvements and prohibitions which could be posted as "do" and "don't." He told Chairman McNinch that he thought the new regulations will bring substantial improvements.

Even adult programs must be edited with the idea in mind that children somewhere in the country are listening to a network program. For this reason he said he had decided against a program in which occurred an account of an execution in the death house. He added that mention of subjects like "adolescent pimples" also must be watched closely, since they might occur at meal time in some parts of the country and hence offend some listeners.

It is good policy not to offend any group of people, even a small group, Maj. Lohr declared, hence the ban on liquor advertising or mention of human afflictions. "The thin edge of a wedge could easily open up your whole policy," he said in justifying the complete exclusion of liquor advertising.

As the session ended, concluding NBC's presentation, Mr. Hennessey said that NBC would furnish certain supplementary exhibits requested by FCC counsel during the proceeding and thanked the Commission for a "fair and patient hearing". Mr. Dempsey responded for the Commission, thanking NBC for presenting "a picture of the facts as requested".

Singer Fur Spots

ALBERT H. SINGER FUR Co., New York, is running a campaign of two spot announcements weekly on WHO, Des Moines, and five spots weekly on WCCO, Minneapolis, which will run through the season of annual fur sales. Green-Brodie, New York, handles the account.

WAVE CAINT GARNTEE MARROW-BONE!

WAVE *doesn't* cover the miles of Kentucky mountains and back-lands that stretch from Marrowbone in the East, to Summer Shade in the West; *doesn't* cover Wild Dog and Hazel Patch . . . WAVE *does* cover the best 43 counties in Kentucky and Southern Indiana—reaches over a *million* people who do the biggest part of Kentucky's *buying*, and who look to WAVE for their complete N. B. C. entertainment! Shall we send *all* the facts?

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

LANG-WORTH *planned programs*

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

COMING EVENTS CAST THEIR SHADOWS!



MY ADVENTURES are known the world over . . . Magazines, Books, Screen, Stage! But 'tis merely a shadow of the powerful appeal my Radio dramatizations will command from the ready-made Audience eager to engage in a battle of wits with me. Fools—to think they can escape from the web of intrigue spun by the cunning and crafty

FU MANCHU

RADIO *Attractions*
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 61

Oldest Radio Employe

J. W. DEBELL, 74-year-old clerk in the music library of WHK-WCLE, Cleveland, and Mrs. DeBell will celebrate their golden wedding anniversary Jan. 16, when staton employes will fete them at a party in their honor. Maj. DeBell, who came to this country from Canada to enter radio work at the age of 67, is the oldest employee of any Cleveland radio station. Before that time he was passenger agent for the Canadian Pacific Railroad in Winnipeg, Man.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Studio Notes

GUNNAR WIIG, general manager of WHEC, Rochester, N. Y., reverted to his sports announcing days recently during the vacation of Lowell MacMillan, sports director. Called on to broadcast the play-by-play story of the city playground ping pong championship finals, Mr. Wiig reversed the usual procedure by having a table set up in the station's organ studio and bringing the players to the station where the matches could be broadcast under the best conditions.

KMOX, St. Louis, claims a scoop in flashing the appointment of Felix Frankfurter to the U. S. Supreme Court when it was announced by President Roosevelt recently. When a UP flash was received at 11:03:45 a. m., Don Owenby, on duty in the KMOX news department, checked the schedule, found a news courtesy announcement set for 11:04:30, shouted the flash down the copy chute to the announcer's room, where it was typed and broadcast exactly 45 seconds after the flash was received from Washington. KMOX now has Transradio as well as UP service.

KXOK, St. Louis, and KFRU, Columbia, Mo., carried exclusive broadcasts of the Missouri State Legislature opening Jan. 4, with KFRU lines run direct to the capitol building in Jefferson City. During the two-hour pickup, listeners heard an interview with the speaker of the house, assembly of the legislature, and the governor's address. Bruce Barrington and Paul Aurandt of KXOK announced, and Bob Haigh, KFRU, operated equipment.

KGVO, Missoula, is now occupying its new studio and office building on West Front Street in Missoula. The entire setup is expected to be completed and ready for public inspection in time for KGVO's birthday celebration Jan. 18.

WKY, Oklahoma City, has built a special studio in the Oklahoma capitol building from which a legislative news program will originate each day the state legislature is in session.

THREE-STATION network was used Jan. 8 for the first time during *Your Illinois* a Sunday afternoon public service program on WJJD, Chicago. On that date, W. Emery Lancaster, president of the Illinois Civil Service Commission, spoke from Quincy on WTAD, that city; WCBS, Springfield, and WJJD, Chicago.

WLW Awards

TO HONOR those who have served the broadcasting department of the Crosley Corp. for many years, WLW will broadcast "In Recognition" Monday, January 23, from 11:15 to 11:45 p. m., EST. Powel Crosley, Jr., president of the Crosley Corporation, will appear on the broadcast. Awards for outstanding services during periods of 5, 10 and 15 years will be presented during the half-hour broadcast. Miss Beulah Strawway, WLW's director of trade relations, suggested the title.

WENR, Chicago, and WIND, Gary, aired an half-hour evening program Jan. 5 on behalf of the German Refugees Committee in a drive said to have been inspired by A. L. Lasker, retired board chairman of Lord & Thomas advertising agency. Dramatizations of actual experiences of refugees were featured on the program which was credited with being largely responsible for raising $1,100,000.

WIBW, Topeka, carried an account of the inauguration of a new state administration in five episodes Jan. 8, starting at noon with the oath of office taken by Governor-elect Payne Ratner and other state officials and late rincluding the First Lady's reception at the Governor's mansion, an interview with the new chief executive in his statehouse office, the Governor's reception at the mansion, and finally the grand march at the inaugural ball in the evening. All the remote broadcasts were supervised by Art Holbrook, special events announcer, and Karl Troeglen, chief engineer.

KSTP, St. Paul, provided Minnesota inauguration-day accounts for listeners unable to listen to their radios during the day by recording highlights, along with the full inaugural ceremony, editing the whole and re-recording the significant parts, then cueing these into a continuity covering the entire day and rebroadcasting the transcribed program later in the day.

NBC-Chicago, has established a department of information as a subdivision of its press department headed by William Ray. The new department will handle all comments and listeners' questions, combining previous functions of the audience mail department and night manager's office.

WALTER HARRISON, editor of the *Oklahoma Times*, is heard Sundays on the non-commercial show, *News Comes to Light*, on WKY, Oklahoma City. Program is in interview-discussion form, with Ben Bezoff, WKY news editor, asking the questions.

A LESSON IN MATHEMATICS!

20 small markets = 1 LARGE MARKET

Simple Isn't it?

But it is salesologically correct. KFYR serves these many markets which combine to give you a large potential market of 500,000 Radio families.

Let us sell your story

NBC Affiliate
550 Kc.

KFYR

5000 W. Day
1000 W. Night

The Regional station with the cleared channel coverage

MEYER BROADCASTING CO.

BISMARCK · N. D.

National Representatives—Gene Furgason & Co.

THE EARS HAVE IT!

Thousands upon thousands of ears perk up when WAIR tells a sales story. Here's a station that has both the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

263
quarter hour participations
in the KMBC Happy Kitchen were used by national advertising agencies in 1938!
(no extensions or unexpired contracts included)
★
Ask any Free & Peters salesman to give you his newest story
KMBC
OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Inc., Nat'l Reps.

WITH a new information morgue covering practically every subject from *Alice in Wonderland* to zoos, CBS is developing one of the most complete information centers in radio. The project, started last June, is under the direction of Stanford Mirkin, who estimates he has 13,000 clippings with 600 coming in each week for sorting and filing. They come from CBS employes who are helping to fill the files with information on subjects in which they specialize.

USING "unofficial" conversations with church and state leaders in South America as background material, Dr. Maurice S. Sheehy, head of the Department of Religious Education at Catholic U, Washington, is giving a series of talks on the further unification of the Americas through cultural relations, which are broadcast on the NBC networks from the different points in South America where Dr. Sheehy stops on his 18,000-mile good-will tour of the continent accompanied by Bishop James H. Ryan of Omaha.

AS A RESULT of their appearance on the *Refugee Theatre of the Air* program on WHN, New York, the entire group of artists were booked for a stage presentation the week of Jan. 13 at Fays Theatre in Providence by E. M. Fay, owner of the theatre, who had not even seen the performers.

REITERATING allegations of censorship on the big chains [BROADCASTING, Jan. 1] Boake Carter, at present on a country-wide lecture tour, was interviewed during a visit at West Palm Beach, Fla., by Gunnar Back, program director of WJNO, West Palm Beach. The interview was recorded and rebroadcast via transcription on that station.

MEMBERS of the staff of KSFO, San Francisco, were presented with Christmas bonus checks equal to a week's pay by Manager Philip G. Lasky.

It Speaks Their Language
CKAC
MONTREAL
• About ¾ of Montreal's population speaks French
• CKAC speaks French
Canada's Busiest Station



NEWS every hour, on the hour, supplemented by four news periods daily, now is being broadcast over WJW, Akron. Edythe Fern Melrose, who joined WJW Dec. 1 as commercial manager, contracted for complete UP news service, and the news is sponsored by Richman Brothers, nationwide retailers of men's clothing. The first sponsored program originated in the showrooms of the Akron Richman Brothers store. Shown in the photo taken on that occasion are (l to r): Newscaster Bill Griffiths, Announcer Jack Watts and Jack Baer, who operates the Richman store.

STAFF members of WGAR, Cleveland, for the third consecutive year received a 10% bonus from Manager John F. Patt at the annual Christmas party. After the staff get-together and check distribution, the party was opened to the local press and advertising agencies.

FRIENDLY spirit in radio is demonstrated every Sunday in Detroit, where two stations carry the *New York Philharmonic* program—WJR the first hour and WJBK the full two hours. At intermission WJR tells its listeners that the balance of the program may be heard on WJBK.

KTSM, El Paso, originated a description of the colorful Pageant of Legends Parade, principal feature of the annual Southwestern Sun Carnival, for a network of six stations Jan. 2, including WHK, Cleveland, WGN, Chicago, WREN, Kansas City; WWJ, Detroit, WTCN, Minneapolis. The Sun Bowl football game between the Utah and New Mexico U's was carried by KTSM, KOB, Albuquerque, and KUTA, Salt Lake City.

W9XA, shortwave adjunct of Commercial Radio Equipment Co., Kansas City, has added to its schedule several rebroadcasts of programs carried by KCKN, Kansas City, Kan., along with others of WLW, Cincinnati, KSL, Salt Lake City, and KITE, Kansas City. W9XA operates on 26450 kc. with 1,000 watts.

WATR, Waterbury, Conn., is planning to move its transmitter during January to a new site on the outskirts of the city.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

AT LEAST two California stations which heretofore carried foreign language programs, have changed their policy to eliminate all such type of broadcasts. When Reiland Quinn was named manager of KYA, San Francisco, three months ago, he brought about the cancellation of all foreign language programs on the station. Recently KROY, Sacramento, formulated an all-English policy and put it into effect on Jan. 1.

WBT, Charlotte, on Jan. 9 began signing on at 5:30 a. m. to carry the *Farm Features* program with Grady Cole, and now runs on a 20½-hour working schedule.

ACTIVITIES of the current Indiana Legislature are being covered by WLW, Cincinnati, with news bulletins sent each morning to the station's news rooms by Edmond C. Fount, editor of the *Hoosier Farmer*, the Indiana Farm Bureau publication. Peter Grant broadcasts the bulletins.

WCHS, Charleston, W. Va., has installed a basketball court in its auditorium, where City League and itinerant teams' games are played.

WCCO, Minneapolis, at the request of the newly-elected state government, originated the broadcast of Gov. Harold E. Stassen's inaugural address for a state-wide Minnesota network Jan. 3. WTCN, Minneapolis, and KSTP, St. Paul, made individual pickups, but all other stations in the state took the broadcast by wire from WCCO. Over the largest state-wide network in the history of Minnesota broadcasting, the address was carried through WCCO by KATE, Albert Lea; WEBC, Duluth; KDAL, Duluth; KGDE, Fergus Falls; KYSM, Mankato; KWNO, Winona; WDGY, Minneapolis; KVOX, Moorhead; KROC, Rochester; KFAM, St. Cloud, WNAX, Yankton, S. D.

WLS, Chicago, reports that $6,500. was sent in by listeners to its *Good Neighbor* spot announcements during the Christmas season. The listener-donations are used for purchasing wheel chairs for Chicago's invalid children.

YOU KNOW THIS IS THE FACT!

YOU KNOW the only thing that counts in Radio today is the Program! You know that husband, wife, son and daughter thrill to programs of **Intrigue, Romance and Adventure!** You know these are the programs that build and hold audiences! You know that is what keeps sponsors on the air—and you know what I have been doing for 25 years for Colliers, Doubleday Doran, MGM and Paramount Pictures!
FU MANCHU
RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 63

Radios in 40% of Cars

SURVEY of automobiles parked in paid-space parking lots and garages in Metropolitan New York showed 40% of the cars to be radio equipped, seven investigators from Hooper-Holmes Bureau, on Dec. 20, having peered into 5,850 parked cars in Manhattan, Brooklyn, Queens, Bronx - Westchester and Newark.

We can accurately check any program you broadcast as to number of listeners, economic level of listeners, and competing programs.

Send for folder describing this new method.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Junket's Canadian Spots

CHRIS. HANSEN Laboratories, Toronto (Junket), on Feb. 1 starts a spot announcement and contest campaign to run in February, April and June on a Canada-wide list consisting of CHNS, Halifax; CHSJ, St. John, N. B.; CHRC, Quebec; CFCF, Montreal; CKAC, Montreal; CBO, Ottawa; CFRC, Kingston, Ont.; CFRB, Toronto; CHML, Hamilton, Ont.; CKTB, St. Catherines, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CFCH, North Bay; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKLW, Windsor; CKPR, Fort William, Ont.; CJIC, Sault Ste. Marie, Ont.; CJRC, Winnipeg; CKX, Brandon, Man.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CJAT, Trail, B. C.; CKOV, Kelowna, B. C.; CFJC, Kamloops, B. C.; CHWK, Chilliwack, B. C.; CJOR, Vancouver; CKWX, Vancouver. Account was placed by A. McKim Ltd., Toronto.

Ted Silenced

A FREAK accident caused a 13-minute break in Ted Husing's broadcast of the Orange Bowl football game at Miami Jan. 2 over CBS. The Tennessee team had just scored its first touchdown when an airplane spraying crops a few miles north of Fort Lauderdale crashed into the telephones wires connecting South Florida with the rest of the country, killing both telephone and network radio service. Emergency crews of the telephone company in less than 15 minutes set up a temporary circuit around the break.

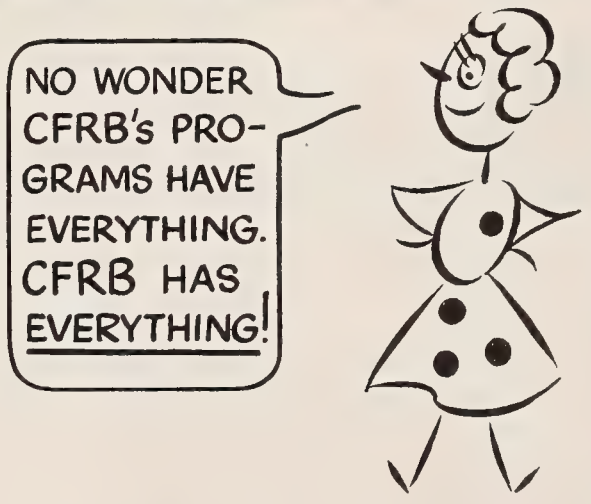
WOW, Omaha, recently donated spot announcements to Omaha Taxpayers Assn. for its drive to collect delinquent taxes, which has netted over a half-million dollars in unpaid taxes in Omaha and Douglas County, Neb.

FACILITIES that CHALLENGE!

While Reaching Canada's Richest Market at CFRB, TORONTO, ONTARIO



Now, more than at any other time, comments are pouring in about the fine job being done by Canada's favourite radio station! CFRB listeners are responding to the station's highest calibre entertainment by supporting the manufacturers sponsoring CFRB commercials! To obtain the maximum results from YOUR radio dollar, present your message to Canadians through CFRB, Toronto, Ontario.



Right up to the minute describes the facilities of CFRB, Toronto, the most popular radio station in Ontario, Canada's wealthiest province! CFRB's transmitter has 100% modulation crystal control, right at the centre of this greatest Canadian purchasing market!

Of CFRB's trained staff of announcers, one was recently voted Ontario's favourite! Four large studios equipped with Johns-Manville Acoustic Installation are available, including commodious Studio No. 1 with its ample stage. You need merely look-in on one of our participating programs to note the ready enthusiasm of the public for any of the many sponsored and sustaining programs to which CFRB welcomes them. Double turntable equipment of the latest type, for broadcasting 78 R. P. M. and 33 1/3 R. P. M. is ever available to handle your transcription needs.

CFRB TORONTO

THE KEY TO ONTARIO SALES!

Advertising Representatives in U. S. A.
JOSEPH HERSHEY McGILLVRA

New York • Chicago • San Francisco
Los Angeles • Atlanta

Equipment

INSTALLATION of the new CBS television transmitter in the Chrysler Bldg., New York, is progressing at a pace which is expected to make it ready to go on the air by the time the New York World Fair opens April 30. RCA equipment is being installed. Latest reports are that the television transmitter being built by DuMont Laboratories at Passaic, N. J. will be ready about Feb. 1.

A WESTERN Electric transmitter has been ordered for the new WENY, Elmira, N. Y., authorized for construction by the FCC to operate with 250 watts daytime on 1200 kc. It will be operated jointly with WESG, leased from Cornell University by the *Elmira Star-Gazette* also to be the licensee of WENY.

NORTHERN Broadcasting Co., has bought two Lingo vertical radiators for its two new 1,000-watt stations, CJKL, Kirkland Lake, Ont., and CKGB, Timmins, Ont.

AUSTIN studios of KATE, Albert Lea, Minn., have been rewired by Engineer George Church for a separate patch panel through which remotes from Austin are patched at night. A new Clough Brengle tube tester and analyzer also had been added to the KATE equipment.

WTAR, Norfolk, has purchased a Type 5-D Transmitter, contingent upon the grant of power increase to 5 kw.

NORMAN HURLEY, chief engineer of WAPI, Birmingham, is planning new remote equipment for the station, and Jimmy Evans has completed specifications for the new WAPI mobile unit.

WTAR, Norfolk, is rushing installation of its new 5,000-watt transmitter, including enlarging of the transmitter house at Glen Rock, Va., to accommodate the RCA 5-D equipment. Installation, supervised by Technical Director J. L. Grether, is expected to be finished by Jan. 21.

WBBM, Chicago, has remodeled its mobile unit to install duplicate channels, and automatic equalizers. RCA recorders are used in the mobile trailer unit.

WHK-WCLE, Cleveland, recently completed six new ultrahigh frequency receivers to be used in conjunction with the stations' shortwave equipment. One set is to be installed in the WHK-WCLE mobile unit, four others at remote points throughout the city, and the sixth packed in a portable case to be used anywhere. Revamping of the shortwave equipment also included installation of a new speech amplifier in the mobile unit.

HIGH WINDS destroyed the 155-foot vertical antenna of WHMA, Anniston, Ala., the morning of January 5. Erecting a temporary antenna immediately, the station carried on without losing any time on the air.

•

News is your best bet

TRANSRADIO

•

WDRC Ultra-High Tests

PRACTICAL tests of frequency modulation, as opposed to the conventional amplitude modulation, for broadcast purposes in the high frequencies, were authorized Jan. 9 by the FCC, in granting the application of WDRC, Hartford. The station was authorized to use a 100 watt transmitter developed by Dr. Edwin H. Armstrong, New York inventor, in the frequencies 86,000 to 400,000 kc., and 401,000 kc. and above from the studios of WDRC. While employing a wider frequency band, of some 200 kc. as against 10 kc., for standard transmission, preliminary experiments have indicated that greater coverage, less interference and superior quality is possible.

BEN FARMER, operating WGTM, Wilson, N. C., has applied to the FCC for a new local outlet on 1370 kc. in Concord, N. C.

Results COUNT MOST

WCPO Cincinnati

The three major surveys conducted here in 1938 show WCPO the third station in Cincinnati

WEED & COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK - CHICAGO DETROIT - SAN FRANCISCO

in the CONTROL ROOM



JAMES R. DONOVAN, chief engineer of WDOD, Chattanooga, on Jan. 17 rejoins WTOC, Savannah, replacing Laws Meador, resigned. Mr. Donovan, until he joined WDOD a year and a half ago, was WTOC's chief engineer.

MARTIN KIEBERT, engineer of the FCC, was transferred Jan. 3 from Seattle to the Washington, D. C. office. He formerly served as consulting engineer to 22 Pacific Coast stations.

JOSEPH. H. COHEN, CBS Hollywood engineer, married Eleanor O'Connor at Santa Ana, Cal. Dec. 30.

JAMES MIDDLEBROOKS, CBS New York liaison engineer, now in Hollywood, is the father of a 7½-pound girl, born Dec. 29.

MARJORY BECK, of KGER, Long Beach, Cal., is said to be the only feminine sound effects engineer in Southern California.

DR. VICTOR J. ANDREW, consulting engineer, has been elected chairman of the Chicago section of the Institute of Radio Engineers for 1939.

WALLACE MILLER, new to radio, has joined the engineering staff of KATE, Albert Lea, Minn.

ROBERT T. ANDERSON, radio "ham" who operated his own station W9MWC at Harrisburg, Ill., during the Ohio River flood in January, 1937, and for his heroic work won the William S. Paley Amateur Radio Award, has been made engineer for the CBS broadcasts of the New York Philharmonic-Symphony Orchestra.

BEECHER HAYFORD, chief engineer of WCOA, Pensacola, will also be chief engineer of the new WJHP, Jacksonville, recently authorized by the FCC. The John H. Perry newspaper interests, operating WCOA, will also operate WJHP.

Shirt Echoes

NBC sound engineers, at a recent Toscanini broadcast of the NBC Symphony Orchestra, discovered that the tone values, especially in the higher frequencies, were registering with unusual sharpness, and after investigation found this was due largely to the fact that most of the gentlemen in the studio audience were wearing stiff dress shirts. Because of this, the sound waves came bouncing back in a manner which caused a reverberation, not present when informal attire was worn, sufficiently perceptible to register on the oscillograph which tests acoustical conditions in the studio. They further reported that large persons, especially men, absorb sound waves better than small persons.

GARLAND WILSON has been engaged as engineer of the new KTSW, Emporia, Kan., now under construction, whose chief engineer will be Paul H. Daniels, formerly at KFBI, Abilene, Kan.

"MIKE" CHUCKRAY, formerly of KFRU, Columbia, Mo., has joined the control staff of KXOK, St. Louis.

JIM BELOUNGY, chief engineer of WBT, Charlotte, and a well-known marksman and hunter, recently was honored by the National Rifle Assn. with appointment as a life member of the organization.

DAN SMITH, formerly of KBIX, Muskogee, Okla., has joined the engineering staff of KOME, Tulsa.

ARTHUR MARTIN has joined the engineering staff of WALR, Zanesville, O.

FRANCIS RIES, formerly of KITE, Kansas City, has joined the engineering staff of KCKN, Kansas City, Kan.

MEL JOHNSON, chief engineer of KDON, Monterey, Cal., is engaged to marry Dorothy Miltz, of Oakland.

S. J. BEGUN, well known for his electrical and radio developments, has joined the Brush Development Co., Cleveland.

LOUIS BOOKWALTER, technical director of KOIN-KALE, Portland, is the father of a boy born Jan. 3.

REMBERT R. OWEN has joined the engineering staff of WATL, Atlanta.

WALT H. RADKE has joined WIBW, Topeka, temporarily to fill in for Chief Engineer Karl Troeglan, who is supervising construction of the new WIBW transmitter. Radke, a former WIBW control engineer from 1930 to 1935, has been with a Milwaukee advertising agency.

JAMES M. BURKE of the transmitter staff of WAGA, Atlanta, and Mrs. Burke became the parents of a son, James II, born Jan. 3. Mr. Burke formerly was chief engineer of WRGA, Rome, Ga., and later with WDOD, Chattanooga, Tenn.

R. D. AVERY, chief engineer of WDBJ, Roanoke, Va., has accepted a position with the State Motor Vehicle Department in charge of construction of a statewide police radio system in Virginia. J. W. Robertson has been promoted to chief engineer.

Harry Fouch

HARRY FOUCH, recording engineer of Universal Microphone Co., Inglewood, Cal., died Jan. 3, a few days after a major operation. He is survived by a son, James L. Fouch, laboratory technician of Universal, and a brother, James R. Fouch, president of the firm.

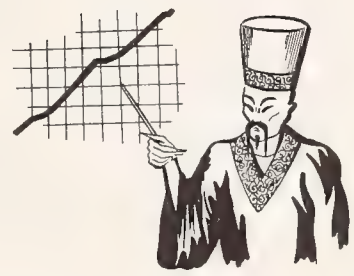
New Plan of Measuring Volume Level Developed

A NEW SYSTEM of measuring volume or program level, designed to eliminate the confusion caused by a lack of any previous standard method of measurement, is employed in calibrating the new volume indicator developed by engineers of CBS, NBC and the Bell Telephone Laboratories, assisted by the Weston Electrical Instrument Corp., which is manufacturing the new meter. These indicators are now being installed by the networks and the Bell System and on May 1 they will adopt the new calibration as standard for volume measurements.

This standard system sets zero volume level as one milliwatt with an impedance of 600 ohms. Readings are designated in terms of "vu", numerically equal to the number of db above volume level which was the previous terminology and which was less exact as there was no agreement as to what should constitute zero level. New standards, of course, can be used only in reference to the new meter, which is now available only as a Weston Type 30 Volume Level Indicator. Specifications have been made available to other manufacturers, however, and it is expected they will enter the field. Announcement was signed by H. A. Affel, assistant director of transmission development, Bell Telephone Laboratories; Howard A. Chinn, engineer in charge audio engineering, CBS, and Robert M. Morris, development engineer, NBC.

LIVA MORGAN CRAFT, of Cedar Rapids, Ia., on Jan. 10 was issued Patent No. 2,142,999 by the U. S. Patent Office. It covers an oscillation system and was partially assigned to Collins Radio Co., Cedar Rapids.

LOOK AT THAT CHART—I'M INSULTED!



I'M THE supreme mastermind. I have always been able to outwit my pursuers. But there is no escaping the efficiency boys and their graphs. From the looks of this audience chart maybe I'm making a mistake broadcasting my exploits. Maybe 100,000,000 minds are too much for me. no, No, NO—not for

FU MANCHU

RADIO Attractions INCORPORATED

RKO BLDG. RADIO CITY N. Y.

SEE PAGE 65

A COMPLETE LINE OF PRECISION QUARTZ CRYSTALS HOLDERS and OVENS 20 KC. TO 30 MC.

Write for Catalog G-10

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

Publisher Buys Time

THE *Toronto Globe & Mail* on Jan. 15 starts a series of five Sunday half-hour addresses by its publisher, George McCullagh, on the theme "Let's do some plain talking about conditions in Canada", on practically all privately-owned stations in Ontario and one Montreal station. MacLaren Adv. Co., Toronto, handles the account.



TELEVISION STUDY IS BEGUN BY FCC

IMPETUS recently given television through announcement Jan. 3 by RCA of plans to market transmitters to broadcasters, received official cognizance of the FCC with the appointment of a committee to study the whole subject and prepare recommendations. Commissioner T. A. M. Craven, former chief engineer, was named chairman. Other members are Thad Brown and Norman S. Case.

The Commissioner announced that the application of the Milwaukee Journal Co., operating WTMJ, to inaugurate an experimental television service to test public reaction, had been referred to the committee. Along with it the Commission referred the proposed standards for television transmission and reception submitted by the Radio Manufacturers Assn. several months ago, after long deliberation by its engineering committee.

The Milwaukee Journal has contracted for the purchase of an RCA 1,000 watt television transmitter—the first to enter the field under the new RCA policy. The application looks toward revision of FCC regulations to permit setting up an experimental program service for home reception as a test of "looker interest" in visual programs. Under existing rules the Commission requires research and technical experimentation by all those holding experimental television licenses [BROADCASTING, Oct. 15, Nov. 1, 1938].

Regarding the proposed television standards of RMA, the FCC stated that a number of manufacturers and experimenters have expressed opposition to their promulgation.

Akron Lamp on Six

AKRON LAMP & MFG. Co., Akron, O. (farm lamps), has started a varied schedule of minute spot announcements or quarter-hour participations on *Barn Dance* programs on six Midwestern stations including KITE and WSM. Guenther-Bradford & Co., Chicago, is agency.

Television Creates Highspot in Radio

THE first public demonstrations of television receivers in New York last June and the subsequent progress of this infant art toward its debut into the entertainment world were chosen by *Fortune* as the outstanding radio news of the year. In its summary, "A. D. 1938", published in the January issue, *Fortune* says:

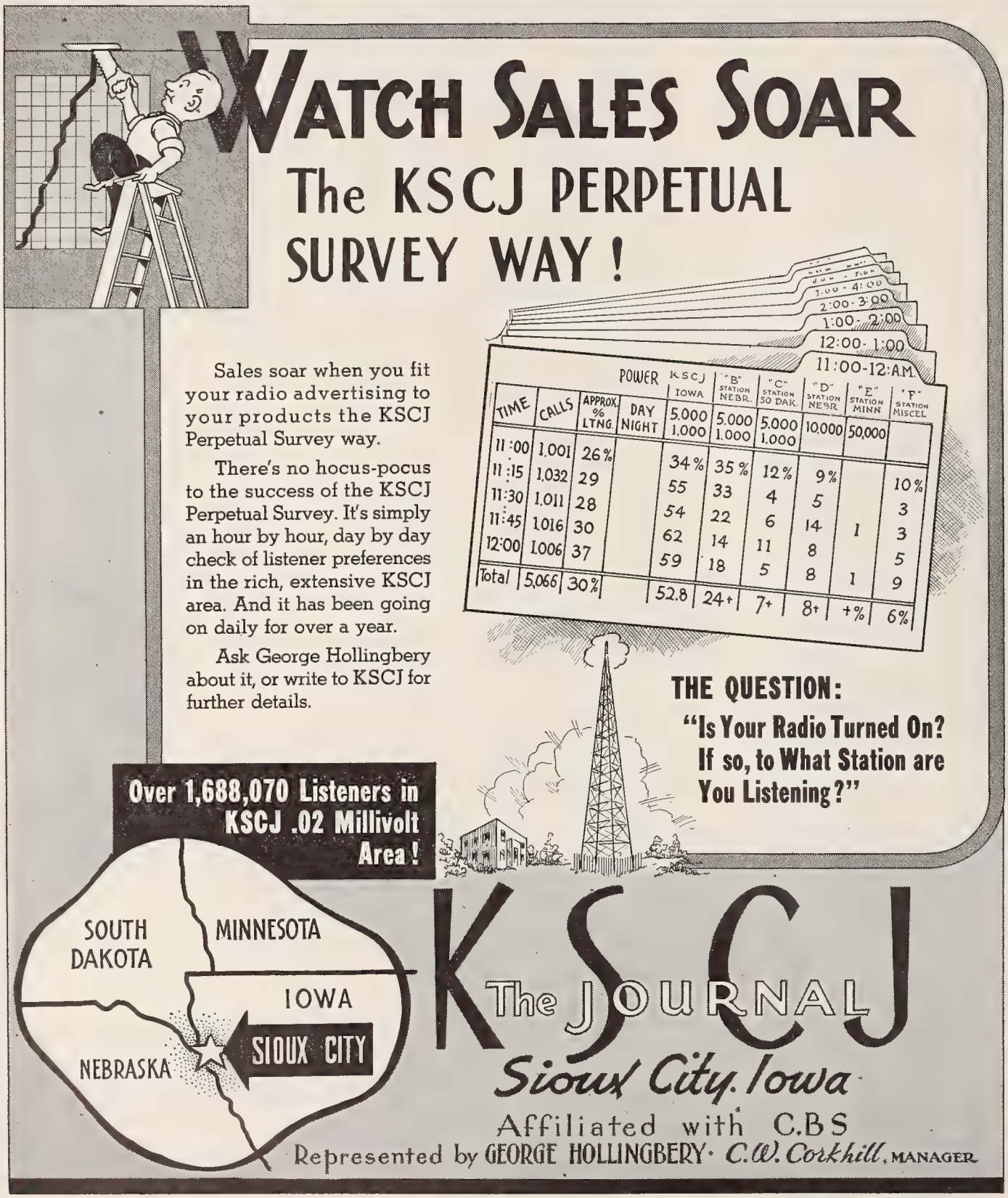
"Radio made the popular technological news of the year when in June television receiving sets were demonstrated to large crowds by several New York stores. RCA after having put on a television broadcast of a Broadway play for the first time, pinched out the flurry by suspending its experimental broadcasts, inferring that television was not yet quite ripe. However, Mr. Sarnoff was able to say later that limited television broadcasts and some receivers would be ready in time for the opening of the World's Fair early in 1939. The sale of television parts to experimenters went forward merrily, and RCA's roaming television trucks made their first news broadcasts. RCA further developed its new large-screen pictures projected from a cathode-ray tube and opened up a television demonstration to the general public. GE applied for experimental television licenses, CBS began to install a transmitter, and Paramount let it be known that it was ready to jump into the production of television shows."

Television to Be Shown By RCA in Exhibit at Golden Gate Exposition

THE RADIO division of the Golden Gate International Exposition in San Francisco has announced that television will be shown in complete detail at the Treasure Island fair, which opens Feb. 18. David Sarnoff, president of RCA, has signed a contract calling for 15,000 square feet of floor space in the Palace of Electricity & Communications on Treasure Island.

The television feature will present several reception sets of three dimensional animated pictures, made life-like by sound. Television transmission also will be shown.

M. F. Burns, West Coast manager of RCA Photophone, stated that RCA also will show radio facsimile and other new developments in the field of ultra-short-wave transmission and reception at the Fair. Various services of RCA including radiomarine equipment manufacture, RCA communications and NBC activities will be revealed. Burns is in San Francisco supervising construction and the placing of the exhibit.



KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

Engineer Shifts Effected by CBS

Over 30 Employes Are Given New Network Assignments

WITHIN the last two weeks some 30 of the engineers employed by CBS have begun work in a different network headquarters or owned and managed station. Eight men were transferred from WABC, New York, and a like number from WBBM, with two leaving each of the network's other m. and o. stations, each vacancy being filled by a man from some other part of the country. Reason for this wholesale exchange of technical personnel, which in many instances will give the individual engineers duties of a different nature, is to broaden the experience of the men to the mutual advantage of themselves and CBS.

"Many of our engineers have abilities which their present jobs leave neglected," Mefford R. Runyon, CBS vice-president, explained, "and we hope that by giving them a chance to work under new conditions we may uncover these latent possibilities. Individual transfers, which are going on all the time, have resulted in the advancement of certain men as they were enabled to show their diversified talents.

Union Angle Belittled

The routine nature of the transfers, exceptional only in the number of men involved, was stressed by Mr. Runyon and by engineering executives, who pooh-poohed allegations that the men were being shifted for the purpose of segregating leaders of union activity, especially those who had tried to swing CBS technicians from their own organization, Associated Broadcast Technicians, into the ranks of the CIO affiliate, American Communications Assn. The former was recently certified as bargaining agent for all engineers at CBS owned and managed stations by the National Labor Relations Board, following an election held under NLRB auspices.

Engineers transferred include: K. E. Davis, from WABC to WBBM; Gene English, from WABC to KNX; F. M. Evans, from WABC to WEEI; L. F. Farkas, from WABC to WBBM; V. M. Gamble, from WABC to WBBM; A. W. Hingle, from WABC to WBT; C. H. Kleinman, from WABC to WBBM; C. H. Malmstedt, from WABC to WBBM; E. B. James, from WEEI to WABC; R. G. Webster, from WEEI to WKRC; H. A. Torry, from WJSV to KMOX; D. S. Mahaffey, from WJSV to WBBM; J. G. Carey, from WBT to WABC; J. M. Whitman, from WBT to WJSV; Robert DeHart, from WKRC to WEEI; Ed Hamel, from WKRC to WBBM; L. S. Fisk, from WBBM to WCCO; F. R. Heuperger, from WBBM to WABC; D. E. Hulse, from WBBM to KNX; T. K. Jones, from WBBM to WCCO; R. G. Kania, from WBBM to WABC; E. F. Knight, from WBBM to WBT; M. B. Korf, from WBBM to WABC; Edward Malholm, from WBBM to WABC; John Palmquist, from WCCO to WJSV; L. W. Smith, from WCCO to WABC; W. F. Castanis, from KMOX to WKRC; H. C. Fischer, from KMOX to WABC; J. B. French, from KNX to KMOX, and R. W. Miller, from KNX to WBBM.

The Other Fellow's VIEWPOINT

Religion Locally

EDITOR, BROADCASTING:

I read with a great deal of interest and varying reactions your editorial "Religion Via Radio" in the Dec. 1 BROADCASTING. I am of the opinion that there is much in so-called commercial religious broadcasts that may well be subjected to the keen edge of criticism. It goes without saying that the "preaching of intolerance and fomenting hatred", as you term it, can overstep the bounds of free speech as we know it in the United States.

It is to be regretted that some there are who must flay with stripes of sarcasm, those who, in the true spirit of American free-thinking, worship their God in their own way. And I say this regardless of where the whipping-post may be erected—be that location in pulpit, platform, newspaper, magazine or our own broadcasting lanes. There are some few transgressions which not even our sacred doctrine of free speech can countenance with grace, but let us not single out broadcasting as the only medium to feel the blade of condemnation.

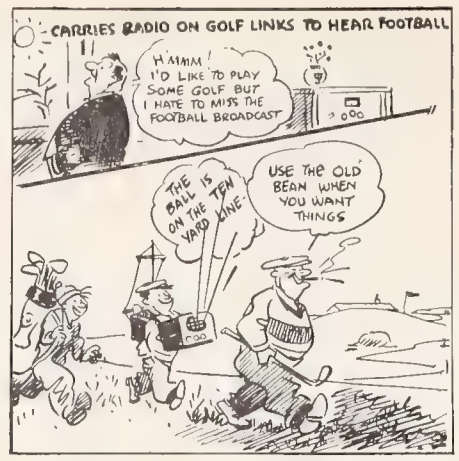
Religion and Networks

In the present controversy covered by your editorial, much stress is laid on what the networks do or do not do in connection with their policies as they may apply to religious broadcasting. Frankly, I cannot see how it is possible to operate on a nationwide basis and do otherwise. And I say this with the utmost respect for the networks which can and have done so much to elevate the standards of broadcasting.

But, by the same premise, it is impossible to fully and completely apply network policies to local operations. Your statement that the networks "allot periods to the recognized clergy which through their associations they divide among themselves" is indeed an excellent plan—excellent because networks are in the enviable position of being able to regiment the nation's finest religious talent. But how about the local stations which seem to be urged by you to "Go and do thou likewise"?

You term such a course a "sensible" one, and we agree—BUT—only if we, in our local field, can regiment a quality of religious broadcasting talent which is acceptable to our own standards, which we do conscientiously try to maintain. Our experience along such lines has been extensive and interesting. We have and do, offer our services to local religious groups, only to have such service grossly misused at times. Inferior talent, last-minute preparations, and a general lack of responsibility have been a few of the transgressions. It has been our experience that no few such organizations are fully appreciative of the value of broadcasting and the responsibilities it demands for acceptable performance.

I am in no wise defending what you so aptly classify as "invective and rabble - rousing" religious broadcasting — no true American can do that and still keep faith



Atlanta Journal

with those principles which have been guarded with so much life blood. But I do believe there are many stations carrying local commercial religious programs which perform a real service to their listeners. This of course focuses attention on your own suggestion: "Evidently they realize handsomely by their direct or indirect solicitation."

I do not believe that the average local commercial religious broadcaster actually realizes so handsomely in a financial way. The difficulty, as I see it, is that all must pay the price exacted by the transgressions of the lesser number of unscrupulous commercial preachers. Isn't that true of all of us? Isn't the conscientious self-sacrificing minister subjected to public criticism which has its source in the conduct of the few who accept the obligations of the cloth with selfish gain as their guiding light?

There are conscientious broadcasters and there are questionable broadcasters; there are worthy ministers and there are those who are unworthy; there are honest public servants and there are dishonest public servants. Perhaps you know editors who may not measure up to your own ethics and most certainly we freely admit that there are questionable commercial religious broadcasters.

In your closing paragraph you quote "By their fruits ye shall know them" and a good quotation it is. "By their fruits"—fruits of service to those who listen—should we judge all religious broadcasters, be they sustaining or commercial. I believe that I have had an opportunity such as comes to so very few broadcasters, to observe the "fruits" of commercial religious broadcasting. Through extensive personal contact with listeners; through unsolicited letters from listeners and from close observation, I am conscious of "fruits" which are flavored with a sincere appreciation for local commercial religious broadcasting.

Sometimes I feel that the sophistication of metropolitan living warps our opinions on what religious service should or should not be. I say this because when I catch the pulse of those who live along the by-ways, I am conscious of a simple and homely religious theory which differs so much from my own. * * *

Yes, there are phases of commercial religious broadcasting which every honest and conscientious broadcaster should toss into outer darkness. They have no place in the realm of broadcasting. May we have the courage to act and the ability to sift the chaff from the wheat. But let's not unjustly condemn the so-called "commercial preacher" just because he has the courage to buy time and the ability to make that time profitable in a manner which fair thinking men can judge as helpful to many.

GEORGE W. SMITH
Managing Director,
WWVA
Wheeling, W. Va.

Industry Cooperation

Editor Broadcasting:

The editorial on page 12 of the Jan. 1 issue is splendid.

Your plea for industry cooperation is most timely and important, and it seems that an editorial of this nature would be unnecessary. It stands to reason that the broadcasters must work wholeheartedly together in their own interests and in the interests of sound public relations, in order to perpetuate our American System of Broadcasting, through which we, the listeners, obtain the finest radio programs in the world.

G. W. Weston,
Secretary-Manager
Electric Ass'n,
Kansas City.

"HELLO, ROS METZGER"
(Ruthrauff & Ryan, Inc., Chicago)

Did You say MARKET ?



PEORIAREA is the home of 605,646 people with money to spend. The whole state of Vermont has a population of only 359,000. PEORIAREA is a rich, concentrated market—all within an hour's drive of Peoria—covered thoroughly by ONE radio station—WMBD.

Free & Peters, Inc.
Nat. Reps.

THE HEART OF ILLINOIS wmbd

WMBD PEORIA
MEMBER CBS NETWORK

PARDON ME FOR FORGETTING MY MODESTY!



RAVE PRESS NOTICES? Certainly. I'm used to that! But when I begin to monopolize the air waves the Fan magazine editors and the Radio columnists will have to find new adjectives to tell about radio's greatest serial program. (I must make a note to have Karameh* arrange to take care of that fan mail.) That good old public will be getting into a new habit in 1939 —the habit of dialing for and listening to

FU MANCHU

* My girl Friday

RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 67

WTAG
WORCESTER, MASS.
600,000 New Englanders have the same WTAG listening habit.
NBC BASIC RED NETWORK
WEED and CO.
National Representative

Radio AND Education

NBC will contine its series of broadcasts from the campuses of state agricultural colleges during the *National Farm & Home Hour* in 1939. The first program in the new series will originate at the University of Idaho Jan. 18, 12:30 p. m., on NBC-Blue. Others are planned for the U of Missouri, Feb. 15, U of Georgia, March 15, U of Nebraska, April 19, and Oklahoma A. & M. College, May 17.

COURSES in the technique of writing for radio will be given during the winter term of the Writer's School conducted by the New York Chapter of the League of American Writers, which opens Feb. 6. An advanced course in radio for professional writers will be taught by Helen Bergovoy, of the CBS Workshop; and George Asness, originator and director of the Federal Theatre Radio Unit, will conduct the course for beginners.

RADIO WORKSHOP has been organized in Beverly Hills, Cal., to acquaint laymen with problems and methods of modern radio. Headed by Jerome Schwartz, continuity editor of KMPC, that city, and Thorburn Cowan, Hollywood producer and emsee, the Workshop is giving an eight-week course in radio. Each week a different phase of radio is discussed by a prominent member of the industry. Maintaining an atmosphere of the industry, the group holds its meetings in the main studio of KMPC.

CHICAGO Radio Council reports that 244 local schools have 649 radio sets. Similar survey last June showed only 350 sets in 125 schools. For complete coverage of its many programs on Chicago stations, the Council estimates that schools of 1,000 pupils need at least six table model radio sets.

NEW serial for children, *Chimney House*, featuring characters from juvenile literature in new situations, is broadcast weekly on NBC-Red. The serial was written by Pauline Gibson of *Scholastic Magazine*, who has organized the Scholastic National Radio Guild, among high school groups interested in radio.

KSFO, San Francisco, recently inaugurated a discussion program with cooperation of the San Francisco School of Social Studies. It is a 15-minute weekly feature and is entitled *Social Studies Round Table*. From time to time outside experts are invited to join with members of the school staff in special discussion on the program. The School of Social Studies, an experiment in adult education, was founded by Dr. Alexander Meiklejohn in 1932 and last year received a grant from the Carnegie Foundation.

CELEBRATING the tenth anniversary of *Nation's School of the Air*, heard daily on WLW-MBS, four speakers reviewed the progress of the radio school during a special broadcast Jan. 7. Speakers included B. H. Darrow, who set up the first broadcast for the parent *Ohio School of the Air;* John W. Bricker, governor-elect of Ohio, one of the early teachers on the program; Joseph Ries, WLW educational director, and William Dow Boutwell, director of the Radio Workshop.

HARRIET HESTER, educational director of WLS, Chicago, was music judge of the annual Rural Music and Drama Festival given in mid-January under auspices of Illinois U College of Agriculture.

EDUCATIONAL series explaining the functions of the Federal Bureau of Investigation, started by KLZ, Denver, recently is spotted immediately after each Friday night news broadcast. The program, prepared under direction of J. Edgar Hoover, is devoted to interviews with Wayne B. Listerman, special agent in charge of the FBI Denver office.

ON THE SPOT educational broadcasts from Kentucky's industries feature the University of Kentucky's 1939 radio schedule, which has just been published in booklet form and is available free of charge from the studios at the University of Kentucky, Lexington.

IN ORDER to promote Americanism and in an effort to acquaint the people of Southwestern Washington with the freedom afforded them under the Bill of Rights, KWLK, Longview, Wash., has arranged for a series of forum programs to be presented by the members of the Cowlitz County Bar Association. On each broadcast, two or three members of the bar discuss an article of the Bill of Rights.

WLS, Chicago, originated its noontime *Dinner Bell* program from Purdue U. Jan. 9-10 and from Illinois U. Jan. 11-12, featuring speakers from the Agricultural Conference and the Farm & Home Week Convention respectively. George Menard, WLS farm director, was in charge of the remotes.

WIND, Gary, has started a new weekly series called *The City* under auspices of the University Broadcasting Council, Chicago. Purpose is to present a sociologcal discussion of the place a city has in the social structure, with emphasis on police protection, insanity, blighted areas and child welfare.

DOROTHY GORDON, conductor of the MBS program for children *Not So Long Ago*, on Jan. 20 will present her regular quarter-hour broadcast of songs and stories before the annual meeting of the General Federation of Women's Clubs, convening that day at the Mayflower Hotel in Washington, D. C.

TWICE-WEEKLY classes to give high school and college students a practical understanding of radio, both from a layman and professional viewpoint, have been started on WALR, Zanesville, O., under direction of King Whyte, program director.

Children's Program Survey

RADIO Division of the Massachusetts State Federation of Women's Clubs is currently conducting a survey to discover which children's programs are best designed to interest and develop the mind and character of children under 12 years of age. A questionnaire has been sent out to some 80,000 women in Massachusetts asking such questions as "What is your child's favorite program?", "Does it have educational value?" "Is the child's emotional response desirable?". This information will be used by the Federation in its attempt to maintain radio programs.



MILLIONS RIGHT OUT OF THE GROUND!

Making money out of the Red River Valley's fertile soil comes sorta easy to our industrious hayseeds. And spending it is even easier! For instance, $58,704,000 is spent annually for food by WDAY's 1,509,706 listeners. $57,317,000 for automotive products. And so on. Nowhere in the Nation can you find a better market that can be cultivated at so little cost. Won't you write for all the facts?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC.
NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WFBL
SYRACUSE
Another Advertiser Reports:
"WFBL pulls definite results for us," says Matthew Quinn of the Moore & Quinn Brewery, renewing his 52-time contract for the 3rd consecutive time—a contract that will bring the total broadcasts up to 150. Let WFBL strengthen your Syracuse sales efforts. Write or wire for rates and time.
WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

LOCAL SPONSORS!
Use Radio's Greatest Salesman
SMILIN' ED McCONNELL
NEW SERIES
HYMN-TIME

Now 78 Transcribed Programs Supplied by
PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

A CIVIL TEST FOR ANNOUNCERS

New York Municipal Station Demands a Broad Knowledge of Microphone Candidates

DIFFERING from most radio stations, which employ announcers largely on the basis of performance tests, WNYC, New York's non-commercial municipal station, requires its candidates for announcing jobs to pass a six-hour written examination prepared by the Municipal Civil Service Commission, and only then admits them for the oral tests. More than 1,000 candidates for the four vacancies in the station's announcing staff took the written examination in December as a preliminary to the oral examination which will be given in February to the 30 highest scorers on the written part. A few of the questions follow:

"The best way to evaluate a radio program is to count the number of its listeners." Is this a valid statement? Why or why not?

"Every radio program should be an entity which is complete in and of itself." Do you agree? Why or why not?

List three important principles of direction which you should bear in mind in the direction of radio dramatic sketches.

List three factors which determine the number of regular listeners which a radio station attracts.

Can any radio program be entirely devoid of propaganda? Why or why not?

"One of the most significant facts in modern government is the rise of the administrative agency." What is the basis for this statement?

Is it possible for a radio station to affect the crime rate? How?

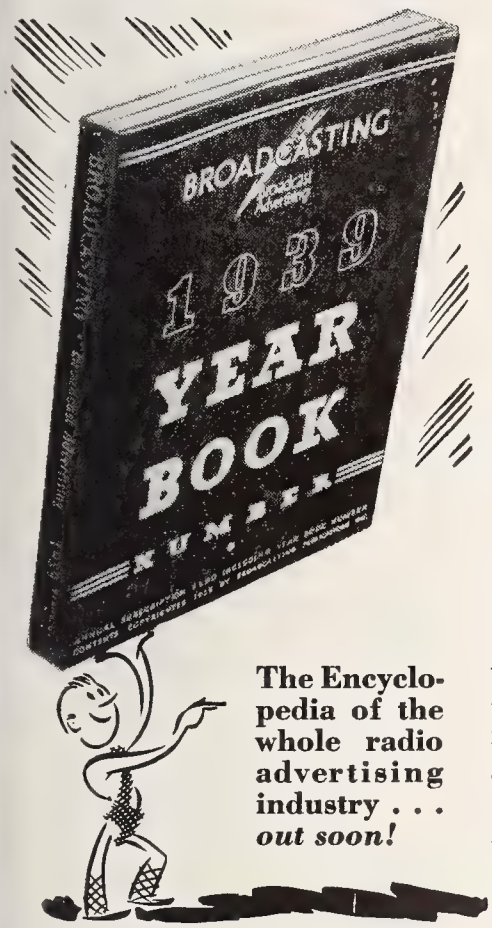
Write a 50-word announcement on the purpose of the Lima Conference in introduction to the radio presentation of a talk on Pan-American relations.

Write a 50-word announcement on Liszt suitable in introduction to the radio presentation of the Hungarian Rhapsody No. 2.

Explain briefly the following musical terms: oratorio, concerto, fugue, symphony, sonata, tone-poem. Name a well-known composition of each type and its author.

Definitions were asked for 25 words, including: diapason, etymology, choreography, spoliate, torpid, etc.

Finally the candidates were given 25 sentences, some with grammatical errors, to correct. For example: "This data can be interpreted with great ease;" "This is his, yours, and my problem;" "They are as good as us."



The Encyclopedia of the whole radio advertising industry . . . *out soon!*

Actions by FTC

THE Federal Trade Commission has charged M. L. Clein & Co., Atlanta (cold remedies) with making misleading claims for its Mentho-Mulsion and Malco Cold Tablets. Zendejas Products Corp., Los Angeles, is charged with misrepresentation in the sale of proprietaries advertised in Spanish. Pinaud Inc., New York, has been ordered by the FTC to cease certain claims for its 612 Creme de Mascara. Elizabeth Arden Sales Corp. and affiliates have agreed to cease certain claims for cosmetics.

FCC Annual Report

(Continued from page 40)

which required some form of action. Increasing use of radio for police, marine, fire, aviation and other services has swelled the number of radio operators who must be licensed by the Commission to nearly 40,000. Some 50,000 amateurs also are licensed.

"The administrative task throughout the range of the Commission's functions is accordingly large, varied, and difficult", the report continued. "Experience has demonstrated that the Commission is gravely understaffed for its task and that this condition is largely responsible for the accumulation of work and the inability to keep a great part of this work current. Overtime work by the staff is unavoidable, and excessive.

"It amounted in the fiscal year to 2,062 days, or the equivalent of about 5 days for every person in the Commission's headquarters organization of less than 400 people. Since the end of the fiscal year the overtime condition has grown somewhat worse.

"To remedy this situation of understaffing, overload, and accumulation, as well as to provide more adequate and effective facilities for regulation, the Commission has recommended this year a substantial increase in its budget.

"Reorganization steps already taken have helped materially but they are not, and alone cannot be, a complete cure. The Commission was behind on its work on pending applications for broadcasting licenses, as well as some other phases of its work. Through speeding up, and a great deal of overtime work, this accumulation of cases and work has been handled and made practically current.

"The divisional method of organization (i. e. Telephone, Telegraph and Broadcast Divisions), which divided responsibility for Commission action, was abandoned. The work was merged into a single organic whole.

"Since the close of the fiscal year we have adopted measures to complete, or largely to complete, the reorganization of the Commission's administrative set-up, and the Examining Division, as well as the Information Office as formerly operated were abolished. Formerly, recommendations made by the examiners were, in part, the basis for a great majority of the Commission's decisions. Under the new practice each hearing is to be conducted by the Commission, by a commissioner, or by one or more suitably qualified employees, chiefly lawyers. The Commission, instead of the person who presided at the hearing, will file a proposed report of findings of fact and conclusions of law in each case, which report shall be public. Opportunity will be afforded for the filing of exceptions and oral argument before the Commission issues its final report or order. This procedure provides for "fair play" by apprising the parties of the proposed decisions before they are made final, as the Supreme Court advocated in its decisions in the Morgan and other cases."

Recording Groups Merge Into Single Organization

MERGER of the National Association of Performing Artists and the American Society of Recording Artists into a single organization under the NAPA title was announced Dec. 30 at NAPA headquarters in New York. Since both groups were working for the same objective, "legislative and judicial recognition of the artists' rights in the mechanical reproduction of their interpretative works," the announcement states, "it was deemed wise to centralize the efforts under the supervision of one organization of a purely mutual character, one operated by the artists themselves for their own interests."

All members of the ASRA have been accepted into the NAPA, which now claims to include "practically all the recording artists in North America, both vocal and musical." Al Jolson, ASRA president, has been made a vice-president of NAPA, and the following members and directors of ASRA have been elected to the directorate of NAPA: Alfred Hertz, Mary Garden, Dick Powell, John McCormack, Al Jolson, Lucrezia Bori, Victor Young, Noel Coward, Arthur W. Levy, Richard Crooks. Fred Waring, NAPA president, called the merger the best thing that could happen for recording talent, whose efforts "have been shamefully exploited for commercial purposes" and who "must make a united drive for universal recognition and equitable consideration from the manufacturers and users of mechanical reproductions of our interpretative efforts."



"THE EARLY BIRD" CATCHES THE WORM

. . . and the worm in this case is a load of sales for the participating sponsors of this easy-to-start-the-day-with program filled to the brim with music, weather signals, temperature reports, etc., under the direction of popular Charlie McCarthy. Write, wire or 'phone for details.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

IF I RAN A RADIO STATION—



I WOULD give my audience the finest programs the entertainment market offered. For I know there is no limit to public response if you give the public what it wants.

I would make available to my sponsors only the finest programs in order to assure maximum results. For they richly deserve this for spending their money buying my time and for affording the public outstanding entertainment.

And to keep faith with myself and with these 1939 resolutions . . . I would begin with Radio's Greatest Serial Program

FU MANCHU

RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 69

IN NEW YORK

HOTEL

McALPIN

"A Great Hotel"



IS NEAR TO

BUSINESS CENTERS
Empire State Building ½ block away.

ENTERTAINMENT CENTERS
3 Minutes to Times Square.

SHOPPING AREA
In the vicinity of the city's largest department stores.

1 BLOCK FROM PENNSYLVANIA R. R. STATION
7 MINUTES TO GRAND CENTRAL TERMINAL
B. & O. MOTOR COACHES STOP AT OUR DOOR

FROM **$3** A DAY, SINGLE • *FROM* **$4.50** DOUBLE
LARGE, BRIGHT ROOMS, NEWLY FURNISHED!
NEWLY DECORATED! EACH WITH PRIVATE BATH!
2 POPUULAR PRICED RESTAURANTS

HOTEL

McALPIN

BROADWAY AT 34th STREET, NEW YORK
Under KNOTT Management JOHN J. WOELFLE, *Manager*

Would Retain WPTF

(*Continued from page 10*)

tion more than 10 years ago, it had been its consistent policy to develop it in the public interest, Mr. Coley reviewed the conditions of the agreement whereby WPTF began operation during evening hours on 680 kc. with NBC's consent and with the option whereby NBC could purchase the station as a definite part of the arrangement.

He pointed out that the only point of disagreement has been Durham's refusal to subordinate the rights of WPTF to those of KPO at a time when the FCC was considering changes in its regulations which might give WPTF an opportunity to further increase its power and hours and operation.

Public Interest

In his reply to Mr. Coley, Mr. Hedges said that after careful consideration "we have concluded that the public interest of the State of North Carolina will best be served by the ownership and operation of WPTF by the recently formed North Carolina Radio Corp., whose widely distributed ownership represents the finest elements of a well diversified cross-section of the business and civic activities of the State of North Carolina."

Furthermore, Mr. Hedges said that since Durham had already assured NBC of its willingness to cooperate in the acquisition of the station by NBC "we therefore feel sure that you will not only be willing but anxious to extend that cooperation to the North Carolina Radio Corp., composed as it is of such able and representative citizens of North Carolina and I therefore earnestly urge that you confer with their officers and directors with that end in view."

He added he was sure that members of the new corporation "would welcome the inclusion of yourself and your associates in their ranks, since it is their purpose to represent as widely diversified interests as possible so as to insure at all times a truly impartial and disinterested policy for the management and operation of WPTF."

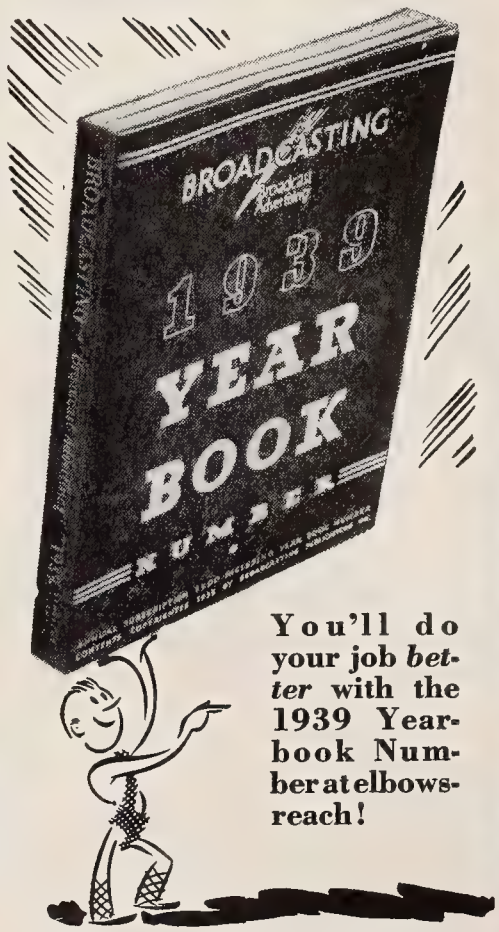
With the formation of the new corporation in December, it had been stated it was that organization's desire to retain as manager of the station Richard H. Mason, who has directed it for several years. It was learned, however, that there have been absolutely no negotiations with Mr. Mason and that he has refused to discuss this matter unless and until the company has a radio station in Raleigh for which it is seeking an executive head.

DISTRICT SESSIONS ARRANGED BY NAB

FIVE district meetings of the NAB in the West and on the Pacific Coast, will be attended by NAB President Neville Miller from Jan. 18 to Feb. 2. He will address the meeting in Denver (Colorado, Utah, Wyoming, Idaho and Montana) Jan. 18-19 with Director Gene O'Fallon, KFEL, presiding; Portland (Oregon, Washington, Alaska) Jan. 23, with Director O. W. Myers, KOIN-KALE, presiding; San Francisco, (Northern California, Nevada and Hawaii) on Jan. 25, with Director Ralph R. Brunton, KJBS-KQW, presiding; Los Angeles, (Southern California, Arizona, New Mexico), Jan. 27, with Director Donald Thornburgh, CBS vice president, presiding; Dallas, (Texas only) Feb. 2, with Director O. L. Taylor, KGNC, presiding.

In addition to the district meetings, Mr. Miller also will attend sessions of the Sales Managers' Committee, to be held the day preceding or the day following the main sessions. He will leave Washington Jan. 16, accompanied by Ed Kirby, NAB public relations director, who also will address the broadcasters on phases of NAB activity under his supervision.

Appointment of committees authorized at the meeting of the NAB board of directors in Washington last month, including the important Program Standards Committee, probably will be deferred until President Miller's return. He intends discussing appointments with key broadcasters during his trip. Meanwhile, codifying of all of the policies relating to programs, including those of networks and independent stations, is going forward under his direction.



You'll do your job *better* with the 1939 Yearbook Number at elbows-reach!

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

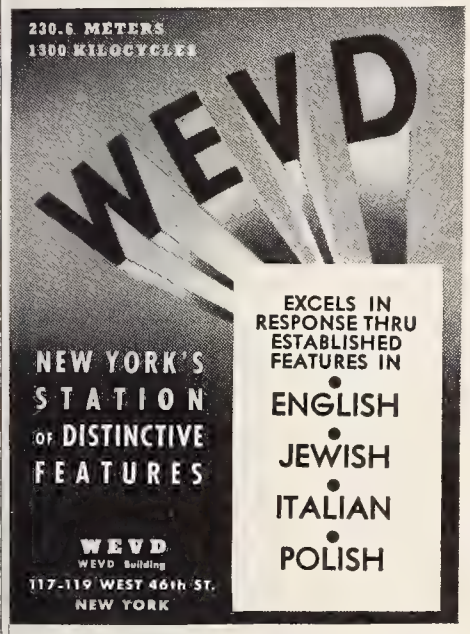
The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Quaker Oats on WOR

QUAKER OATS Co., Chicago, on Jan. 7 started a new weekly program *The Man on the Farm* on WOR, Newark, for Ful-O-Pep poultry feed. The half-hour program is heard Saturdays and consists of musical transcriptions combined with ten minutes of interviews with local dealers and customers conducted by Joe Bier as m.c. The acount is handled by Benton & Bowles, Chicago.

EXCLUSIVE contract for broadcasting 1939 baseball games of the Syracuse Chiefs of the International League over WSYR has been signed by the Atlantic Refining Co., which has sponsored Syracuse U football games over the station for several years. Account was placed through N. W. Ayer & Son, Philadelphia.



Late Personal Notes

GEORGE H. PAYNE, FCC commissioner, returned to Washington in early January after having been in Florida for several weeks—his second trip there since presenting a physician's affidavit stating he was suffering from "hyper-tension complicated with a valvular heart disease" and that he must "take a complete rest for a period of at least several months."

NILES TRAMMELL, NBC executive vice-president, arrived in Hollywood Jan. 9 and planned to remain over for the Jan. 15 debut of the new Kellogg program *The Circle*.

J. L. VAN VOLKENBURG, assistant manager of CBS-Chicago, went to Hollywood Jan. 3 to supervise the new Wrigley show titled *Gateway to Hollywood*. He is expected to return to Chicago about Jan. 25.

JOHN PARSONS, formerly of WBNX, Springfield, Vt., and Edward Burns and Leo Keegan of Providence have joined the sales force of WNBC, New Britain, Conn.

ED WOOD, sales manager of WGN, Chicago, has returned to his desk following a week's illness.

ROSSER FOWLKES, announcer of WAIR, Winston-Salem, N. C., has been placed in charge of continuity and production, replacing Don Gardiner who joined WRC-WMAL, Washington.

GEORGE E. HALLEY, director of national program sales for KMBC, Kansas City, arrived in New York Jan. 11 for a two-week business stay.

LEO BOULETTE, of the continuity staff of WLS, Chicago, is the father of a baby girl born Jan. 7.

GEORGE JOHNSON, staff violinist of KVI, Tacoma, recently married Maxine Erickson.

RICHARD E. O'DEA, vice-president of WNEW, New York, who has been ill with a heart ailment for the last three months, has left St. Joseph's Hospital, Paterson, N. J., and plans to return to work soon.

J. F. DOBOSY and Albert J. Pekkola have joined the engineering staff of WHK-WCLE, Cleveland, as control operators. J. D. Woodward recently resigned from the engineering staff to become chief engineer of WBOE, new station of the Cleveland Board of Education, whose construction Woodward supervised while still on the WHK-WCLE staff.

PHIL MYGATT, en route to Sydney to head J. Walter Thompson Co. radio department in Australia, was in Hollywood Jan. 6 to confer with Danny Danker, West Coast vice-president in charge of radio.

HELEN SINCLAIR, of the radio copy department of Schwimmer & Scott, Chicago, has returned to work after an appendectomy.

GAYLORD AVERY and Miss Laura York, both of the staff of WOW, Omaha, have announced their engagement. They are known as the "kiddies", since both are less than five feet tall.

J. OREN WEAVER, news editor of WBBM, Chicago, spoke Jan. 12 before the Illinois Federated Women's Clubs, Chicago, on "Backstage in Radio".

WALTER ZIVI, formerly of Selviair Broadcasting System Inc., Chicago agency, has been named account executive of Newby, Peron & Flitcraft Inc., Chicago.

ART BENZON, engineer of KVI, Tacoma, is the father of a girl born Christmas day.

JACK HOINS formerly with the *New York Daily News*, has joined the CBS New York press department as copy editor, replacing Wallace West who was taken off the desk to handle publicity on television, shortwave operations and the network's new subsidiary, American Record Corp. Hal Davis has been transferred from the day staff to become night publicity manager.

JEFF BAKER, announcer and dramatic director of WTAR, Norfolk, has joined the staff of WRVA, Richmond, as announcer, replacing Ted Reams, now with CBS in New York.

JOHN S. deRUSSY, for the last four years a member of the advertising department of the *Philadelphia Record*, has been appointed to the KYW sales staff.

WILLIAM B. GELLATLY, former sales manager of WOR, Newark, has resigned from Miller Broadcasting System, sound-on-tape reproduction company, of which he has been sales manager for six months. No successor has been named.

J. E. BAUDINO, chief engineer of KDKA, Pittsburgh, on Jan. 10 spoke on "Developments in Radio Broadcasting" at the monthly meeting of Radio Service Men's Assn.

JACOB HEFFLER, comptroller of WCAU, Philadelphia, is the father of a girl born recently.

MRS. JOSEPHINE GOFF, dramatic producer of KSL, Salt Lake City, has been named state chairman of radio publicity for the President's Birthday Ball.

LARRY ROLLER, educational director of WHK, Mutual's Cleveland affiliate, will direct six programs from the convention of the American Association of School Administrators, to be held in Cleveland Feb. 25-March 2.

GEORGE GERWING has resigned on doctor's orders as executive secretary of Los Angeles Chapter, American Federation of Rado Artists. Gerwing held the post only six weeks, and prior to that was Southern California director of the Federal Theatre Project, from which he had resigned to become associated with AFRA. I. B. Kornblum, AFRA counsel, will handle duties of the executive secretary until the vacancy is filled.

RUSS PAULSON, who managed the Los Angeles office of J. Walter Thompson Co. before it was consolidated with the Hollywood radio division on Jan. 1, has resigned from the agency.

FRED GARRIGUS, of the staff of WEEI, Boston, and Mrs. Garrigus are the parents of a son, David Hersey, born Dec. 29. Office Manager Helen Lee of WEEI was married to Bernard Smith, of Cleveland, Dec. 10. Dorothy Drake has been appointed WEEI publicity director.

Now.. **WHBF**

ROCK ISLAND - MOLINE, ILLINOIS
and DAVENPORT, IOWA

Joins **MUTUAL**

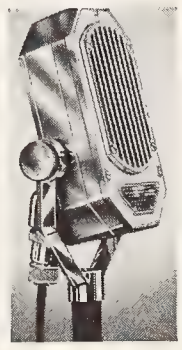
BROADCASTING SYSTEM
WITH POWER INCREASE
FULL TIME TO

1000 WATTS

1240 Kilocyles
THOROUGHLY BLANKETING
a daytime area of

600,000 People

NIGHT 300,000 PEOPLE
GENE FURGASON & CO., National Representatives
NEW YORK • CHICAGO • KANSAS CITY



Universal AIRMASTER Microphones

A new constant air-velocity supermicrophone. Notable for fidelity of tone, sensitivity and wide range pickup. Freq. range 30 to 12,000 CPS. Output level -62 db. Includes 3-prong lock ring plug and 25 ft. rubber covered cable.

Model AV-H, high impedance (direct to grid): AV-P, to match 500 ohms line: AV-L, to match 200 ohm line: and AV-D, 33 ohms to match inputs, mixers or other low impedance lines.

Microphone Division

Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U.S.A.
EXPORT AGENTS - FRAZAR & CO., 7 FRONT ST SAN FRANCISCO

IT TAKES MORE COURAGE NOT TO ACT!



I AM DESTINED to be one of the big hits on the air. Everybody admits that. Many of the leaders amongst radio stations, (KDKA, WRC, WNAC, WRVA, WFBL, WFBR, WEAN, WBAX, WDRC, etc., etc.) have acted early and tied in with me. Successful people succeed with little effort where others fail with great effort—that's because successful men have learned to ride successful vehicles. Ask Collier's . . . ask Doubleday-Doran . . . ask MGM . . . ask Paramount. When there is so much evidence of imminent success, it does not take courage to act—it takes more courage NOT to act.

FU MANCHU

RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 59

Financial History of CBS From Its Inception: Consolidated Statement of

Total April 5, 1927 to Jan. 1, 1938			52 Weeks Ended Jan. 1, 1938		53 Weeks Ended Jan. 2, 1937		52 Weeks Ended Dec. 28, 1935		52 Weeks Ended Dec. 29, 1934	
	$159,500,871.85	Gross income from sale of facilities, talent and lines (after elimination of intercompany sales)		$34,239,896.09		$27,780,300.67		$21,417,182.65		$17,823,387.51
$24,351,185.22		Less: Time discounts	$6,592,656.55		$4,669,885.83		$3,588,616.92		$2,780,590.58	
17,703,369.60	42,054,554.82	Agency commissions	3,817,695.32	10,410,351.87	3,171,604.11	7,841,489.94	2,425,494.04	6,014,110.96	2,058,833.25	4,839,423.83
	$117,446,317.03	Net Income		23,829,544.22		19,938,810.73		15,403,071.69		12,983,963.68
	67,694,885.15	Operating and development expenses		13,045,118.26		10,601,120.01		8,403,816.32		7,224,404.53
	$49,751,431.88	Net after operating and development expense		10,784,425.96		9,337,690.72		6,999,255.37		5,759,559.15
$335,186.82		Maintenance and repairs	131,031.67		30,388.05		24,225.92		20,631.27	
3,276,281.11		Depreciation	535,152.53		485,478.76		466,582.13		480,097.56	
938,232.90		Taxes—other than Federal income	369,318.19		225,821.07		95,614.83		83,279.72	
2,357,827.57		Rents	736,411.24		499,316.37		318,667.20		277,534.39	
271,384.20		Bad debts and provision for doubtful accounts	9,203.60		9,759.66		16,632.07		39,940.27	
21,034,852.70	28,213,765.30	Selling, general and administrative expenses	3,894,395.24	5,675,512.47	3,712,549.27	4,963,313.18	2,941,191.91	3,862,914.06	2,303,167.78	3,204,650.99
	$21,537,666.58	Net after other expenses		5,108,913.49		4,374,377.54		3,136,341.31		2,554,908.16
		Other income:								
$102,671.50		Dividends	33,976.50		13,179.00		7,290.00		.....	
313,311.11		Interest on marketable securities	41,645.15		84,646.77		80.855.68		56,182.05	
84,058.23		Interest on bank deposits and notes receivable	519.89		2,796.18		3,572.33		7,618.48	
10,656.40		Prior year's amortization of premium on marketable securities sold during 1937	10,656.40		.....		.....		.....	
16,983.00		Profit on retirement of portion of stock of subsidiary company not consolidated	16,983.00		.....		.....		.....	
27,153.84		Bad debts recovered	3,320.03		2,025.76		10,981.24		10,826.81	
12,487.92		Profit on sale of portion of stock of affiliated company	.....		12,487.92		.....		.....	
18,252.45		Profit on sale of marketable securities (specific certificate or bond)	.....		12,436.82		531.26		5,284.37	
96,424.13		Non-recurring income	.....		.....		.....		.....	
195,106.86	877,105.44	Sundry (net)	41,665.40	148,766.37	19,555.59	147.128.04	29,626.36	132,856.87	12,271.57	92,183.28
	$22,414,772.02	Total		5,257,679.86		4,521,505.58		3,269,198.18		2,647,091.44
		Income deductions:								
$82,260.85		Interest	44,323.61		19.631.23		11,389.52		1,123.02	
18,767.93		Loss on sale of marketable securities (specific certificate or bond)	18,767.93		.....		.....		.....	
47,066.92		Amortization of premium on marketable securities	.....		2,891.23		29,614.21		14,561.48	
7,127.13	155,222.83	Sundry	.....	63,091.54	.....	22,522.46	.....	41,003.73	.....	15,684.56
	$22,259,549.19	Net income before provision for Federal income taxes		5,194,588.32		4,498,983.12		3,228,194.45		2,631,406.9
	3,278,820.52	Provision for Federal income taxes		897,021.50		743,460.13		418,115.75		357,286.9
	$18,980,728.67	Consolidated net income after provision forFederal income taxes		$4,297,566.82		$3,755,522.99		$2,810,078.70		$2,274,119.9

CBS Phase of Network Inquiry

(*Continued from page 13*)

said. While the contracts prescribe certain fixed periods, he said these policies are sufficiently flexible to care for conditions which might arise locally, such as an automobile show which runs for a week, and other programs of shorter duration than the customary 13-week minimum schedule.

Referring Mr. Runyon to the exhibit dealing with national spot advertising on the owned and operated stations, Mr. Porter asked why WKRC's national spot business represented only 5% of its local commercial time. Mr. Runyon responded that the competitive situation is such that WKRC is used primarily for local advertising accounts. Network affiliation, he said, has nothing to do with it. General competition with the other Cincinnati stations as well as with WLW affects the national spot picture there, he said.

Asked whether CBS makes an effort to sell national spot through Radio Sales, Mr. Runyon declared he hoped it made a "better effort" than others. The manager of each station in cities where Radio Sales does not have an office, acts as the Radio Sales representative for other CBS owned stations.

WKRC does not procure Procter & Gamble spot business, despite its Cincinnati location, though other CBS stations have it, Mr. Runyon declared in responding to Mr. Porter. Asked why WABC's national spot time was so small, Mr. Runyon declared that CBS had never made any particular effort to sell the station in that way because of its status as the network key.

Network's Development Traced by Mr. White

Resuming the stand Jan. 11, Mr. Runyon again was questioned on the power of local station managers to refuse network commercials or sustainings to make way for important local programs. Mr. Runyon said he did not recall a single serious dispute in connection with clearance of local time over owned and managed stations and that in many instances, matters of that character were simply handled in routine fashion and did not come to his attention.

Clearance of time for important local features is a very distinct asset to the network, he said, since the effort is to build community popularity and handling of local public service features is definitely in the best interests of the station and the network.

Frank K. White, treasurer of CBS, and in charge of all of its financial matters, was called as the next witness and traced the meteoric development of CBS from its beginning in 1927 to the present. The entire capital structure of the network, even during the days when it was known as United Independent Broadcasters Inc., was described, followed by the presentation of actual operating figures on a consolidated basis.

Unlike its major competitor, NBC, CBS's balance sheets have been made available annually, since the corporation is independently operated. NBC, on the other hand, being a wholly-owned subsidiary of RCA, has not made public its individual balance sheets annually since these were absorbed in the RCA annual statements.

The consolidated profit and loss statement for CBS from 1927 to Jan. 1, 1938, disclosed an aggregate net income of approximately $19,000,000—just about equal to NBC's figures since its inception from 1926 [see pages 26 and 27].

In tracing the history of CBS, Mr. White explained it was first known as United Independent Broadcasters but in April, 1927, made an arrangement with the Columbia Phonograph Co. which acted as its sales agent, the company then becoming the Columbia Phonograph Broadcasting System. Subsequently, the name was changed to Columbia Broadcasting System through a merger of the former two companies and in January, 1929, CBS became a separate corporation and United Independent Broadcasters absorbed by it.

A stock breakdown of CBS through the years was described by Mr. White, along with the manner in which the corporation functioned. As of May, 1928, he said CBS had 4,683 Class A stockholders and 1,794 Class B stockholders, with the total number of outstanding shares aggregating 949,026 Class A shares, and 758,924 Class B shares. An aggregate of 1,500,000 shares of Class A and B stock is authorized, with the balance remaining in treasury stock. All of this data, he explained, has been

More for Watches

INCREASED advertising appropriations of 25% for 1939, to be used principally for expanded radio coverage, were announced by the Bulova and Benrus watch companies at their annual sales conventions held the week of Jan. 9 in New York. Both companies use chiefly time signals. Agency for Bulova Watch Co. is the Biow Co., New York. Brown & Tarcher, New York, handles Benrus advertising.

Income, Expenses and Net Operating Profit, 1927-1937, Inclusive

52 Weeks Ended Dec. 30, 1933		53 Weeks Ended Dec. 31, 1932		52 Weeks Ended Dec. 26, 1931		52 Weeks Ended Dec. 27, 1930		52 Weeks Ended Dec. 28, 1929		52 Weeks Ended Dec. 31, 1928		April 5, 1927 to Dec. 31,1927
	$12,402,508.36		$15,949,971.20		$14,482,370.38		$8,726,884.64		$5,053,414.19		$1,448,398.64	$176,557.52
1,895,025.19		$2,060,854.00		$1,747,571.56		$644,221.45		$333,339.77		$38,423.37		.....
1,429,539.99	3,324,565.18	1,721,674.54	3,782,528.54	1,504,915.96	3,252,487.52	886,481.52	1,530,702.97	548,001.63	881,341.40	139,129.24	177,552.61	.....
	9,077,943.18		12,167,442.66		11,229,882.86		7,196,181.67		4,172,072.79		1,270,846.03	$176,557.52
	5,597,750.10		7,362,678.98		6,429,399.82		4,750,357.01		2,693,633.33		1,241,456.00	345,150.79
	3,480,193.08		4,804,763.68		4,800,483.04		2,445,824.66		1,478,439.46		29,390.03	(168,593.27)
48,735.88		46,516.86		33,657.17		.....		.....		.....		.....
457,904.24		421,326.62		246,819.13		114,695.32		36,795.96		31,428.86		.....
115,922.60		31,783.33		16,493.16		.....		.....		.....		.....
205,977.53		182,996.43		136,924.41		.....		.....		.....		.....
81,519.08		83,495.64		30,833.88		.....		.....		.....		.....
1,550,714.07	2,460,773.40	2,193,204.74	2,959,323.62	1,807,210.62	2,271,938.37	1,443,068.21	1,557,763.53	964,726.10	1,001,522.06	172,973.03	204,401.89	51,651.73
	1,019,419.68		1,845,440.06		2,528,544.67		888,061.13		476,917.40		(175,011.86)	(220,245.00)
.....		.....		8,226.00		40,000.00		.....		.....		.....
25,647.51		16,005.99		8,327.96		.....		.....		.....		.....
19,545.71		22,602.97		16,962.65		10,440.02		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		96,424.13		.....		.....		.....		.....
19,810.62	65,003.84	9,188.66	47,797.62	15,908.95	145,849.69	46,901.19	97,341.21	.....	.....	.....	.....	178,52
	1,084,423.52		1,893,237.68		2,674,394.36		985,402.34		476,917.40		(175,011.86)	(220,066.48)
459.19		5,097.65		236.63		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....	459.19	.....	5,097.65	.....	236.63	.....	.....	.....	2,714.27	.....	4,412.86	.....
	1,083,964.33		1,888,140.03		2,674,157.73		985,402.34		474,203.13		(179,424.72)	(220,066.48)
	160,169.62		264,688.19		327,391.70		110,686.68		.....		.....	.....
	$923,794.71		$1,623,451.84		$2,346,766.03		$874,715.66		$474,203.13		($179,424.72)	(220,066.48)

registered with the Securities & Exchange Commission and the stock is listed on the New York Exchange.

Prior to November 1927, the predecessor of the present CBS, was not controlled by any one individual but in November, 1927, Jerome H. Louchheim, prominent sportsman and industrialist, Isaac D. Levy, and Dr. Leon Levy, Philadelphia broadcasters, purchased control. The next change in control developed in September, 1928, at which time William S. Paley and members of his family purchased 2,515 shares of the then total authorized stock of 5,000 shares. This control continued until August, 1929, at which time Paramount Famous Lasky acquired one-half of the Class A stock but Mr. Paley held the majority of the Class B stock.

In March, 1932, Paramount Publix Corp., successor to Paramount Famous, sold its Class A stock to various officers of CBS. The Paley family then procured control of both classes of the company stock.

While CBS has never made a public offering of its facilities, it has sold stock to individuals, Mr. White testified. On March 7, 1932, an agreement was made by Mr. Paley with a group of underwriters, Brown Brothers, Harriman & Co., under which 18,246 shares of stock were sold for approximately $1,500,000 for resale to the public. An option covering 6,082 additional shares at the same price per share also was exercised by the underwriters and disposed of to its customers.

Paley's Stock Holdings Are Disclosed

Among the exhibits introduced by Mr. White dealing with the CBS ownership, was one covering a schedule of officers and directors as of Oct. 1, 1938, showing the amount of stock held by them both outright and beneficially as of May 27, 1938. William S. Paley was shown as the owner of 20,530 shares of Class A and the beneficial owner of 108,510 shares of Class A. He also held 400,088 shares of Class B and beneficially an additional 340,726 shares of Class B [see page 72].

Second largest individual stockholder was shown as Isaac D. Levy, with 64,200 shares of Class A owned outright and 63,200 shares of Class A owned beneficially. He also held 23,465 shares of Class B outright and 23,465 beneficially. His brother, Dr. Leon Levy, held the third largest block—37,850 shares of Class A owned outright and an equal amount held beneficially and 44,900 shares of Class B stock owned with 49,900 shares owned beneficially.

Considerable cross-examination developed in connection with an option plan devised by Columbia under which key officers are permitted to purchase stock in proportion to bonuses or additional compensation voted by the board. This showed that Mr. Klauber, as executive vice-president, had a right to 64,980 shares of stock, Vice-President Keston, 2,556 shares; Vice-President Runyon, 1,704 shares; Vice-President Lowman, 626 shares; H. K. Boice, former sales vice-president, 1,186 shares; Vice-President Akerberg, 712 shares, and H. Leslie Atlass, Chicago vice-president, 656 shares.

Mr. White explained that this officers option plan was in the nature of a stock bonus proposition. Mr. Klauber, for example, he explained, could not purchase the additional shares except to the extent of one-half of the additional bonus or annual compensation voted him. He cited that as of Jan. 10, 1938, Mr. Klauber was entitled to purchase 1,328 shares of the total of 4,980 shares available to him but that up to this time he had not exercised the option. He can do so up to March 10, 1939, he explained. The price for the stock was placed at $15 per share, he said.

A summary of capital stock issued, held in the treasury and outstanding, from CBS' inception in 1927, through Jan. 1, 1939, also was offered as an exhibit. As of Jan. 1, 1939, this showed that a total of 1,900,747 shares had been issued with a par value of $2.50 per share. The total par or stated value of this stock was $4,751,867.50. Of this total, 192,600 shares were held in the treasury with a value of $1,055,670.64. The total number of outstanding shares, therefore, was 1,708,147.

Another exhibit covered a breakdown of affiliations of officers, directors and principal stockholders (those owning more than 1% of CBS stock) with national advertising agencies, users, national representatives of stations or broadcasters, this information being supplied in specific response to the FCC's notice of hearing.

Securities Held by Officers Are Shown

William S. Paley was shown as the owner of 110⅔ shares of WCAU as well as less than 1% of the stock in a group of companies including Sante Fe Railroad, General Foods, General Motors, Liggett & Myers, Texas Co., Time Inc., and U. S. Rubber. Isaac D. Levy was shown as the owner of 326⅔

shares of WCAU; Leon Levy as owner of a like amount in WCAU; Mr. Lowman as a director and owner of 112 shares of common stock in WDRC, Hartford; 111 shares in WHP, Harrisburg, and 350 shares in Western Ontario Broadcasting Co., former licensee of CKLW, Windsor-Detroit.

Leslie Atlass was shown as the owner of 205 shares of stock in the Public Service Broadcasting Co., and as vice-president of WIND and a director of WJJD, operated by the latter company. Sam Pickard, CBS vice-president, was shown as the owner of 138 shares in WHP; 300 shares in Western Ontario and less than 1% in Chrysler, General Motors, Texas and Phillips Petroleum.

Real Property and Transmitter Shown

Mr. Porter asked whether WCAU, as a corporation, had not recently purchased 2,000 shares of CBS stock in addition to the extensive holdings of the Levy Brothers, individually. Mr. White said the records did not show that but Chief CBS Counsel Burns declared further testimony would be offered in that connection.

Among other exhibits introduced was one on real property and transmitting plants owned by CBS as of July 1, 1938, covering its owned and managed stations, studios, and related properties. Another exhibit showed properties held under lease by CBS including its headquarters building, theatres used for studios, space leased for its owned and operated stations and rehearsal studios and other properties.

A consolidated balance sheet disclosed that as of Jan. 1, 1938, CBS had total assets of $13,572,654.86. Of this amount $3,636,397.04 represented cash and negotiable securities; $2,295,040.98 notes and accounts receivable; $128,524.31, other current assets; $38,791.59 investments in affiliated companies; $1,961,147.57 in land; $2,427,193.08 in buildings, equipment, etc., $2,258,361.58 in good will and $827,198.71 in other non-current assets.

Goodwill Item in Balance Sheet Explained

In describing the comparative consolidated balance sheets for CBS since its origin, Mr. White explained that the item of goodwill, as carried on its books, is anchored strictly to payments made by CBS for station facilities and in no way represents an appraisal or mark-up. In other words, he asserted, the figure is entirely cared for by subtracting from the price CBS has paid for station facilities, the actual value of those facilities, the balance being regarded as the goodwill item. For its eight owned stations, CBS has paid $3,308,701, he said, with the net worth of these assets computed at $1,050,339. Thus, he said, the goodwill item of $2,258,361.58 was arrived at.

There was considerable cross-examination on this item, which also played a significant part in the NBC testimony where a different method of computing goodwill was employed.

Mr. White reiterated under this questioning that the goodwill reflected the excess of cash actually paid for facilities over the net worth of those companies. Responding to Counsel Burns, he said all of these figures were arrived at as a result of "arm's length transactions" and that there was no element of write-up or appraisal involved.

Mr. White said figures for 1938 year would not be available until some time in March. He estimated, however, that net profit for the year will be within a few thousand dollars of $3,500,000 or approximately $800,000 less than 1937 and even below 1936.

Asked by Judge Sykes why the net profit has fallen off that amount, Mr. White asserted that a good bit of it could be charged off to the very substantial increase in operating expense factors which developed during latter 1937 and 1938. The contracts entered into with AFM for employment of musicians on a standardized basis, plus other talent costs, contributed to it, he said, together with payroll increases. Moreover, various operating departments were placed on a five-day week resulting in a substantial increase in the number of persons employed. Finally, he declared there was less income since "sales fell off badly during the summer". When Acting Chairman Brown observed that the summer slump was a customary thing, Mr. White responded that it has not been as bad as that which developed last summer.

The CBS board prefers to keep on hand a minimum of $4,000,000 and a maximum of about $5,000,000 in ready capital, Mr. White declared. The rapid technical progress of the industry, the obsolescence factor insofar as equipment is concerned and new developments such as television, necessitates this type of budget.

Source of Business For Year Is Shown

Of CBS total business during 1937, 82% was derived from network time sales, 12% from local time sales of owned and operated stations and the remaining 6% from all other sources, including talent, line charges and the like, Mr. White asserted. Annual network sales of facilities segregated as between owned and operated stations and those of affiliated stations amounted to $28,155,757 gross in 1937 and $18,673,725 net. Of these totals, affiliated stations accounted for $19,850,481 of the gross with the owned and operated stations representing $8,305,276. The net figures were $13,116,726 for affiliated stations and $5,556,999 for owned and operated stations.

In another exhibit, the mooted subject of payments to affiliated stations was covered as part of a consolidated expense sheet for 1927 through 1937 inclusive. This tended to show that CBS has substantially increased its payments to affiliates as its own business has increased and that the percentage for 1937 practically doubled that of 1931.

In 1937, according to this breakdown, CBS had aggregate expenses of $18,720,630. Network line costs amounted to $1,556,037. Payments to affiliated stations totaled $5,556,623. Another exhibit showed the ratio of payments to affiliated stations, to network sales of affiliated stations for the years 1931 to 1937. In 1931, the percentage of payments was 21.53% of net sales and this increased year to year until 1937 when it amounted to 42.36%. From the standpoint of gross sales by the network, the percentage increase was from 15.62% in 1931 to 27.99% in 1937.

Payments Dropped In Only One Year

Only in one year, it was explained, did the payments to affiliated stations actually drop. That was in 1933, when they aggregated $1,446,827 as against the 1932 figure of $1,805,211.

Questioned closely by Chairman McNinch as to the meaning of these figures, Mr. White sought to explain that the ratio of payments to affiliates increased as the business on the network increased and also that the proportion of revenue received by the average station graduated upward as the sale of that station's facilities by the network improved.

In breaking down the gross sales of CBS, Mr. White brought out that of the aggregate business of $34,239,896 in 1937, network time sales represented $28,155,757, local

Holdings of CBS and Other Stock

By Officers and Directors as of May 27, 1938

(As reported to FCC at hearing Jan. 11)

NAME	*POSITION*	*Class A Stock Amount Owned of Record Shares*	*$2.50 Par Value Amount Owned Beneficially Shares*	*Class B Stock Amount Owned of Record Shares*	*$2.50 Par Value Amount Owned Beneficially Shares*
William S. Paley (a)	Class B Director President	20,530	108,510[1]	400,088[2]	340,726
Prescott S. Bush (b)	Class A Director	-----	14[3]	------	13[3]
Ralph F. Colin	Class B Director	1,044	1,044	------	------
J. A. W. Iglehart, Jr. (c)	Class A Director	2,200	2,200	------	------
Paul W. Kesten	Class A Director Vice President	544	544	------	------
Edward Klauber	Class A Director Exec. V. Pres.	1,820	1,820	------	------
Isaac D. Levy (d)	Class B Director	64,200	63,200	23,465	23,465
Leon Levy (e)	Class B Director	37,850	37,850	44,900	49,900
Jerome H. Louchheim (f)	Class B Director	19,010	19,010	------	------
Jacob Paley (g)	Class B Director	21,458	21,458	------	33,362[4]
Samuel Paley (h)	Class A Director	13,000	13,000	2,000	28,000[5]
Dorsey Richardson	Class A Director	-----	------	------	------
Mefford R. Runyon	Class B Director Vice President	1,346	1,346	------	------
Herbert Bayard Swope	Class A Director	-----	10,000	------	------
Herbert V. Akerberg	Vice President	230	230	------	------
H. Leslie Atlass (i)	Vice President	300	300	------	------
Hugh K. Boice (resigned effective 10-20-38)	Vice President	674	674	40	40
Harry C. Butcher	Vice President	-----	300	------	------
W. B. Lewis	Vice President	-----	------	------	------
Lawrence W. Lowman (j)	Vice President	3,768	4,068	------	------
Sam Pickard (k)	Vice President	802	4,676	------	------
Donald W. Thornburgh	Vice President	100	100[6]	------	------
Frank K. White	Treasurer	-----	------	------	------
Joseph H. Ream	Secretary	-----	------	------	------
James M. Seward	Assistant Secretary Asst. Treasurer	-----	------	200	200
S. R. Dean	Assistant Treasurer Comptroller	40	40	------	------
Arthur S. Padgett	Auditor	20	20	------	------

[1] The said 108,510 shares include 87,980 shares which William S. Paley owns indirectly, such 87,980 shares being owned by The Park Corporation, all of the outstanding stock of which is owned by William S. Paley.

[2] The said 400,088 shares include 59,362 shares held by William S. Paley as Voting Trustee under a certain Voting Trust Agreement, dated September 27, 1934. Said Voting Agreement was terminated under date of October 24, 1938 and William S. Paley is no longer the holder of the 59,362 shares.

[3] Owned indirectly through a corporation, some of the stock of which is owned by Prescott S. Bush.

[4] The said 33,362 shares were held of record by William S. Paley as Voting Trustee under a certain Voting Trust Agreement, dated September 27, 1934. Said Voting Trust Agreement was terminated on October 24, 1938 and the 33,362 shares are now held directly by Jacob Paley.

[5] The said 28,000 shares include 26,000 shares which were held of record by William S. Paley as Voting Trustee under a certain Voting Trust Agreement, dated Sept 27, 1934. Said Voting Trust Agreement was terminated on October 24, 1938 and the 26,000 shares are now held directly by Samuel Paley.

[6] The said 100 shares are held by Donald W. Thornburgh and Julia K. Thornburgh, as joint tenants with right of survivorship and not as tenants in common.

(a) Also owner of 110 2/3 shares of WCAU Broadcasting Co. common stock, and owns stock in Atchison Topeka & Sante Fe R.R. Co.; E. I. Dupont de Nemours & Co.; General Foods Corp.; General Motors Corp.; Liggett & Myers Tobacco Co.; Texas Co.; Time Inc.; U. S. Rubber Co.

(b) Through partnership, of which he is a member, has indirect interests in American Home Product stock owned by said partnership.

(c) Owner of stock in Time Inc.

(d) Chairman of board, director and treasurer, WCAU Broadcasting Co.; owner of 326 2/3 shares of WCAU Broadcasting Co. common stock.

(e) Director and president, WCAU Broadcasting Co.; owner of 326 2/3 shares WCAU Broadcasting Co. common stock.

(f) Owner of stock in Continental Baking Co.

(g) Director, WCAU Broadcasting Co.; owner of 8 shares WCAU Broadcasting Co. common stock; also owner of stock in Atlantic Refining Co., Bank of America, Chrysler Corp., General Motors Corp., Texas Corp.

(h) Director, WCAU Broadcasting Co.; owner of 108 shares WCAU Broadcasting Co. common stock; owner of stock in American Tobacco Co., Atlantic Refining Co., Chrysler Corp., Coca Cola Co., E. I. Dupont de Nemours & Co., General Motors Corp., Liggett & Myers Tobacco Co., Philip Morris & Co. Ltd., Procter & Gamble Co.; R. J. Reynolds Tobacco Co., U. S. Rubber Co.

(i) Vice president, Johnson-Kennedy Radio Corp. (Station WIND); director, WJJD Inc.; director, vice-president and treasurer Public Service Broadcasting Co., owner of 205 shares Public Service Broadcasting Co. common stock.

(j) Director, WDRC Inc.; owner of 112 shares WDRC Inc. common stock; owner of 111 shares WHP Inc. common stock; owner of 350 shares Western Ontario Broadcasting Co. Ltd., stock.

(k) Owner of 138 shares WHP Inc. common stock; owner of 300 shares Western Ontario Broadcasting Co. Inc. common stock; owner of stock in Chrysler Corp., General Motors Corp., Texas Co., Phillips Petroleum Co.

time sales of owned and operated stations $4,174,526 and miscellaneous sales of lines, talent, etc., $1,909,611.

Ramifications of the CBS financial structure consumed all of the session Jan. 12, with Mr. White still on the stand. He was subjected to detailed questioning by Mr. Porter and to a lesser extent by acting Chairman Brown and Commissioner Sykes on phases of CBS ownership from its inception.

Opening the testimony, Mr. White brought out that he had estimated that CBS and its key stations during 1937 spent approximately $5,200,000 for sustaining programs or an average of about $100,000 per week. While records of this character were not kept on regular ledgers, he said he felt this was a "fair and reliable estimate".

The manner in which CBS computes depreciation of its physical assets was outlined by Mr. White, after he had explained that current rates are in conformity with percentages established by the Internal Revenue Bureau for tax purposes. These depreciation rates were fixed after conferences with Internal Revenue officials in 1926, and reserves for depreciation have been adjusted retroactively to bring the accrued depreciation into line with Bureau rulings, he declared.

Data Sought on Personal Holding Company

In 1932, furniture and fixtures were depreciated at 15% but now are 12½%, he said. Improvements to leased premises have been depreciated over the terms of the lease; rearrangements of improvements are depreciated at 33% for 1932 and 1937; studio technical equipment, 20% in 1932 and 16⅔% in 1937; remote or field equipment 20% in 1932 and 33⅓% in 1937; photographic equipment, no figure for 1932 and 15% for 1937; general engineering equipment, no figure for 1932 and 50% in 1937; transmitter technical equipment, 25% in 1932 and 16⅔% in 1937; ground antenna 33⅓% in 1932 and 16⅔% in 1937; towers 20% in 1932 and 16⅔% in 1937; transmitter buildings, 15% in 1932 and 16⅔% in 1937; shortwave equipment, 25% in 1932 and 25% in 1937.

Introduced along with the depreciation exhibit was another showing a summary of annual charges in reserve for depreciation from the fiscal years 1928 to 1937. This figure has grown from approximately $37,000 at the end of 1928 to $2,216,553 at the end of 1937.

Taking up cross-examination of Mr. White, Assistant General Counsel Porter first pursued the corporate history of CBS from its origin through the present. He sought to establish when the Paley family acquired control and how the Paramount-Famous Lasky Corp. figured in the ownership as had been related in the direct testimony of the witness.

It was in September, 1926, the Paley family acquired 2,515 shares of the 5,000 shares then outstanding to procure control, Mr. White reiterated. At that time Isaac D. Levy had 473 shares and Leon Levy 120 shares.

In breaking down the stockholdings, Mr. Porter dwelt particularly on the Park Corp., personal holding company for President Paley. Ralph F. Colin, general counsel of CBS and member of the law firm of Rosenberg, Goldmark & Colin, was listed as treasurer of this company. Mr. Porter asked that he be called as a witness to testify in connection with certain stock transactions involving the company and also in connection with a company identified as Parcol Corp., which apparently had been a separate corporation holding stock at the time Paramount was half owner of CBS preferred stock. Mr. Burns declared that Mr. Colin would be called to testify sometime before CBS concluded presentation of its case.

Voting Control by Stockholders Reviewed

Mr. Porter, concluded cross-examination of Mr. White at the morning session Jan. 13, questioning him further on the status of CBS stock issues and accounting details. Mr. Porter led the CBS treasurer through a detailed analysis of portions of CBS exhibits on its financial setup, largely amounting to a recapitulation of previous testimony. Mr. Porter's queries extended to the consolidated balance sheet and the treatment and disposal of items like goodwill and depreciation for subsidiary companies, along with payments to affiliates.

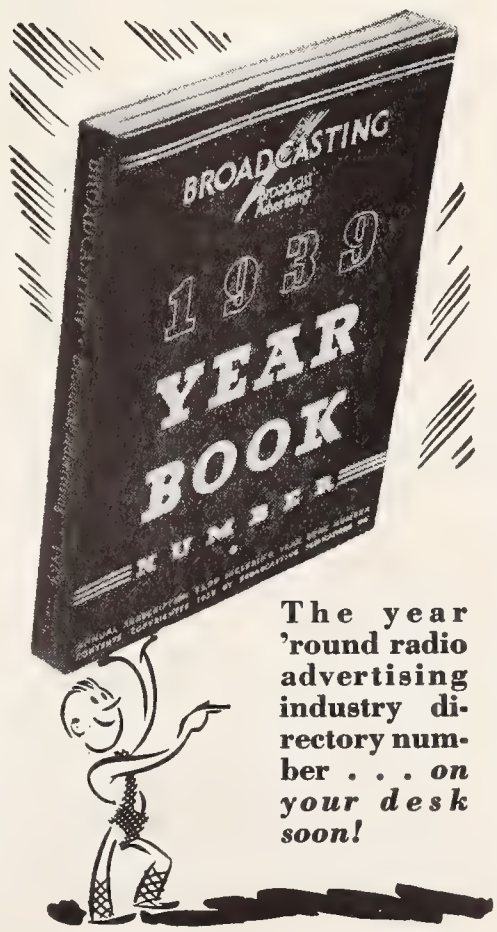
Asked by Commissioner Brown if there was any distinction in accounting practice between "goodwill" and "going concern" treatment, Mr. White finally said he was "a little inclined to the going concern angle".

Mr. Porter, concluding his cross-examination, reviewed his requests for additional information on CBS's transactions with Paramount, along with exhibits on stockholdings in CBS from 1933 to 1938 and a breakdown of the tabulation of good will items. Upon agreement of counsel, an appearance was set Jan. 17 for Mr. Colin, who is to testify on dealings with Park Corp. and Parcol.

On redirect Judge Burns pointed out in the record a statement previously made by Mr. White that Mr. Paley, by his control of 52% of the Class B stock, as of Jan. 1, 1938, could "control the board". Mr. White explained that the proper statement of the situation was that these holdings amounted merely to "control of voting" for Class B stock. He pointed out that with seven directors each for Class A and Class B stockholdings, although Mr. Paley in effect could vote the seven class B directors, he still did not hold enough Class A stock—11.4%—to elect a single Class A director, and hold a majority on the board.

From this Mr. Porter drew the conclusion that if Mr. Paley did not want something done, he could see that it was not done, through his voting control, while Judge Burns and Mr. White countered with the observation that conversely he could not insure acceptance of something else he did want done, through his voting power alone.

Responding to another question by Acting Chairman Brown, which could not be answered by Mr. White, Judge Burns explained that separate proxy committees are appointed for Class A and Class B stock. Quotations on the A and B stock run very closely together, with little comparative fluctuation and neither standing consistently above the other, Mr. White answered to a further query by Commissioner Brown.



The year 'round radio advertising industry directory number . . . *on your desk soon!*

New Production Firm

TESTED Radio Productions is the name of a new organization announced by Philip Fuhrmann, president, located at 122 W. 42d St., New York, established to produce, sell and distribute programs which have been tested on the air commercially. First of these successfully tested programs is to be *Calling All Cars*, sponsored by the Rio Grande Oil Co. on CBS Pacific stations for the last five years, and recently given the Institute of Audible Arts award for the finest drama on the West Coast during 1938. Axton-Fisher Tobacco Co., Louisville, Ky., has bought the recorded version of *Calling All Cars* for a test campaign for Twenty Grand cigarettes to be presented twice weekly on half-hour programs through McCann-Erickson, New York. The series, a gangster show, will start on Jan. 19 on WJR, Detroit, to be heard on Thursdays and Sundays, and on KMOX, St. Louis, on Tuesdays and Thursdays.

Operations in Europe Explained by Murrow

Edward R. Murrow, European director of CBS, took the stand Jan 13 to describe briefly the CBS operations abroad. As soon as transoceanic relays became feasible in 1930, CBS began to take advantage of this mode of program transmission, he explained, and now maintains a European staff, including part-time representatives in every major capitol of the continent, working under his direction.

In 1938, he declared, there were 241 broadcasts from abroad, of which 204 originated in Europe. Placed in the record were two publications produced by CBS, one dealing with the Austrian coup by Germany and the other with the Czechoslovakian crisis, both of which were extensively covered by CBS.

Mr. Murrow recited that there was only one instruction he received from CBS when he took over the European assignment in April, 1937, and that was to follow the same principles that govern CBS operations in this country. He was advised that CBS has no editorial policy and that there should be no interpretation and nothing that would reflect a given point of view or opinion.

Under cross-examination by Mr. Porter, Mr. Murrow said that on several occasons he has experienced difficulty in obtaining land-line facilities from certain European points. These difficulties generally occur during a crisis when the communications facilities are overloaded, he asserted.

When Mr. Porter asked whether any preference was given to any other American companies in connection with facilities for rebroadcast, Mr. Murrow said he could recall of no instance where such preference had been given to any of CBS's competitors insofar as transmission facilities were concerned.

Handling of Traffic Explained by Cowham

Hugh A. Cowham, CBS commercial manager in charge of its traffic department, called as the next witness, outlined the manner in which CBS traffic is handled. He placed in the record CBS contracts with the AT&T dating back to its origin and explained the various types of AT&T service. CBS at present spends about $130,000 per month for transmission facilities, he declared. In 1936, he explained, the basis for charging for lines was changed by AT&T from circuit line mileage to air line mileage but the charges at the same time were altered to compensate in part for this change.

In 1938 CBS disbursed an aggregate of $1,835,568 for all transmission facilities, which figure was about $3,000 higher than that for 1937 but more than $100,000 below the 1936 figure of $1,952,003.

For permanent lines, CBS spent $1,549,000 in 1938. Temporary lines involved an expenditure of $158,750; overseas service disbursements to RCA $20,862.31; overseas service to AT&T $18,820.09 and the balance for Western Union, Postal, RCA and teletype messages.

Wire mileage used on its program service network as of Dec. 1, 1938 totaled 12,812 miles of Schedule A or high grade permanent lines, and 751 miles of Schedule C, or permanent service speech circuits. In 1931 Schedule A lines aggregated 11,977 miles.

Mr. Cowham estimated that in addition approximately $100,000 per year is expended by CBS for remote pickups.

Mr. Cowham said he also made arrangements for shortwave facilities with AT&T and RCA. Asked if any preference was shown as between the two, Mr. Cowham said that at times facilities are available only from one company or the other while on other occcasions both companies will have facilities. He said there were no priorities in effect as between CBS and its competitors and that only the business necessities and the availability of the service were the determining factors. Facilities were bought on the basis of tariffs filed with the FCC, he said.

Mobile Unit's Commercials

PAUL F. BEICH Co., Bloomington, Ill. (candy), on Jan. 17 starts a twice weekly quarter-hour series called *High School Sports Quiz* on WBBM, Chicago. Program is disc show of interviews by Pat Flanagan of WBBM with high school students carried from local candy shops near the schools via the WBBM mobile unit. Fitzpatrick Bros. Inc., Chicago (Automatic soap flakes), has increased its schedule to five quarter-hours weekly of *Mrs. Go to Market*, an afternoon disc show recorded by the mobile unit at various food marts. Neisser-Meyerhoff, Chicago, is agency for Fitzpatrick; N. W. Ayer & Son, Chicago, for Beich.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

AFRA Threatens Net Talent Strike

(*Continued from page 14*)

and of non-members, has given careful consideration to the revised proposals presented by you concerning radio talent, their wages and conditions of employment.

Our opinions which follow are offered in the spirit of the last paragraph of a letter addressed to the chairman of this Committee by your president, Eddie Cantor, which reads . . . "We believe the advertising agencies have a sense of responsibility concerning the ethics of their profession, and that even those who may consider themselves exempt from the foregoing abuses will join with us in our efforts to stabilize the industry and to protect the performers from exploitation."

We acknowledge our concern with the ethics in our business. It is not only with those with whom we work, and their recognition and rewards, but also with the future of that business.

This Conference Committee heartily concurs with the AFRA in desiring elimination of any abuses in working conditions in the radio business. We are happy to tell you that the Committee definitely favors a minimum wage, uniform time limits for rehearsals and pay for overtime thereafter, together with a definite rate of pay for rebroadcasts.

The investigation by this Committee supports the view that radio entertainers on the whole compose an industry of high pay and satisfactory working conditions. Any individual abuses that may exist, or which might later be introduced, we believe can be corrected by the suggestions which follow.

While our concern is to secure for talent conditions under which it can deliver its best performances, we are no less concerned with the maintenance of radio's competitive position with other media. We are definitely opposed to any measures that would raise the present cost of broadcasting to advertisers. We believe our suggestions can cure conditions which you report as existing, without raising the average cost of radio broadcasting.

In considering the wage rates hereinafter mentioned, it must be remembered that they are minimum and include the least important regular performer. The purpose of a minimum wage is to protect performers against isolated cases of unreasonably low pay. The minimum is high compared with other industries and other phases of entertainment, even those with the same risks of irregular employment.

It does not purport to equal the highest wages paid to non-star performers, wages which the industry as a whole cannot afford to pay as a minimum, especially the rank and file of smaller advertisers whose resources are limited.

We do not believe minimum wages will become the maximum any more than they have in the past; in our opinion, agencies will go on paying the maximum rates they have hitherto, regardless of any minimum.

The multiple discounts are practically confined to multiple day-time shows, giving steady weekly employment to the artist and enabling a fair weekly compensation with ample time to appear on other programs.

As we have informed you from the start, our body is not an employer of radio talent, nor are we in a position to make any commitment for sponsors or agencies; furthermore we have no authority to deal with the question of the Guild or Closed Shop, as indicated by our letter to you of Sept. 13, 1938. Not being an employer, our position has been that of a volunteer fact-finding body, to bring to your attention actual operating conditions as they exist between radio talent and their employers and give you our opinion relative thereto.

It should be definitely understood that acting in this capacity as a fact-finding body, we do not take the position that all employers of radio talent can meet the conditions mentioned herein. This is a problem which each employer must consider and solve for himself. Each individual employer of radio talent must determine for himself whether our conclusions of what are fair working conditions are in accordance with his experience and requirements.

In expressing our views we cannot put ourselves in the position of combining with AFRA to embarrass any employer in regard to working conditions or a minimum wage which might injure his business, nor can we be put in the position of preventing budding talent from securing employment, or handicapping it in any way.

The information that we have gathered indicates to us that if radio, as an advertising medium, is to be encouraged to continue to hold its competitive position and be permitted to grow, and if at the same time there is to be maximum employment and future opportunity for the great body of performers, then these needs can best be met, in our opinion, by the following working conditions and minimum rates. [See scale on page 14.]

AFRA Chicago Complaint

In late December, AFRA filed a complaint with NLRB, Chicago, charging the production department of NBC Central Division with unfair labor practices. Specifically, the complaint alleged that 10 of NBC's 13 production men had voted to join AFRA last Nov. 20, that on Dec. 5 Don Thompson was discharged and on Dec. 8 Lyle Barnhart was put on probation allegedly for concerted union activity, that on Dec. 9 and 16 NBC had refused to bargain collectively with AFRA. Prior to last November the NBC production staff belonged to Radio Production Directors' Guild, a private organization with no outside affiliation.

Sid Strotz, acting manager of NBC-Chicago, told BROADCASTING Jan. 10 that NBC had not been officially notified of the complaint. He said further that the NBC production department now numbers 15 exclusive of the production director. In commenting on the complaint, Ray Jones, executive secretary of AFRA, Chicago, said that it in no way concerned NBC sound effects men.

AFRA has filed a protest with the National Labor Relations Board against KWK, St. Louis, charging the station management with intimidation of employes in an election held at the station on Jan. 6 under NLRB auspices, to determine the bargaining agent for its singers, actors and announcers. A similar vote at WEW, St. Louis, resulted in the naming of AFRA as the agent for the talent employed at that station. KSD, St. Louis, waived an election, stipulating that AFRA should represent its talent. Previously the NLRB had certified AFRA as agent for the KMOX talent.

Ovaltine's Second Net

WANDER Co., Chicago, will expand the daytime serial program, *Carters of Elm Street*, from WMAQ, Chicago, to a seven-station Red network hookup on Feb. 13. Program, which has been sponsored by the company for several months in a test campaign on WMAQ, will be the second network show for Ovaltine, which is also advertised on the *Orphan Annie* juvenile serial which continues on the Red five days weekly. Both programs are placed through Blackett-Sample-Hummert, Chicago.

HOUSEHOLD MAGAZINE, Topeka, on Jan. 10 started a daily spot announcement campaign on 40 stations including WHKC, Columbus and CKLW, Windsor-Detroit, featuring a recipe contest. Presba, Fellers & Presba, Chicago, is agency.

THE FCC has denied as in default applications of Abe Corenson, formerly owner of the old KELW, Los Angeles, for construction permits for new local outlets in Evanston and Elgin, Ill.



Enjoy all the pleasures of MIAMI this winter

You can have all the luxurious comforts and pleasures that Miami offers. El Comodoro affords excellent facilities and is centrally located just a whisper from all activities.

The rates are well within your vacation budget. 250 artistically furnished and decorated rooms with combination tub and shower bath from $2.50 single, $4.00 double. Attractive season rates quoted upon request. The modern air-cooled coffee shop is famous for fine food at moderate prices. El Comodoro Cocktail Lounge is always a popular rendezvous.

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of Metropolitan New York's population through our
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WBNX NEW YORK
1000 WATTS DAY AND NIGHT
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Newspapers Urged To Use Facsimile

Vance of RCA Says Process Will Develop Rapidly

HINTING that newspapers for their own good should "embrace and capitalize" on facsimile, H. C. Vance, manager of facsimile sales of RCA Mfg. Co., declared that "this new process of news distribution" will continue to develop regardless. He spoke to the convention of the Pennsylvania Newspaper Publishers Assn. at Harrisburg, Pa., Jan. 13.

Mr. Vance said that while rural populations probably could be served adequately by facsimile transmission during the night on regular long waves, city audiences, demanding more up-to-the-minute news, could be better served through use of the ultra-high frequency channels over which facsimile can be broadcast at any time. He also foresaw the simultaneous transmission, on separate wavelengths, of inter-related sound and facsimile programs, i.e., a cooking school or kitchen program broadcast on the sound channel and copies of the recipes via facsimile.

Up to the Public

"The newspaper industry has been following closely the rapidly increasing possibilities of radio broadcast facsimile," he observed. "Some newspapermen have expressed the thought that if newspapers generally do not enter the broadcast facsimile field, no such service will ever be developed for the public.

"History has shown many examples of the old story about the king who commanded the tide not to rise, but found that it rose anyway. If the public wants a broadcast facsimile service, that tide will rise, regardless of whether the present newspapers embrace it or not. Under these circumstances, should not the newspapers place themselves in a position to capitalize on this new process of news distribution?

"It is interesting to note that a large percentage of stations obtaining facsimile licenses are newspaper owned. They include the McClatchy stations at Sacramento and Fresno, Cal.; the *Buffalo Evening News*; the *St. Louis Post-Dispatch*; the *Chicago Tribune*; the *Detroit News* and the *Cleveland Plain-Dealer*."

Plans for New WJLS

JAMES L. COX, formerly with various stations in West Virginia and Pennsylvania, will be commercial manager of the new WJLS, Beckley, W. Va., now under construction under the direction of Joe L. Smith Jr., who secured the construction permit from the FCC last October. Mr. Smith reports the station will go on the air around Feb. 1 and that he will be manager. He is 22, and is interested in a local electrical appliance shop, hotel and newspaper. The station will operate with 100 watts night and 250 day on 1210 kc., and will be equipped with a composite transmitter, Collins speech input and a 198-foot Wincharger tower.

Gilmore Circus Renews

GILMORE OIL Co., Los Angeles (petroleum products), a consistent user of regional radio, on Feb. 17 for the third consecutive year renews for 52 weeks the *Gilmore Circus*, on six NBC-Pacific Coast Red network stations (KPO, KHQ, KOMO, KGW, KMED, KFI). Firm is one of the oldest radio users on the Pacific Coast, having started *Gilmore Circus* on an independent Los Angeles station several years ago, later switching to network. Agency is Botsford, Constantine & Gardner, Los Angeles.

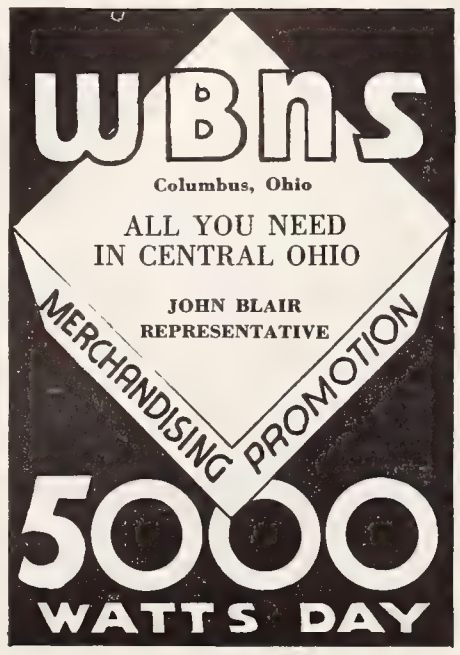
Law Urged to Prohibit Liquor Sponsors on Air

ENACTMENT of legislation to prohibit radio advertising of alcoholic beverages is proposed by W. S. Alexander, Federal Alcohol Administrator, in his annual report to Congress, filed Jan. 5. The report also urges prohibition of alcoholic beverage advertising in Sunday newspapers; advertising portraying women, children and religious objects and insignia; and advertising referring to the tonic, food or medicinal qualities of alcoholic beverages.

In commenting on radio advertising, Mr. Anderson said, "I bring again to the attention of the Congress the fact that the present law does not prohibit radio advertising of alcoholic beverages. Although for a number of years there has been little or no advertising of distilled spirits over the radio, beer and wine are being so advertised. Unless radio advertising of alcoholic beverages is prohibited by law, it is not unlikely that the distilled spirits industry will desire to make use of this medium. I am convinced that radio advertising of alcoholic beverages is against good public policy and should be prohibited."

Aurora on MBS

AURORA LABORATORIES, Chicago (Clear-Again), on Jan. 9 started a new series of thrice weekly programs conducted by Stella Unger, *Your Hollywood News Girl*, on 10 MBS stations. Miss Unger, lyricist, script writer, and commentator, receives stories from her friends in Hollywood which make the news on her quarter-hour programs. Erwin, Wasey & Co., New York, handles the account.



Growing Public Interest In Television Prompts RCA to Expand Exhibit

RAPID rise in public interest in television since the announcement that sets would be placed on the market in the spring has caused an almost complete revision in RCA's plans for its exhibit at the New York World's Fair, that company has announced, with a more than double increase in the audience capacity for viewing television over that originally planned.

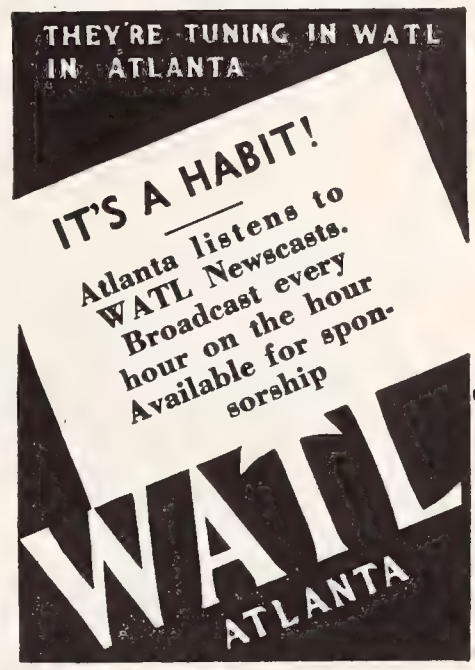
Details of the revision are now being mapped out by architects and engineers, and all that is settled so far is that the "Television Living Room of Today," with period furniture and a new home model television receiver, and the "Radio Living Room of Tomorrow," with ultra-modern furniture and a combination instrument for receiving sound and sight broadcasting and facsimile and for recording and reproducing phonograph records, will be retained from the original plans.

Radio, television, motion pictures, telegraph, telephone, printing and the postal service will be dramatically presented in the Communications Exhibit at the New York World's Fair. Exhibit, which is being constructed by the Fair itself, is being designed by Donald Deskey, industrial designer, and will include models of the anticipated radios and other communications apparatus of the future. Exhibits will be described by a mechanical commentator.

SALESMEN of KDYL, Salt Lake City, have been provided portable radio sets to carry into client's offices.

Calls to Work

THE International Longshoremen's and Warehousemen's Union, San Francisco local, has requested from the FCC a ruling on whether KYA had the right to ban call-to-work announcements on the CIO-sponsored radio program. The San Francisco district council has been sponsoring a quarter-hour labor news period over KYA for several months. According to Chris Christensen, secretary for the longshoremen and warehousemen's union, the work call had been previously announced during this period. He said that the radio station saved men hours of waiting at the union hall and is directly of value in the efficient functioning of the port.





Freer Named Chairman; FTC Policies Unchanged

COMMISSIONER Robert E. Freer, of Ohio, on Jan. 3 took office as chairman of the Federal Trade Commission for the calendar year 1939, under the rotating chairmanship plan of the FTC. Chairman Freer, who succeeds Commissioner Garland S. Ferguson, will remain in charge of the Radio & Periodicals Division, at least for the time being. It is believed no changes will be made in division assignments for the FTC commissioners.

President Roosevelt appointed Commissioner Freer as a Republican member of the FTC Aug. 24, 1935, to fill the unexpired term of Commissioner George C. Mathews, resigned. This unexpired term ended Sept. 25, 1938, and on Sept. 3, 1938, President Roosevelt reappointed Mr. Freer for the seven-year term authorized by statute.

Hollywood Radio Tours

NBC Hollywood Radio City, recently constructed at Sunset Blvd. and Vine St., that city, the first week in January was opened to the general public on regularly conducted tours with an admission charge of 40 cents per person. Although studio auditoriums have been opened to the public since inauguration of a program service in late September of last year, balance of the building was closed to inspection until now. CBS also charges a 40 cent admission for conducted tours of its Hollywood Columbia Square building.

Congress Opens, Quiet on Radio

(*Continued from page 11*)

mittee are Senators Hill (D-Ala.), Mead (D-N. Y.), Barbour (R-N. J.).

Rep. Celler (D-N. Y.) "extended his remarks" in the *Congressional Record* Jan. 3 calling for establishment of a government owned and operated shortwave station in Panama for broadcasts to South America following the line of his defeated proposal of last session. With the Administration's policy being to encourage goodwill in Central and South American countries, strong pressure may be applied during this session for such legislation. Rep. Celler intends to reintroduce his bill.

Chairman McNinch put in an appearance on Capitol Hill Jan. 12 but it did not concern radio. He attended the public hearing of the Senate Judiciary subcommittee on the nomination of "my old friend Felix Frankfurter" as Associate Justice of the United States Supreme Court.

While at the hearing Mr. McNinch heard the future Justice defend the right of free speech not only in public assemblage but over the radio. Mr. Frankfurter's position was quite contrary to those who are now demanding close censorship of radio speeches.

Rep. Maloney (D-La.), on the opening day introduced a bill (HR-94) which would require that personal endorsements of articles advertised over the air be accompanied by a statement that the endorsement is paid for, if that happens to be the case. The bill specifies that it would be unlawful for any individual to broadcast by radio any recommendation of the use of any article, and, in such broadcast, to indicate that such person has used such article "unless such individual shall, at the time of such broadcast, also broadcast the fact, if true, that the recommendation was secured by the promise or payment of money or other valuable consideration, or that such person has been promised or has received money or other valuable consideration for the broadcast of which such recommendation is a part."

Senator Johnson (D-Col.) and Rep. Culkin (R-N. Y.) have introduced bills to prohibit the advertising of alcoholic beverages by radio.

Senator Sheppard (D-Tex.) on Jan. 12 reintroduced his bill (S. 550), to amend the Radio Act by making it mandatory that a radio operator be at least 21 years of age but this would not apply to amateur operators.

Members of Committees

Full membership of the Senate committees having jurisdiction over legislation of interest to the broadcasting industry is:

INTERSTATE COMMERCE — Democrats: Wheeler, Montana, chairman; Smith, South Carolina; Wagner, New York; Barkley, Kentucky; Neely, West Virginia; Bone, Washington; Donahey, Ohio; Minton, Indiana; Truman, Missouri; Andrews, Florida; Johnson, Colorado; Schwartz, Wyoming; Hill, Alabama; Stewart, Tennessee. Republicans: White, Maine; Austin, Vermont; Tobey, New Hampshire; Reed, Kansas; Gurney, South Dakota. Farmer Labor: Shipstead, Minnesota; Lundeen, Minnesota.

COMMERCE—Democrats: Bailey, North Carolina, chairman; Sheppard Texas; Caraway, Arkansas; Clark, Missouri; Overton, Louisiana; Bilbo, Mississippi; Donahey, Ohio; Guffey, Pennsylvania; Maloney, Connecticut; Radcliffe, Maryland; Pepper, Florida; Lee, Oklahoma; Hill, Alabama; Mead, New York. Republicans: McNary, Oregon; Johnson, California; Vandenburg, Michigan; White, Maine; Gibson, Vermont; Barbour, New Jersey.

PATENTS—Democrats: Bone, Washington, chairman; Smith, South Carolina; Pepper, Florida; Clark, Idaho; Lucas, Illinois. Republicans: Norris, Nebraska; White, Maine.

House committee selections had not been completed as BROADCASTING went to press Jan. 13, but were expected to be announced momentarily.

Radio Libel Relief Bill Introduced in California

WITH the convening of State legislatures, a number of bills bearing on radio have been introduced. In California, two measures were introduced which would relieve broadcast stations of liability for libel or slander uttered over their facilities and another would waive the requirement for posting bond in libel and slander actions.

In the New York Legislature, several bills have been introduced which would make it a misdemeanor to incite racial or religious hatred and provide for a minimum fine of $200 and a minimum jail sentence of 90 days for violation. The owner of any station or other equipment for dissemination of information who knowingly would permit such utterances would be held liable along with the actual speaker.

Children's Programs

(*Continued from page 15*)

ment of an idea or suggestion is believed advisable the writer of a letter, if he lives near New York City, is invited to come to Radio City to discuss the matter.

Often letters received by NBC show that listeners are directing criticisms at the networks in a general way for programs that are not presented over NBC networks, Miss Cuthbert pointed out. These letters indicate that listeners fail to realize that networks are the least serious offenders in the production of poor programs for children.

Some of the "bad children's programs" mentioned in letters are in reality popular adult programs broadcast over the networks at a time when normally children are asleep, she explained.

These problems are often discussed by Miss Cuthbert's staff with which the staff is constantly in touch. These organizations have a membership of more than 8,000,000. They are consulted often and their suggestions always are invited.

Appearing for NBC were President Lenox R. Lohr; John F. Royal, vice-president in charge of programs; Martha McGrew, assistant to the president; Dr. Franklin Dunham, educational director; Walter G. Preston, educational assistant to Mr. Royal; Clay Morgan, public relations director; Janet MacRorie, commercial continuity acceptance director; June Hynd and Alma Kitchell, assistant directors of women's activities.

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

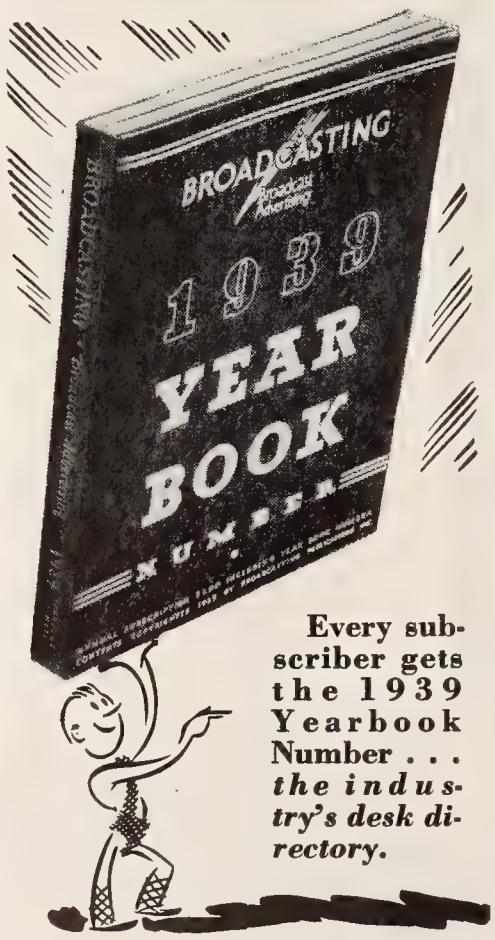
FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective synchronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Plaza 5-6570.

FINCH
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LABORATORIES, INC.
37 W. 57th St., New York City



Every subscriber gets the 1939 Yearbook Number . . . *the industry's desk directory.*

WORLD'S GREATEST TOBACCO MARKET!

Planter Pete says:



"The new shortwave mobile unit of WGTM is another reason why dials in Eastern North Carolina stay tuned to 1310."

WGTM
WILSON, N. C.

REPS: Bryant, Griffith and Brunson, Inc.

"HELLO, CLIFF SAMUELSON"
(Gen. Mills, Minneapolis)

Did You say MARKET?



New Mexico is a big state. Its population is 423,000. PEORIAREA is a rich, compact little area all within 60 miles of Peoria, yet IT has 605,646 people—high farm income—big industrial payrolls. You can cover PEORIAREA thoroughly with just ONE station—WMBD.

Free & Peters, Inc.
Nat. Reps.

THE HEART OF ILLINOIS WMBD

WMBD PEORIA
MEMBER CBS NETWORK

New speakers bring new significance to the term:

"Presence"!



ASK YOUR ENGINEER

to check-up on these latest pace-setters!

NEW single unit loud speakers by Bell Telephone Laboratories and Western Electric—

That give you high quality reproduction at moderate power levels—

That distribute sound over angles of 30° to 45°—making them admirably suited for monitor or public address applications—

That reproduce so faithfully, that the artists are brought into the "presence" of the listener—

That add crystal clear "definition" that enables monitor operators and production men to better evaluate program balance—

That employ an entirely new diaphragm formation, new type permanent magnet and other new design features.

Ask your engineers about this suitable companion to the Western Electric 94 type amplifier. Or better yet—order one speaker, evaluate its reproduction quality and let your monitor operators and production men tell you how much it helps them! Then you'll order more!

DISTRIBUTORS

Graybar Electric Co., Graybar Building, New York, N. Y.
In Canada and Newfoundland: Northern Electric Co., Ltd.
In other countries: International Standard Electric Corp.

HIGH QUALITY DIRECTIVE BEAM

make the 750A and 751A ideal for MONITORING

Western Electric

Distributed by GraybaR Electric Company

RADIO TELEPHONE BROADCASTING EQUIPMENT

TITLED *Charlie Grimm's Fairy Tales*, a new Monday evening sports review starts on WBBM, Chicago, Jan. 16. The former Chicago Cubs manager will recount spring training camp stories with Jim Crusinberry, WBBM sports writer.

RADIANT FINISH Co., Chicago (Hy-Glo and Nu-Glo polishes), has started a six weekly five-minute series on WCFL, Chicago, called *Hy-Glo Safety Club*, a traffic safety program. Industrial Adv. Assn., Chicago, is agency.

Bekins Fund Up

BEKINS VAN & STORAGE Co., Los Angeles, one of the oldest consistent users of spot announcements on the Pacific Coast, has increased its 1939 radio advertising appropriation 20% over that of last year. Firm spent more than $28,000 during 1938 maintaining regular time signal schedules on major Pacific Coast stations. It is currently using KHJ KFRC KSFO KGB KDB KARM KMJ KFBK and will substantially increase coverage to include other stations. Details are now being completed. Brooks Adv. Agency, Los Angeles, has account.

WITH a record of having made a real contribution to law enforcement in the nation, the program *Gang Busters* on Jan. 11 marked its third year on the radio. Sponsored by Colgate-Palmolive-Peet Co., the broadcast on CBS presents an unusual record of public service with 110 criminals of all kinds apprehended as a direct or indirect result of the clues given on this Wednesday evening series.

B. T. BABBITT Co., New York (Bab-O cleanser), recently added KPO, San Francisco, to the list of West Coast stations carrying the transcribed serial *David Harum*, Monday through Friday, 2:30-2:45 p. m. Account was placed through Blackett-Sample-Hummert, New York.

LaGuardia Asks Lifting Of Experimental Ruling

REVIVAL of the issue over lifting of the experimental ban on international and other high-frequency broadcast stations, which prevents direct or indirect sale of time, has been provoked by New York's Mayor F. H. LaGuardia and will be the subject of a hearing before the FCC. A petition filed by the Mayor on behalf of WNYC, municipally-owned regular broadcast station, seeking changes in rebroadcasting rules, resulted in the designation for hearing before a Commissioner or group of FCC members.

Existing regulations prescribe that operators of high-frequency and international broadcast stations may not realize any pecuniary return from them. Mr. LaGuardia's petition not only asked that the provision be revised but that other rules be amended to permit rebroadcasting of such programs by international stations on a regular basis.

RIVAL PACKING Co., Chicago (dog food), on Jan. 16 starts *Miniature Minstrels* on WMAQ, that city, a Monday evening 15-minute minstrel show featuring Jack Holden and the Vagabonds. Agency: Charles Silver Co., Chicago.

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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
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A. EARL CULLUM, JR.
Consulting Radio Engineer
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Out West It's
R. D. MARTIN
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FEDERAL RELATIONS BUREAU, Inc.
Southern Bldg. Washington, D. C.
FCC matters prepared, filed and prosecuted by our staff of attorneys and engineers.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

WANTED: Experienced commercial man for station in southwest. Must be of exceptional sales ability, progressive and willing to establish himself in one of the best towns in the west. Give references, qualifications, present employment and photograph in first letter. Here's an excellent opportunity for a real worker. Address Box 220, BROADCASTING.

Situations Wanted

Salesman: Experienced, acquainted national accounts. Go anywhere. Employed—wants change. Box A216, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated. Single. References. Box A208, BROADCASTING.

Commercial Manager—Four years' time-selling experience. Now employed. Desires relocation anywhere with opportunities. Box A221, BROADCASTING.

Desire radio operator position, preferably broadcast station. Holder of Radiotelephone Operator First Class and Radiotelegraph Operator Third Class Licenses. Single, twenty-six, high school education. Further information if desired. Eugene Ferguson, 2717 Revere Avenue, Dayton, Ohio.

Chief Engineer; Long experience, executive ability, now employed but seeking new connection. Personal interview. Box A215, BROADCASTING.

Producer, continuity writer, announcer with new program ideas. Regional station and network experience. Desires change. Box A219, BROADCASTING.

Station Manager with new, live ideas; guarantees results for your station. Box A217, BROADCASTING.

Experienced radio operator. First Class Radio telephone license, R. C. A. graduate. Good references. Desires position in small station anywhere. Box A218, BROADCASTING.

Radio operator—telephone 1st class. Twenty-five years old, married, 2½ years college E. E., A. T. I. trained, proficient typist. Go anywhere immediately. Box A212, BROADCASTING.

Station Manager thoroughly experienced and well qualified with excellent references. Familiar with all details of station operation but with widest experience in national and local selling. Available immediately. Box A210, BROADCASTING.

Situations Wanted (Cont'd.)

Announcer—single man, experience with network outlet, wishes announcing anywhere. Box A205, BROADCASTING.

General announcer including commercial, ballroom, special events, baseball, football, wrestling. Now employed. Ten years' experience including regional network. Excellent voice, diction and references. Write Box A213, BROADCASTING.

Announcer and program director desires job with local independent station. Single, reliable. Consider anything reasonable, will go anywhere. Invite investigation. Write Lloyd Hutchins, Thackerville, Oklahoma.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Schools

WRITING FOR RADIO
WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

For Sale—Equipment

Bargain: Two 7-B Presto professional recorders with six lead screws. Original cost $750 each—will sacrifice both units for $600. Individual price, $325.00. Box A211, BROADCASTING.

FOR SALE
One Western Electric 6B standard one kilowatt transmitter with type 1A frequency monitor for immediate sale for $2,000 cash; $1,000 without monitor.
Box A214, BROADCASTING

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Mexican Approval of Treaty Seen

(*Continued from page 9*)

ernment on the interference situation. This has been confused by the fact that shifts in assignments of Havana stations have been made frequently with the result that interference has cropped up all over the band for stations in this country.

October Refusal

The Mexican Senate last October refused to ratify the treaty in secret session. The only statement forthcoming was that it based its action on its view that the broadcast agreement "imposed limitations upon Mexico without affording any benefit in return." Unofficially, however, it was reported that operators of Mexican border stations established to serve American rather than Mexican audiences, had in some measure influenced the adverse action. Credence is given to that theory, since such stations, under the terms of the treaty, eventually would be eliminated and since definite facilities would be allocated for clear channel assignments in the interior of the country where they could serve Mexican nationals rather than American listeners.

After this development, the FCC named Commissioner T. A. M. Craven, who headed the American delegation to the conference, and Judge E. O. Sykes, charter member of both the Radio Commission and the FCC and familiar with treaty affairs, to consider the entire matter. Subsequently the Mexican Senate adjourned, leaving the way open for action by administrative agreement. The Mexican Senate does not convene again until next September.

By the terms of the treaty and the proposed rules and regulations, the existence of all stations in this country is assured, with many provisions also made for improvement. Many of the time-sharing stations would procure full-time by virtue of reduction in the number of clear assignments and revision of station categories, from three to six general classifications. In most instances, stations would be shifted from 10 to 30 kc. within the band 550-1600 kc. as a means of accommodating stations in Mexico and Cuba as well as Canada. The present three station classifications of clear, regional and local would be supplanted by a six-class structure, with duplication provided on all save Class I-A or dominant clear stations.

Division of Channels

Under the agreement, 59 of the channels would be designated as clear, 41 as regional and six as local, with mutual use of regionals and local channels among the nations, according to prescribed engineering specifications developed largely by the FCC and agreed to at a preliminary engineering conference in Havana two years ago. In the clear channel category, the treaty provides the United States would have accommodations for 63 stations, Mexico 15, Canada 14, Cuba 5, and Newfoundland, Dominican Republic and Haiti one each. Of the total of 32 exclusive channels assigned to this country, the original FCC proposal was that 25 of these channels be made Class I-A with minimum power of 50,000 watts. How these channels would be divided, along with the superpower issue, constitute the most controverted portions of the projected new allocations.

Do you know French Canada's Listener Preference?

●

The Only Field of Its Kind in America!

●

Unbiased Radio Surveys That Tell The Truth

●

Write for details
ADVERTISING RESEARCH BUREAU
1425 Dorchester St. West
Montreal, Quebec.

4 out of 5 NEBRASKANS

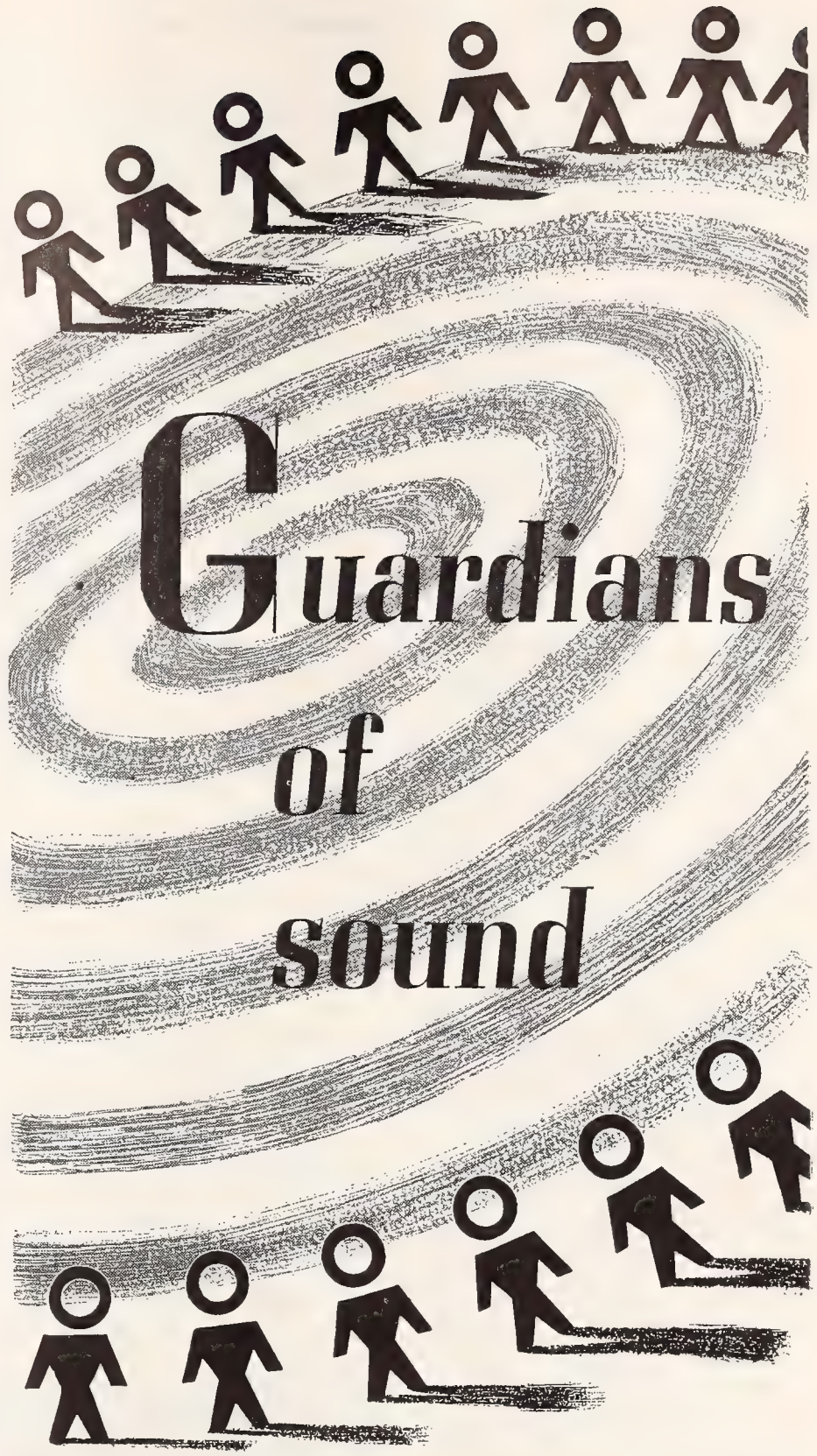


Of Nebraska's 1,337,963 population, Omaha and Lincoln, Nebraska's only large towns, total only 289,939. That leaves a little more than a million "just folks" . . . the kind of buying-minded Nebraskans who use soap, breakfast foods, automobiles, motor fuels . . . and who listen to KMMJ. Let us show you how you can use KMMJ to reach these four out of five Nebraskans.

KMMJ

Clay Center, Neb.

Randall Ryan, *Mgr.*



In the country's large cities, trained telephone men at special switching panels guard and guide the radio programs of the nation. At scheduled times and at split-second signals, programs are routed from station to station, forming networks almost instantaneously.

Back of these men and this equipment stand the resources of the Bell Telephone Laboratories, insuring continuous progress in the science of sound transmission.

The faithful transmission of network programs is a substantial contribution of the telephone engineer to the public's enjoyment of radio.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 30 TO JANUARY 13, INCLUSIVE

Decisions . . .

DECEMBER 30

MISCELLANEOUS—NEW, Phila. Radio Bcstg. Co., Philadelphia, granted dismissal without prejudice applic. new station; KAND, Corsicana, Tex., granted order take depositions; WJBW, New Orleans, granted petition take depositions.

JANUARY 3

MISCELLANEOUS—KUSD, Vermillion, S. D., license extended on temporary basis pending action on renewal applic.; WFBG, Altoona, Pa., denied hearing on same date as WJAC (1-11-39); NEW, United Theatres, San Juan, P. R., granted petition take depositions; KGEK, Sterling, Col., denied as in default applic. move studio and trans. to Denver; WJIM, Lansing, Mich., granted dismissal without prej. applic. CP 630 kc 500 w 1 kw LS unl., heretofore set for hearing.

JANUARY 3

NEW, W. F. Huffman, Wisconsin Rapids —Denied CP 580 kc 250 w unl.

WTAW, College Station; KTBC, Austin, Tex.—WTAW denied CP move equip., increase hours; KTBC granted mod. CP change equip.

WNYC, New York—Applic. rebroadcast high-frequency programs set for hearing.

WTMJ, Milwaukee—Television applic. referred to committee of Commissioners Craven, Brown, Case.

WAIR, Winston-Salem, N. C.—Denied mod. license unl. time.

MISCELLANEOUS—WHBY, Green Bay, Wis.—Granted CP to move to Appleton, Wis., new radiator, etc.; WMC, Memphis, granted 30-day auth. 5 kw N. NEW, Edward Breen & A. R. Loomis II. Fort Dodge, Ia., granted change of applicant to Northwest Bcstg. Co., and for further hearing; NEW, Abraham Plotkin, Chicago, denied as in default applic. CP 1570 kc 1 kw unl.; KIDO, Boise, Idaho, retired to close files applic. increase power.

Motion of WLTH, WARD to strike proposed findings of fact on behalf of WBBC denied; granted extension time for WLTH, WARD to file briefs; WBBC granted extension time file briefs.

SET FOR HEARING—NEW, Spartanburg Adv. Co., Spartanburg, S. C., CP 1370 kc 100-250 w unl.; NEW, Panama City Bcstg. Co., Panama City, Fla., CP 1200 kc 100-250 w unl.; WHDH, Boston, CP new equip., directional antenna, increase 1 to 5 kw unl.; WNAC, Boston, applic. mod. CP amended to directional N, increase N 1 to 5 kw unl.; WNAC, Boston, applic. mod. CP amended to directional N, increase N 1 to 5 kw; KFJZ, Fort Worth, CP amended move trans., studio, new equip., directional antenna, change 1370 kc 100-250 w to 930 kc 500 w unl.

JANUARY 5

NEW, Wm. F. Huffman, Wisconsin Rapids, Wis.—Denied CP 580 kc 250 w unl.

WAIR, Winston-Salem, N. C.—Denied mod. license to 1250 kc 250 w unl.

WTAW, College Station, Tex.; KTBC, Austin—WTAW denied CP increase hours; KTBC granted mod. CP re equip.

WINS, New York—Granted CP new equip.

WJHL, Johnson City, Tenn.—Granted license for CP 1200 kc 100-250 w unl.

MISCELLANEOUS — NEW, Tacoma Bcstrs., Tacoma, Wash., granted oral argument 1-19-39; NEW, Michael J. Mingo, Tacoma, same; effective date of order cancelling modif. license of Long Island Bcstg. Corp. extended 30 days from 1-5-39; WAGA, Atlanta, hearing continued to 2-14-39; WNEL, San Juan, P. R., granted auth. take depositions; WKAQ, San Juan, same.

JANUARY 7

MISCELLANEOUS — NEW, Elgin Bcstg. Assn., Elgin, Ill., denied as in default CP 1500 kc 100 w D; NEW, Northwestern Bcstg. Assn., Evanston, Ill., denied as in default CP 1310 kc 100 w unl.; NEW, Dalhart Bcstg. Co., Dalhart, Tex., denied as in default CP 1500 kc 100-250 w unl.; orders to take depositions granted Suffolk Bcstg. Corp., Gate Bcstg. Co., Northside Bcstg. Corp., Juan Piza, Radio Corp. of Puerto Rico; NEW, Brockway Co., Watertown, N. Y., granted motion intervene; KTAT, Wichita Falls, granted continuance hearing and consolidation of hearings on applic. increase power, move to Wichita Falls and transfer control; KTBS, Shreveport, La., granted petition accept answer re KCMC applic.; WMEX, Boston, denied bill of particulars re WLAC applic.; KGB, KFSD, overruled joint petition 30 days extension to file proposed findings of fact and conclusions in KEHE and KECA grants; KGGG, San Francisco, granted extension time applic. renewal and vol. assign. license; NEW, Abraham Plotkin, Chicago, 1570 kc 1 kw unl., denied as in default.

JANUARY 9

WEST, Easton, Pa.; WKBO, Harrisburg—Granted mod. license to unl.

KVOA, Tucson, Ariz.—Granted applic. transfer control to KTAR Bcstg. Co.

General Electric Co.—Granted four television stations, one at Albany, one at Bridgeport, two at Schenectady.

WGNY, Newburg, N. Y.—Granted CP 1220 kc 250 w D.

NEW, S. B. Quigley, Mobile—Granted CP 1200 kc 100 w D.

MISCELLANEOUS—KFAB and WBBM granted extension exp. auth. synchronize; WAPI, granted extension exp. auth. 5 kw; KVOO, Tulsa, granted extension exp. auth. 25 kw unl; KWKH, Shreveport; granted extension exp. auth. 10 kw; WPTF, Raleigh, granted extension exp. auth. 5 kw N; WWL, New Orleans, granted extension exp. auth. 10 kw; WLAC, Nashville, denied reconsideration and grant without hearing applic. 50 kw etc.; KDAL, Duluth, rescinded order of 12-12-38 setting renewal for hearing along with applic. transfer control, and granted applic. transfer control to Dalton A. and Charles LeMasurier; WBIL, New York, license extended on temporary basis.

SET FOR HEARING—KFAB, Lincoln, Neb., CP amended re equip., etc., to 1080 kc 50 kw unl; WFBG, Altoona, Pa., mod. license to unl.; NEW, Birney Imes, Columbus, Miss., CP 1370 kc 100-250 w unl.; NEW, Thomas R. McTammany, Modesto, Cal., CP amended to 1340 kc 250 w unl.; WSUI, IOWA City, Ia., CP increase to 1-5 kw directional.

JANUARY 10

MISCELLANEOUS — WGNC, Gastonia, N. C., granted mod. CP trans. studio sites, radiator; KOME, Tulsa, granted license for CP new station 1310 kc 250 w D.

JANUARY 13

MISCELLANEOUS—Orders to take depositions granted KCRJ, KRRV, Gateway Bcstg. Co., Enrique Abarca Sanfeliz, WFMD, Albermarle Bcstg. Co.; NEW, Radio Enterprises, and NEW, Assoc. Ark. Newspapers, Hot Springs, Ark., granted dismissal applics. new stations; NEW, Pee Dee Bcstg. Co., Florence, S. C. granted extension time file proposed findings re applic. mod. license, etc.; NEW, Olney Bcstg. Co., Olney, Ill., denied motion strike part of proposed finding of WGBF and WBOW.

Examiners' Reports . . .

NEW, Orville W. Lyerla, Herrin, Ill.; WEBQ, Harrisburg, Ill.; KFVS, Cape Girardeau, Mo.—Examiner Seward recommended (I-755) that applic. Orville W. Lyerla for CP 1310 kc 100-250 w unl. be granted; applic. WEBQ mod. license to 1310 kc 100-250 w unl. be denied; applic. KFVS mod. license to unl. be denied.

KROC, Rochester, Minn.; NEW, So. Neb. Bcstg. Co., Hastings, Neb.—Examiner Seward recommended (I-757) for CP change 1310 kc 100-250 w unl. to 920 kc 500 w 1 kc LS unl. be denied; that applic. So. Neb. Bcstg. Co. for CP 920 kc 1-5 kw unl. be denied as in default.

KTBS, Shreveport, La.—Examiner Berry recommended (I-758) that applic. change 1450 kc 1 kw unl. to 620 kc 1-5 kw unl. be denied if either KMLB or KWFT applics. be granted; otherwise that KTBS applic. be granted.

WDEL, Wilmington, Del. — Examiner Bramhall recommended (I-759) that applic. increase D to 1 kw be granted.

NEW, McComb Bcstg. Corp., McComb, Miss.—Examiner Berry recommended (supplemental to I-653) that applic. CP 1200 kc 100 w D be granted.

NEW, Drohlich Bros., Sedalia, Mo.—Examiner Irwin recommended (I-760) that applic. CP 1500 kc 100-250 w unl. be granted.

KHSL, Chico, Cal.; KVCV, Redding, Cal.—Examiner Irwin recommended (I-762) that applic. transfer control to Ray McClung, Horace E. Thomas and Stanley R. Pratt Jr. be granted.

Applications . . .

JANUARY 3

WESG, Elmira, N. Y.—Extension exp. auth. 850 kc to LS New Orleans, 1 kw.

WTIC, Hartford—Extension exp. auth. Simul. KRLD unl. 1040 kc.

WFMJ, Youngstown—Mod. CP re trans., antenna.

KDKA, Pittsburgh—CP new equip., change trans. to Middle Road, Indiana Twp., Pa.

KPLT, Paris, Tex.—Mod. license D to unl. 100 w N.

KMAC, San Antonio—CP change 1370 kc 100-250 w to 630 kc 1 kw unl.

WCLS, Joliet, Ill. — License for CP change equip.

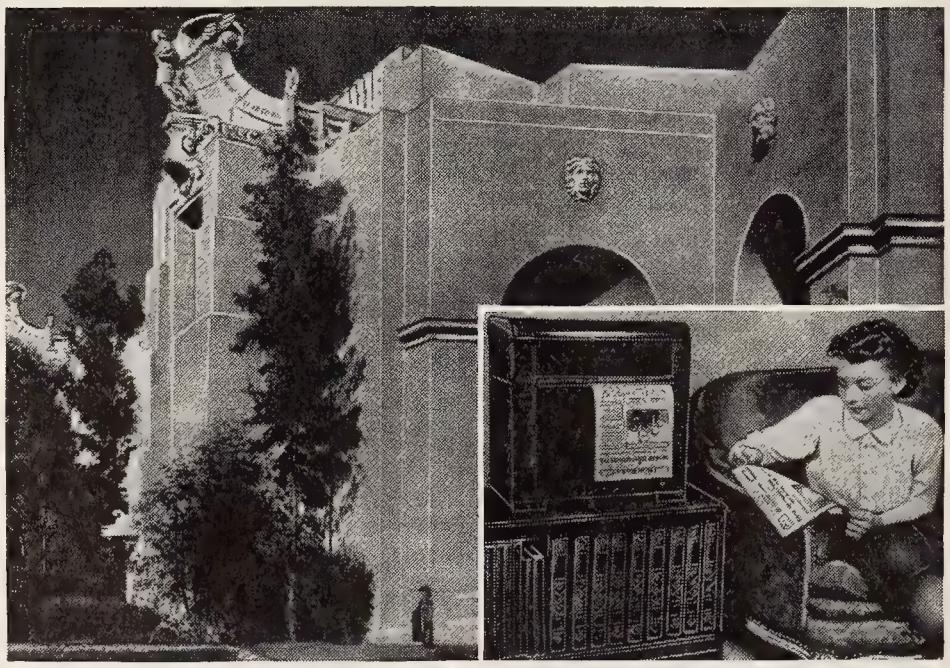
WCHV, Charlottesville, Va.—Transfer control to Mrs. Hugh M. Curtler.

WIRE, Indianapolis—License for CP aux. trans.

JANUARY 5

WJBK, Detroit—CP move trans., new antenna.

WGPC, Albany, Ga.—Mod. license to Albany Bcstg. Co.



PLANS have been completed for the participation of RCA in the Golden Gate International Exposition at San Francisco, which opens Feb. 18. Various services of RCA, including RCA Mfg. Co., Radiomarine, RCA Communications and NBC, will participate in an exhibit showing experimental television, radio facsimile, new developments in the field of ultra-shortwave transmission and reception, action of the automatic SOS alarm, and the latest improvements in home radio receivers. Photos show Fair's Electrical and Communications Building, with inset showing one of the exhibits to be shown there, an RCA facsimile receiver.

Muzak Home Service

MUZAK Corp., which for three years has been supplying musical programs without advertising to hotels and restaurants in New York and which recently started a sponsored program service for bars and grills, has entered the home entertainment field with the installation of a "carrier current transmitter" in the Crystal and Crystal buildings at 405 E. 54th St. and 404 E. 55th St., Manhattan. Programs, transmitted over the electric power lines of the building, are available through special equipment housed in a cabinet resembling a radio receiver, which has six buttons, one for Muzak's non-commercial musical service, four for the programs of the four leading stations and one for "off". Rental cost is approximately that of a telephone. Muzak plans to expand this home service to other apartment buildings in the near future.

Dudley B. McGowan

DUDLEY B. McGOWAN, radio technical expert, at one time associated with the U. S. Radio Supervisor's office in San Francisco and more recently radio maintenance chief of the San Francisco Department of Electricity, died in the bay city Jan. 8 of complications which followed an appendectomy. Mr. McGowan, recognized as one of the West's most brilliant electrical experts, supervised the installation of all police radio equipment in San Francisco. He is survived by his mother, Mrs. Jessie McGowan of San Francisco.

WNBC, New Britain, Conn., made a 1,700-mile pickup Dec. 31 when a local high school football team played at Baton Rouge, La. Harry Ginsberg did the play-by-play account.

NEW, John R. Pepper, Greenville, Miss. —CP 1310 kc 100-250 w unl.

WIS, Columbia, S. C.—Vol. assign. license to Liberty Life Insurance Co.

KRLD, Dallas — Extension exp. auth. Simul.-WTIC.

WHBL, Sheboygan, Wis.—Mod. CP re trans.

KOOS, Marshfield, Ore.—License for CP new trans.

JANUARY 7

WWRL, Woodside, L. I.—Mod. license for WCNW facilities amended to unl. and also WMBQ facilities.

WHIO, Dayton—CP change trans.

WICA, Ashtabula, O.—CP new trans., increase 250 w to 1 kw.

WSTP, Salisbury, N. C.—License for CP new station.

KFDA, Amarillo, Tex.—Mod. CP change equip., trans., antenna.

KVGB, Great Bend, Kan.—Vol. assign. license to Helen Townsley.

KVNU, Logan, Utah—License for CP new station.

WCOU, Lewiston, Me.—CP increase to 100-250 w.

WCBS, Springfield, Ill.—CP new trans., directional, change 1420 kc 100-250 w to 1290 kc 1 kw, amended to 500 w 1 kw D.

NEW, Grant Union High School District, N. Sacramento, Cal.—CP 1420 kc 100 w D, amended to 1370 kc.

JANUARY 12

WDRC, Hartford—CP increase N to 5 kw, amended to directional.

WOR, Newark—CP change antenna, trans.

CBS—Extension auth. transmit programs to CBC.

NEW, Northwest Bcstg. Co., Fort Dodge, Ia.—CP 1370 kc 100-250 w unl., amended to change corporate name as listed herewith.

Network Accounts

All time EST unless otherwise indicated.

New Business

PERSONAL FINANCE Co., Newark (loan service), on Jan. 23 starts *Doc Barclay's Daughters* on 29 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample - Hummert, N. Y.

DUART MFG. Co., San Francisco (Creme of Milk products), on Jan. 15 starts *Human Interest* on 8 CBS Pacific stations, Sun., 2:30-3 p. m. Agency: Erwin, Wasey & Co., San Francisco.

VANETTE HOSIERY MILLS, Dallas, Tex., on Jan. 14 started *Fashion Previews* featuring Lorraine Andresen, Sat., 7:45-8 a. m. (CST), originating in Chicago and aired on following NBC southern network: WREN WKY KGKO KXYZ KRGV KTBS KTHS WMPS WDSU. Agency: Grant Adv. Inc., Dallas.

CALAVO GROWERS of California, Los Angeles (avocadas), on Jan. 5 started for 4 weeks, *Housewives Protective League* with Fletcher Wiley, commentator, on 6 CBS Pacific Coast stations Thurs., 12:45-1 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

WANDER Co., Chicago (Ovaltine), on Feb. 13 starts *Carters of Elm Street* on 7 NBC-Red stations, Mon. thru Fri., 12-12:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

NARAGANSETT BREWING Co., Cranston, R. I., on Jan. 3 started 39 participations in *Yankee Network News Service*, on 15 Yankee stations. Agency: Arthur Braitsch, Providence.

Renewal Accounts

CHAS. H. PHILLIPS CHEMICAL Co., New York (milk of magnesia), on Feb. 3 renews *Waltz Time* on 45 NBC-Red stations, Fri., 9-9:30 p. m. Agency: Blackett-Sample - Hummert, N. Y.

STANDARD OIL Co., of California, San Francisco, on Jan. 5 renewed *Standard School* on 12 NBC Pacific stations. Thurs.,11-11:45 a. m. (PST), and *Standard Symphony* on 5 NBC-Pacific stations, Thurs., 8:15-9:15 p. m. (PST). Agency: McCann-Erickson, San Francisco.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Feb. 5 renews for 52 weeks *Manhattan Merry-Go-Round* on 33 NBC-Red stations, Sun., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS, Wheeling (Bayer Aspirin), on Feb. 5 renews for 52 weeks *American Album of Familiar Music* on 59 NBC-Red stations Sun., 9:30-10 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS, New York (Bi-So-Dol), on Jan. 31 renews for 52 weeks *Mr. Keen, Tracer of Lost Persons* on 44 NBC-Blue stations, Tues., Wed., and Thurs., 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (Anacin tablets), on Jan. 31 renews for 52 weeks *Easy Aces* on 45 NBC-Blue stations, Tues., Wed., and Thurs., 7-7:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.



FLORIDA FUN for fatigued "furriners" might caption this shot. Seated, l. to r., are L. B. Wilson, WCKY, Cincinnati, who spends his winters at Miami Beach and Fred Hopkins, owner of WJBK, Detroit, his guest at the Five O'clock Club, Miami Beach night spot.

GOSPEL Broadcasting Assn., Los Angeles (religious), on Jan. 1 renewed for 52 weeks, *Old Fashioned Revival Hour*, on 86 MBS network stations, Sun., 6-7 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec 22 renewed for 10 weeks *Early Morning News* on 13 California Don Lee stations, Tues., Thurs., Sat., 7:45-8 a. m. Agency: Raymond R. Morgan Co., Hollywood.

PACIFIC UNION CONFERENCE, Seventh Day Adventists, Los Angeles (religious), on Jan. 1 renewed for 52 weeks *Voice of Prophecy* on 13 California Don Lee network stations, Sun., 9:30-10 p. m. Agency: Lisle Sheldon Adv., Los Angeles.

GENERAL MILLS, Minneapolis (Corn Kix), on Jan. 17 renews for 13 weeks *The Grouch Club* on 3 California CBS stations (KNX KSFO KARM) and adds KFPY, KOIN, KIRO, KVI to list. Tues., 9:30-10 p. m. (PST). Agency: Blackett, Sample & Hummert, Chicago.

GENERAL FOODS Corp., New York (Postum), on Jan. 2 renewed for 52 weeks *Lum & Abner* on 41 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. (EST), with rebroadcast, 8:15-8:30 p. m. (PST). KARM, Fresno, Cal., is to be added on Feb. 27. Agency: Young & Rubicam, N. Y.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 3 renews *Lady Esther Serenade* on 47 NBC-Red stations, Fri. 9-9:30 p. m. for 52 weeks. Agency: Lord & Thomas, Chicago.

LEWIS HOWE Co., St. Louis (Tums), on Jan. 10 renewed *Vocal Varieties*, Tues. and Thurs., 6:15-6:30 p. m., on 30 NBC-Red stations. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream), on Jan. 10 renewed *Battle of the Sexes* on 34 NBC-Red stations, Tues., 8-8:30 p. m., (CST). Agency. Stack-Goble Adv. Agency, Chicago.

GENERAL MILLS, Minneapolis (Corn Kix), on Jan. 17 renews *Grouch Club* and adds 4 CBS Pacific stations, making a total of 7 in all, Tues., 9:30-10 p. m. PST. Agency: Blackett-Sample-Hummert, Chicago.

Like *Hour of Charm*

WOMEN'S National Institute, sponsored by the Women's National Exposition of Arts and Industries, recently sent out a questionnaire to over 200 women music lovers throughout the country to discover their opinion of General Electric Co.'s *Hour of Charm* program on NBC which features Phil Spitalny and his all-girl orchestra with Dorothy Thompson as commentator. According to Mrs. Gertrude E. Fox, chairman of the Institute, "the success and growing popularity of the *Hour of Charm* will undoubtedly influence the appreciation and greater demand for women in the arts." The survey resulted in a 50% return from the women heading radio and musical clubs to whom it was sent and showed a high appreciation of Spitalny's music, with special praise for Dorothy Thompson and for Evelyn with her "magic violin."

GILMORE OIL Co., Los Angeles (petroleum products), on Feb. 17 renews for 52 weeks, Gilmore Circus, on 6 NBC-Pacific Red network stations, Fri., 9-9:30 p. m. (PST). Agency: Botsford, Constantine & Gardner, Los Angeles.

Network Changes

EUCLID CANDY Co., Oakland, Cal., (candy), on Jan. 9 added KSL, and on Jan. 16 adds KOY and KGAR to *Headlines on Parade* with Knox Manning on 6 CBS Pacific network stations.

CARNATION Co., Milwaukee (condensed milk), added 27 stations of Maritime, Ontario and Prairie groups of CBC to *Contented Hour* on 63 NBC-Red stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co., New York.

STANDARD BRANDS, New York (Fleischmann Yeast), added 27 CBC stations *True or False* on 20 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson, Montreal.

STANDARD BRANDS, New York, (Chase & Sanborn coffee) added 27 CBC stations to *Chase & Sanborn hour* on 59 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson, Montreal.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes) on Jan. 16 switched *Eddie Cantor's Camel Caravan* on CBS from New York to Hollywood.

STANDARD BRANDS, New York, on Feb. 2 switches *Rudy Vallee Variety Hour* on NBC-Red from Hollywood to New York.

Calling All Fires

O. A. JOHNSON Insurance Agency, operated by a full-blooded opportunist, has placed a standing order with KGNF, North Platte, Neb., to broadcast a spot announcement on fire insurance every time a fire occurs in North Platte. The telephone company notifies the station of the exact location of the fire, the announcer on duty breaks into whatever sustaining program is on the air, sounds a fire siren sound effect and reads the location, along with a previously prepared announcement elaborating on the benefits of fire insurance. Timeliness of the announcement is reported to have brought immediate sales results.

WHEELING STEEL Corp., Wheeling (metal products), on Jan. 15 adds WAAB, WDGY, WATL, KTAT to MBS *Musical Steelmakers*, Sun., 5-5:30 p. m. CKLW Jan. 22 and WRVA as soon as time can be cleared.

PHILIP MORRIS & Co., New York (cigarettes), on Jan. 31 renews for 52 weeks *Johnny Presents* on 60 NBC-Red stations, 8-8:30 p. m. (repeat, 11:30-12 midnight); on Jan. 28 changes to Johnny Green's orchestra on CBS, Sat., 8 p. m.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Jan. 28 will renew *Your Hit Parade* on 96 CBS stations. Sat., 10 p. m.



MR. E. H. RIETZKE — PRESIDENT OF CREI

It's

YOUR JOB *Today-*

to prepare for a better radio job tomorrow!

Don't say you never had the opportunity to get ahead—for HERE IT IS! Radio wants you—and needs you—for those new important jobs that new equipment and new developments have created. But you must have ADEQUATE TRAINING FIRST. CREI courses in Practical Radio Engineering will develop your ability to qualify for a better job. Today is your chance to send for our important story.

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SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
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FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

Merchandising & Promotion

Tube Signs—Pins on Map—Manning's Book—Ding Dong—Knob Collar—Trailers

USING the theme "Men, Methods and Machinery", the Oklahoma Publishing Co., operating two newspapers, a farm paper and three broadcast stations (WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs) has launched a comprehensive promotional campaign for 1939, using trade media and a series of direct mail brochures.



Mr. Meyerson

Evolved by E. K. Gaylord, president and founder, and Edgar T. Bell, secretary-treasurer and general manager of the company, the campaign is under the personal direction of J. I. Meyerson, sales promotion coordinator. All company properties are included in the campaign, which coincides with the observance of Oklahoma's Golden Anniversary, and the founding of the *Oklahoma Times*, as well as the 36 years of achievement of the Oklahoma Publishing Co., the growth of which has been synonymous with Oklahoma's development.

Mr. Meyerson graphically portrayed the exploitation in presentations in Chicago and New York on Jan. 4 and 5, respectively, to selected audiences, including personnel of the Katz Agency Inc., national representatives. In addition to the *Times* and the three stations, the organization also publishes the *Oklahoma City Oklahoman*, and the *Farmer-Stockman*, and operates Mistletoe Express, a unique organization which started a decade back for statewide distribution of the company's newspapers, but which now maintains a general express service, including even hauling of the U. S. mails to remote Oklahoma areas.

* * *

Ten Ten in Tunnels

WHN, New York, has arranged with the Port of New York Authority to advertise its call letters and its slogan, *Dial 1010*, on large signs placed at all toll booths of the Lincoln and Holland Tunnels, the George Washington, Goethals and Bayonne Bridges, and the Outerbridge Crossing.



WHEATIES trophy for the best merchandising job in behalf of the breakfast food's *All-Texas Football Roundup* was awarded recently to KXYZ, Houston, TSN affiliate. Here are, l to r, Tilford Jones, president, and Frank Smith, manager of KXYZ, receiving the trophy from Sam Bennett, vice-president of TSN, representing Elliott Roosevelt, TSN president.

MBS Ads Selected

AMERICAN Institute of Graphic Arts has selected three Mutual advertisements—"Eyes That Do Not See", "Who Said Radio Is Expensive?" and "Whales for Sale"—for copy excellence, design and layout. This is the third award for the MBS sales promotion department in the past six months. MBS promotion was chosen as one of the 50 direct mail leaders in 1938, and Robert A. Schmid, sales promotion director, was given a place in the Gallery of Direct Mail in the latest issue of *Reporter & Postage and Mail Bag*, first radio man to be so honored.

Sales promotion booklet *What Goes on Here* and an ad titled *Out of Our Hat*, part of the WOR sales promotion, were honored by the Institute. Joseph Creamer heads the WOR sales promotion department.

* * *

Christmas in Longview

TWO NEW angles on the "Christmas Greetings" idea were instituted by KWLK, Longview, Wash. Instead of the regular spot announcement, the station recorded five-minute talks by the merchants of Longview and Kelso. Some of the merchants included their entire staffs on the discs and each had a word of thanks for the past year's patronage. Another Christmas and New Year plan was used by KWLK. A local department store purchased two quarter-hours on each of the two days and spent the entire time calling a list of patrons on the telephone, wishing them a personal holiday greeting.

* * *

Functional Animation

CARICATURES of the activities of NBC's various departments, drawn by Bill Eddy, television engineer, are used as illustrations for a 1939 calendar sent out by NBC. A dozen cartoons, one for each month, deal with station relations, transmission engineers, traffic, television, guest tours, production, sales, artists service, international division, press, chimes and the legal department. Caricatures were first published in *The Transmitter*, NBC house organ.

* * *

Plugs for WTAR

TO PROMOTE its power boost, WTAR, Norfolk, Va., is sending key agencies six-inch transcriptions with a message from the management. The cutting starts with an imitation of the familiar tobacco auctioneer, followed with ". . . . sold to WTAR, Norfolk, Virginia, 5,000 watts!"

* * *

Tellers of Bank Tales

TO BOOST interest in *Musical Favorites*, transcribed music-interview half-hour presented by Milwaukee County banks on WTMJ, Milwaukee, sponsors are putting out lively little blotters for distribution at bank tellers windows.

* * *

Pins in Birmingham

WAPI, Birmingham, has installed a big coverage map in its offices on which a pin is stuck at the source of every fan letter as it is received.

Ranger Trailer

KWTO, Springfield, Mo., runs movie trailers calling attention to its *Lone Ranger* broadcasts, thriceweekly for Princess crackers, at two theatres running the *Lone Ranger* serial in picture form. Arranged for KWTO by John E. Pearson, manager of national accounts, the trailer runs immediately after the movie version, calling attention to the radio program on the station, and KWTO in return plugs the screen version for the theatres.

* * *

Much About Manning

LATEST promotional brochure of WTAM, Cleveland, is in the mail to advertising agencies and station representatives. It is a large three-page folder, printed in red and black, telling of Sports Announcer Tom Manning's accomplishments. The copy includes a full-page picture of the trophy presented Manning by the *Sporting News*, as "the outstanding baseball announcer of 1938". The brochure is the work of Howard Barton, WTAM promotion and sales manager.

* * *

Crosley at Fair

CROSLEY Corp., Cincinnati, has signed for three-quarters of an acre of space at the New York World's Fair, according to Powel Crosley Jr., president. An exhibit hall and studio will be erected, the studio to be used by WLW. Construction will begin soon, Mr. Crosley said. The building will be modern in treatment, built along two sides of a wedge-shaped plot on the Court of Communications. Exhibits of Crosley products will be on display.

* * *

Chimes in Stores

SEVERAL San Francisco department store radio quarters are ringing NBC chimes, the Christmas gift of the network's San Francisco press chief, Milton Samuel. They were sent to heads of radio departments in stores, who had cooperated with the NBC press division in using picture displays of NBC artists. The radio departments use the chimes to summon salesmen when customers are waiting.

* * *

Collar for Radio Knobs

BACKING its *Story of Mary Marlin* serial on WTMJ, Milwaukee, Procter & Gamble sent a factory detail man to the city to head a crew of 25 distributors who sampled 80% of Milwaukee homes with Ivory Soap and hung on each doorknob a promotion piece, to be hung on the radio knob, instructing, "Listen to the *Story of Mary Marlin* daily at 2 p. m. over WTMJ".

* * *

Rate Cards in Leather

RATE CARDS for Iowa Broadcasting System stations — WMT, Waterloo; KSO and KRNT, Des Moines — along with WNAX, Yankton, are being distributed to a list of leading radio agencies and advertisers in a leather folder carrying the name of individual recipients.

KSFO Promotion

DELETION of the radio columns and news in the San Francisco Bay area newspapers has been responsible for the birth of many unique promotion schemes by the Golden Gate stations [BROADCASTING, Dec. 1]. KSFO has formulated several merchandising and promotional ideas, calling attention to its feature programs and personalities. Philip G. Lasky, general manager, anounces that KSFO has a permanent display in a huge showcase at the San Francisco Ferry Bldg., which is viewed by thousands of commuters daily. The station is advertising its major features in a weekly pamphlet published by San Francisco Theaters Inc. Fifteen thousand of these are distributed weekly to all San Francisco restaurants, stores and cigar stands by a chain of six theaters.

Tying in with various San Francisco theaters, KSFO has established a "Black Chapel Club" for theater patrons who don't want to miss the weekly Hollywood mystery drama. Each Friday night between 11:45 and midnight the theaters dim their house-lights, take their film off the silver screen and through their public address systems, bring the mystery thriller to their patrons, with full credit going to KSFO. The station also has a trailer tie-up with a group of theaters, has a huge display of photographs of KSFO and CBS artists in a Palace Hotel window on Market Street and in other downtown buildings.

* * *

Pictures on WSYR

TWO-PAGE pictorial spread on studio personalities was given WSYR, Syracuse, in the city's new picture magazine, "Night and Day in Syracuse", which made its debut Jan. 1. The display, captioned "Night and Day . . . at Radio Station WSYR", offers pictures of the station's program department. Editors of the magazine plan to run two more pages of WSYR staff members in the February issue.

* * *

WCAE's White Space

WCAE, Pittsburgh, during the holiday season used four full-page ads in the *Pittsburgh Sun-Telegraph* in a 10-day period and increased its daily space from 12 to 30 inches to list its services. Ads included a tribute to druggists, a Christmas greeting to listeners, a list of WCAE educational features, and a New Year's Pledge to present the best programs during 1939.

* * *

WSAI Trailers

MOVIE trailers promoting commercial broadcasts on WSAI, Cincinnati, have been placed in eight local theatres.

Finding Charley

WHEN the *Chase & Sanborn Program* recently was withdrawn from stations of the NBC Southeastern group, WIS, Columbia, S. C., responded graciously with the announcement that although the program no longer was carried by Carolina stations, "WIS listeners who are particularly interested in the program may desire to know that it is still scheduled over WSB, Atlanta, and WLW, Cincinnati."


NEWS!
To handle news the WLW way requires:
UP and INS News Service
8 teletype machines
8 rewrite men
1 news editor
5 commentators
. . . that's why Paul Sullivan is so far out in front as the top single station commentator of the nation . . . that's why so many mid-westerners DEPEND on Peter Grant's crisp comments and interpretations.
• THESE THINGS TOO, WE THINK, ARE PART OF THE STORY OF WLW • THE NATION'S STATION

RCA Introduces

New WHITE SCREEN TELEVISION TUBES

906-P4—WHITE SCREEN...$15.00

Introducing the new RCA-906-P4, a 3-inch television Kinescope. Similar to the present RCA-906 Cathode-Ray Tube, this new tube features a white fluorescent screen—*and* an unusually low cost! In addition to its low inital cost, this new tube provides low circuit cost because of its low voltage operation. Has conductive coating which minimizes deflecting-plate loading and prevents drifting of the pattern with changes in bias.

1802-P4—WHITE SCREEN...$27.50

Introducing the 1802-P4, a 5-inch television Kinescope having electrostatic deflection and white screen. This tube provides excellent quality television pictures. *The deflection sensitivity is such that the beam may be deflected across the entire screen with no more voltage than is required for full deflection on 3-inch tube.* Separate terminals are provided in the new Magnal 11-pin base for each deflecting plate.

1802-P1—GREEN SCREEN...$24.75

Introducing the 1802-P1, a new 5-inch oscillograph tube which is similar to the 1802-P4 except for its green screen. In oscillographic application the 1802-P1 represents extremely high quality because it is capable of providing excellent television pictures. For television purposes this tube operates well with an anode potential of 1200 volts.

NEW RCA MONOSCOPE

The new RCA-1899 Monoscope provides a convenient source of video signal for testing television equipment and for demonstrating television principles. The pattern contains calibrated resolution wedges to indicate the amount of detail the associated equipment can resolve. Other features of the pattern provide tests for linearity of scanning, spot defocusing, amplitude response, frequency response, phase response, and general quality of picture reproduction. Price $95.00.



RCA presents the Magic Key every Sunday, 2 to 3 P.M, E.S.T., on the NBC Blue Network

RCA Radio Tubes—first in metal, foremost in glass, finest in performance

RCA for TELEVISION

RCA Manufacturing Company, Inc., Camden, N.J. A Service of the Radio Corporation of America

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 3

FEBRUARY 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



Leaf from a Historian's Notebook

{AD 2139}

There was at that time (the year 1939) in greater-New York a marketing phenomenon known as Radio Station WOR. It, as its proprietors so quaintly put it, "covered the whole of one and the meatier parts of seven states." Not difficult to understand, its amazing and repeatedly proven power to sell and move people was, curiously enough, either unappreciated or ignored by certain stubborn, but nonetheless important, die-hards called advertisers. Yet, hundreds of such far-sighted people as Colgate-Palmolive-Peet, Borden, General Mills, and more than 73% of WOR's sponsors who were among America's greatest national advertisers, used WOR and repeatedly renewed their time-contracts on that station. We now feel that their use of WOR was one good reason for their being among America's greatest national advertisers. Reading its vast collection of success stories today, one is amazed at the success of advertisers on WOR; at the speed with which it doubled and tripled sales, and its pleasantly persistent coverage of more than 4,250,000 homes with radios. Interesting, but not strange, is the great number of network advertisers who used WOR in addition to their network outlet in New York. They knew that to cover New York without WOR was as futile as to try and scale the Himalayas barefoot.

WOR

Radio Does *This*, Too









These five patients and the nurse are all smiles as they try out the new wheel chairs at Edgewater and Sinai Hospitals, some of the more than 150 similar chairs given to institutions in seven states this year through the WLS Christmas Neighbors' Club.

Radio listeners throughout the midwest each year contribute year-round joy to hundreds of sick and crippled children through the WLS Christmas Neighbors' Club.

This project, started in 1935, was a means by which listeners, through WLS, might bring Christmas happiness to folks less fortunate than themselves. In the four holiday seasons since, more than $20,000 has been contributed by WLS listeners for this purpose.

With this money WLS has purchased and distributed 353 wheel chairs and 287 radio sets to children's hospitals, children's wards in general hospitals and Visiting Nurse Associations in seven states. The money contributed was used in this manner, because of suggestions from some 150 hospitals, who were asked how it might be used to be of greatest benefit to those in their care. The past Christmas over $6500 was so contributed by listeners and 150 wheel chairs and 7 radios have been distributed.

This is one of several like projects in which WLS and its listeners cooperate each year. WLS is proud of the opportunity to use its facilities for these purposes—and of its loyal listeners who give so willingly to their less fortunate neighbors.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* *(Chicago)* Glenn Snyder, *Manager*

Represented By:
John Blair & Company
New York, Chicago, Detroit,
Los Angeles, San Francisco

FROM EASTPORT TO SANDY HOOK . . .

PILE ON CANVAS

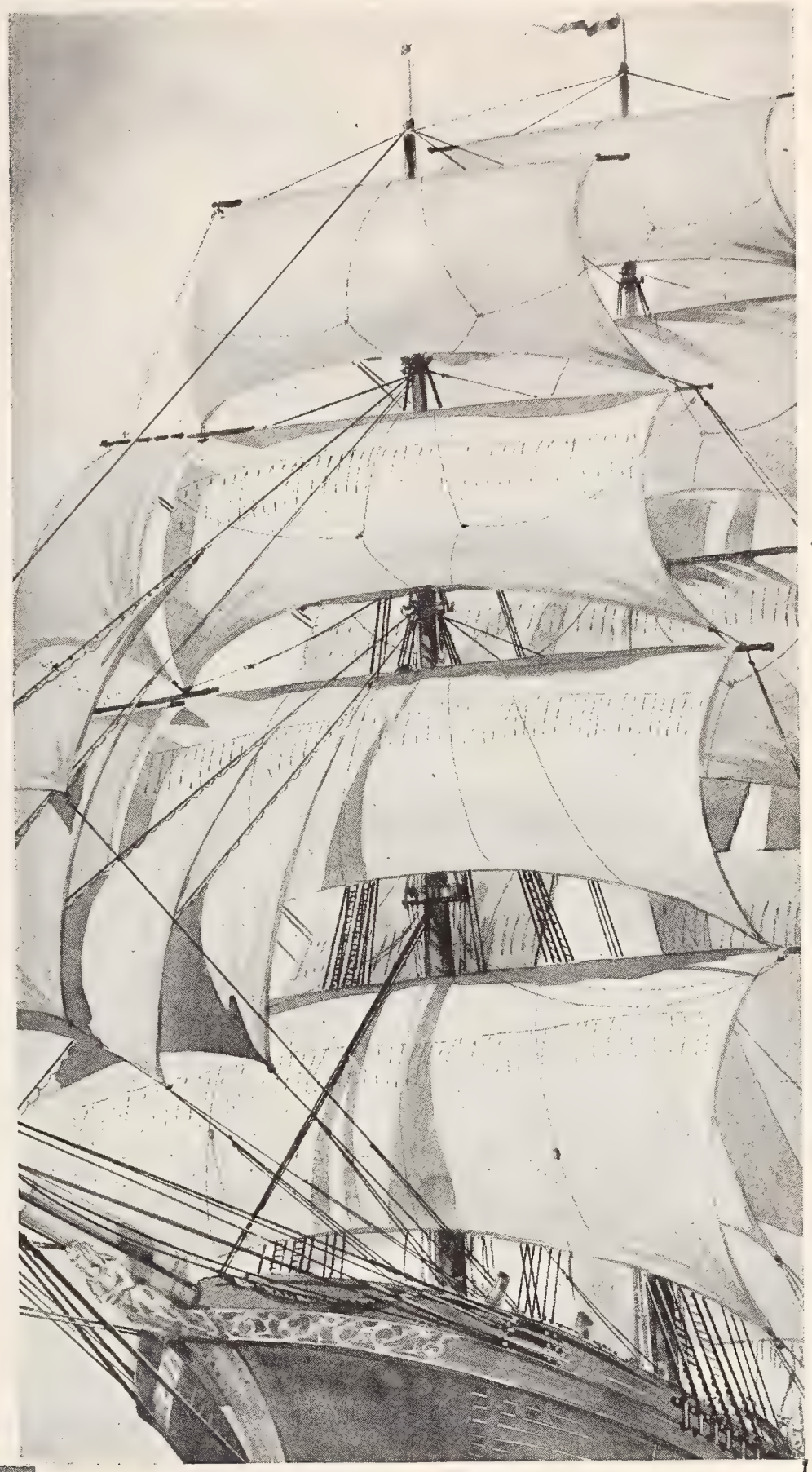
RETAIL sales, savings banks deposits, industrial payrolls — every index shows New England matching the upward trend of other leading markets of the country.

To pull maximum volume from this territory, you want all sails set — a local station in every key spot giving you a direct pull from every quarter.

The Yankee Network's 16 stations assure this pulling power. Each station is situated in the urban shopping center of a prosperous major market region. Pulling together, they provide the most complete radio coverage of this widely-spread, intensely active industrial area, including all cities of 100,000 population or over, and the many in-between cities and towns.

Buy the whole network.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative



THE YANKEE NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport, New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WLLH	Lowell, Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

CBS . . . Covers

PEOPLE who live over here consume more cabbage than caviar; enjoy cartoons more than Corots. Steamship companies, art dealers, and couturiers would starve on their patronage . . . and most other industries would swiftly starve without it.

They may not be as "fastidious" as the other side, but they use many times as much soap. They may not know the meaning of the word *gourmet* but they eat much more (and many more) branded food products. They may never have seen a Daimler or Dusenberg but they own and drive millions more automobiles!

In short, they speak "another language," read other publications, enjoy different things than the people on the other side — *with one exception.* Repeated research shows that 94% of them own radios, of which 79% are in use on an average of 5.2 hours daily . . . *tuned to radio programs that hop over railroad tracks, into the home, as easily as they soar over city and county and state lines.*

NOTE ON THE NETWORKS: *More of the country's largest advertisers choose* **COLUMBIA** *— as the fastest "right-of way" to the nation — than any other network. These shrewd judges of advertising facilities have favored the world's largest network consistently since 1934!*

Both Sides

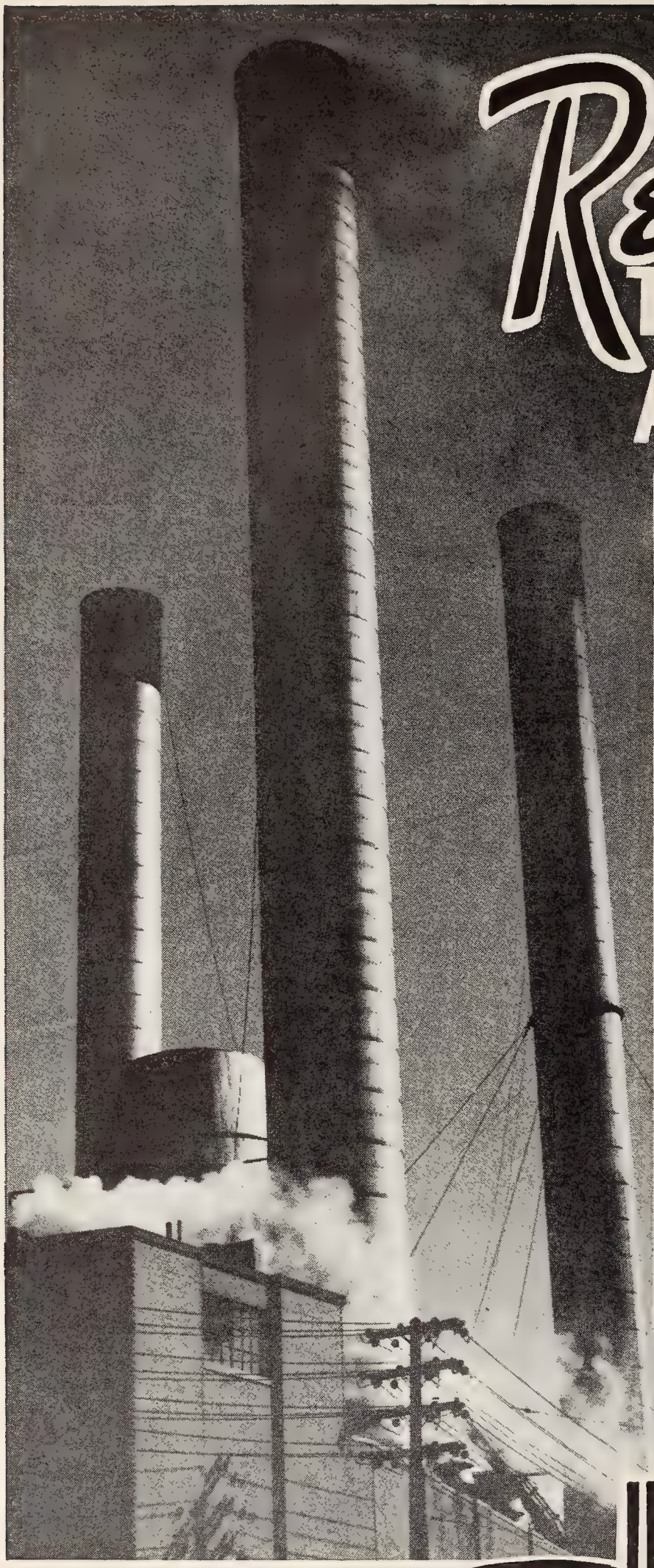
PEOPLE who live on this side of the tracks know how to pronounce *hors d'oeuvres* and where to buy *le dernier cri*. They hold most of the country's diplomas and passports, hire most of its chauffeurs and maids, wear most of its ermine and pearls. They sit in air-conditioned offices . . . prefer Veuve Cliquot to "Red Ink". . . *Fortune* to "funnies" and Bergdorf-Goodman's to "bargain basements." They're known, familiarly, as "the people other people follow."

They are a rich and special market for cigarettes and soaps, tires and toothpastes . . . the products "everybody" buys. They are the *only* market for products made for their exclusive use and pleasure.

But one thing they share equally with the rest of the country. Repeated research shows that 98% of them own radios; that 78% listen every day, on an average of 4.8 hours, *and respond to the same programs . . . the same news and music and comedy and drama . . . that appeal to the rest of the nation.*

Columbia Broadcasting System

THE WORLD'S LARGEST NETWORK



Remember These Important Facts About Detroit and WWJ

1. Detroit is not only America's *fourth* market in size, but also one of the greatest industrial markets in the world.

2. In addition to being the automotive center of the world, Detroit is also the dynamo behind the nation's great steel, oil and many other key industries.

3. Radio advertisers can cover Detroit effectively and economically with ONE radio station —WWJ—which, according to a listener preference survey made in November, 1938, leads the second station by *more than TWO to ONE!*

4. WWJ is *first* in showmanship, too—a fact proclaimed by the 1938 "Variety" showmanship award.

Make WWJ a must on your Detroit 1939 schedules and watch the sales curves rise

America's Pioneer Broadcasting Station

WWJ

Basic NBC Red Network Station

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City

San Francisco : Atlanta

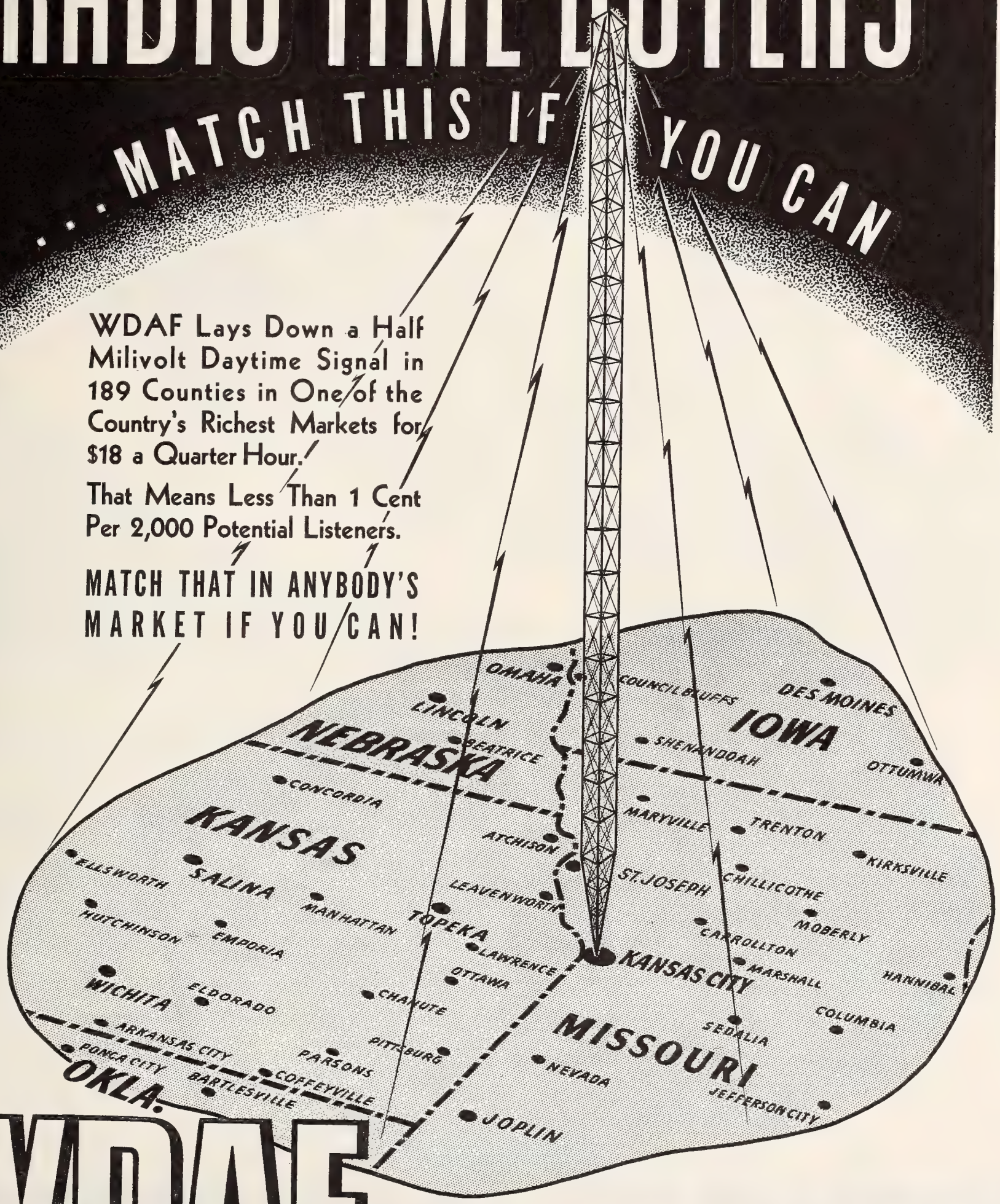
RADIO TIME BUYERS

. . . MATCH THIS IF YOU CAN

WDAF Lays Down a Half Milivolt Daytime Signal in 189 Counties in One of the Country's Richest Markets for $18 a Quarter Hour.

That Means Less Than 1 Cent Per 2,000 Potential Listeners.

MATCH THAT IN ANYBODY'S MARKET IF YOU CAN!



WDAF

THE KANSAS CITY STAR

WITHIN THE "GOLDEN HORSESHOE"



•••HE RINGS UP *Two Million*

IN DRUG SALES EVERY WEEK

Not a Midas . . . but a business man who makes money for himself . . . *and for you!* That's the druggist "within the Golden Horseshoe" . . . close to five thousand of them in this area blanketed by WJR and WGAR.

Drug store cash registers in this well-to-do spending territory ring up two million dollars in sales every week, over a hundred million in a single year . . . a total business greater than the combined drug sales of Chicago, Philadelphia, Pittsburgh and St. Louis!

Many are the methods for capturing this golden market. Quickest, most economical and effective of all is the telling of your story over the "Great Stations of the Great Lakes". . . WGAR and WJR which give more listeners, more buyers per dollar invested.

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

RADIO STATIONS . . . COLUMBIA BROADCASTING SYSTEM . . . EDWARD PETRY & COMPANY, INC. . . . NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 16 No. 3 WASHINGTON, D. C., FEBRUARY 1, 1939 $3.00 A YEAR—15c A COPY

Gross Time Sales $150,118,400 in 1938

Gain of 4.2% Over 1937 Shown in 'Broadcasting' Study Despite Trade Recession; Net Totals $122,890,000

GROSS TIME sales of the broadcasting industry reached a record volume of $150,118,400 during 1938, an increase of approximately 4.2% over the previous high mark of 1937, according to an analysis by BROADCASTING of the year's business released in its 1939 *Yearbook Number* now off the presses.

The 1938 increase represents a slackening in the rate of gains over preceding years due partially to stabilizing trends, particularly with respect to improved balance between commercial and sustaining programs. The increase was accomplished in spite of a serious business recession during the early months of the year and in the face of a general decline in advertising volume as a whole.

Analysis of Industry

The analysis of 1938 revenues was developed for BROADCASTING by Dr. Herman H. Hettinger, of the University of Pennsylvania faculty, a leading economist in the radio field. It is one of two major features in the *Yearbook* covering the economic phases of broadcasting, the other being an analysis of the business structure of broadcasting as a whole based on FCC findings during its 1937 survey released last March. Thus, for the first time, basic data on income by networks and classes of stations and by geographic areas and on payrolls and rates of pay are made available.

In calculating the income of the broadcasting industry for 1938, Dr. Hettinger did not have available the monthly statistics formerly gathered by the NAB which were discontinued in July 1937. The only exact figures available covered the three major network organizations (NBC, CBS and MBS), which make their monthly income figures public, and it was necessary to estimate regional network, non-network and local business on the basis of other original studies undertaken by BROADCASTING.

The survey shows that the 1938 gross of $150,118,400 compares with $144,142,482 in 1937—the latter figure being revised slightly upward from that published in the 1938 *Yearbook* on the basis of more complete data available since its publication.

The national networks, which generally do about half of the dollar volume of the industry, kept close to that proportion in 1938. Combined, their total gross income for the year just ended was $71,728,400, a gain of 3%.

Regional networks were estimated as grossing $3,620,000 during 1938, also gaining 3%. National and regional non-network business amounted to $34,680,000, up 5.1%. Local business aggregated $40,090,000, up 5.4% over 1937.

Comparative tables for 1938 and 1937 by classes follow:

Radio Advertising Gross Time Sales (1938)

Portion of the medium	*Gross time sales 1938*	*1937*
Nat. networks	$71,728,400	$69,612,482
Reg. networks	3,620,000	3,530,000
Nat. & Reg. non-network	34,680,000	33,000,000
Local	40,090,000	38,000,000
Total	$150,118,400	$144,142,482

For the first time since BROADCASTING began presenting its yearly studies of income, net time sales for the year are shown. After deductions of estimated cash and frequency discounts, but not deducting agency commissions, it was found that the industry's net time sales for 1938 amounted to $122,890,000 on the gross of $150,118,400. The gain in net was estimated at 4% over the preceding year.

To this net should be added an additional $15,000,000 roughly estimated to have been the industry's income from talent and program sales. Net time sales during the year are disclosed as follows:

Radio Advertising Net Time Sales (1938)

Portion of the medium	*Net time sales*	*Per cent total*
Nat. networks	$57,880,000	47.0%
Reg. networks	2,970,000	2.4%
Nat. & Reg. non-network	24,380,000	19.8%
Local	37,660,000	30.8%
Total	$122,890,000	100.0%

Approach to Normal

Trends during 1938, the *Yearbook* study adds, "seem to indicate that broadcast advertising is approximating the normal level which it can expect to attain on the basis of its comparative advantages as an advertising medium. If this is the case, any protracted future growth can result only from improvements in broadcast advertising technique or in the nature and efficiency of the available structure. A more effective non-network structure, as far as specialized functionaries are concerned, is a possible development which might result in further long-term growth of radio advertising volume. New program developments and improved copy techniques might increase the efficiency of radio advertising with similar results. More effective retail advertising techniques in radio would be almost certain to increase local broadcast advertising volume. More scientific sale of the medium to all advertisers, including the development of a greater volume of standardized information regarding it—notably a basic concept and meaure of station audience value—would be of assistance in the same direction.



Drawn for BROADCASTING by Sid Hix

"Here's Another FCC Questionnaire—Tell Mr. Blotz to Hire Three More Accountants."

Stations Gained About 5%

"In any event hereafter, radio may be expected to be more sensitive to fluctuations in the business cycle than it has been in the past.

"Broadcasting stations of various classes received approximately $86,000,000 from networks and advertisers for the use of their facilities, a gain of about 5% over the preceding year. Stations received in the neighborhood of 70% of the net time sales of the medium, a very slight increase in the proportion received by them in 1937. The relative percentage secured from network, national and regional non-network and local sources remained comparatively unchanged from the preceding year.

"Complete data are not available regarding trends in revenues on the part of various classes of stations, but it would seem as if the most important increases occurred in the case of daytime local stations, high-powered regional stations and unlimited time local stations. Daytime local stations increased their advertising volume between 12% and 15%; high powered regional stations approximately 10%; full-time local stations between 9% and 10%. Un-

(*Continued on Page 86*)

The FCC's Chickens Come Home to Roost—*An Editorial*

AFTER its magnificent four-year buildup of internal turmoil, invective and plain old-fashioned squabbling, President Roosevelt finally had to blow the lid off the FCC. His call for a new Commission and for a new law setting forth policies, is the inevitable result of the disquiet and the quarreling within the Commission and its resultant widespread disrepute.

The proposed new organization—a three-man FCC—may or may not be the ideal structure. Our view, repeatedly expressed, has been that the basic trouble reposed in the makeup of the Commission, not in the law. The President obviously feels that way himself, for the reorganization is the expedient to be employed to wipe the slate clean and make new appointments.

Chairman McNinch, it appears equally clear, is the only present member who is secure. He has been the President's advisor in the new move, and he too manifestly despaired of any hope of bringing order out of the chaos on the board as now constituted.

The two-phase legislative move contemplated is significant. The hope is for speedy amendment of the Act, to make possible immediate personnel changes. Then, weeks later, the Administration plan for writing the new law, and incorporating in it specific policies to guide the revamped Commission, would be taken up in separate legislation. Here lurks the real danger. Any effort haphazardly to rewrite the existing law insofar as broadcasting regulation is concerned might prove disastrous to a nation of listeners and to the industry.

The President and members of Congress have talked freely about writing into the new law definite policies to guide the revamped FCC—policies relating to newspaper ownership, power limitations, station sales, ownership qualifications, network "influence", and the whole crop of controversial issues surrounding radio. Radio moves too swiftly to be encumbered by legislative restrictions that might "freeze" normal development.

Full hearings should be held and all viewpoints considered before the committees of Congress draft final legislation. And the Commission, properly manned, should not be hedged in by legislative barriers which would make it simply an automaton in deciding policies, leaving it no discretionary powers. The industry, through the NAB, should be prepared to present a strong case. Indeed, NAB President Neville Miller already has stepped forward with his proffer of cooperation.

On the immediate issue of reorganization, man power becomes the all-important element. Chairman McNinch is an odds-on bet to be at the helm of the new Commission whether it finally evolves as a three or five-man agency. But his associates should be men familiar with the problems of radio— men who can counsel and administer soundly and sanely without the flair of sensationalism that has been evident in recent years.

The task of molding policy, whether it be basically part of the new law or entrusted to the new regulatory body, involves the welfare of an instrumentality closer to the people than any other mass medium. In this connection, something akin to a new philosophy in broadcast regulation is projected in the report of the FCC committee on new rules and regulations, reported fully elsewhere in this issue, which was released only a few days before the President's statement.

We refer particularly to the thesis that broadcasting is a business, and as such is entitled to reasonable profit, and should be regulated with due regard for sound business principles. This viewpoint, repeatedly advocated by Commissioner Craven, permeates the recommendations of the three-man committee. The report itself obviously is his handiwork, for it reflects the principles he has openly advocated not only as a commissioner but as the FCC's chief engineer. With all of the conclusions and actual rules the entire industry may not agree. But for the underlying theme, that broadcasting is a growingly important industry in the American economy as well as a still developing art, there can only be approbation.

It appears possible, as things stand now, that there will be a new FCC before final action can be taken on these proposed new rules. If there should not be, the Commission could do lots worse than string along with the Craven report's fundamental concepts of radio as an industry. On the other hand, if the change should occur, Congress would do well to use these findings and conclusions as a basis for its consideration of new policies to make for sounder regulation of an art and industry whose usefulness and excellence is unquestioned.

Democrat, who has been under fire because of his purported "ex parte" handling of the $1,500,000 AT&T investigation, and Norman S. Case, former Republican Governor of Rhode Island, who has been inclined to side with Commissioners Craven and Payne. Commissioner Case was renominated for the FCC recently by the President, and is awaiting Senate action on confirmation, but that was before the reorganization proposal developed.

Indicative perhaps of Chairman McNinch's attitude was his last move Jan. 25 before departing for the University of North Carolina to deliver a Jan. 26 radio address when he appointed Commissioner Brown as acting chairman until his return Jan. 30.

President Starts Things Moving

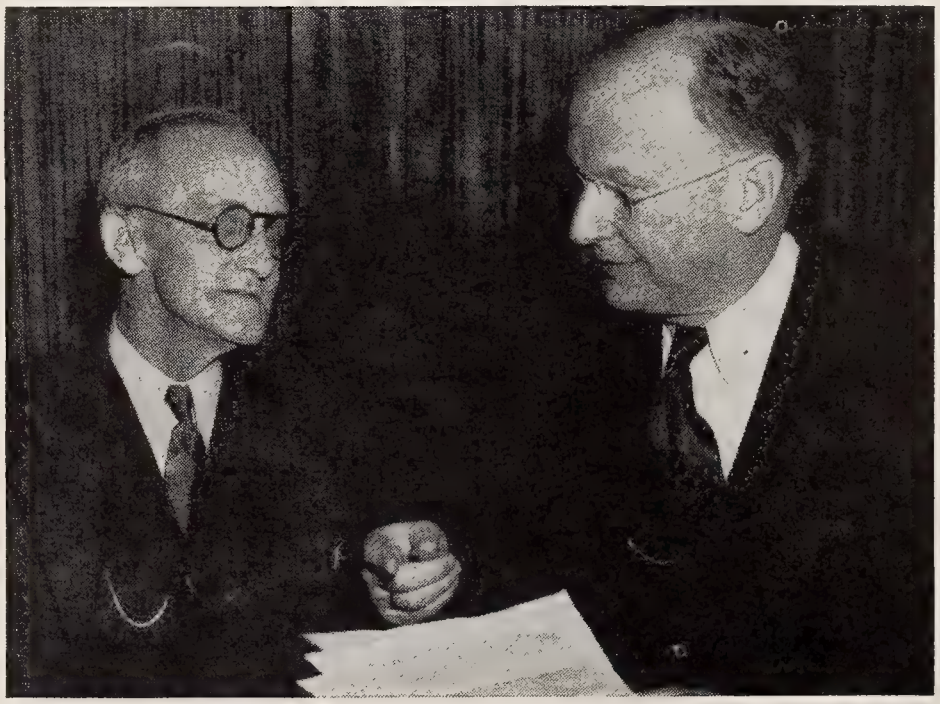
President Roosevelt started the drive toward the new machinery Jan. 23 with a joint letter to Senator Wheeler and Rep. Lea. In it he said he was "thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission" and had "come to the definite conclusion that new legislation is necessary to effectuate a satisfactory reorganization of the Commission."

This came following a Sunday conference Jan. 22 at the White House with Chairman McNinch. On the preceding two Sundays, it was learned, the chairman had also conferred on the whole broad subject with the Chief Executive.

The President followed up his letter at his Jan. 24 press conference. Avoiding the personnel issue, aside from his intimation that Chairman McNinch is to be the central figure in the new drive, he said the principal difficulty has been that the existing law does not deal with broad policy questions, such as newspaper ownership, license transfers, power limitation, liability for libel and slander, alleged network dominance, and as a matter of fact, the whole gamut of controversies that have all but consumed the Commission's time. He passed on to Congress the job of treating with these problems.

Newspaper Ownership

Newspaper ownership of stations is a focal issue. Quiescent for some months, it is known nevertheless that the President looks askance upon the steady increase in newspaper acquisition of stations; the total number of stations identified with publisher-ownership as of Jan. 1, last, was 238 [BROADCASTING 1939 Yearbook]. The bulk of the nation's newspaper circulation has been anti-New Deal, and New Dealers have relied largely upon the President's prowess as a radio orator to win and retain public support. The "fireside chat" technique has been employed avowedly at times to combat editorial attacks.



HATCHING the plan for reduction of the FCC from seven to three men are Chairman Frank R. McNinch of the FCC (left) and Senator Wheeler, who will introduce the bill, photographed in the latter's office Jan. 25.

Mr. Roosevelt's Views

The President said he thought newspapers would be better satisfied if they knew where they stood on the ownership issue. Around Capitol Hill the feeling is that while the Administration would hardly seek to force divorcement of newspapers from their present station ownership, it would like to see the acquisition pace slowed down, or possibly even blocked altogether. The new legislation will state policies along that line, if the Administration has its way.

Meanwhile, resolutions were introduced in the House Jan. 25 by Reps. Wigglesworth (R.-Mass.) and Connery (D.-Mass.) for investigation of the FCC and of the industry, and were promptly referred to the Rules Committee. Efforts along the same line for a far-reaching House select committee investigation have been defeated at the last two sessions. With the Administration behind a reorganization drive of its own little chance for passage of these resolutions is seen.

After Chairman McNinch conferred Jan. 25 with Senator Wheeler, an impromptu press conference was held in the Senator's office. Mr. Wheeler explained that Chairman McNinch would draft a bill on reorganization providing for a three-man Commission, and that every effort would be made for its prompt introduction and passage.

(*Continued on Page 82*)

Roosevelt Moves for Three-Man Board

By SOL TAISHOFF

Proposed Legislative Program Would Reduce Membership Quickly and Later Rewrite Regulatory Policies

DESPAIRING of any hope of "cleaning up" the FCC, with its present personnel, President Roosevelt personally has set in motion machinery which would reduce it to a three-man board. Only Chairman Frank R. McNinch, who fostered the drastic move, appears secure.

A two-phase legislative program has been decided upon by the President, Senator Wheeler and Chairman McNinch. The first, to be executed as quickly as possible, would simply amend one section of the existing law by reducing the membership from seven to three men. The second, to come about within two months, would propose rewriting the entire law by laying down policies to guide the new administrative body on practically all of the controverted issues now existent.

Chairman McNinch, following conferences Jan. 25 with Chairman Wheeler and Lea of the Senate and House Interstate Commerce Committees, said he would have his proposed draft of the reorganization bill ready the following week, or about Feb. 1. Immediate steps would be taken for its passage, and even hearings would be sidestepped if possible. The full hearings on the writing of a new law would come with the later consideration of the complete new bill.

There is no idea of separating the Commission's functions. It would remain as the FCC. The plan is simply to wipe out the existing order, and substitute a smaller group, which the President and his conferees believe will be more workable.

Opposition Seems Likely

Despite the Administration plan for haste, Chairman Lea said he feels certain introduction of the bill will bring about an immediate investigation, at least before his committee. Members immediately will want to ferret our reasons behind the drastic move, and why it is necessary or desirable to reduce the size of the Commission and how it would be in a position to perform the duties more efficiently than the existing Commission.

Rep. Lea said that while his committee would consider the legislation after introduction, there would be delay because of the pendency of railroad legislation and other matters. He therefore passed the ball to the Senate for initial consideration. Other repercussions on Capitol Hill [See story on page 83] augured for hearings on the reorganization bill and a fight before action is taken.

Senator White (R-Me.), perhaps the best informed legislator on communications in Congress, stated Jan. 26 he felt hearings should be held. He is a member of the Interstate Commerce Committee, and is expected to press that point.

Even though Chairman McNinch is the guiding spirit of the movement, rumors nevertheless prevailed that he intended to retire as soon as the reorganization phase was completed. Frail health is assigned as the basis. When the North Carolinian was appointed by the President, it was with the understanding that he later would return to the Federal Power Commission. The latter agency, it is reported, also is in the throes of internal dissension. Mr. McNinch's post as chairman of the Power Commission has never been filled.

Whether the new FCC membership would be selected from existing personnel is pure speculation at this time. If the plan materializes as contemplated, all seven commissioners automatically would be retired. On the three-man board would be two Democrats and one Republican. Also affected would be the secretary, assistant secretary, chief engineer, general counsel, chief accountant and their respective assistants, all of whom are appointed by the Commission itself without regard to civil service.

With Chairman McNinch in the saddle, it is hardly expected any of these non-civil service appointees now on the staff, with the possible exception of Secretary T. J. Slowie, would be immediately affected. It is understood most of the executive heads have been reassured on that point. In the case of Mr. Slowie his relations with the chairman have not been particularly harmonious of late.

Because Chairman McNinch is the key figure in the new developments—the most significant since the writing of the Communications Act of 1934—his views on personnel doubtless will carry weight with the President.

Chairman McNinch has leaned most heavily on Commissioner E. O. Sykes, Democratic charter member of the original Radio Commission, and upon Commissioner Thad H. Brown, Republican, second in length of service. He regards both highly, and it is surmised he would be inclined to recommend that they be carried over to the new agency.

Status of Others

Commissioner T. A. M. Craven, radio engineer, former naval officer, and the only member who has had practical experience in radio and communications, has not seen eye-to-eye with Chairman McNinch on many policy issues. He was appointed along with Chairman McNinch in 1937 to help in the task of "cleaning up" but got off to a bad start on administrative and personnel matters, and became a chief factor in the "split" with the McNinch majority.

Definitely slated to go apparently would be George H. Payne, erstwhile stormy petrel of the board, who in no small measure is regarded as responsible for much of the acrimony and conflict within the FCC, and who has been consistently at odds with McNinch, as he had been with the late Chairman Prall; Paul A. Walker, Oklahoma

PRESIDENT ROOSEVELT'S LETTER
To Senator Wheeler and Representative Lea

"Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clearer congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them.

"I very much hope that your committee will consider the advisability of such new legislation.

"I have sent a duplicate of this letter to Chairman Lea of the House Committee on Interstate and Foreign Commerce, and I have asked Chairman McNinch of the Commission to discuss this problem with you and give you his recommendations."

Two Committees of Congress Must Act on FCC . . . .

SHAPING of new legislation to govern broadcasting, in line with President Roosevelt's important move of Jan. 24, devolves principally upon two committees of Congress—the Senate Interstate Commerce Committee and the House Interstate & Foreign Commerce Committee.

Legislation, in all likelihood, will originate with the introduction of identical bills by Chairman Wheeler and Lea of the respective committees, based on drafts submitted by FCC Chairman McNinch. These first bills would deal only with reorganization of the Commission per se, providing for three instead of seven members.

Whether there will be hearings before the committees in connection with the first bill, slated for introduction within a week or 10 days, is problematical, though the thought was expressed that such a measure might be given only cursory consideration in committee with the objective of rushing it through. Detailed hearings, at which information would be sought on the "substantive" policies suggested by the President, unquestionably will be held on the second bill. It is expected the Senate Committee first will undertake the hearings, particularly since it is a smaller body and since several of its members such as Wheeler, White, Gurney (former operator of WNAX, Yankton, S. D.), Bone and Reed are familiar either with communications or with utility regulation. The committee memberships are as follows:

SENATE INTERSTATE COMMERCE COMMITTEE: *Democrats* — Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Matthew M. Neely, West Virginia; Homer T. Bone, Washington; Vic Donahey, Ohio; Sherman Minton, Indiana; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming; Lister Hill, Alabama; Ernest Lundeen, Minnesota; Tom Stewart, Tennessee. *Republicans*—Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chan Gurney, South Dakota.

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE: *Democrats*—Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; William P. Cole Jr., Maryland; Edward A. Kelly, Illinois; John A. Martin, Colorado; Herron Pearson, Tennessee; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Elmer J. Ryan, Minnesota; Charles L. South, Texas; James P. McGranery, Pennsylvania; Donald L. O'Toole, New York; Luther Patrick, Alabama. *Republicans*—Carl E. Mapes, Michiban; Charles A. Wolverton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana; Oscar Youngdahl, Minnesota; Carl Hinshaw, California; Clarence J. Brown, Ohio.

AFRA Strike or Boycott Seems Certain

Shutdown of Nets From Walkout Unlikely

By BRUCE ROBERTSON

THE QUESTION of whether or not there's going to be a strike of talent on network commercial programs is no longer a question.

As BROADCASTING went to press Jan. 27, the American Federation of Radio Artists insisted "There is going to be a strike." The question was how soon the strike would be called, whether it would assume widespread proportions wiping network schedules clean of commercial programs or whether it would turn out to be merely a boycott of a handful of agencies, affecting only a few programs. The third course, in the view of qualified observers, was the most likely.

On Jan. 24 AFRA sent to every advertising agency placing network programs a copy of its Code of Fair Practice [reviewed in detail in BROADCASTING, Dec. 15] with a curt note asking anyone caring to sign to come to AFRA headquarters and the suggestion that this be done "immediately". Asked to define this term AFRA spokesmen said that a "reasonable time" would be given for agencies to accept the code, but that it would not be "very long". At the conclusion of this period, it was stated that all AFRA members would be ordered to stop work on all network programs handled by agencies which have not signed the code.

No Warning Likely

How much warning will be given AFRA officials declined to say but among members of the talent union the belief was common that when the strike is called it will be effective immediately, without any advance notice.

While it may deprive listeners of some of the most popular programs, the strike will not cause any shutdown on the part of the networks, which have contracts with AFRA covering sustaining artists. In fact, since they will be forced to employ a good many additional actors and singers to fill the vacancies left by the departing commercials, the networks will in a sense be supporting the strikers. Such a contingency was undoubtedly considered by AFRA last year when it concentrated on securing from NBC and CBS these contracts for sustaining programs before going ahead with their negotiations with the Agency Committee.

Events have moved rapidly since the withdrawal of AFRA from further negotiations with the Agency Committee on Jan. 10 and the calling of membership meetings of AFRA locals in network key cities on Jan. 12 [BROADCASTING, Jan. 15]. On Jan. 17 Actors' Equity Assn., Chorus Equity, the Screen Actors' Guild and the American Federation of Actors agreed to back up AFRA in any action it might take by refusing to allow their members to work on any commercial program from which AFRA had withdrawn its members. At four AFRA local meetings, on Jan. 19 in New York, Jan. 20 in Chicago, Jan. 21 in Los Angeles and Jan. 22 in San Francisco, the radio talent voted unanimously to "cease work immediately when a strike call is issued in the field of commercial network broadcasts against any agencies, producers of others and on any programs and at any time."

Wrigley Signs Quickly

While these meetings were in progress, one sponsor took prompt action to insure the continuance of his programs on the air. P. K. Wrigley, head of the Wm. Wrigley Jr. Co., Chicago, currently sponsoring two programs on CBS for Wrigley's gum, called Emily Holt, AFRA executive secretary, to voice his approval of the code and his intention of signing. Within the hour AFRA executives in Chicago had secured the signatures of Mr. Wrigley, as a producer (sponsors are not being signed as such), and of the agencies placing the Wrigley programs, Frances Hooper Adv. Agency and Neisser-Myerhoff. As this is written, these are the only agencies to accept the AFRA code.

Meanwhile three other agencies, Young & Rubicam, Compton Advertising and McCann - Erickson, have sent letters to actors employed on network programs placed by their clients, enclosing copies of the report of the Agency Committee [BROADCASTING, Jan. 15] and pointing out that the committee's proposals were for minimum, not standard, wages, and that none of these three agencies has any intention of reducing salaries to those minima.

Compton also sent a letter to all stations carrying spot radio business from this agency, provisionally canceling this business as of Feb. 4. Signed by Murray Carpenter, the letter states that "it is not the purpose of this cancellation to request that you cease broadcasting our spot announcements or programs. We simply desire to protect ourselves in case circumstances beyond our control make it necessary for us to cease spot broadcasting. In other words, this cancellation does not become effective until further confirmed by us."

Cancellation will become effective if AFRA strikes against Compton before Feb. 4; for spot announcements only if preceding and following network shows are taken off the air because of a strike; if any AFRA action makes continuation of the spot series "impossible, impractical or undesirable"; if terms of any agreement negotiated by the agency and AFRA should have a like effect. After Feb. 4 Compton states that "our spot advertising is to be considered on a day-to-day basis, subject to cancellation at any time on an hour's notice."

If Radio Goes on Strike



Rube Goldberg in New York Sun

Frank Hummert, vice-president of Blackett - Sample - Hummert, leading buyer of network time for which it spent $9,093,125 in 1938, announced that he is "definitely in favor of a reasonable and economically sound wage scale that will assure the continued employment of actors," and that he has requested Air Features, production firm which employs all actors used on programs sponsored by clients of the agency, "to negotiate with the actors towards maintaining and strengthening cordial relations." Air Features, he said, "has had no participation in negotiations of the AAAA with AFRA because it is an independent production unit handling all talent problems and is not classified as an advertising agency."

Watchfully Waiting

Saying that he favors a sum exceeding that recommended by the AAAA, which proposed a $50 minimum for five appearances in 15-minute serials, including two hours rehearsal time, Mr. Hummert pointed out that actors employed by his agency in New York are paid not less than $59.57 per week, with only an hour-and-a-quarter rehearsals. Regarding the AAAA suggestion of $5 as the minimum "bit" price, he stated that the Blackett - Sample - Hummert minimum is $11.87 per show. Mr. Hummert's statement created something of a sensation, as his agency is generally considered to be a major target of AFRA's drive for higher wages for its members.

For the most part the agencies are neither taking nor planning any definite action, but are watching and waiting to see what develops, in the meantime sounding out their clients as to their attitude on the situation. Most agency radio executives fear a strike chiefly because those advertisers who must advertise consistently, food and drug advertisers particularly, would immediately jump into other media if they were barred from the air by a talent strike, and they might be hard to entice back into radio when the strike was over.

Many agency men admitted frankly the actors have legitimate complaints against certain more-or-less standard practices, such as unnecessarily long rehearsals, but the general feeling was that these things could have been, or could still be, worked out over a conference table, and that AFRA had used more haste than wisdom in breaking off negotiations.

ANA Dissatisfied

While the Association of National Advertisers has taken no official action as yet, a group of about 40 leading sponsors have been holding daily meetings in New York during the past week to consider the problem. The stand consistently taken by most advertising agencies, that they are not in fact principals in the employment of talent and that they can take only such steps as may be authorized by the advertisers they represent, puts the responsibility of finding a solution up to the advertisers to a large extent.

While no official statement has been issued from the meetings it is understood there have been many expressions of dissatisfaction from advertisers that they were not brought into the controversy at an earlier stage by their agencies, if the agencies are going to pass the buck to them at the finish.

AFRA is refusing to accept any argument that the advertising agency is not the proper party for the union to approach. The union's stand is that regardless of the relationship between agency and advertiser it is the agency that hires and fires talent employed on commercial shows and that only in rare instances does an artist employed on a commercial program ever come into contact with the sponsor.

On this question, one agency executive who disagreed with the majority, told BROADCASTING that he saw no reason why, as long as he signs contracts for his clients with the networks for time, he should feel unable to sign contracts for talent with AFRA, adding that while he is not in entire agreement with all of the provisions of the AFRA code, neither is he completely reconciled to all of the terms in a network contract.

Second major objection the agencies have to accepting the AFRA code is the "AFRA shop" provision which prohibits the employment of any talent on commercial programs except AFRA members. However, AFRA agrees to accept as members any artists the agency may wish to employ. Pointing out that this provisional shop arrangement might easily become a closed shop which would be a hindrance to any attempt to provide new and different entertainment for the radio audience, the agencies say this provision may also prove a handicap for young, unproved artists who are trying to break into radio.

The same argument is advanced in connection with the AFRA scale, that with such high minima the agencies and producers will tend to accept only experienced performers and will not have any incentive to use untried talent, whose

services now may be obtained at a cost below that of the more experienced actors. The point has also been raised that, if the wage scale proposed by AFRA should have the effect of increasing the costs of advertising on the air beyond the point where they produce a profitable return to the advertiser on the basis of his expenditure, then he will turn from radio to other advertising media, leaving the radio talent with no employment at any price.

AFRA's rejoinder to this argument is that the classic answer of all employers to the demands of labor for more money or shorter hours or better conditions is that granting these demands would force him out of business and his employes out of work. However, some agencies insist that if the AFRA code goes into effect it will cause a careful scanning of all script shows to eliminate incidental characters as much as possible and in many cases will reduce casts of five or six to two or three characters.

Doubling Clause

To meet agency objections that the minimum of $185 a week for the least important members of five-a-week quarter-hour programs set by the AFRA scale (figured as follows: $15 a performance, plus $12 for two hours rehearsal, plus $10 for the rebroadcast, equaling $37 daily or $185 weekly) was entirely out of line for bit parts, AFRA added a rider to its code before sending it to the agencies for signature which reads:

"Limitation of Doubling: An actor shall be permitted to double one part and one unidentified voice without additional compensation."

This, according to AFRA, should enable the use of incidental characters in script shows without any tax on the sponsor. AFRA further points out that the code includes a special provision for dramatized commercials, such a commercial on a quarter-hour show carrying a fee of $15 which includes a 15-minute rehearsal without extra charge, and a rebroadcast fee of $7.50.

By and large, however, most agencies place the monetary considerations as of secondary importance, pointing out that it will make little difference in their present expenditures. At this writing, the AFRA shop appears to be the chief stumbling block in the way of an agreement, with both sides standing pat on their demands. A person who has had an active part in the negotiations throughout, however, told BROADCASTING that in his opinion if either side were assured of the acceptance of its minimum scale it would probably be inclined to waive its stand on the AFRA shop question.

As soon as the situation became tense Charles J. Post, arbitration commissioner of the U. S. Department of Labor, was asked by Secretary Frances Perkins to investigate and to keep her informed on the progress of negotiations. Mr. Post has discussed the matter with the advertiser, agency and artist organizations, but he has not been asked to act as mediator. Such a request, it was learned, would have to come from AFRA, under the law, as at present AFRA is not

(*Continued on Page 76*)

Network Use of AP Reports On Sustaining Basis Likely

A SUGGESTION that the Associated Press make its news service available to NBC and CBS for use on daily sustaining news broadcasts, to replace the service formerly received from the Press Radio Bureau, is being considered by officials of AP and the networks, BROADCASTING is reliably informed. While the story could not be confirmed at the headquarters of either the press association or the two networks, neither was it denied.

According to BROADCASTING'S informant the networks will use the AP service in the former Press Radio Bureau spots for two five-minute news periods daily and also for special bulletin service. The task of processing or rewriting the news for radio will be handled by the networks themselves instead of by a special clearing house such as Press Radio Bureau.

Details have not yet been worked out but unless some unforeseen contingency arises the service is said to be assured and will probably go into operation in the near future.

BROADCASTING'S informant said that while the idea had been broached at several recent meetings of these executives, such a service has as yet neither been officially offered by the press association nor requested by the radio networks and that there has been no discussion of cost.

For the networks, this would solve the problem of obtaining the three-way news service lost when they ceased using Press Radio news on Dec. 24. News from United Press and from International News Service the networks already have purchased from these organizations which long ago made their news available to radio stations as well as newspapers. Associated Press, which is mutually owned by its member newspapers, does not sell news for broadcasting, however, voting down a proposal to do so as recently as last spring at its annual convention.

Had Supported Bureau

The Press Radio Bureau, which was established in 1934 under the auspices of the American Newspaper Publishers Assn., as a means of keeping the broadcasters from forming their own news-gathering organizations, was set up as a non-profit organization to supply news from AP, UP and INS, which the networks could broadcast as a sustaining service but could not sell to advertisers. Cost of the bureau was underwritten by NBC and CBS and a small additional revenue was obtained from sale of the service to individual stations.

Reason for the concerted action of NBC and CBS in stopping the service has never been announced, although it is generally ascribed to a difference of opinion between the networks and James W. Barrett, Bureau manager, as to ownership and financial policy. Whatever the cause, the networks discontinued broadcasting Press Radio news bulletins on Dec. 24 and on Jan. 7 withdrew their financial support.

Although it was reported that Barrett was about to take legal action to compel the networks to continue supporting the Bureau until April, the full year for which the service was extended at the last ANPA convention, no such suits have been filed.

AAAA's Counsel

DISCOVERY that George Link Jr., counsel for the AAAA, who has been sitting in on the conferences between the Agency Committee and the AFRA Committee during the last year, is also vice-president and general counsel for Charles E. Bedaux Co., industrial engineers, whose system of cutting costs by increasing the work of each employe has won them the opposition of organized labor, has just been made by AFRA officials, who say that the Bedaux "stretch-out" system certainly worked beautifully on them.

Mexican Cabinet Shift Halts Pact

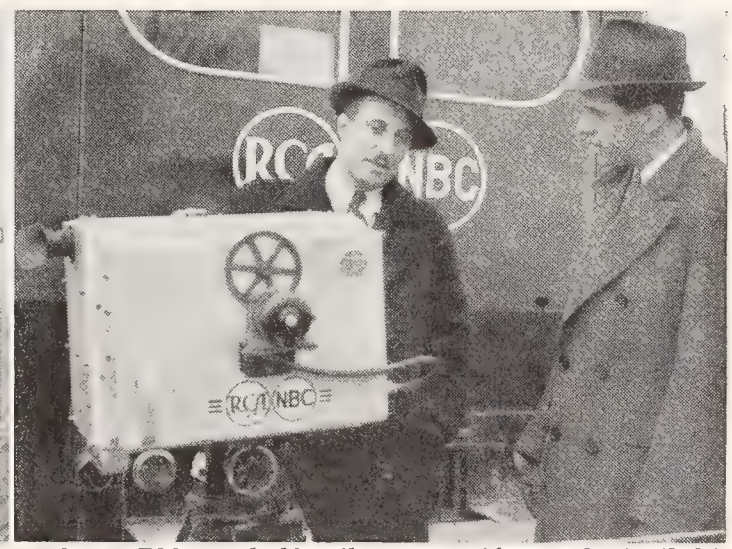
SUDDEN resignation of the Mexican Minister of Communications, Francisco Mugica on Jan. 23, along with other high officials of the cabinet, appears to have disrupted temporarily negotiations looking toward administrative acceptances by Mexico of the North American Broadcasting Agreement, according to advices reaching the State Department.

Gen. Mugica, the Department had been previously advised, had the treaty under consideration with the outlook for adoption by administrative agreement considered favorable. On Jan. 24, President Cardenas announced appointment of Melquiades Angulo, an engineer, as Gen. Mugica's successor. He formerly served as Secretary of Communications. Because the new Minister is an engineer, it was felt he would favor compliance with the treaty allocation terms by administrative agreement, as had been proposed.

The FCC, through diplomatic channels, is being kept posted on the negotiations in Mexico City. The treaty, entailing a reallocation of broadcasting facilities among the four principal nations of the North American Continent [BROADCASTING, Jan. 15], already has been ratified by the United States, Canada and Cuba and only Mexico's endorsement is needed to make it operative one year from that date.

RCA-NBC Television Gets Favorable Response in Capital





TELEVISION goes on tour as the RCA-NBC field crews brought their sight-and-sound trucks to Washington for a series of demonstrations starting Jan. 27, the first to be given outside New York City. The press, government officials, diplomats and others were invited to view images on six experimental RCA receivers set up in the National Press Club, which received their signals via ultra-shortwaves from two mobile television units located at the Dept. of Agriculture Bldg. a half mile away. Above photo (left) shows field crew at that location; left to right: Ross Plaisted, Harold See, G. F. Hettich and Stanley Peck. Right photo shows Harold See, in charge and Fred Shawn, assistant manager of WRC and WMAL. Reaction to the demonstrations was uniformly favorable, with crowds of hundreds of invited guests viewing the images and pickups each day for five days.

Canadian Broadcasters Adopt Plan for Publicity Campaign

Little Change in Present Public-Private Setup Indicated in Convention Speech by Murray

By JAMES MONTAGNES

A PUBLICITY campaign showing what private Canadian broadcasters are doing, but not knocking the Canadian Broadcasting Corp., was voted at the fifth annual meeting Jan. 23-25 of the Canadian Association of Broadcasters at Toronto. The campaign will include talks over each CAB member station, canvassing of Parliament on how it stands on a privately-owned broadcasting system as against a publicly-owned system, and efforts by stations to elect to Parliament their own slate of members, similar to editorial slate selection as in use on daily newspapers.

The publicity committee is headed by Al Leary, CKCL, Toronto; with Phil Lalonde, CKAC, Montreal, and Harry Sedgwick, CAB president, CFRB, Toronto. The broadcasts for CAB member stations will be written by J. Collingwood Reade, CFRB, Toronto, commentator.

Round-Table Committee

The CAB also appointed a Canada-wide committee of ten to discuss at a round-table conference with the board of governors of the CBC in Montreal in March the CBC regulations, most of which private broadcasters feel are unjust. Private broadcasters will urge changes which will allow price mention, evening use of transcriptions, and private networks.

At present all network programs must be CBC approved, with the result that a good many are not able to go network. The committee which will see the CBC board is headed by Harry Sedgwick, CAB president, chairman; George Chandler, CJOR, Vancouver; Gordon Love, CFCN, Calgary, Alta.; J. N. Thivierge, CHRC, Quebec; H. R. McLaughlin, CJRC, Winnipeg; E. T. Sandell, CKTB, St. Catherines, Ont.; W. C. Borrett, CHNS, Halifax; K. S. Rogers, CFCY, Charlottetown, P. E. I.; H. Dawson, CFRB, Toronto; F. H. Elphicke, CJCA, Edmonton.

Glen Bannerman, president of the Association of Canadian Advertisers, told an open meeting of the CAB that networks ought to be expanded; that there should be more than one national network, "for the time will come when the CBC will have sold all the network time they feel they can sell", and then other advertisers will not be able to sell their product on national nets." From the advertisers' standpoint, he said, in the past two years since the CBC has come into the broadcasting picture, confidence has been restored to a considerable extent in the advertisers' mind regarding radio in Canada.

He suggested that public opinion would favor the commercial sponsorship of commentators, as in the United States. Brought on by recent Canadian events and a furor in the press about a "ban on free speech by the CBC on the air", he stated that in his opinion the public felt that round-table discussions on public questions now run by the CBC were biased in favor of the government now in power.

Commercial sponsorship of commentators would give such public questions an unbiased view in public opinion, he added. (The CBC recently made a regulation that such sponsorship of commentators could not be allowed, following the use of Beverley Baxter of London, England, on General Motors broadcasts this past season.) Advertisers, Bannerman also reiterated, must feel that the broadcasters were playing fair with every advertiser on rates and discounts.

Major W. M. Gladstone Murray, CBC general manager, appeared before the open session of the CAB, and stated that his job is to build a publicly-owned and a privately-owned radio system side by side in Canada, a statement which once more reassured broadcasters and advertisers present there would be little change in the Canadian broadcasting picture in the coming year, since this is the job he set out to do when he took on the CBC, and advertisers feel a growing confidence in the broadcasting picture.

C. M. Pasmore, president of the Canadian Association of Advertising Agencies, urged more standardization of rates by all stations, to aid advertisers in buying time.

Seek Coverage Data

The CAB passed the technical report on the Havana conference [BROADCASTING, Jan. 1] tabled by the technical committee. It appointed Mr. Lalonde chairman of a committee to collect coverage data and data on the volume of radio advertising in Canada. Arthur Evans, CAB secretary, was appointed to investigate the consumer cooperative movement and its effect on radio in the Dominion. The president and directors were appointed to look into the problem of copyright fees. The CAB wants to be able to discuss with the Canadian Performing Rights Society and the Copyright Appeal Board a long-term policy in regard to the collection of fees. It is understood by the CAB that the 1940 fees will also likely be collected on an 8-cent-per-set basis, but after that the Copyright Appeal Board may listen to the CPRS, and allow a raise. Therefore the CAB would like to make a three or five-year term with the CPRS on an increased basis after the 1940 fees have been settled. The CAB feels that a 10-cent-per-set basis will be fair, divided equally between the CAB and the CBC.

The CAB financial statement showed the collection of $12,990 in membership fees. There is no expectation of increased fees for the coming year, although there will be added expenses in connection with the publicity campaign.

For the fifth year Harry Sedgwick, CFRB, Toronto, was elected president, with Gordon Love, CFCN, Calgary, as vice-president; F. H. Elphicke, CJCA, Edmonton; H. R. McLaughlin, CJRC, Winnipeg; Phil Lalonde, CKAC, Montreal; H. Gooderham, CKCL, Toronto, and W. C. Borrett, CHNS, Halifax, as directors. T. Arthur Evans was re-elected secretary-treasurer.

The meeting was attended by 53 broadcasters, representing most of the 57 member stations from Vancouver to Halifax. More United States transcription representatives were present this year than ever before, and most of those present, aside from broadcasters, were from the United States. CKCL and CFRB provided a dinner and entertainment attended by 115 in the industry.

Standardized Rates

Rate standardization to apply on all Canadian stations, private and publicly owned, is to be worked out during the coming year, it was decided at the closing closed session Jan. 25. President Sedgwick and Secretary Evans, will discuss with the CBC a method of rate standardization for the publicly-owned stations of the CBC, while regional CAB groups will also discuss during the year how to standardize rates. Advertisers and agencies are insistent that this be developed soon, to enable better quoting of time on group campaigns.

In preparation for the discussion with the CBC board of governors, now set for March 20 or 21 in Montreal, the committee decided to circularize all members for their opinions as to what regulations should be changed. The directors will also draw up regulations that require renovation and what the CAB would like the CBC to do in the matter of new regulations. This information will then be compiled and set up by the committee a few days before the meeting in Montreal. Counsel will be appointed to aid the CAB committee to present from a legal angle the CAB views for French and English speaking audiences. The CAB committee will go before the CBC to discuss broadcasting on a partnership basis.

M. M. Elliott, general sales manager of the Canadian Marconi Co., Montreal, was host at a cocktail party to all delegates of the NAB convention. H. R. Carson and Guy Herbert, of All-Canada Radio Facilities Ltd., gave a cocktail party to all delegates.

Seek Regulatory Change

That broadcasting would be in a better position without CBC regulation was the opinion of most broadcasters interviewed. They believed the CBC should be replaced with a regulatory body similar to the FCC in the United States; that there should be private networks allowed; that national network advertisers would be willing to pay card rates of individual stations for national nets rather than the special CBC national network rates which are about half the card rate of the stations on the network. Private broadcasters would be doing more business, it was generally agreed, if they were not hemmed in by the CBC regulations and the continual checking of advertising continuity. The gathering was generally in fa-

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Shirtsleeve Delegate

ANYONE who did not know L. F. Knight, CFLC, Prescott, Ont., before the CAB convention, knew him when the convention broke up. For two days Knight attended closed sessions in his shirt sleeves, the only delegate who decided the work required shedding his coat. At the CAB banquet Jan. 23, and in the lunch rooms of the Royal York Hotel, he appeared in a brown and plaid smoking jacket, which investigation showed belonged to Jack Beardall, CFCO, Chatham, Ont. Reason: Knight burned a hole in the sleeve of his coat the first day he landed in Toronto. Hotel tailors took a long time mending it.



NEW CAB OFFICERS include (seated, l to r), Gordon Love, CFCN, Calgary, vice-president; Harry Sedgwick, CFBR, Toronto, president; T. Arthur Evans, secretary-treasurer. Standing, Maj. W. C. Borrett, CHNS, Halifax, director; Henry Gooderham, CKCL, Toronto, director.

Crosley Marketing Finch Facsimile

Offers 'Reado' Home Set, WOR Starts Daytime Schedule

ANNOUNCEMENT that Crosley Corp. is placing a facsimile receiver on the market marks a new stage in the development of radio transmission of printed matter and pictures. A year ago facsimile left the laboratory and entered an experimental phase, with some 15 broadcasters authorized to utilize the early morning hours when their stations are normally off the air to broadcast facsimile images. But since the few receivers in use were mostly in the hands of engineers and station executives, few if any members of the general public were aware that anything was going on.

Now, however, Powel Crosley has pushed facsimile out into full view of the public eye and, in presenting a new form of entertainment to the public, he has also presented to the broadcasters the task of making facsimile interesting enough to keep the public entertained, once the novelty value has worn off.

Dealer Attraction

In announcing this new addition to the Crosley line of radios, refrigerators, ranges and other household devices, now being shown to the trade at dealer meetings throughout the country, the manufacturer is careful to make no prophecy as to the commercial future of this item. At the New York meeting, held Jan. 22 with some 1,500 dealers present, the receiver was presented primarily as a display attraction that would bring people into the stores of Crosley dealers.

The demonstrator said that a set displayed in a Cincinnati hotel for three weeks was still attracting so much attention in the third week that several ushers are required to handle the crowds. He also explained that a set in a store window could be operated from a record played on a sending machine in another part of the store, so that the display need not depend on a facsimile broadcast being on the air.

Called "Reado", the Crosley receiver is priced to retail at $79.50. The machine, manufactured under W. G. H. Finch patents, is housed in a wooden cabinet that conceals the apparatus. The pictures and printed matter are reproduced in black on a greyish paper two columns wide. During the demonstration the dealers were also shown a facsimile scanning device with copy being scanned, its lights and shadows changed into electrical impulses and sent by wire to W2XUP, WOR's new ultra-high frequency station 45 stories above Times Square, and broadcast from there to be received by the 'Reado' on the stage.

J. R. Poppele, chief engineer of WOR, gave a brief nontechnical explanation of facsimile broadcasting and stated that after a year of experimenting with this new kind of broadcasting he believed that facsimile has a greater public acceptance value today than did radio in 1922, when the owners of WOR started the station purely for its publicity value as a novelty. He announced that, beginning Jan. 25, WOR would supplement its daily facsimile broadcasts from 2 to 4 a. m. with an equal daily period between 2 and 4 p. m. to insure material for the purchasers of the new 'Reado' sets to receive.

The early morning broadcasts will continue from WOR's 50,000-watt transmitter on 710 kc., but the afternoon broadcasts will come from W2XUP on the 25.7 megacycle channel. In order that both systems of facsimile now available may be studied and compared, WOR will use the RCA scanning apparatus, while W2XUP employs the Finch system of facsimile transmission.

For its nightly broadcasts WOR has been using the publicity releases issued daily by its press department, together with photographs of the station's stars and personnel. No definite plans have been made for copy on the daytime broadcasts, the station planning to experiment with various material until it discovers what the audience enjoys, much as broadcasters experimented with various types of entertainment in the early days of sound broadcasting. WOR's contract with Transradio Press Service includes a facsimile clause giving the station the right to buy this news service for facsimile use, but there are no plans to inaugurate such a service in the near future.

Finch Transmitter

Finch Telecommunications Laboratories expects to have its own facsimile transmitter, W2XBF, in operation by the first of April. This station will be erected atop the building at 1819 Broadway, New York, and will operate with 1,000 watts power on the 42 megacycle band. W2XBF is being constructed so that it may broadcast with either amplitude or frequency modulation, permitting the simultaneous broadcasting of facsimile and sound signals on a single frequency. Another Finch facsimile transmitter is being constructed in Jackson, Mich., by Sparks-Withington Co., maker of Sparton radio receivers. This station, W8XAN, will also operate experimentally on the ultra-high frequencies.

Facsimile Publicity

DAILY publicity releases of WOR, Newark, are being used for the station's nightly facsimile broadcasts, transmitted on the regular 710 kc. channel after the day's program schedule closes. Under a special masthead, "WOR Radio Print", executed by WOR Chief Engineer J. R. Poppele, the facsimile copy also includes photographs of the station's activities.

A new high-speed method of facsimile transmission by wire was demonstrated Jan. 12 by engineers of the Western Union Telegraph Co., who have developed a dry recording paper which reproduces the type or pictorial matter by direct electrical action. The transmitter is the usual type, a light beam directed against the picture activating electric current which varies according to the amount of light reflected by the picture.

At The Receiving End

At the receiving end the paper is placed around a cylinder synchronized with the transmitter and as it revolves the electrically charged stylus moves horizontally along its surface, darkening the paper in accordance with the strength of the signal from the other end and reproducing an 8x10-inch photograph in six minutes.

There is no fundamental reason to prevent this instrument being adapted for use with radio instead of wire transmission, WU engineers stated, but added that if the receiver were to use a roll of paper instead of the single sheet

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Licensees of Facsimile Crosley Dinner Guests

AT A RECENT dinner at the Hotel Gibson in Cincinnati, Powel Crosley Jr., president of the Crosley Corp., was host to W. G. H. Finch, who developed the facsimile radio broadcasting method which bears his name, and representatives of stations licensed to use the Finch equipment.

The guests were Fred Weber, MBS, Theodore Streibert, WOR-Mutual, New York; C. J. Meyers, E. M. Antrim and Keith Masters, WGN - Mutual, Chicago; Leonard Kapner, WCAE, Pittsburgh; P. A. Loyet, WHO, Des Moines; Hector Skifter, KSTP, St. Paul; H. H. Buttner, International Telephone & Telegraph Co., New York; Harry Stone and J. H. De Witt Jr., WSM, Nashville; C. H. Wesser, WWJ, Detroit; E. L. Gove, WHK, Cleveland.

With Mr. Finch was Frank R. Brick, of the Finch Telecommunications Laboratories, New York. Engineers and staff members of WLW also attended.

WHK Starts Facsimile And Plans Apex Service

H. K. CARPENTER, vice-president and general manager of WHK and WCLE, Cleveland, controlled by the *Cleveland Plain Dealer*, announced Jan. 17 that WHK will begin transmission of facsimile material before Feb. 1, using Finch two-column apparatus preparatory to the development of a four-column paper. During the last year, WHK-WCLE engineers have been conducting wired experiments and as a result it has been decided to put the present Finch machinery into operation between 1:15-3 a. m. daily. Fifty receivers have been ordered from Crosley Radio Corp., and others will be available on the open market in Cleveland.

Broadcasts of facsimile will be conducted on WHK between midnight and 6 a. m. United Broadcasting Co. has also obtained a license for a new ultra-high frequency station, W8XE, which is to conduct facsimile transmissions on a 24-hour basis.

WITHIN two weeks after wind had blown down the 155-foot vertical antenna of WHMA, recently installed new local at Anniston, Ala., a new tower was constructed and placed in operation.





W. G. H. FINCH, radio engineer-inventor, examines the facsimile copy transmitted by WLW and received on the new Crosley "Reado" receiver recently placed on the market, which is manufactured under Finch patents. At right is trade picture, showing "Reado" in home operation.

CBS Exclusive Clause Vital, Says Paley

Kesten Tells of Decline In the Per-Listener Network Cost

WITHOUT existing contractual requirements for guaranteed clearance of time by its affiliated stations for its network programs and for exclusive affiliation of stations, CBS would not have been able to attain its present position in the broadcasting field, the FCC Network Inquiry Committee was advised during the last fortnight by top executives of that organization.

Led by President William S. Paley, who actively has directed the destinies of CBS since he became its chief executive in 1928, CBS witnesses emphasized the importance of these two basic requirements in network operation. The network's philosophy of self-imposed and voluntarily assumed regulation, and its introduction of competition in network business also were stressed.

Mr. Paley, who left a sickroom to testify Jan. 18 and immediately afterward departed for the tropics, predicted the invasion of "wildcat operators" in broadcasting with "their offices in their hats", if the exclusivity clause were removed by legal force. Networks must be in a position to clear time if they are to compete successfully with other media, he said.

Mutual Is Next

During the last two weeks, CBS witnesses have included Vice-Presidents Herbert V. Akerberg, W. B. Lewis and Paul W. Kesten. Others who have testified included Gilson B. Gray, commercial editor, Fred A. Willis, assistant to Mr. Paley, and in charge of international broadcasting activities, and Arthur Judson, president of CBS Concerts Inc. Since it began its presentation Jan. 5, CBS has completed most of its case in chief. It was to resume the stand Jan. 31 to present its technical case on duplication of programs through two main witneses—William Lodge, allocations engineer, and Dr. Frank N. Stanton, manager of market research. Also yet to appear is Lawrence W. Lowman, vice-president in charge of operators.

Expected to complete its presentation by Feb. 3, CBS will be followed by Mutual, to wind up the major network presentation, and the first phase of the hearings, which began Nov. 14. Though the CBS case was presented more expeditiously than that of NBC which had two networks to cover, the pace nevertheless has been dismally slow.

That the committee hopes to conclude the hearings within 60 days was made evident Jan. 27 by Judge Sykes, who stated Chairman McNinch also had expressed that view. He made the observation in asking Commission counsel to do everything possible to shorten cross-examination of witnesses.

Network rates and relationship with accounts and agencies consumed a substantial portion of Commission Counsel George B. Porter's cross examination of witnesses. Of Mr. Paley he asked whether there was any "agreement" between NBC and CBS on the "fixation of rates" in the light of the practically parallel structures for the basic Red and for CBS. "Absolutely not" was the prompt retort, with the explanation that the same key markets are covered and as a consequence approximately the same overall rates were arrived at.

RUNNING account of the FCC network hearings will be found beginning on page 62.

With Mr. Kesten on the stand Jan. 26, Mr. Porter sought to ascertain the significance of the fact that 20 leading agencies placed 60% of the total network billings, and whether advertisers were paying more or less for time today than heretofore. Mr. Kesten explained that the same agencies place the bulk of newspaper and magazine advertising. On the second point, he said that in his opinion the advertiser is getting more out of radio than ever before for the dollar spent.

If rates were based on the cost per thousand of listeners, as compared to the structure in 1931 or 1932, they would be double those now quoted, he observed.

Where the Dollar Goes

Mr. Kesten interpreted a CBS exhibit (see cut on this page) portraying the breakdown of CBS' gross sales dollar during 1937 and the first nine months of 1932. This showed among other things, that the CBS affiliate gets 26 cents out of the networks gross dollar, before discounts.

Lack of uniformity in CBS contracts with affiliates was the objective of Mr. Porter's examination of Station Relations Vice-President Akerberg. Actual contracts, however, were not placed in evidence, though the committee may later determine to do so during the hearings. Mr. Akerberg explained the standard form of contract has been made available to all affiliates and reflects exactly the same conditions, but there are many points which require arbitration and negotiation in individual cases.

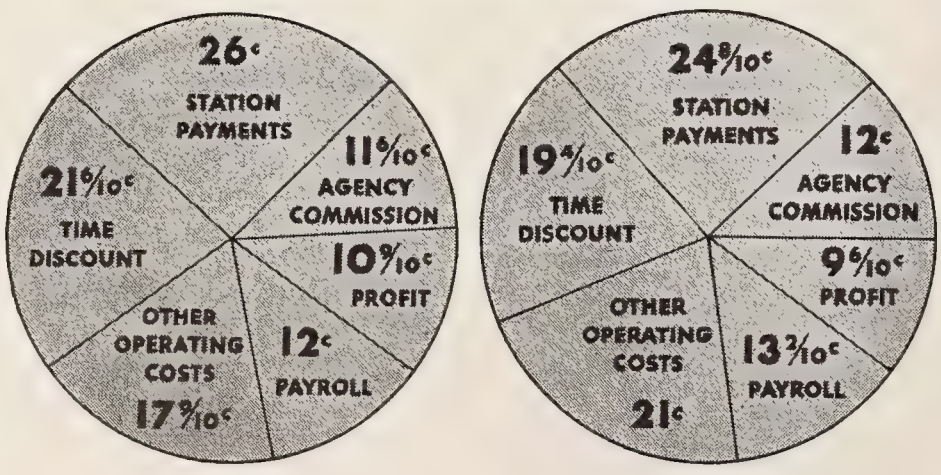


ELEVEN years of CBS history, 10 of which date from the time he took over as a lad of 26, were recited by President William S. Paley in his testimony Jan. 18 before the FCC Inquiry Committee.

Mr. Gray estimated that the loss of revenue of every character growing out of CBS program policy restrictions, which exclude certain proprietaries, sponsored children's programs, and other types of commercials that do not accord with the restrictions, has aggregated about $9,000,000, conservatively figured. He explained that many of the periods which otherwise would have been sold for such programs have been disposed of to other accounts, so that this was not actual out-of-pocket loss. Business lost on children's programs alone was in excess of $1,250,000, he said.

While hard liquor is definitely banned on CBS, Mr. Gray revealed that the policy on beer is still "under consideration". NBC President Lohr had testified that all alcoholic beverages, including beer, have been banned on NBC. Mr. Gray pointed out, however, that CBS does not now have any beer or light wine accounts.

HOW CBS NETWORK SALES DOLLAR IS DIVIDED
(ALLOCATION OF DIVISON OF EXPENSE)



Baldwin Practicing Law As Sale of WGH Gets Approval of the FCC

JAMES W. BALDWIN, former managing director of the NAB and before that secretary of the Federal Radio Commission, has leased offices in the National Press Building to establish a law practice. While no formal announcement has been made, it is expected Mr. Baldwin will specialize in practice before the FCC and the Government departments.

The FCC on Jan. 24 reconsidered and granted an application under which Mr. Baldwin disposed of his two-thirds interest in WGH, Newport News, Va., to the *Newport News Daily News* and *Times-Herald* for $21,875 cash. Mr. Baldwin disposed of 66% of the outstanding common stock, the remainder being held by E. E. Bishop, general manager. Raymond B. Bottom is president and publisher of the newspapers.

Mr. Baldwin was secretary of the Radio Commission from 1930 to 1933, joining the NAB at that time as assistant managing director. He became managing director in 1935 upon the resignation of Philip G. Loucks, and served as the trade association's chief executive until 1937.

Leonard D. Callahan, former assistant to Mr. Baldwin, and until last fall on the legal copyright staff of the NAB, is expected to become associated with the former managing director in his law practice. Before joining the NAB in 1937, Mr. Callahan was with the Department of Justice.

U. S. Rubber on CBS

A NEW orchestra with 99 pieces will be introduced in February by CBS, Raymond Paige having been selected to handle the baton. Unusual instrumental combinations and a male chorus of eight will be featured by the orchestra when it takes the air Feb. 22 under sponsorship of U. S. Rubber Co., New York. The orchestra is described as an effort to champion popular music in its wider sense, Mr. Paige explains, the music falling between extremes of the classic and jazz types. Hildegarde will be vocalist. The program will be heard on 82 stations and will be titled *99 Men and a Girl*. Campbell-Ewald Co. of New York is agency.

Oldest on Networks

WITH the distinction of being the oldest continuous network commercial program on the air, the *Cities Service Concert Hour* will start its 13th year of continuous broadcasting on Feb. 18 on NBC-Red. Sponsored by the Cities Service Co., New York, the program has been on the air continuously since Feb. 18, 1927, but before that date it had been presented spasmodically, having started on WEAF on Dec. 29, 1925, with only a quartet. Featured on the present program are Lucille Manners and Ross Graham, singers, and Dr. Frank Black, NBC general music director, conducting a 36-piece concert orchestra.

WHOM, Jersey City, on Jan. 29 started opening and closing its broadcasting day with *The Star Spangled Banner*.

Proposed New FCC Rules Well Received

Years License, Horizontal Increases For Regionals Are Included In Committee's Report

RECOMMENDATIONS "generally satisfactory" to the industry as a whole have been made to the FCC by its special committee on proposed new rules and regulations to govern broadcasting.

Hewing closely to basic principles urged by the broadcasting industry at the "superpower" hearings last June, the three-man committee released its preliminary report explaining its recommendations Jan. 18. Recognition of broadcasting as a business is the underlying theme.

Highlights of the committee recommendations are:

1. Retention of the limit of 50,000 watts as maximum power, on economic rather than technical grounds, until adequate data is procured on the economic and social effects of superpower upon the entire structure of radio.

2. Retention of 25 channels in the "clear" category for exclusive use of stations of power of not less than 50,000 watts, with 19 others formerly clear or high-power regional for duplicated operation. All such channels would be known as Class I, despite the duplication, rather than I-A and I-B as originally specified.

3. One-year licenses for broadcast stations in lieu of existing six-month tenures. The law permits three-year licenses.

4. Horizontal increases in power for regional stations from 1,000 to 5,000 watts at night and for local stations from 100 to 250 watts at night where engineeringly and economically feasible.

5. A hands-off policy on newspaper ownership of stations except to consider the advisability of requiring every station licensee to be a separate corporate entity and continue to study newspaper ownership and the economic effect of radio upon newspapers. Radio competition with established newspapers should be considered in future hearings, particularly in small communities.

6. Permanent establishment of financial, employment and program reports from stations to be compiled by the FCC.

7. Holding of a hearing on program standards and procedure for making them effective at some future time with no definite prescription for standards now, though examples are cited.

8. Endorsement of the network principle of program distribution but with emphasis on the necessity for each station to provide adequate local service.

9. Recognition of transcriptions as a means of affording desirable program service to communities otherwise not having such service available, but with an admonition that care be taken to safeguard against destruction of live talent programs both national and local to the discouragement of local employment.

10. Ban on absentee ownership of stations, proposed in the draft rules, called unsound and its deletion recommended. Recognizing broadcasting as a "specialized profession", the committee recommended that the local resident be given preference on proper showing but that absentee ownership be not barred.

11. Flexibility insofar as protection is concerned for regional stations located in areas of scattered population to enable them to cover their normal markets, irrespective of proposed limitation on coverage in the new rules.

12. Recognition of "sound business principles" in regulating broadcasting, together with the recommendation that definite showings of economic support for new or increased facilities be made at all hearings.

Some Opposition

The committee which submitted the report comprised Commissioners Case as chairman, Craven as vice-chairman, and Payne. Hearings were held June 6-30, during which a half-million words of testimony and some 500 exhibits analyzing industry activities, radio coverage and the positions of various groups in the industry with respect to the proposed rules were presented. All told, 35 witnesses appeared for the various station groups, stations and non-operating companies. Chairman McNinch was an ex-officio member but did not participate in the writing of the report or sit during all the hearings.

Little general opposition to the committee's recommendations is foreseen. Obviously, there will be criticism of certain of the recommendations. For example, the recommended 50 kw. ceiling on power hardly coincides with the pleas made on behalf of WLW or of NBC. Similarly, the recommendation that the nomenclature of so-called clear channel stations be changed so that the 25 actual clear plus the 19 duplicated channels will be known as "Class I" probably will not satisfy WOR, New York, and WCAU, Philadelphia, which made special pleas for Class I-A, or totally clear classification. As originally planned, the proposed rules provided that entirely clear channels be listed as I-A while those duplicated would be designated as I-B.

While the National Association of Regional Broadcast Stations made a vigorous plea for elimination of clear channels altogether, and duplication even on the 25 proposed for clear opeartions, it is hardly felt the group will continue its fight for a complete breakdown of clear channels in the final rules.

A proposed rule said to be sponsored by Commissioner Payne, which would have permitted the Commission to "require" particular types of cultural programs as a condition precedent to procuring a license or an increase in facilities, was knocked out bodily by the committee as one bordering on censorship. The proposal was sharply criticized during the hearings as one which flew in the face of the anti-censorship provision of the statute.

The other rule suggested for deletion was that specifying that an applicant for a local station must be a resident in and familiar with the needs of the community served. This was attacked generally on the grounds that it discriminated against one particular class of station licensee.

Delay Is Likely

Though the report bears the signature of the three members, it appears to be largely the work of Commissioner Craven, who was the central figure during the hearings and who, as former chief engineer, was principally interested in the laying down of new standards. Moreover, the economic and social phases of the report, as reflected in the rules, follow closely Comdr. Craven's far-reaching report on that broad subject drafted while he was chief engineer and issued in July 1937.

All things considered, it is difficult to see how the rules themselves can be finally approved for some months—perhaps a year. In the first place, they tie directly into the Havana broadcasting agreement which entails a reallocation of broadcasting facilities in this country. Actual placing in effect of the treaty terms is not necessary before the rules become effective, although that would be the ideal situation.

The treaty already has been ratified by Canada, Cuba and the United States and appears slated for early administrative approval by Mexico. Under its own terms, the treaty would become effective one year from its sanctioning by Mexico and it appears likely that perhaps all of that time will be needed before the rules can be promulgated. The rules themselves will specify the new frequency assignments of stations as provided in the Havana Treaty in parallel with existing assignments. The rules would apply to the existing assignments until such time as the treaty becomes effective and the Commission shifts frequencies.

Under normal procedure, all parties in interest would have 20 days in which to file exceptions to the recommendations made by the committee. That time probably will not start until after the committee releases the revised standards of good engineering practice, which are entwined in the rules but which under present plans will not be made public for another fortnight.

Moreover, because of the volume of data encompassed not only in the proposed rules themselves, the standards of engineering practice and the separate report (Part 1) dealing with the rules, it is expected that an additional 20 days may be granted for the filing of exceptions.

A Matter of Release

And after the filing of exceptions, oral arguments before the full Commission will be in order. Time obviously would be allowed for preparation and another 60 days might elapse after the filing of exceptions before arguments are set. The Commission then would be in a position to write the rules for promulgation but here again briefs might be requested from all parties because of the magnitude and scope of the subject and a vast amount of detail work would have to be undertaken by the Commission staff before final action. Thus it is expected the rules could not finally be promulgated, barring any unforeseen delays, until toward the end of the year or possibly in early 1940.

Another internal by-play developed with the release by the committee of Part I of its report, containing the scope and nature of the proposed rules. In deep secrecy, the committee had the report mimeographed and released Jan. 18 without the knowledge of the other members of the Commission or its newly-constituted Information Section. There were reports that sharp words resulted over this action since Chairman McNinch, under the new order, has the information office under his immediate jurisdiction with all releases to emanate there.

Because of the heavy job of mimeographing and routine handling, the committee explained in releasing the first part of the report that the second part, containing the actual rules and summary of evidence presented, would not be available for another two weeks, with the standards of good engineering practice to follow in another fortnight.

The committee explained that the proposed rules and standards arose from the informal engineering conference held in October 1936 before the Broadcast Division of the FCC. Then, on Jan. 11, 1937, the Engineering Department submitted its preliminary engineering report. This was followed on July 1 by Commissioner Craven's report on social and economic data. Subsequently, the superpower hearing was held and the new recommendations not only derived their basis from the hearings last June but from the preceding sessions dealing with the same broad subject.

Superpower assumed an impor-

(*Continued on page 70*)

Still Another Questionnaire Now Being Prepared by FCC

Facts for 1938 to Be Sought in Elaborate Set Of Questions Covering All Operating Phases

THE QUESTIONNAIRE bombardment of the FCC will reach a new high early in February when another, covering financial, personnel and programs statistics for the year 1938, will be dispatched to all licensed stations. To cover 10 to 15 mimeographed pages, the questionnaire will conform closely to that sent out last spring covering 1937 business, employment and program breakdowns.

Developed by the Accounting Department after protracted conversations with the NAB Accounting Committee, the new schedules will be dispatched on a 30-day deadline. Their return early in March probably will be required.

One important new phase will be the requirement of a balance sheet of each station's operations. There will be other questions of a clarifying nature, it is understood, and the form generally will be improved from the Commission standpoint by virtue of the experience gleaned from the last undertaking which was used as basic material for the hearings last June before the FCC Committee on Rules and Regulations.

Goes Into Details

The plan is to use the returns in lieu of financial statements which heretofore have been requested to accompany applications for license renewals. Moreover, it is expected that the Commission will not grant extensions beyond the date on which the returns are requested because the new rules regarding license renewals are interwoven in this procedure.

Such factors as salaries drawn by owners of stations who may or may not serve actively will be sought. Also more detailed information on program costs and breakdowns and on network compensation will be demanded. The form for 1938 business asked simply for revenue derived from networks whereas the new one will ask revenue from each network, whether national, regional or state.

The Commission will seek this detailed information under its construction of the section of the Communications Act authorizing it to determine the financial qualification of licensees. Some question has arisen regarding the establishment of an annual practice of collecting material of this kind in view of another provision of the law which specifies that the Commission shall give publicity to all information it receives regularly save that of a confidential nature bearing on national defense. Presumably, for that reason it is seeking the information in lieu of the requirement for financial statements in connection with applications for license renewals.

Thus the questionnaire may be regarded as the second of a series rather than the second annual questionnaire, until such time as the law may be clarified on this point. The Commission feels it is dependent upon the cooperation of licensees in procuring this data and apparently does not want to be in the position of risking disclosure of individual returns because of that provision of the law.

The new form will closely parallel that sent out last year because stations have not yet been placed on notice as to the type of detailed information the Commission would like to have. In other words, it feels it would be unable to procure any more complete data unless stations kept books which would supply it.

After receipt of the returns for the 1938 form, the Commission's Accounting Department plans to develop a new schedule covering the data it will seek for 1939, to be supplied at the close of the year or shortly thereafter. Stations then would be on notice to establish their bookkeeping methods accordingly.

Meanwhile, it was estimated that possibly two-thirds of the stations have submitted their replies to the provocative questionnaire of Jan. 5—due Jan. 25—going into ownership, operations policies and personnel background. Despite a storm of protest for more time, no extension was given, though the Commission probably does not intend to take action against those failing to meet the deadline.

Liggett to Extend

LIGGETT DRUG Co., New York, which recently started sponsorship of three quarter-hours of Phil Cook's *Morning Almanac* program on WABC, New York, is planning to extend its campaign to eight or ten cities carrying various morning programs with Washington as the first city scheduled. Further details of the campaign will be announced early in February. Neff-Rogow, New York, places the account.

Reiter Starts as Rep

VIRGIL REITER, who recently resigned from the Chicago office of Transamerican Broadcasting & Television Corp., has opened his own station representative firm, with offices in the Wrigley Building, Chicago. Effective immediately he will assume representation of WCAU, Philadelphia.

Pine Tar Spots

FOLEY & Co., Chicago (Pine Tar & Honey), has started five spot announcements weekly on WHK, Cleveland. It is understood that the campaign will be expanded in the near future. Lauesen & Solomon, Chicago, is agency.

SKRUDLAND Foto Service, Chicago (photograph enlargements), on Jan. 25 started quarter-hour daily participations on WLS WMMN KFRU WGRM KGCU WOMI XEPN. Selviair Broadcasting System, Chicago, is agency.

DR. W. B. CALDWELL, Monticello, Ill. (Syrup Pepsin) has appointed Benton & Bowles, Chicago, to handle its advertising.

FCC Must Rule on Economic Question When Raised, Court of Appeals Rules

THE FCC is legally bound to make appropriate findings as to economic injury when that issue is raised in broadcast applications involving new or improved facilities in a given locality, the U. S. Court of Appeals for the District Columbia held Jan. 23 in a strong opinion reversing and remanding the Commission's decision granting the application of the *Telegraph Herald* for a new station in Dubuque, Iowa.

Calling the Commission's decision "arbitrary and capricious", the court in substance sustained the plea of WKBB, Dubuque local, that it would suffer ruinous competition and that the Commission had not taken this squarely into account. The newspaper grant of July 27, 1937, which was set aside and remanded, was for a daytime station on 1340 kc. with 500 watts, to which the call KDTH already had been assigned. WKBB operates on 1500 kc. with 250 watts day, and 100 watts night, and is a CBS outlet.

When the FCC granted the *Telegraph Herald* construction permit, it simultaneously authorized WKBB to move across the Mississippi River from E. Dubuque, Ill. to Dubuque, Iowa. WKBB petitioned for a rehearing on the *Telegraph Herald* application which was denied.

The opinion, written by Associate Justice Justin Miller and concurred in by Chief Justice Groner and Associate Justice Vinson, brought out that WKBB alleged, among other things, that the Commission erred in failing to find there is inadequate and insufficient economic support in Dubuque for the *Telegraph Herald* station; that the new station's operation would result in a financial and economic injury, a large loss of operating revenue to WKBB, and impair the service rendered by WKBB.

Economic Injury

It also contended the Commission erred in failing to find that WKBB in the past has lost large sums of money through operation of the station and at present is failing to earn sufficient money to pay operating expenses and fixed charges. Finally, it was contended the Commission erred in failing to find by written findings that the *Telegraph Herald* grant would adversely affect WKBB and not serve the public interest.

Holding these reasons "clearly adequate to present an issue" of economic injury to an existing station through the establishment of an additional station, the court said WKBB correctly contends the Commission's findings were insufficient to support the newspaper grant "insofar as it relates to intervener's (*Telegraph Herald*) application, since no finding was

(*Continued on page 84*)

Agencies Studying Recording by Film

Ruthrauff & Ryan Is Planning Test for Ironized Yeast

INQUIRIES from Ruthrauff & Ryan, sent recently to a number of stations asking whether they had installed or were planning installation of Millerfilm equipment for reproducing sound recorded on tape, have focused attention on this new method of recording, which was brought to America last year [BROADCASTING, Sept. 15] following several years' successful operation in Europe. The system is attracting attention of agency production men because of its flexibility which enables editing a program without rerecording, deletions and additions to the show being made easily by cutting and pasting together the film.

Ruthrauff & Ryan Test

Ruthrauff & Ryan is planning to make half-hour off-the-air recordings of the 60-minute *Good Will Hour*, broadcast on MBS each Sunday evening, for use in supplementary markets for the sponsor, Ironized Yeast Co. Cutting an hour show in half by wax recordings would be almost impossible, whereas it can be done easily via film, hence the agency's interest in this type of record and their letters to the stations. The agency explained to BROADCASTING that it had no intention of forcing any station to install Millerfilm equipment in order to get its business and that as far as this particular program is concerned when the station list is made up the agency will dub the program from the film onto wax for use by those stations which do not have the film reproducers.

David Chrisman, commercial manager of Miller Broadcasting System, said the company is not selling the machines to stations, but is installing them on the basis that the station pay to the company a 15% commission on all commercial programs on film supplied to it. The plan is quite similar to that of the Mutual network, with which he was formerly connected, Mr. Chrisman explained. His organization installs the reproducers, sells the sponsors, produces the programs and then sends them to the station at card rates in return for the 15%. At this time the company has installed machines at the Don Lee stations on the West Coast, the Iowa Network stations, WTAG WOKO WSYR WOL and WFIL and reports that negotiations are under way for installations at some additional stations.

Station representatives are somewhat concerned over the advent of tape broadcasting, fearing that the fee paid to the recorder may cut into their own commissions, the situation being comparable to that which prevailed last fall when World announced the launching of its Gold Group, which also requires a 15% commission from affiliates.

Miller Broadcasting System lists its directors as follows: A. H. Diebold, Lincoln Epworth, C. M. Finney, E. Frank Hummert, Hunter S. Marston, James A. Miller, George R. Smith and Jacques Vinmont.

Armstrong Soon to Start Staticless Radio

Broad Claims for New System Are Made

By BRUCE ROBERTSON

STATICLESS radio, offering the reproduction of voice or music free from any interference, either from nature's electrical storms or man's electrical devices, will step out of the laboratory and into the open air this spring when W2XMN, the world's first high-powered, frequency modulated transmitter, begins a regular schedule of broadcasting.



Maj. Armstrong

Latest brainchild of Maj. E. H. Armstrong, professor of electrical engineering at Columbia University, who previously has given radio its feedback, superregenerative and superheterodyne circuits, frequency modulation is claimed to answer the prayer of every set-owner for freedom from the crackles and frying noises.

To the broadcaster, frequency modulation may mean clear coverage of a primary area of 100 miles radius from his transmitter, with no fading or interference, even from another station on the same band. Under the present system of amplitude modulation, interference of less than 5% of the strength of the broadcast signal can be extremely annoying. Under the Armstrong system of frequency modulation, it takes a 50% interference factor to cause unpleasant noise, he holds.

Requires Wide Band

At present, stations sharing a wave length must be widely separated and their primary service areas much smaller than the intervening interference area. With frequency modulation, the interference area is practically eliminated and stations sharing a wave band might be located in cities as close as New York and Philadelphia without interfering with each other's signal to the discomfort of the listening audience of either station. Frequency modulation, however, requires a frequency five times as wide as amplitude.

General Electric engineers recently set up two experimental frequency modulated transmitters at Albany and Schenectady, only 15 miles apart, both operating on the same wave band but each sending out a different program, the Albany station with 150 watts, the Schenectady station with 50 watts. Driving a test car between the two, the engineers found that for 10.8 miles out of Albany they received only the program of that station and for 2.7 miles out of Schenectady only the program of that station. In the intervening 1½ miles they heard both signals intermittently but at practically no point did they find any interference, since wherever one signal was less than half the strength of the other only the stronger could be heard and a movement of a few feet in one direction or the other was enough to bring in one or the other station without any interference.

A technical explanation of the difference between amplitude and frequency modulation is something that only an experienced radio engineer can either give or understand. But in essence the difference is that under the amplitude system now in use we broadcast on a fixed frequency with a variable power, whereas under his frequency modulation system Maj. Armstrong broadcasts with constant power on a variable frequency. Each frequency modulated station requires a band with a width of 200,000 cycles. Therefore, these stations must be located in the ultra-high frequencies, where such separation is possible. The present broadcast band, from 550 kc. to 1550 kc., would accomodate only five such channels.

Suppose a note with a frequency of 1,000 cycles were to be whistled into a microphone for broadcasting by amplitude modulation. It would be broadcast on the single frequency assigned to the station, but the power of the signal would fluctuate 1,000 times a second, widely if loud and narrowly if soft. The control engineer would "ride the gain", softening an over-loud note to prevent "blasting" or stepping up a too-soft note to make it audible. If, however, the same note were whistled into a microphone for broadcasting by frequency modulation, Maj. Armstrong pointed out, it would go out with consistent power but with the frequency of the broadcast wave swinging back and forth 1,000 times a second across the 200,000-cycle band. If the note were very loud the wave might fluctuate nearly the whole 200 kc. range; if very soft the swing might be only a few cycles.

This, says Maj. Armstrong, is another advantage of his system. Not only does his superimposed wave eliminate the interference of natural or man-made static, but it relieves the studio engineer of the need of editing music programs.

Regarding coverage, Maj. Armstrong states that tests have shown a steady signal without fading or interference up to 100 miles for experimental broadcasts with 20 kw. power. Using a new type of antenna tower that concentrates the broadcast waves along the earth's surface, he has eliminated the sky waves and with them the secondary coverage areas where signals fade and are uncertain. If his system replaces the present broadcasting methods, which he predicts will happen within the next five years, station coverage maps will then show larger primary

(*Continued on page 56*)



W2XMN, the Armstrong frequency modulated station, is operating from this antenna atop the Palisades on the Hudson. The tower, 400 feet high and with 150-foot crossarms, can be seen from Riverside Drive, Manhattan.



1,000 FEET above sea level stands this new 94-foot radiating system and transmitter house for the experimental frequency - modulated transmitter which WDRC, Hartford, is constructing atop Meriden Mountain, near Meriden, Conn., using the method devised by Prof. Edwin H. Armstrong. Dr. Franklin Doolittle, operator of WDRC, who has taken a keen interest in the new system, reports that experiments with this transmitter will start in early spring. Also, John Shepard 3rd reports that his station, using the Armstrong system, is now being built at Mt. Asnebumskit, Paxton, Mass., and will be on the air in about two months.

Added Facts on Frequency Modulation Sought Before Allocations Are Made

BEFORE definite allocations are made in the ultra-high frequencies for broadcast operations, destined to be the haven of future broadcasting, more data on experimental stations using frequency modulation as opposed to the conventional amplitude modulation will be necessary, in the opinion of Government experts.

While present experience, based largely on the experiments of Dr. Edwin H. Armstrong, of New York, inventor of the superheterodyne circuit, indicates decided advantages from the standpoint of coverage and reduced interference for frequency modulation, it is generally felt that insufficient data is available. Consequently, proposals for regular allocations of frequencies in the ultra-highs for frequency modulation probably will be held in abeyance by the FCC until it has additional basic data.

Because experimenters in amplitude modulation, with so-called "apex" or high-frequency broadcast stations, have been unusually successful, the feeling apparently prevails that frequency modulation work should be expedited lest the amplitude experimenters become too firmly entrenched and the public as well as the industry makes too great an investment.

FCC Notes Advantages

In its last annual report, the FCC stated that available data on frequency modulation indicated "a material gain in the effectiveness of reception through static, especially the type of static resulting from nearby thunderstorms and from some types of man-made electrical disturbances." It was also stated that the signal-to-noise ratio necessary for satisfactory reception is considerably less than that required for the same reception with amplitude modulation, resulting in good reception at greater distances from the transmitter and a correspondingly larger service area for the same power used at the transmitter. Against these apparent advantages, however, the Commission pointed out that the band width required for frequency modulation is five times as great as that used for amplitude and it must be determined before definite allocations are made whether these factors outweigh the necessary "hogging" of the ether for frequency modulation.

About a score of stations are licensed for amplitude experiments with apex stations and several are obtaining highly satisfactory results, notably WWJ, Detroit; WKY, Oklahoma City, and WBEN, Buffalo. Many "adapters" for conventional sets, which pick up the apex signals, have been sold in areas where this type of service is provided, it is reported.

Apparently the FCC Engineering Department has in mind speeding up frequency modulation experiments before the amplitude experimenters become too well set from the equipment standpoint, which would render a change to the other system, if found desirable, far more difficult.

Dr. Armstrong has been conducting his experiments over W2XMN, North of Alpine, N. J., and recently has been demonstrating the research he has been carrying on. On Jan. 11, a group of Washington officials, including Lieut. E. K.

(*Continued on page 48*)

Columbia U Starts Radio News Study

COLUMBIA University's Graduate School of Journalism takes cognizance of "audible journalism" for the first time with the introduction next semester of a course in radio news writing, announced Jan. 25 by Dean Carl W. Ackerman. The course will be directed by Paul W. White, director of special events and public affairs of CBS. Mr. White's course will enable students to write their own news programs as well as analyze recorded news broadcasts, and will also cover the fields of news dramatization, newspaper-radio relationships and radio's effect on public opinion.



Mr. White

"In our estimation," said Dean Ackerman, "the essence of journalism is communication or, more particularly, the transmission and distribution of information and knowledge. We have been receiving radio news broadcasts in our classrooms since 1931. The technical means by which the transmission and distribution of information are achieved, whether by the printing press or by radio, pictures, the screen, television or facsimile, is becoming increasingly important to the journalist. Therefore, our courses of study must be more and more closely related to all the new technical developments in journalism as they come into general use."

National Drive Started For Washington Apples

WASHINGTON State Apple Commission, Seattle, in mid-January started a major advertising campaign using radio, billboards, newspapers and national magazines. Approximately 30 stations in key cities throughout the country are broadcasting three times weekly a transcribed program, *The Health Column of the Air*. The program deals in health talks by a prominent physician who points out how Washington apples help protect consumers against winter and spring digestive upsets. The Commission is also offering retailers a full line of new store display materials featuring Winesap Apples for the spring. Account is handled by J. Walter Thompson Co., Seattle.

Drive for Prunes

PRUNE PRORATION ZONE No. 1, representing the prune growers of California, through its program committee, has appointed Lord & Thomas, San Francisco, to direct a national advertising campaign. It is understood the appropriation will be approximately $100,000. Radio and newspapers will be used, principally in eastern cities.

Pecan Feast on Spots

ROCKWOOD & Co., Brooklyn (Pecan Feast) has started a second radio campaign, participating in early morning news and musical programs on WTIC WOKO WPRO WFBL WGBI WDEL WTMJ. Federal Adv. Agency, New York, is agency.

COVERAGE OF CAVALIER SINKING

By Networks and Stations Gives World First-Hand Version of Dramatic Plane Tragedy

CBS, NBC and MBS, in addition to local stations in the New York area, all carried special bulletins covering the news of the crash of the Imperial Airways seaplane *Cavalier*, which was eastbound from New York to Bermuda, and reported by radio at 1:13 p. m. on Jan. 21 that it was "sinking". The 10 survivors were rescued by the tanker *Esso Baytown* 10 hours later, and their arrival in New York on Jan. 23 was covered by the networks when interviews were held with the members of the crew and the survivors.

CBS carried the first public announcement of the list of survivors from the *Cavalier* on Sunday morning after the crash at 2:50 a. m., which the network received from Coast Guard sources. Announcers Bob Trout and George Putnam interviewed Captain Frank H. Spurr and members of the crew of the *Baytown* on CBS as they arrived at Pier 9 in the East River on Monday.

NBC brought its radio audience the complete story from the Coast Guard Cutter *Champlain*, from the tug-boat *Elizabeth Moran* which was sent out to meet the tanker, with bulletins and with announcements and interviews by Ben Grauer, NBC announcer. For WOR, Newark, Dave Driscoll and Al Josephy interviewed the crew, and flashed continuous news bulletins.

On Tuesday, Jan. 24, WOR obtained an exclusive recorded interview with Neil Richardson, co-pilot, which was aired on the station's 11:45 a. m. news program. MBS, the same evening, rebroadcast the recording and relayed the interview to England via W1XAL, Boston.

After the news of the rescue by the Esso tanker was received in New York, one-minute commercials were immediately written by Marschalk & Pratt, New York, for the *Esso Reporter* news broadcasts, and were aired on Monday on the 8 a. m., 12 noon, 6 p. m. and 11 p. m. programs on 26 stations carrying the *Reporter*, to tie in with UP news reports of the disaster. The commercials were in the form of congratulatory messages from all employees of Esso marketers to the captain and crew of the *Baytown* for their excellent rescue work.

Rensselaer Seeking Satellite Station In Proposed Tieup with WABY, WOKO

A UNIQUE corporate and operating tieup between Rensselaer Polytechnic Institute, operating WHAZ, Troy, N. Y., with WABY and WOKO, in Albany, whereby the famous technical school becomes a partner in the operation of WABY while providing both Albany stations with educational features, was announced Jan. 20.

Under the plan the FCC will be asked to authorize a "satellite" or booster station for WABY, which operates with 100 watts night and 250 day on 1370 kc., to be built on the Institute campus at Troy. WHAZ, which shares the 1300 kc. channel with WEVD, New York, and WBBR, Brooklyn, using 1,000 watts, remains in the hands of the university but its programs will be handled by Harold E. Smith, executive head of WABY.

Mr. Smith is also director of WOKO, Albany regional, which is not affected by the corporate arrangement except that Rensselaer will secure one hour a week of time on that station in addition to three hours weekly on WABY.

The corporate arrangement calls for a gift of 25% of the capital stock of Adirondack Broadcasting Co., licensee of WABY, to Rensselaer. The call letters of WABY may be changed to one "more significant of the new character."

The surrender of the stock in WABY, for which there is no cash consideration, means that Harold Smith will give up 17½ shares; R. M. Curtis, 17½ shares; the *Albany Knickerbocker Press-Evening News* (Gannett), 10 shares, and O. T. Griffin 5 shares. The aggregate amounts to exactly 25% of the stock.

With Mr. Smith and his WABY-WOKO staffs taking over the Monday evening WHAZ broadcasts, said Dr. William Otis Hotchkiss, president of Rensselaer, the advantage to the Institute will be that students interested in radio announcing and broadcasting will be able to observe station operation our listening audiences."

"Under this new plan, moreover," he added, "instead of being limited to only one evening a week [WHAZ's time-sharing allotment] our broadcasting opportunities will be spread, day and evening, throughout the week. In consideration of our providing educational programs and features of civic service, we are entitled to one hour each week on WOKO and three hours each week on WABY. This will greatly increase the size of our listening audiences.

WHAZ, while college-owned since its founding in 1922 as one of the pioneer educational stations, has accepted advertising sponsorship for many years.

Chappel Using 17

CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration dog food), on Jan. 22 started *Kennel Time*, quarter-hour Sunday morning disc show, on the following stations: WEEI WJSV KSTP KOIL KRNT WBBM WJR WOOD WOR WOKO WCKY WCAU WCAE KWK WHAM WFBL WIRE. Recorded by World Broadcasting System, the series features Dr. Preston Bradley, commentator, the Eight Merry Men and Organist Howard Peterson. Hal Holhman of World set the deal. Stations of WBS Gold Group received the business in markets where there are Gold Group affiliates. Agency is C. Wendel Muench & Co., Chicago.

100-WATT STATION TO GOLDSBORO, N. C.

THE FCC on Jan. 24 authorized Eastern Carolina Broadcasting Co. to construct a new 100-watt station on 1370 kc. in Goldsboro, N. C., sustaining the recommendation of Examiner Bramhall last June. The decision was made effective Jan. 30. A. T. Hawkins, president of the Goldsboro Chamber of Commerce and Merchants Assn., is president of the corporation; Talbot Patrick, publisher of the *Goldsboro News-Argus*, vice-president; V. G. Herring Jr., secretary-treasurer of the Goldsboro Building & Loan Assn., secretary-treasurer.

The corporation has an authorized capital stock of 250 shares of $100 par common stock, of which Messrs. Hawkins and Patrick now own 30 shares each, with Kenneth Royall of Goldsboro also owning 30 shares and all agreeing to purchase more as needed. Jonas Weiland, owner of WFTC, Kinston, N. C., has also subscribed to 30 shares.

In a decision Jan. 16 the Commission denied the application of WRBL, Columbus, Ga., to change its assignment to 1330 kc. with 1,000 watts power full time. It now operates on 1200 kc. with 200 watts night and 250 day.

KWKH Seeks 50 Kw.

KWKH, Shreveport, La., operating fulltime with 10,000 watts on 1100 kc. under special authorization, has applied to the FCC for authority to increase its power to 50,000 watts on that channel. Regularly KWKH is assigned half-time to 850 kc., the clear channel now occupied by WWL, New Orleans, which recently went to 50,000 watts. The only other stations at present assigned to 1100 kc. are WBIL, New York, and WPG, Atlantic City, which share time using 5,000 watts. Arde Bulova, owner of WBIL, has applied for authority to purchase WPG and combine its facilities with those of WBIL for a new full-time station in New York at the same time deleting WOV, operating limited time on 1130 kc. Stations on the 1100 kc. channel under the Havana Treaty will be shifted to 1130 kc.

Two Change Hands

THE FCC on Jan. 16 approved the transfers of control of two stations, one of them still in process of construction, to new owners. George B. Bairey, now manager of KFAM, St. Cloud, Minn., was authorized to transfer control of KOVC, Valley City, N. D., which he founded, to a group of 15 local merchants most of whom are already minority stockholders. Roberts-McNab Co., holding a construction permit for a new local (KRBM) in Bozeman, Mont., was authorized to assign the CP to KRBM Broadcasters, in which R. B. McNab Jr. would hold 50% interest and E. B. Craney, operator of KGIR, Butte, the other 50%. KRBM expects to go into operation about March 15, using 100 watts night and 250 day on 1420 kc.

JACK ONSLOW, former big league baseball player and Yankee Network sports commentator, recently opened a new series of nightly *Sport Roundups* through WNAC, Boston, in the interests of Twenty Grand Cigarettes for Axton-Fisher Tobacco Co. He specializes in interviews with outstanding diamond celebrities.

WHO offers $14,664,000 EXTRA FURNITURE SALES from "IOWA PLUS"

Everybody knows that it takes a high level of prosperity to produce much volume in the furniture industry.

Therefore it's extremely significant that in 1935, Iowa people paid $21,996,000 for household furniture and radios. . . *And, in addition, WHO listeners in OTHER States bought an EXTRA fourteen million dollars' worth, too!*

Iowa alone is a market that consumes an almost endless stream of goods and services. But only when you add the *thousands* of radio families in "Iowa PLUS", do the gigantic sales possibilities of WHO become truly apparent. May we send you all the facts?



WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Regulatory Issue Tops NAB Agenda

Western District Gatherings Discuss Roosevelt Move

PRESIDENT ROOSEVELT'S sudden move for a new agency to regulate radio, with a completely revamped law, provided a new topic for discussion of broadcasters at district meetings currently being held in the West and attended by NAB President Neville Miller.

While the subject of legislation was on the agenda for the five sessions, the unexpected step taken by the President Jan. 24 had the effect of altering the agenda for primary consideration of cooperative steps that might be taken by the industry in connection with the drafting of the new legislation and of the position NAB will take for the industry at forthcoming hearings.

Miller Offers Bid

In a statement Jan. 25, Mr. Miller offered the full cooperation of the industry in rewriting the law, asserting that he was certain broadcasters would "welcome the recommendation of the President that the radio law be rewritten." He added the President "has put his finger on the core of the radio problem" in suggesting that Congress lay down policies in new legislation.

The entire industry, he said, stands ready to cooperate with Congress, the President and the administrative agency "in establishing a durable radio administration which will permit the future development of broadcasting to its fullest possibilities, conforming to the finest traditions of public service, in line with our democratic heritage of a free press and a free radio operative within the American democracy."

Meeting in the West

At the meeting in Denver, presided over by District Director Gene O'Fallon, KFEL, about 35 broadcasters from the Mountain States attended. Among resolutions adopted at the session was one calling for legislation relieving broadcasters of liability for libel and slander uttered over their facilities by political candidates; another instructing President Miller to make "all possible haste" in negotiating a satisfactory arrangement for continuance of the Public Domain Music Library in the light of the withdrawal of the offer of E. C. Brinckerhoff and Co. which had been accepted by the NAB board; a third favoring enactment of legislation which would fix liability for program material, including copyrights, at the source; support of legislation to revise the existing copyright laws to do justice to all parties concerned, and a resolution urging broadcasters to remit on their assessments for the Federal Radio Education Committee work. In addition, a resolution expressing appreciation of the services of President Miller was adopted.

On Jan. 23, Pacific Northwest broadcasters attended the district meeting at Portland, Ore., presided over by Director C. W. Myers. Two days later, broadcasters from Northern California and Nevada attended a district meeting at San Francisco, presided over by Director Ralph R. Brunton, and on Jan. 27 a meeting was scheduled in Los Angeles for broadcasters of Southern California, Arizona and New Mexico, with Director Donald Thornburgh, CBS vice-president, presiding. The final meeting of the tour is scheduled for Feb. 2 in Dallas for Texas broadcasters, with Director O. L. Taylor, KGNC, presiding.

E. C. Mills Speaks

At the Portland meeting, after discussion of matters on the agenda, E. Claude Mills, chairman of the ASCAP administrative committee who was in town, addressed the meeting. Prior to his appearance, however, President Miller had analyzed the copyright problem with particular emphasis on ASCAP future negotiations.

In San Francisco, Mr. Miller addressed the Advertising Club on the social importance of commercial radio in America. He laid particular emphasis on the NAB's project for establishment of voluntary program standards and solicited the cooperation of advertisers and agencies in this effort.

In addition to the regular district meeting, branches of the NAB Sales Managers' Division also held sessions the day before or the day following the main meetings. In each case, Ed Kirby, director of public relations of NAB, discussed with the sales managers' groups plans for the joint RMA-NAB promotional campaign as well as other projects on the sales side of industry affairs.

JACK GRANEY and Pinky Hunter have been named to handle the microphone for WHK-WCLE, Cleveland, during the 1939 season of the Cleveland Indians' games, under the sponsorship of General Mills and Socony Vacuum, K. K. Hackathorn, sales manager, announced Jan. 25. Sponsors approved the announcers without an audition as Graney has worked for them during the last five years and Hunter was his assistant last year. Graney is a former player with the Indians club.

Coughlin Picketers in New York City Pick Additional Fronts for Maneuvers

FOLLOWERS of the Rev. Charles E. Coughlin who march up and down before the headquarters of WMCA, New York, each Sunday afternoon, picketing the station as an expression of their disapproval of its action in canceling the weekly broadcasts of the radio priest, moved to a new front Jan. 22 when more than 1,000 marchers paraded down Broadway from WMCA's building at 51st St. to the WOR studios at 40th St.

Officials of WOR say that while they have not been notified of the cause of this demonstration, it is undoubtedly due to the fact that WOR at one time carried the Coughlin broadcasts, but has refused to accept them in recent years since the adoption of a policy against accepting any religious program on a commercial basis.

May Add Other Stations

This is the second offshoot of the WMCA demontrations, which have continued each Sunday since Dec. 18. On Jan. 8 and 15 the Coughlinites had picketed WABC, CBS key station in New York, as well as WMCA, and it is understood that in the future WABC and WOR will be visited on alternate Sundays following the WMCA demonstrations. Possibility that other stations may be added to the visiting list of the marchers was indicated by signs carried on Jan. 22, reading "Please Boycott WMCA and WEVD" and "WQXR Beware."

Posters labeled "Buy Christian" were stuck on the windshields of parked cars along the line of march and shouts of "Down With Zionism" and "Heil Hitler" were mingled with the cheers for Father Coughlin and the boos for the picketed radio stations. This was the largest demonstration so far, the official police count showing more than 1,500 marchers.

The previous afternoon a sound truck drove through the crowded Times Square district blasting appeals to boycott WMCA and its sponsors, but the reaction of the New York public was so decidedly hostile that Deputy Inspector Heitzman of the police force silenced the truck by temporarily revoking its license, which had been issued to the United Christian Society. On Monday, Jan. 23, Inspector Heitzman made this a permanent revocation in the interest of "public peace".

Another Mass Meeting

In addition to the picketing Jan. 22, several thousand persons attended a mass meeting at the Queensboro Theatre in protest against "radio monopoly and censorship". Like the meeting of Dec. 15 [BROADCASTING, Jan. 1], the chairman was Justice Herbert A. O'Brien, the discussion was devoted almost exclusively to the refusal of WMCA and other stations to carry the Coughlin broadcasts and the meeting concluded with the adoption of a resolution asking for an FCC investigation. Rep. Martin Dies was again reported scheduled as one of the principal speakers but again Mr. Dies did not appear. At the office of Mr. Dies in Washington, it was stated he had been invited to speak at the meeting but had declined. John Cecil, president of the Immigration Conference Board, was the principal speaker. Others were David Gordon, editor of the *Boston Catholic Mirror*; the Rev. Edward F. Brophy, pastor of the Precious Blood Roman Catholic Church of Long Island City, and Rep. Barry of Queens.

Heywood Broun, columnist, devoted his syndicated column of Jan. 23 to the WMCA-WOR picketing, reporting that he was assigned a police escort "to protect me from mob violence". He described the placards carried and told of his conversations with picketers. Pointing out German influences in the demonstration, he observed: "I think that the Father Coughlin picket line has brought New York noticeably closer to Berlin."

March of Time Back

TIME Inc., New York, on Feb. 3 will resume its program *The March of Time*, which has been off the air since Dec. 2, on NBC-Blue, Fridays, 9:30-10 p. m. BBDO, New York, handles the account.

INTERSTATE Transit Lines, Omaha, Neb. (bus transportation), thru Beaumont & Hohman Inc., that city, on Jan. 22 started for 52 weeks using four weekly 50-syllable spot announcements on KFI, Los Angeles.

B-S-H RANKS HIGH IN SPOT BUSINESS

THAT Blackett-Sample-Hummert Inc., Chicago and New York agency, took a leading position in spot placements during 1938, is disclosed in an official statement Jan. 19 by J. G. Sample, president. Besides leading in network account billings for the fifth consecutive year [BROADCASTING, Jan. 15], Mr. Sample reports the agency placed $3,400,808 in gross spot billings. Comparable figures for other agencies, so far as spot is concerned, have not been made available.

Total network billings by B-S-H during the last year were $9,093,125 which, added to $3,400,800 for spot, brings its aggregate billings to $12,493,933. This compares with total billings in all categories of $10,361,446 in 1937 and $8,022,429 in 1936. The 1937 spot placements alone amounted to $3,067,956, while in 1936 they were $1,810,081.

Smith Joins Burnett

FRANK SMITH, prominently identified with General Foods radio programs during the past five years, has resigned to become vice-president of Leo Burnett Company Inc., Chicago advertising agency, effective Feb. 1. As associate advertising manager of the New York food concern, Mr. Smith had charge of cereal products sponsoring Joe Penner, Al Pearce, Joe E. Brown, Burns and Allen, Boake Carter, Bob Ripley, Mario Chamlee, George Frame Brown and the Byrd Antarctic Expedition broadcasts.

Texas Outlet Starts

KVWC, new local authorized for Vernon, Tex., plans to begin operation on Feb. 15 under ownership of Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record*, is president. John Sullivan, production manager of KPDN, Pampa, Tex., on Feb. 1 will assume management of KVWC, which will operate on 1500 kc. with 100 watts full time. At KPDN, Ray Mondy has been named to succeed Mr. Sullivan. Dale Robinson has assumed charge of the station's studios in Borger, succeeding Clarence Garnes, who has joined KANS, Wichita. Bob Morris has been appointed announcer.

NBC Brings Paderewski

IGNACE JAN PADEREWSKI, noted Polish pianist and statesman, on Feb. 26 will inaugurate his 20th concert tour of the United States when he broadcasts exclusively on NBC from New York during the *Magic Key of RCA* program. Under the management of NBC Artists Service, the 78-year-old pianist whose last visit to this country was six years ago, will make a ten-week tour of about 20 large cities in the United States. Last Sept. 25, Paderewski broke his six years of silence on American air lines, when he made his radio debut in a transatlantic broadcast on NBC during the third anniversary *Magic Key* program.

WHEN the defendants plead guilty, after 250 veniremen had been summoned to the Superior Court of Guilford County, N. C., for selection of jurymen for trial of a murder case, the judge issued an order to the sheriff of the county to notify the prospective jurymen—via an announcement on WBIG, Greensboro, N. C.—that they were excused from appearing by order of the court.

"Miss Perkins, make a new file on WWL New Orleans..."

WWL-New Orleans—Now 50,000 Watts

Blankets 5-state territory of 10,000,000 people.

5 times the power of any station within 400 miles.

Established preference through leadership in covering important events.

Building ever-larger audience by intensive newspaper campaign running in 37 newspapers.

Dominant station in the prosperous Deep South.

Tell—Sell—over WWL—New Orleans

CBS AFFILIATE
50,000 WATTS

Represented by THE KATZ AGENCY, INC.
VINCENT F. CALLAHAN, General Manager

WWL
The 50,000 Watt Station
in NEW ORLEANS

McCLATCHY STARTS FACSIMILE ON NET

WHAT is believed to be the first chain broadcasting, on a regular basis, of facsimile was inaugurated Jan. 20 in Fresno, Cal., when the 482 delegates to the California Newspaper Publishers convention saw an eight-page facsimile newspaper delivered from a group of receiving sets in the Hotel Californian.

The inauguration of chain facsimile broadcasting was under the direction of Guy C. Hamilton, general manager of McClatchy newspapers and radio stations. The broadcast originated at KFBK, Sacramento, key station of the McClatchy group, and was fed over the lines of the California Radio System to KMJ, McClatchy station in Fresno, where it was put on the air and picked up by the receiving sets.

The paper's eight pages included one of comics, two of general news pictures, and others of sports, financial and social news.

The McClatchy stations have been experimenting for some weeks with facsimile in both Sacramento and Fresno with particular attention to network operation and operation is planned now seven nights a week. The McClatchy group is using RCA equipment on the regular frequencies of KFBK and KMJ, broadcasting from 12 midnight to 6 a. m. [For story on Mr. Hamilton's speech on radio and the press before convention, see page 42.]

Radio at the Fair

MODELS OF tomorrow's radio, telephone, motion pictures, and similar devices will be on display at the Communications Focal Exhibit of the New York World's Fair, which will feature a 12-minute show in which dramatic incidents in the lives of seven types of communication will be presented by means of polarized light projections on a huge transparent disc. A mechanized commentator will tell the story of modern communications, ending with a step into the future with man's latest "courier," television. The exhibit was designed by Donald Deskey, industrial designer, while preparation of the projections will be handled by Ralph Steiner, one of the photographers of the moving picture, *The River*.

Stamp Club Spots

BOB GALE'S Stamp Club is introducing on the radio its Movie Stamps, which are issued in sets of eight weekly, each representing a current production, and are published under exclusive arrangement with leading film producers and distributed through theatres as audience builders. Live announcements tie in with local theatres the following stations: WCAP, Asbury Park, New Jersey; WTNJ, Trenton; WPG, Atlantic City; WMAQ, Chicago; and WIND, Gary, Ind. Mackay-Spaulding Co., New York, handles the account.

JOHN B. KENNEDY, veteran radio commentator and editor, now heard on MBS on *The People's Rally* program, on Jan. 29 celebrated his 15th year in radio, his first appearance on the air having been in 1924 on the old *Collier's Hour*, radio's first vaudeville show.



PUBLISHERS examine first network facsimile broadcast; left to right: Will Rogers, son of the late humorist and publisher of the *Beverly Hills Citizen*; William Allen White, famous newspaperman and author of Emporia, Kan.; G. C. Hamilton, general manager of McClatchy Newspapers and radio stations; Neal Van Sooy, *Azusa Herald*.

Crosley Markets Finch Facsimile

(*Continued from Page 15*)

which requires changing for each picture, the stylus motion would have to be changed from a direct horizontal line to a sideways motion back and forth across the paper and that this change would cause a loss of speed in reproduction to about the present speed of radio facsimile transmission. The paper used by Western Union is of a medium grey shade, somewhat darker than that used in the Crosley receiver, which likewise reproduces the picture through electrolysis.

* * *

Preview of Readio

On Jan. 19 the Crosley Corp. announced its "Readio" at a preview given for newspapermen in Cincinnati, and two days later introduced it to Crosley distributors preliminary to a 12-day showing to the general public. It was pointed out that WLW, owned by the Crosley Corp., would broadcast the facsimile images over its own channel from 1 to 6 a. m. The operation of the Crosley-Finch apparatus was explained as follows:

"A broadcasting station must be equipped with a device for scanning or visualizing the picture just as a broadcasting station is equipped with a microphone for hearing a sound program. This visualizing or transmitting device consists of an electric eye which moves back and forth rapidly across the paper scanning or observing a line at a time and transmitting the contrasting impulses in that line into dots which are transmitted by the broadcasting station in exactly the same manner that it transmits sound programs.

"Photographs or illustrations are inserted on a strip of paper which is fed into the machine, line at a time, and scanned by the photoelectric eye. The picture that goes out over the air is broken up into a series of dots similar to a halftone engraving and is received by the Crosley Readio printer approximately facsimile in size and at the same speed at which it is transmitted.

"This printing is done by a swinging arm moving back and forth across the printing paper, synchronized with the movement of the electric eye in the transmitter. A stylus at the tip of the moving arm sweeps over the white paper. A small electrical impulse oxidizes each dot in its proper sequence just as the photoelectric eye sees it. The white coating on the paper being oxidized turns black making a lasting recorded picture on the white paper just as it originally appeared on the copy fed into the transmitting scanner.

"Weather maps, weather reports, flash news, pictures, almost anything can be sent out and received anywhere within reasonably good receiving range of the transmitting broadcasting station.

"At present this transmission goes on experimentally between 1 and 6 a. m. from a number of stations throughout the country. Apparatus is available so that the receiver can be turned on automatically at a predetermined time, the printing done, and the equipment turned off, leaving a lasting recording. All of this is done while the person sleeps and the material can be read on arising. Transmission and reception is at the rate of about three feet of printed paper per hour."

Swap Shop

AN ENTHUSIASTIC fan of the *Swap Shop* program on WHEC, Rochester, reported effective results after he had advertised his unusual desire to swap an automobile trailer for jiu jitsu lessons. Travelling through the city with his radio tuned to WHEC was an expert in the art of jiu jitsu, who, seeing the advantage of a trailer for excess baggage, stayed in town long enough to instruct the eager "swapper" and then sailed on his way with trailer in tow.

Seth Parker Disc Plan Draws NAB's Objection

A MOVE by Philips H. Lord (Seth Parker) to have stations carrying his Sunday network program use a series of transcription daytime to promote the evening feature, on Jan. 24 drew sharp criticism from the NAB.

In a letter Jan. 16, presumably to the list of NBC stations carrying *Seth Parker Neighbors*, Mr. Lord said he would make four 10-minute recordings of spirituals by the *Seth Parker Quartet* to be used Sunday afternoon along with an announcement at the end of the program that the *Neighbors* would be heard over the station that evening. He pointed out that against his evening program had come the *Actors Guild Program* on CBS and that it would be "very strong competition for the old gentleman".

Joseph L. Miller, of the NAB executive staff, Jan. 24 wrote Mr. Lord advising him that NAB felt it would be a bad practice. If a station gives the free time as requested, every evening program would be entitled to the same treatment, he declared, and it might result in a couple of hours every afternoon being devoted to plugging programs to come that night.

"We hope to hear from you that you agree such a practice would be a dangerous precedent and might make for 'bad radio'," Mr. Miller wrote.

Exchange of Producers

WILLIAM ROBSON, director of the *Columbia Workshop*, has accepted an invitation of the BBC to go to London to produce several radio plays during February. Val Gielgud of BBC was a guest producer for CBS several months ago as part of the exchanges between British and U. S. radio systems. Lawrence Gilliam, while en route back to London from Canada where he was program advisor of the CBC, also produced a program for relay to England from New York. At present H. Rooney Pelletier, Montreal program director of CBC, is at BBC headquarters in London while Lance Sieveking of the BBC is in Canada.

Fred Allen Contract

FRED ALLEN, radio wit, has been signed to a new contract for two years more as star of the *Town Hall Tonight* series. The new contract will run until the end of June, 1941. The show will continue as full-hour feature Wednesdays, 9 p. m., EST, over NBC-Red sponsored by the Bristol-Myers Co.

Reid Murdoch on 65

REID MURDOCH & Co., Chicago (foods), on Feb. 5 starts a spot campaign on about 65 stations consisting of two or three daily announcements or time signals. Rogers & Smith, Chicago, is agency.

LOOSE-WILES Biscuit Co., Long Island City, N. Y. (Sunshine Krispy Crackers) on Jan. 30 began sponsorship on WFAA, Dallas, of the *Sunshine News Reporter*, quarter-hour news broadcast five days weekly featuring James Alderman. Account was placed through Newell-Emmett Co., New York.

Extensive Tests in Visual Operation By General Electric Will Start Soon

GENERAL ELECTRIC Co. plans to undertake extensive operating experiments in visual radio, under authority granted by the FCC to build four experimental television stations.

Within three months, according to Chester H. Lang, manager of broadcasting for GE, a transmitter more powerful than any now in use in this country, will be placed in operation 12 miles from Schenectady. To be built atop a 1500-foot hill with an antenna strung on 100-foot towers, the station will be at least 250 feet higher than the RCA-NBC transmitter atop the Empire State Bldg. in New York. The station will use 10 kw. and its coverage will be the area comprising Schenectady, Albany, Troy, Amsterdam and Saratoga, having a combined population of 500,000.

Studios will be located in quarters in Schenectady occupied by WGY before moving into its new building last summer. Studio programs as well as motion picture film will be used for the visual presentations. From an ultrashort-wave transmitter on top of the studio building, the images will be relayed over the 12-mile gap on a 1.4 meter band to the main transmitter where they will be broadcast for public reception on the band 66-72 megacycles. The voice accompaniment will be broadcast on the same band.

Last year GE sent several radio engineers abroad to investigate and study television in England, Germany and Holland. Unlike existing experiments, coaxial cable will not be used between studio and station but instead an ultrahigh frequency directional transmitter will be employed. GE engineers said this is expected to produce better results because the cable "cannot carry the 30 to 40-million cycle frequencies which will be used in television."

Radio Participation Next

Coincident with its announcement, GE made public a pamphlet on television prepared by Dr. W. R. G. Baker, chairman of the Management Committee, Radio and Television Division of the company. Titled *A Miracle Begins*, the pamphlet deals with past development in television and projects a view into the future.

Holding that television has passed through laboratory research and development, and experimental work with full size receivers and transmitters, Dr. Baker states that the next step is that of "public participation". This new phase introduces operating and transmission problems, program problems, and problems of finance and construction. The magnitude of economic problems is not yet fully appreciated and no solution is yet evident, he said.

"One of our problems at the moment is to prevent the public from jumping to the conclusion that television will immediately provide a service comparable in perfection to radio and the movies," said Dr. Baker. "Too many people believe that the purchase of a television receiver will immediately bring to them the world's events as they take place—in the form of perfect large-size pictures.

"Unless corrected, this false idea is sure to affect unfavorably the development of this new art."

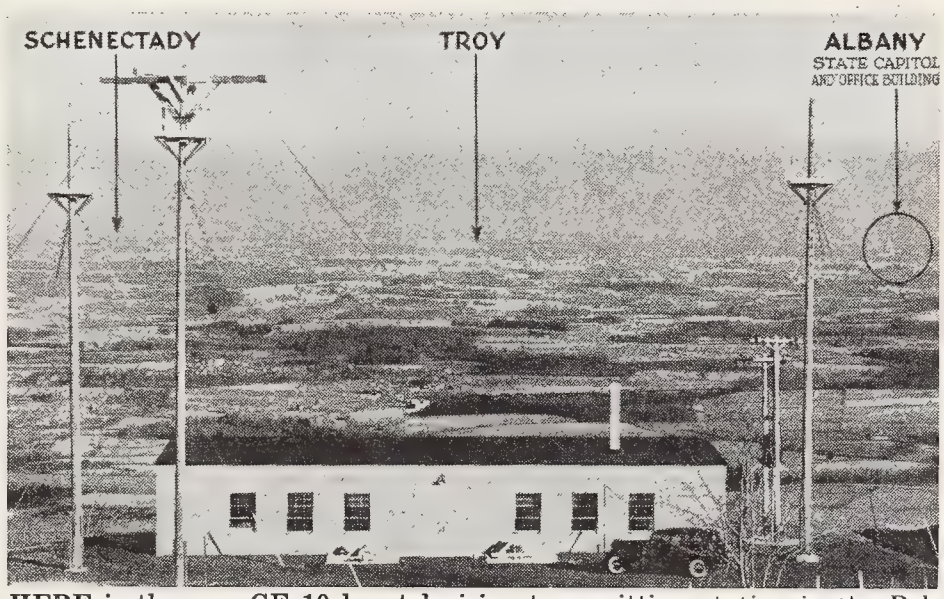
Further he said the public should be set straight about the fact that television programs on a national network basis are not practicable today and are not likely to be available soon. The two technical limitations are (1) the range of a high-power television transmitter is limited to 40 to 50 miles, and (2) television programs cannot be "piped" from city to city by any known method that is practicable from a cost standpoint. He held that television service will be limited to large centers of population with extension of service to small cities and remote suburban and rural areas necessarily slow.

Cost of Receivers

Other technical problems, development of programming, consumer problems, and picture size, are covered by Dr. Baker. In the receiver cost field, he said final prices have not yet been definitely determined but predicted there would probably be table models at list prices of from $150 to $250, and console models in various price brackets from $350 to as high as $1,000 and more, for deluxe radio-phonograph-television combination models.

As to how many television sets will be sold in 1939, Dr. Baker said this is hazardous guesswork, and will be determined by several factors, including the number of television transmitters on the air; the number of hours per day during which programs will be provided; general economic conditions, and public response to entertainment provided. In England, where television has been in operation for two years under very favorable conditions, taking into account the small geographical area, he said only 10,000 television sets have been sold. "These modest sales figures certainly do not give us any reason to expect a skyrocket market in the United States during the near future."

Concluding, Dr. Baker pointed out that GE since 1927 has experimented in television. At the World's Fair in New York, the company will exhibit.



HERE is the new GE 10 kw. television transmitting station in the Belderberg Mountains, New York, with Schenectady, Troy and Albany barely discernible in the distance. The district has a population of some 500,000. Tower at left supports the receiving antenna, picking up signals radioed from Schenectady; the next tower will broadcast the televised pictures and the one at the right will broadcast voice. Adjoining the voice antenna are power line poles coming up the mountainside.

Last Laugh

MAIL ROOM laughs at WBBM, Chicago, include mail addressed to "Mr. H. V. Coulton Born". Listeners have written about Campana's Italian Balm *First Nighter* addressing mail to "First Snider", "Bert Snyder", "Cam Pana", and "Fred Snyder or Schenider". Last laugh for listeners might well be that WBBM's press release on mail room laughs spelled Balm, B-l-a-m.

630 KC. IS SOUGHT BY KXOK, ST. LOUIS

FREQUENCY switches which would place the 630 kc. regional channel in St. Louis for KXOK, the country's newest full-time regional, and acquire full time operation for WGBF, Evansville, and KFRU, Columbia, Mo., in lieu of their present night time sharing operation, is sought in three applications filed with the FCC Jan. 20.

KXOK, now operated on the 1250 kc. channel full time by the *St. Louis Star-Times*, is the key of the projected parlay. WGBF and KFRU now operate simultaneously day and time-sharing at night on the 630 kc. channel with 500 watts night and 1,000 watts day. KFRU also is owned by Elzey Roberts, publisher of the *St. Louis Star-Times*.

WGBF's application is for change in frequency from 630 to KFRU's 1250 kc. assignment with 1,000 watts night and 5,000 watts day and with a directional antenna for night use. The application is contingent upon granting of the KXOK and KFRU petitions. KFRU's application seeks a change in frequency from 630 to 1370 kc. and a decrease in power from 500 watts night and 1,000 watts day to 100 watts night, 250 watts day. The KXOK request is for a construction permit to install new transmitter, make changes in its directional antenna, and change its frequency from 1250 to 630 kc. and increase its power from 1,000 watts full time to 1,000 watts at night and 5,000 watts day.

Parade of Authorities On Many Lines Offered On Air School by CBS

AFTER nearly a decade of experimentation and experience, the CBS program *American School of the Air* started its tenth consecutive year on the air, Jan. 30, with an elaborate schedule of educational programs for presentation on over 100 stations to an estimated list of 44,000 classrooms and 1,500,000 students.

This year the *School of the Air* brings a parade of famous authorities on art, literature, science, exploration, government and diplomacy. More than before the school has scheduled guest experts to augment dramatized presentations.

Four days each week the broadcasts are to bring these internationally famed figures to the American classroom. The fifth program, *Frontiers of Democracy*, presented each Monday, dramatically will explore the past problems of shifting populations in this country. *Music and the Friendly Arts* is the title of the Tuesday feature; *New Horizons* will be presented Wednesdays; *This Living World* on Thursdays; *Tales From Far and Near*, Fridays.

The school continues its policy of designing programs in such a manner that they can be utilized by any grade class room from grammar to high school. They are also so arranged that they can be used to augment ordinary curricula and not replace them. Researchers have discovered that many adults find the school a medium of entertainment.

Another important collaboration enjoyed by CBS comes from the country's most prominent educational organizations in the preparation of the programs. Included in the cooperating groups are the National Education Associations, Progressive Education Association, Association for Arts in Childhood, American Library Association, National Council of Teachers of English and American Museum of Natural History.

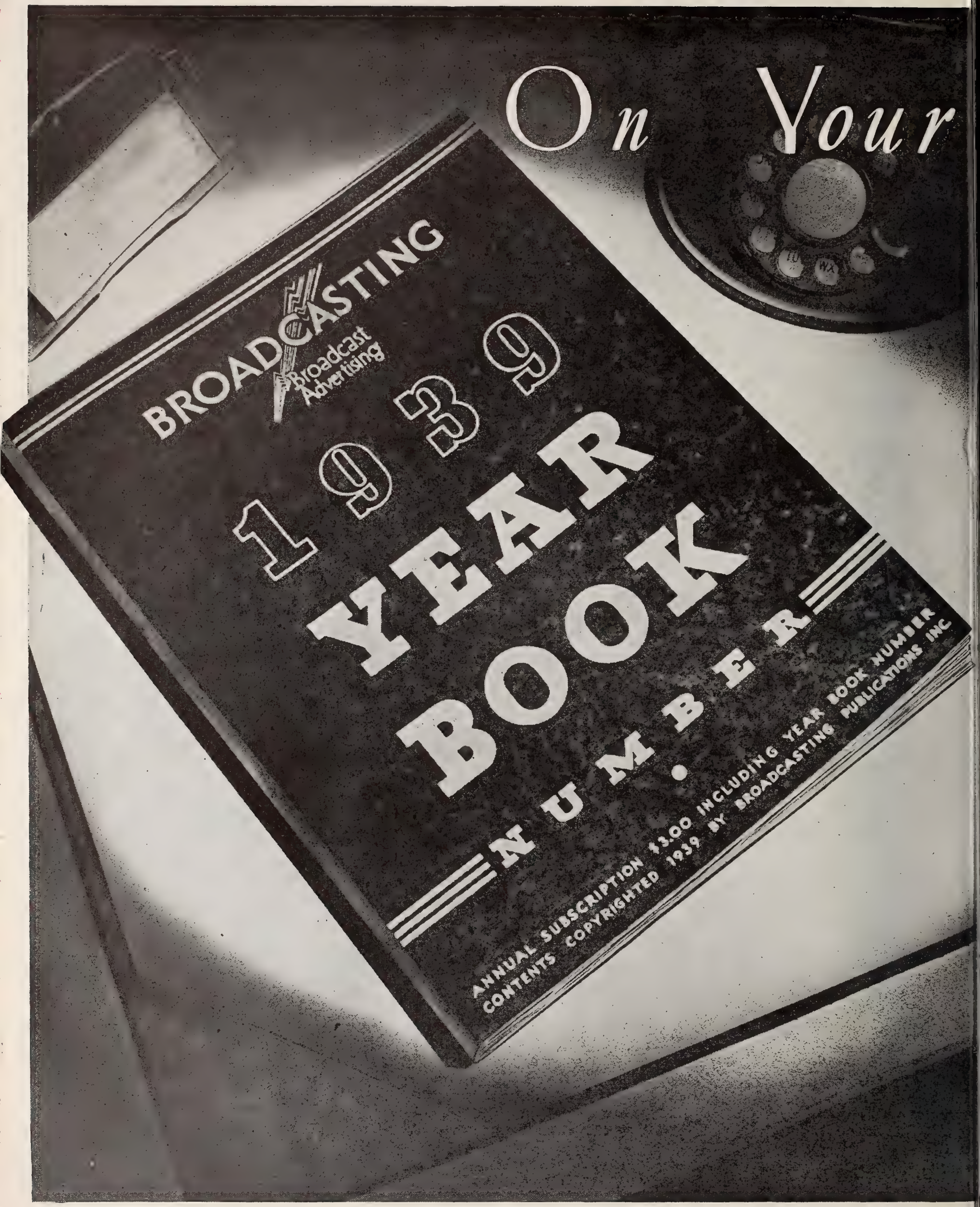
Two More Join NBC

WBCM, Bay City, Mich., effective in January, joined the NBC Supplementary Group, and KVOA, Tucson, will join the network on Feb. 5, bringing NBC's total affiliated stations to 168. WBCM, owned by the Bay Broadcasting Co., operates on 1410 kc., with 1,000 watts day and 500 night, while KVOA operates on 1,260 kc. with 1,000 watts full time and is owned by the KTAR Broadcasting Co., its transfer of ownership to the operators of KTAR, Phoenix, having recently been authorized by the FCC [BROADCASTING, Jan. 15].

Sugar Firm Testing

CALIFORNIA & HAWAIIAN Sugar Refining Corp., San Francisco, has started three quarter-hour weekly programs on WGN, Chicago, and WCBS, Springfield, Ill. The schedule may be expanded in the near future. Agency is George H. Hartman Co., Chicago.

DANCE recordings popular in the early '20's are the feature of a program *Among My Souvenirs* heard Saturday evenings on WBIL, New York.


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Broadcast Advertising
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Desk This Week!

The 1939 BROADCASTING Yearbook Number reaches your desk in a few days. You will find it a practical, compact, complete, remarkably accurate handbook of the whole radio advertising business. You will find added pages, added features of particular value to advertising agencies and radio advertisers. But most of all, you will find an easy-to-read, easy-to-use reference volume completely indexed and designed to answer the thousand and one everyday industry questions. The Yearbook Number asks for nothing but hard and constant use. Keep it on your desk . . . and use it!

A few of the sections in the 1939 Yearbook Number:

Summary - Index of program ideas and titles.

Radio Outline Map of the U. S. and Canada.

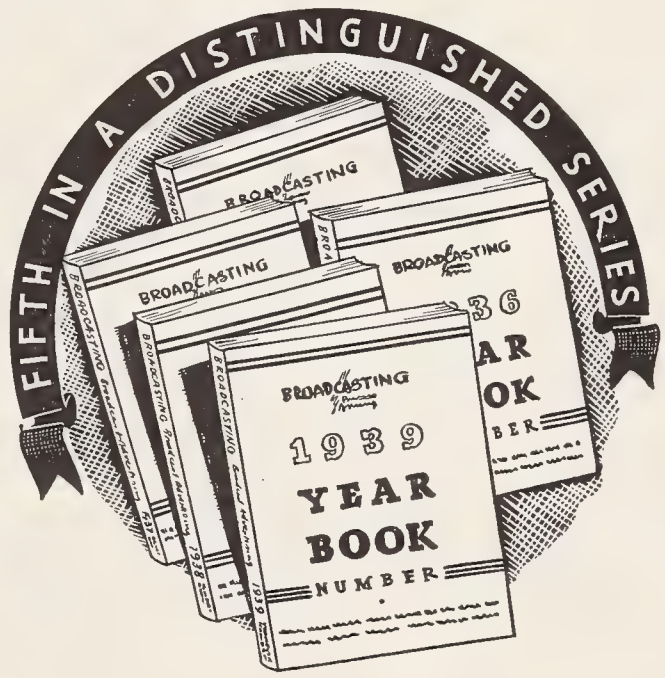
Survey of 1938 business of broadcasting with study of economics of radio.

U. S. and Canadian radio stations and personnel listed by states, frequencies, call letters.

Newspaper ownership of radio stations.

Network rates and personnel.

Directory of station representatives.



Census of radio homes by counties, with urban and rural analyses.

1938 program popularity survey.

Directory of advertising agencies handling radio accounts.

Directory of transcription, recording, talent services.

Status of new stations authorized in 1938.

Log of broadcasting stations of world, listed by countries and showing whether commercials are carried.

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Clip this and get (1) BROADCASTING Magazine twice a month (2) big 1939 YEARBOOK Number!

Is the Local Station Really Local?

Yes, and Then Some, Asserts a Local Defender

By HUGH F. FERGUSON

WFMD, Frederick, Md.

"I WOULD prefer to use small stations, as the small station idea fits into my plan of sales and distribution much better than do the larger stations with chain affiliations. I like their flexibility, the opportunity for localization." How many small station operators wouldn't give their last clean shirt to hear a time-buyer say that!

Well, so help me, one did, in the Jan. 15 issue of this magazine. However, there were no small station representatives flocking to his door, for to the above statement he appended a few *ifs*, *ands* and *buts* apropos what is wrong with the present small-station setup. So here is my reply:

First of all, you say that *the smaller stations are losing their audience . . . that world-known programs and personalities are making the radio audience lose sight of the fact that there are small stations on their dials that should and could give them the entertainment they want.* If that is true, things look black indeed for the little fellow . . . for what good is a radio station without an audience?

So We're Blind!

You go on to say, however, that a careful study has proven to you that at no time of day or night are there programs on all of the larger stations sufficiently interesting and sufficiently broad in appeal, to take all of the potential local listening audience, or, paraphrasing, "you can entertain some of the people some of the time"—and so on. In other words, we of the small stations *do* have a chance . . . there *is* sometime when we might pick up a few listeners *if* we "pipe" what the public wants. Thanks for that much, anyhow!

However, you say that smaller stations do not take advantage of this fact, do *not* pick up that local audience that we might. The fault, you say, lies with the small station owner and the small station program director. They "fail to analyze and appreciate the wants and interest of their own audience." After spending what little money they have, they are "forced to resort to the phonograph programs, or else they use inferior talent and uninteresting programs and drive their audiences to a larger station with a program more general."

You say that what the small station should have, and what you would have, is a small-town newspaperman on their payroll . . . for "he would be able to sense the program desires and news interest of the people which the small station owner must soon decide is his proper audience and the audience which the commercial buyers to whom he can appeal, most desire."

First of all, must you go through a period of apprenticeship on a small-town newspaper before you are able to sense the program desires and news interest of the people you serve in a small station? That's splitting hairs, I know, but, here's the point. Hundreds of small-town stations are without ex-small-town newspapermen on their wage lists *but they do have programs planned to the desires and news interests of the local audience which they serve.*

I work for a small station, an average one, one that has all those things you're looking for in a small-town station, and I've seen enough of others of low power to know whereof I speak. Examples? Yes, plenty! By way of "local" programs, a *Town Crier* announces, for 15 minutes across the board, "items of civic and community interest, made free of charge", with church suppers, revivals, family reunions, carnivals, bingo parties and so on thrown in.

Civic clubs, schools, veterans organizations and fraternal orders all have regular broadcast periods —daily, three half-hour shows with good local talent, plus one 2½-hour show in the morning provide opportunities for playing requested music, announcing birthdays and anniversaries, memories of so-and-so who died such and such many years ago—all the reasons anyone could think of for requesting music. Does that bring in the mail? Sure! Any small station can show you mail counts galore.

Whose Weather!

Other examples? All right! Inclement weather comes along. The average small station doesn't care what a news service has to say about the weather in Hoboken or Kalamazoo, or any other remote point outside its service area. Rather, it calls the local branch of the Weather Bureau, finds out what it's like and what it's going to be like in its part of the country. It calls the State police to get information about road conditions, and keeps broadcasting bulletins as conditions change.

More? Well, the *Farm Friends* program takes the air with news of the local markets, prices, surpluses or shortages, etc. The latest Government farm aids are discussed by the farmers themselves in many cases. The county agent offers his ideas about the farm situation in his district. FFA, 4-H and Grange organizations, made up of local boys and girls—and grown-ups, too—share in presenting these programs, with news of their own local work. And added to all this there's music played from a request list big enough for a WPA roll. The local health officer has his regular broadcast periods each week, telling of health conditions, the work being done by the clinics, where free medical aid may be obtained, precautions against disease, etc.

Home Town Stuff

Flossie Homemaker, trained home economist, comes on each day with the proper hints to the housewife, carefully planned according to population types and location. Safety talks by the auto clubs representatives are given a place in the schedule. The WCTU, IOGT, etc., deliver their messages to the listeners. Morning devotional periods, conducted on the rotation system by pastors of *all* the churches in the community, and handled by the ministerial association, are included too. Special events mikes go to "any event of importance in the service area" . . . a boast that's backed up with actual facts.

That's at best, a rather sketchy list of small station programming. We might included things as Mrs. Jones losing her pet mongrel; radio broadcasts its description, eventually finding it for her. Or, the police know a fugitive to be hiding in a certain area. His description is broadcast, with information as to his possible whereabouts—and justice is aided.

Flossie Homemaker comes back for 15 minutes in the afternoon with a line of chatter about Cora Lee's engagement party and Miss Samantha's bridge. News periods contain items of local interest and statewide interest, interspersed with items of national importance. We don't exclude or "ignore" the national figures; if we did we'd drive our audience to the larger stations to find out what's going on outside of town. Rather, we mix the two in the happy medium. Add to this, fire location broadcasts when they happen, meetings, trials and other local items—all giving airings.

You seldom find "small boys" running between the school gym and the radio station with reports of athletic events, but instead, "on the spot" play-by-play accounts of local athletic events of sufficient size and interest to warrant being broadcast. When the local team goes away, a representative goes along.

In other words, everything possible is done to make the small town station a local, community affair, a matter of civic pride—with what result?

Answering as simply as possible, you have an audience. That's what you get from all this, an audience, the ethereal, invisible thing by which every radio station, urban or otherwise, lives. The average small station has a morgue full of "thank-you" letters from various local organizations, citations from veterans groups, chambers of commerce . . . churches, schools, etc.

That's what you wanted, wasn't it? That was the ideal you set up for the small station, wasn't it?

You say you would have a dozen local tie-ups for every one of these programs. Swell, say we, but you'll find the small-station has already done that.

But you also say, "If I owned a small station, I would be satisfied to have it remain a small station, but I would insist that it make money for me". Elementary! The fellow who sells papers on the corner wouldn't be content to stand there each day if he didn't make money. So let's look at this money-making business from the small station angle.

Making Ends Meet

The small station owner or manager has two alternatives—one, to let his local business meet expenses, payroll, etc., while the national business is "gravy". The other is of course the reverse, though the former course is chosen in a majority of cases.

So here you are! In a small town, at local station rates, it takes an awful lot on the commercial side to meet the expenses involved. Raise the rates, did you say? Try it for a while, and then try to sell. You'll find the small time merchant a lot more careful of his dollar than the big-town department store advertising manager. The result is, you make a little money above expenses from local rates—not much, it is true, but, a little. So now for the "gravy". You know you have programs, tried, tested and true. So you take them out and sell them—pardon me, you *try* to sell them. You flood agencies with reams of copy, promotion pieces, program material. You send representatives to camp on the doors of the time-buyers

And what happens? You pester and pester. You *know* you can sell for them, how about a chance? All right. The I Know It All agency decides to run a "test" on your station. It sends down a custom-made "professionally produced" program.

You protest: "But we've got programs of our own. We *know* that these programs are good.—We've got mail counts, telephone surveys, testimonials, to prove it".

But it's all in vain. You run the

(*Continued on page 57*)

TAKE Emerson Brewer, for example? If he owned a small radio station—well, things'd be a lot different. Mr. Ferguson takes Mr. Brewer and tries to make a horrible example of him by picking his piece to pieces and pointing out that local stations already are doing most of the things advocated in the Brewer article, which appeared in the Jan. 15 BROADCASTING. The Ferguson reply is an eloquent statement of the small station's case. You get the definite impression from Mr. Ferguson that small stations have given a certain amount of thought to their problems, an impression not essentially prominent in the provocative views outlined by Mr. Brewer in his article.

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1939 *A Pageant of The Pacific* 1939

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December 29, 1938.
Air.

Associated Recorded Program Service,
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New York, New York.

ATTENTION: MR. M. E. TOMPKINS.

My dear Tompkins:

I am happy to enclose a contract which will make the Associated Recorded Program Service the official electrically transcribed Library to be used during the Fair.

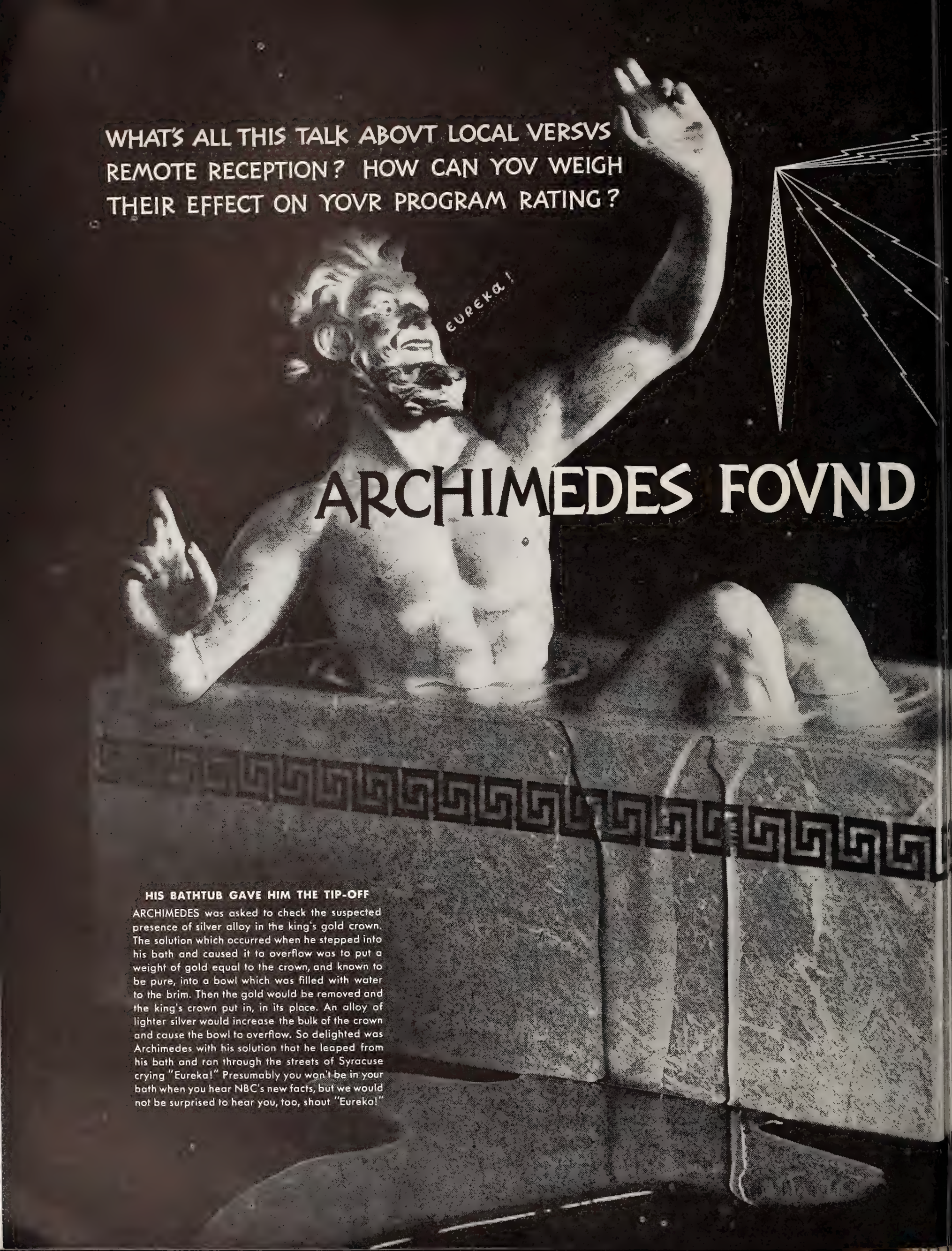
As we have engaged the Goldman Band for a long series of concerts, I am hopeful that we may have in the Library for generous use here an Associated transcription of the Golden Gate International Exposition March that we have commissioned Mr. Goldman to write especially for us.

Very truly yours,

Harris D. H. Connick,
Chief Director.

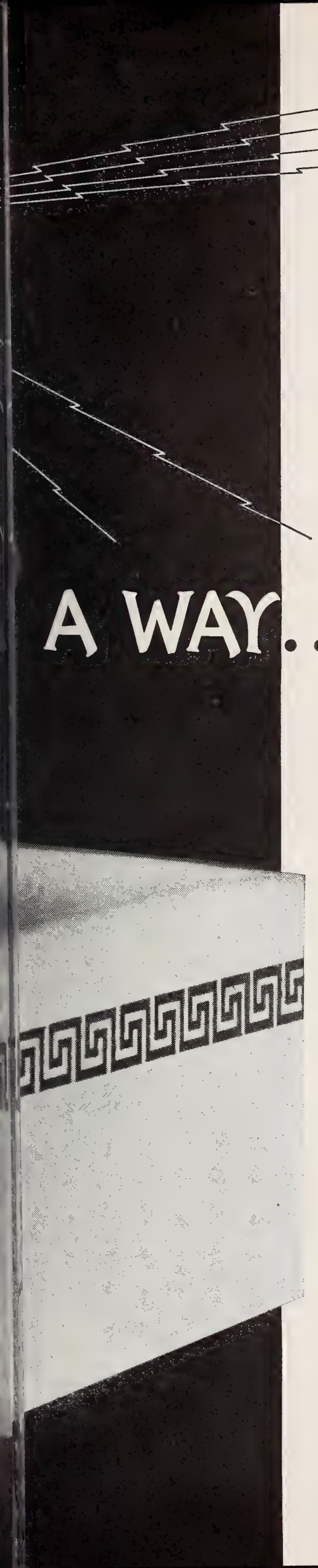
Thanks Mr Connick—
We appreciate the distinction—
and shall record your
Golden Gate Exposition March
with the Goldman Band on
Monday next.
M E T





HIS BATHTUB GAVE HIM THE TIP-OFF

ARCHIMEDES was asked to check the suspected presence of silver alloy in the king's gold crown. The solution which occurred when he stepped into his bath and caused it to overflow was to put a weight of gold equal to the crown, and known to be pure, into a bowl which was filled with water to the brim. Then the gold would be removed and the king's crown put in, in its place. An alloy of lighter silver would increase the bulk of the crown and cause the bowl to overflow. So delighted was Archimedes with his solution that he leaped from his bath and ran through the streets of Syracuse crying "Eureka!" Presumably you won't be in your bath when you hear NBC's new facts, but we would not be surprised to hear you, too, shout "Eureka!"



A WAY...AND SO HAS NBC

Equally direct is NBC's new and simple plan for weighing the worth of radio circulation

NBC has uncovered new facts about radio circulation that go straight to the point of how the *transmission* of your program affects its total audience. They distinguish between local (groundwave) reception and remote (partly skywave) reception, and measure the difference in terms of *regular listening*. Here is a new way to weigh network values that is as simple and direct as Archimedes' famous weight test for the purity of gold in the king's crown.

You have seen many figures based on listening habits in those cities where listener surveys are regularly made. Such information, however, tells the story of only half the circulation. Now we have surveyed *the other half* of the radio audience. For the first time you may weigh your total network circulation, because—in addition to what you already know about big cities—this new NBC survey shows you comparative network circulations in small towns, villages and rural areas.

These new figures also show just why the NBC Red Network gives you more intensive nation-wide circulation than any other network. Any NBC representative will be glad to give you the full story.

Do You Know—

That 50% of all U. S. radio homes—urban and rural—rely on "remote service" from major network stations?

That there are 10,000,000 radio families in the "rural areas of remote reception"?

That the habits and preferences of these 10,000,000 families are not reflected in any studies of city listeners?

That these listeners add a great plus value to Red Network circulation?

That NBC's new survey tells the why and how of all these facts, and what they mean to you? Call NBC for the full story!

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Progress Induced by Patents, Farnsworth Tells Committee

Tells Monopoly Inquiry That U. S. Television Will Be World's Best, Once It Gets Started

PATENT protection encourages invention and offers the only practical insurance that backers of novel scientific ideas will have at least a fighting chance to secure some return on their investment if the ideas prove fruitful, according to Philo T. Farnsworth, vice-president in charge of research of Farnsworth Television Inc., Philadelphia.

Appearing before the Temporary National Economic Committee in Washington Jan. 19, the 32-year-old inventor, who holds basic patents on the electronic television system, traced development of the idea he conceived as a boy of 13 of transmitting images by electronic impulse, using apparatus with no moving parts, to the present when television reception based on that principle of transmission can, as he stated, "hardly be distinguished from what is now seen on motion picture screens."

Mr. Farnsworth also said that although there had been "some repression" in the television field, this has been done only to insure, for the good of the public and the industry, that engineering development will be sound and standardized. Television is not yet on the market because of the tremendous preparation necessary to get regular broadcasting started, receivers manufactured and stations planned, he added, but the RMA Engineering Committee probably will soon ask the FCC's approval of its plans for uniform standards and frequency allocations.

The World's Best

"When television is introduced, we must be very sure that the standard adopted is not one which will freeze the art into a specific form too early," he cautioned. "The only thing holding it back is its own problem in getting going. But once television service is established in the United States, I think it will be a better service than that found elsewhere in the world."

Preceding Mr. Farnsworth before the TNEC, Dr. Frank B. Jewett, president of Bell Laboratories, described his laboratory's development of a "long-life" telephone repeater tube which lasted 50,000 hours, as against 1,000 hours for the former tube, and used only half as much current. This revelation brought questioning from committee members about whether or not the idea was being withheld from radio tube manufacturers and gave rise to the observation widely published in the press that apparently the radio user himself was being deprived of the benefits of such a long-lasting tube.

Mr. Farnsworth explained the situation when he appeared by pointing out that radio users, if they wanted to, could purchase tubes that would last several thousand hours, although he added this might not be a practical move for set owners since receivers rapidly become obsolete and there is no need for a tube that would last much longer than the sets. Failure of manufacturers to market widely a 50,000-hour tube he described as "in no way an attempt to evade a public demand", and since styles of tubes also changed rapidly, requiring a change of tubes on an average of once a year, it was impractical to produce the longer lived product. He said he thought any electrical company could now make the tube, adopted by the Bell System in 1923, since patents on it probably had expired.

Contacted by BROADCASTING in New York after his appearance, Dr. Jewett explained that, although a three-member amplifying tube like that used on the telephone repeater circuits could be adapted for use in radio, it would be impractical since it probably would cost four or five times as much as the ordinary radio tube and outlast the receiver itself "out of all proportion".

A Patent Mixup

Pointing out that his firm holds many of the basic television patents but was not "trying to control the industry", and that it granted no exclusive licenses, made no attempt to fix prices and levied low royalty rates, Mr. Farnsworth said it was not possible to build a television receiver without using others' patents, including Farnsworth, Bell and RCA, all of which are interwoven through the development of the art.

However, he expressed disapproval of compulsory licensing and recommended that the patent procedure be greatly simplified to strengthen the patent monopoly without disturbing the system's basis. "If we had to grant licenses on demand, the value of the patent would be so decreased it wouldn't be worth while getting a patent," he commented.

Television is a simpler problem in Europe, hence its apparent faster development, he said, explaining that while two television stations can offer service covering most of Great Britain, it probably would take 100 or more to cover the United States. Also, with the Government at the head of the industry, development, supply and distribution of television transmitters and receivers have been closely coordinated, as is now being done under private enterprise in the United States. Foreign development of television has been based largely on patents licensed from the United States, he said, and the industry in this country has had a chance to profit by the experience abroad.

Mr. Farnsworth's account of his Alger-like rise against financial and technical obstacles, which he

(*Continued on page 41*)

Scientists Honored

DR. FRANK B. JEWETT, president of the Bell Laboratories, on Jan. 25 was presented the John Fritz Medal, highest honor in the engineering world, at the annual ceremonies of the American Institute of Electrical Engineers. It was bestowed "for vision and leadership in science and for notable achievement in the furtherance of industrial research and development in communication." The Edison Medal, which Dr. Jewett previously had won, was bestowed the same time upon Dr. Douglas C. Jackson, professor emeritus of electrical engineering at Massachusetts Institute of Technology.

FCC Visual Probe May Be Deferred

Test of Public Reaction May Precede Actual Inquiry

A GENERAL hearing on television, to chart its future course, is seen as a possible outgrowth of the action of the FCC last month in appointing a special committee on experimental television.

To the committee (Craven, chairman, Brown and Case), on Jan. 3 was delegated the whole question of television standards and also an application filed by the Milwaukee Journal Co. (WTMJ) for an experimental television station to test public reaction.

The Committee has held informal sessions since its appointment and is understood to be considering a general hearing for the development of full evidence regarding the present status of the experimental visual art. The *Milwaukee Journal* application, seeking to test public reaction to programs rather than technical laboratory development, has raised an entirely new question, since existing rules provide only for the granting of experimental licenses to cover technical experiments.

Another possible course, in lieu of a hearing in the near future, would be to authorize experiments along the lines proposed by WTMJ with a number of other stations perhaps undertaking the same type of visual experimentation. The hearing would be held at some future time, after public reaction has been tested. Thus, there would be program experience also with laboratory results to take into account.

It is not expected the committee will decide its course until existing work has been completed on proposed new rules and regulations covering oral broadcasting. Chairman Craven of the Television Committee has been the central figure in the work of the Superpower Committee, which has been handling the rules.

WITH Charles K. Brown of Los Angeles, Elliott Fisher and Joseph Bigelow of Hollywood named as incorporators, the California Secretary of State in Sacramento has granted a charter for the Television Corporation of America. Firm, to be located in Los Angeles, states it will develop and engage in television.

LORD SELSDON, former British Postmaster-General, who was chairman of the Television Advisory Committee of the British Government which rendered a report in 1935 leading to the public offering of television in London, died Dec. 27 at the age of 61.

Television Termed Cultural Medium

Will Be a Major Educational Vehicle, Declares Mr. Lee

TELEVISION as a major vehicle for cultural and educational benefits is visualized by Thomas S. Lee, president of Don Lee Broadcasting System, Los Angeles, and operator of the West Coast's only television station, W6XAO, located in that city. Recently discussing the scope and possibilities of that medium, he pointed out that thus far, television has been regarded in the same light as motion pictures and radio—just entertainment.



Mr. Lee

"While it is true that the scope of entertainment will undoubtedly be enlarged, the infinite possibilities of television from a purely cultural standpoint have not yet been probed," he said. "The teaching of music by showing the fingering of stringed instruments; the picturing of a great musical conductor in action; the dancing of a master of the ballet, will be brought into the home to enrich the cultural outlook of the average family.

"Works of art will be shown in the process of creation. The finishing touches by the sculptor on a monument; the last brush strokes on a portrait; a lithograph in the interesting process of completion, will be transmitted via the new medium, opening new avenues of thought to the average person."

Nine Years of Television

Mr. Lee declared that Don Lee Broadcasting System pioneered the introduction of television on the West Coast, having started experimental work nine years ago with operation of W6XOA. Although receivers are limited, many educational and cultural features are being televised over that station. Today a steady growing group of "lookers" receive daily and nightly television program from the station in and around Los Angeles, with a radius of 30 miles, he stated. Since inauguration of the station, through constant experimentation and development by television director Harry R. Lubcke and his staff, W6XAO has undergone a steady process of growth and improvement. He further stated that innovations in lighting and engineering have been perfected, and many valuable patents are owned by the company, one of which was recently purchased by RCA, with Don Lee Broadcasting System retaining manufacturing rights.

Don Lee Broadcasting System has started a weekly half-hour educational televised program for classroom study, which is being released to various Southern California institutions. Hollywood Television Society, in cooperation, has installed receiving sets in the University of Southern California, Los Angeles; Pomona College, Claremont, and Polytechnic high school of Los Angeles and Long Beach for demonstrations. Each week a different subject is televised.

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Ten Years Ago



It is February 1, 1929... **at NBC Headquarters in New York a young announcer, with more than a trace of excitement in his voice, speaks to the audience of the 30-station NBC Network: "NBC today brings you a surprise... a program coming to you by short wave direct from England!"**

Following this startling announcement, listeners of ten years ago were amazed to hear part of a symphony concert coming into their homes right from London's famous Queen's Hall, via BBC Station 5SW, Chelmsford, England. It was a great event—heralded by newspapers from Maine to Mexico as an outstanding achievement. Millions spoke of it in awed tones. It was NEWS!

But the news of a decade ago has become the nation's news servant of today. For since that first short wave broadcast of 1929—covering 3300 miles—NBC has brought listeners on-the-spot short wave broadcasts in ever-increasing number (556 of them in 1938)—and from such far-away lands as Kenya, Egypt, Tunisia, Russia, Greenland, Australia, Canton Island, and countless others. As many as 9800 miles have been spanned by radio.

NBC takes pride in the great public service its short wave pick-ups perform. For this is another of its many services that make life as we know it today fuller, happier, and more thoroughly informative than ever before!

Short Wave was *News* Today it *Supplies* News!

NBC Short Wave Pick-ups Write History in the Skies!



ADVENTURE... in 1937, one of the history-making NBC short wave pick-ups came from the distant South Seas. NBC sent Announcer George Hicks, Engineers Walter R. Brown and Marvin Adams 7000 miles to Canton Island, where in the tropic heat they painted a vivid 15-minute word picture of the longest total eclipse in 1200 years.

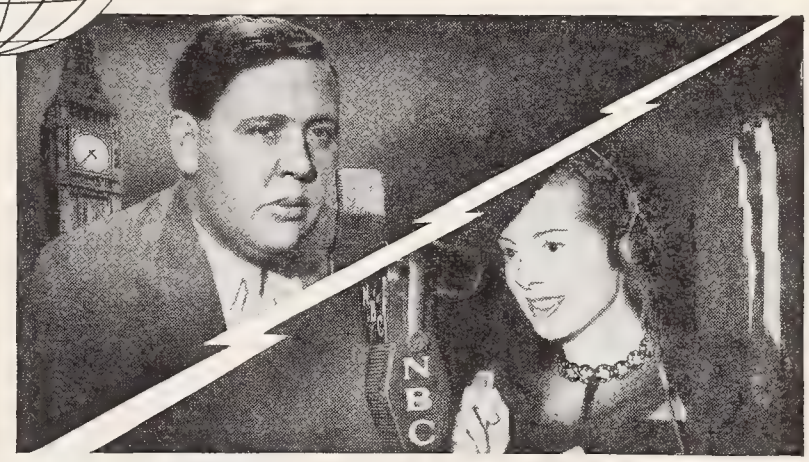


THRILLS... last year one of NBC's 556 short wave pick-ups brought the thrill of exploration to millions of listeners in the United States, when, for the first time Dragomen, Arabs and Egyptologists broadcast from the base of the Gizeh Pyramid in Egypt—and from within the tomb of Cheops.

NBC Short Wave Service



NEWS... one of the greatest public services performed by NBC occurred in 1938 when Europe, nearly torn asunder by threats of war, tottered on the brink of world-wide catastrophe. And via short wave, NBC brought America's millions the news as it happened, through eye-witness, first-hand accounts—keeping the radio listeners of this country better informed about conditions "over there" than the Europeans themselves.



ENTERTAINMENT... only recently a short wave "stunt" was performed with such accuracy and smoothness that millions who heard it were not aware of it. Charles Laughton and Elsa Lanchester... stars of Paramount's "The Beachcomber"... were separated by the Atlantic Ocean. But with one in NBC's New York studios and the other in London—they enacted scenes from their picture—without a flaw!

National Broadcasting Company

THE WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service

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Booms and Bumps

THOSE upward gyrations of broadcasting's business barometer, which have seen each year's revenues jump a score or more percentage points, are relics of a somewhat reckless past. If any proof is needed, we provide it in this issue ir which the 1938 dollar volume of the industry is recapitulated from the complete data published in our 1939 *Yearbook Number.*

Most significant is the fact that the rate of gain in gross over preceding years has decelerated—amounting to only 4.2% over 1937. And 1937 was 19% ahead of 1936.

This, beyond question, reveals that the business curve has flattened out—that broadcasting, after some 18 years of constant, determined development, has struck a normal business groove. The ratio of increase, while small percentage-wise, nevertheless should not be taken too lightly, because other media, for the most part, showed definite losses, due to the tendency of accounts to play things rather close to the belt last year.

While this sign is a healthy one, there are other trends reflected in the 1938 analysis which certainly should give all those engaged in the business of broadcasting some pause. One glaring disclosure is that of the concentration of network sponsorship in a few product categories. Another is the ever-increasing overhead factor, tending to close the gap between gross income and net profit.

During 1938, tobacco, food, drug, cosmetic and laundry soap products accounted for some 80% of network volume—a jump of nearly 9% over 1937. That clearly indicates that in network broadcasting, at any rate, the field of sponsorship has narrowed rather than widened. Of course, the strike-ridden automotive field, gas, oil and accessories included—almost blacked out of the sponsorship picture last year—is coming back strong. Nevertheless, the cold figures demonstrate the need of attacting new commodity and service groups lest broadcasting become dependent upon a small group of industry-buyers.

Spot, both national and local, outpaced network in 1938 percentage of gain, indicating a better sales and promotional job. And when national business slumped, stations found they could tap their local merchants to a greater extent than before, all but making up the national losses.

Broadcasters and their customers are coming to the saner realization that radio is a business that must be operated by businessmen. The first responsibility, obviously, is public service in an art possessed of such ubiquity. But the revenue-bearing portion of the operation must be measured in terms of dollars received for dollars spent, with a reasonable return accruing to each participant.

FCC's Three R's

THE QUIZ technique that has all but consumed radio programming appears to have infected the FCC. The staggering volume of questionnaires fired by the FCC at broadcasters, station stockholders and sundry groups, for this "study" or that, has practically reduced the business of running a station to a bedlam of bookkeeping—particularly for the smaller fellows.

Why this surge of activity? Granted that the Commission, properly to fulfill its mandate of policing, should have basic data. But should it go to ridiculous extremes in seeking to tap innermost phases of station affairs, under arbitrary time limits, and without giving its reasons? It is relying on strictly legalistic interpretations of the law, which provides for determination of the financial responsibility of licensees, in going after information which, from where we sit, can't conceivably have any bearing on the degree of regulation it is authorized to exercise.

Right or wrong, we have our own idea of the whys and wherefores of the Commission's game of *Information Please* (though it demands rather than entreats). The Commission's Accounting Department, or at least a portion of its members, steeped in public utility principles carried over largely from their days with the Interstate Commerce Commission, find it difficult to divorce broadcasting from common carrier operation. Several members of the Commission itself appear to go along with that philosophy. In any event they seem to be condoning it, despite the definite provision in the law that radio is not a common carrier.

Added to that is the prevailing view among certain of the Commission's more bureaucratic underlings (along with some members) that broadcasting stations are "rolling in dough" acquired by virtue of a government franchise *they* dole out. They go on the theory that radio pays nothing for that privilege. That may be an oversimplification of the sentiment, but we have heard the thought expressed repeatedly. Thus, they conclude, why have any qualms about making broadcasting "put out" in providing any and all information they can conjure up in questionnaire form, even though it may mean keeping more records than City Hall?

These master minds fail to consider the plight of smaller station owners, most of whom are hard put to meet payrolls. The licensees that can least afford it are placed on the spot—not the networks and the larger units with ample personnel and legal advice, though they too have justifiable cause for complaint.

There will be more questionnaires—one covering 1938 business, employment and programs practically duplicating that of 1937—shortly to issue from the FCC. Unless the tide is checked by conference and rule of reason, broadcasters may find themselves in the bookkeeping business primarily, with station operation a secondary consideration.

Those Three R's we mentioned—they might denote "Regulation running riot".

Audible Journalism

SO COLUMBIA University's School of Journalism is at last going to institute a course in radio news handling—and with a practical and active radio man in charge! We should be gratified except that several score other schools of perhaps lesser renown have offered such courses for some time.

Dean Ackerman's famed institution, with which the annual Pulitzer journalism prizes are closely identified, has for all the years of radio's rise been noted for its rather aloof and deprecatory attitude towards "audible journalism", probably reflecting the sentiment of the Old Guard of printed journalism which hates or fears progress and change. Now it belatedly admits that "the essence of journalism is communication" and that its courses of study therefore "must be more and more closely related to all the new technical developments in journalism as they come into general use."

Possibly the fact that the Pulitzer School's founder, Joseph Pulitzer the elder, left a legacy of foresightedness to his son, publisher of the *St. Louis Post-Dispatch,* which operates a radio station and is taking a leading position in facsimile development, had something to do with the decision. In any event we welcome the awakening of Columbia University to the fact that radio *does* partake of the elements of journalism and *is* "a medium of information and knowledge" which must be recognized even by the hierarchy of American educational institutions.

The RADIO BOOK SHELF

UNDER the title *Radio and the Rights of Religion,* two articles by Edward J. Heffron, executive secretary of the National Council of Catholic Men, are printed in pamphlet form (obtainable at the Council's office, 1312 Massachusetts Ave., N. W., Washington). The articles, originally appeared in the magazines *Catholic Action,* and *Columbia.* The first article is general in nature; the second discusses free speech and its relation to the Judge Rutherford broadcasts.

We Pay Our Respects To —



JOHN CASTON McCORMACK

JACK McCORMACK was only 22 years old when he became manager of Station KTBS in Shreveport. He is only 29 today—one of the youngest station managers in the business—though he looks at least a half-dozen years older. Those who come into even cursory contact with him will attest that he possesses an acumen far beyond his years.

Tall, fair, handsome, Jack McCormack is one of those modest young chaps who talks very little about himself, indeed talks very little at all. His modesty belies his achievements in radio in the short span of eight years since he joined KTBS on Feb. 1, 1931. The esteem of his fellow citizens in Shreveport, his colleagues in radio and his staff bespeak more than can be written about him.

Born April 7, 1909, at Jackson, La., Jack McCormack went to high school in nearby Franklin and to college at Centenary in Shreveport and Southwestern Institute in Lafayette. He left the campus to take a job as a chemist with a sugar laboratory in Cuba. That was in 1928. Then he came back to Shreveport, now regarded as his home town, to go into the retail radio business. That occupied three years, one of which was taken up in traveling among Crosley distributors.

In 1931 the then management of KTBS, owned by a group of local citizens, offered him a post on the commercial staff. Five months later he was promoted to general manager. When in October 1934 John Ewing, publisher of the *Shreveport Times*, bought the station, he was continued as manager. Six months later Mr. Ewing added KWKH, purchased from the remnants of "Hello World" Henderson's domain, and put Jack McCormack in charge of that station also.

Jack said he knew nothing about radio when he went into the broadcasting field beyond what he had learned while selling sets. When he joined KTBS it had only seven employes; today the payroll of the two stations numbers 44. Their growth and success may be attributed largely to his leadership, though he insists it is the rich Shreveport market that sells itself. The fact that national business on both stations has steadily gone up, not even receding during the recent business slump, he attributes to Shreveport's strategic position in the center of the area that produces 20% of the nation's oil wealth.

Having literally grown up with radio, Jack McCormack regards it as his hobby as well as profession. He loves the game. He likes particularly the fact that the management of two major stations, both network outlets, places him in a position to extol continuously the merits of that portion of the Southland in which he was born, raised and found his life's work. He is one of Shreveport's leading citizens as well as one of the South's most popular radio personalities.

Best evidence of his character is the high regard in which his staff (one of whom furnished most of the data for this sketch) hold him. Always friendly, he is looked upon by them more as a partner than as boss. The entire operation of the two stations is left in his hands by Mr. Ewing, and it was under his guidance that the two stations joined the networks—KTBS linking with NBC in 1932 and KWKH with CBS in 1934. The fact that two network outlets operate under the same roof has never led to difficulties with either network.

He married Miriam Huff on Aug. 6, 1929. They have a son, John C. Jr., 3½. In his spare moments he may often be found aboard his 36-foot cruiser on Caddo Lake, near Shreveport.

MOTION of WFIL, Philadelphia, for dismissal of the $50,000 damage suit against it by Donald Withycomb, was referred to a referee by Justice Murray Hulbert of the U. S. District Court in New York on Jan. 19, for a decision on the question of jurisdiction. The Withycomb suit, charging breach of contract, was filed in New York and WFIL maintains that since it does not do business in New York the suit is out of order.

Personal NOTES

H. T. (Ted) ENNS, formerly of Cramer-Krasselt Co., Milwaukee, has been named head of national and regional business for the Iowa Broadcasting System. (KSO-KRNT, Des Moines, and WMT, Cedar Rapids). Hayden Evans, formerly in the magazine field and with NBC sales in Chicago, has been named commercial manager of WNAX, Yankton, S. D., owned by the same interests.

VICTOR VAN DER LINDE, NBC general sales counsel, underwent a second operation on his hip, Jan. 23. The hip, fractured when he fell while bowling nearly a year ago, failed to knit properly, necessitating the second operation.

ED CUNNIFF, formerly of KFAB, Lincoln, Neb., and more recently with William G. Rambeau & Co., Chicago, has been named manager of WHBL, Sheboygan, Wis.

GEORGE HARM, president of KARM, Fresno, Cal., after a New York business trip, has returned to the West Coast.

HARRY R. CROW, auditor of WJSV, Washington, is the father of a 7-pound boy born Jan. 13.

A. J. ABRAMS, formerly in the wholesale drug business, has joined the sales staff of WWL, New Orleans.

FRANK M. McKELLER, formerly account executive of KHJ, Los Angeles, has been named general sales manager of the local Down Town Shopping News Corp.

DELMAR BRADLEY has returned to the sales department of WAPI, Birmingham, after a long illness.

JOHN CHILES, formerly in the newspaper field in the Midwest, has joined the sales and merchandising staff of KYA, San Francsico.

BILL HYLAN, new salesman of the New York staff of CBS Radio Sales spot division, spent a week in Chicago in January studying local station operation in WBBM's studios.

BYRON MILLS, chief of the continuity acceptance department at the NBC San Francisco studios, is recovering from an appendectomy.

ARTHUR J. KEMP, CBS Pacific Coast sales manager, left Hollywood Jan. 27 on a six weeks business trip to Chicago and New York during which he will contact agencies.

HYLA KICZALES, general manager of WOV-WBIL, New York, and WPEN, Philadelphia, has been appointed to the World's Fair advisory committee on radio, comprising network and station executives under chairmanship of Alfred J. McCosker, president of WOR, Newark, to function with Dr. John S. Young, director of radio for the Fair.

NILES TRAMMELL, NBC executive vice-president, after ten days in Hollywood for conferences with Don E. Gilman, western division vice-president, has returned to his New York headquarters.

FRANK QUINN, formerly with KLZ, Denver, has been appointed manager of KOB, Albuquerque, N. M., succeeding C. L. Eanes.

HALE BONDURANT, sales manager of WHO, Des Moines, has returned to his office, although using crutches while still recovering from a fractured leg, along with Harold Fulton, WHO merchandising manager, who has recovered from an attack of streptococcic pneumonia.

FRANK SHEEHAN, formerly with a Southern California oil company and new to radio, has joined the sales staff of KOMO-KJR, Seattle.

VIRG REAMES, formerly of the *Kansas City Star*, and Joseph R. Matthews, formerly local sales manager of KITE, Kansas City, have joined the sales department of KMBC, Kansas City.

JOYCE HARRIS has been made acting head of NBC's New York personnel division while Dwight G. Wallace, personnel manager, is on leave of absence to take charge of coordinating the exhibits in the RCA Building at the New York World's Fair.

DR. JAMES ROWLAND ANGELL, educational counsellor of NBC, spoke Jan. 24 on "Radio in Education" at the Hotchkiss School Alumni Assn. in New York.

SAMUEL CHOTZINOFF, music editor of the *New York Post*, has been appointed director of serious music for NBC and will take up that post on Feb. 1. Mr. Chotzinoff has had a long career in music as artist, writer and critic.

GUY HICKOK, NBC director of international programs, was in St. Louis Jan. 19 to address the Foreign Trade Bureau of the St. Louis Chamber of Commerce, following which he was interviewed over KSD by Frank Eschen, program director.

NAOMI REYNOLDS, formerly co-owner of KLZ, Denver, is conducting a weekly quarter-hour program, *Let's Talk Music*, on KNX, Hollywood.

JAMES NEALE has been named director of the new NBC-Chicago sales traffic division, and will handle details for network, spot and local sales. Floyd Van Etten has been named his assistant.

LENOX R. LOHR, NBC president, recently was named head of a special committee to develop ideas for the amusement area of the New York World's Fair.

TOM RIGGS, formerly of the *East St. Louis Journal*, has joined the sales staff of WTMV, East St. Louis.

HARRY RUNYON, formerly with KGW, Portland, Ore., is now sales manager of KFJI, Klamath Falls, Ore.

Burnside Heads Radio Sales for Westinghouse

C. J. BURNSIDE, formerly manager of radio engineering of the Westinghouse E. & M. Co., has been appointed manager of radio sales, it was announced Jan. 22 by Walter Evans, manager of the company's radio division at Baltimore. He is succeeded by Donald G. Little, former chief engineer of the radio engineering department. John W. McNair, formerly assistant to the works manager of the Westinghouse merchandising division at Mansfield, O., has been named assistant manager of the radio division.

Mr. Burnside's engineering achievements have included design work and consultation for the installation of the country's most powerful transmission station of 500,000 watts at Cincinnati and the 1RO broadcast station at Rome. He is a native of Des Moines and was graduated in science and engineering from the South Dakota State School of Mines. He has been associated with Westinghouse since 1924.

Mr. Little, 46, is a native of Kalamazoo, Mich., and a graduate of the University of Michigan. Joining Westinghouse in 1919, he assisted Dr. Frank Conrad in designing, manufacturing, installing and operating the original Westinghouse stations KDKA, WBZ, WJZ, and the later station for KDKA.

BEHIND the MIKE

ARTHUR REILLY, formerly the *Globe Trotter* of the *Washington Herald*, recently with WCHS, Charleston, W. Va., has returned to Washington to join WOL as news commentator, sponsored by the local Aristo Cleaners. On Jan. 21 he began a 10-day personal appearance at the local Keith Theatre.

JACK STARR, sports announcer of KMBC, Kansas City, has been awarded the Leisy Brewing Co. radio contract for a 52-week sports review, Mondays through Saturdays, beginning Jan. 30, on WTAM, Cleveland. After auditioning and interviewing a number of well-known sportscasters, executives of the Leisy Co. and their advertising agency, Fuller & Smith & Ross, selected him.

STANLEY BABINGTON, formerly with WHK, Cleveland, WJW, Akron and WSPD, Toledo, has joined WSMK, Dayton, as program director, replacing Helen Blue.

DOROTHY GORDON, children's program authority heard on WOR-Mutual thrice-weekly with a program series of folktales and folktunes, has written a new book for juveniles, *Ti ri li, Come to France*, released this week by American Book Co. Another of Miss Gordon's volumes is to be published next month.

JON SLOTT, Hollywood writer, has joined the CBS *Campbell Playhouse* with Orson Welles, sponsored by Campbell Soup Co. He is now in New York.

WALTER HAASE, studio manager of WDRC, Hartford, Conn., addressed the Storrs Dramatic Club at Connecticut State College Jan. 16.

LEE KIRBY, announcer of WBT, Charlotte, recently was presented the keys to the City of Charlotte by Mayor Ben Douglas during the *Man On the Street* program Kirby has been handling during the last two years.

MAC McALLISTER is new chief announcer of KGVO, Missoula, Mont.

BILL BEAL, announcer and continuity writer of KDKA, Pittsburgh, is to marry Cynthia Cate, of Pittsburgh, late in the spring. Beal also has been named KDKA continuity chief, effective Feb. 1, by Manager Sherman Gregory.

RHEA DIAMOND has resigned from the publicity staff of WMCA, New York, effective Feb. 3, to devote herself to domestic duties.

PAUL BRENNER, announcer for WNEW, New York, has been selected by Sherman K. Ellis & Co., New York, to handle the announcing on WJZ, New York, for the *Jane Arden* serial program, sponsored by Ward Baking Co., New York, on NBC-Blue.

MARTIN BLOCK, conductor of *Make Believe Ballroom* on WNEW, New York, is under contract to write songs for Irving Berlin music publishers.

EDDY RICHMOND, recently of KGCX, Wolf Point, Mont., has joined KID, Idaho Falls. Henry Maggini has taken his place at KGCX.

GORDON WILCOX, formerly of WBRK, Pittsfield, Mass., has joined the announcing staff of WTIC, Hartford.

CAROLINE GRIFFITH, formerly with retail stores in Seattle, recently was added to the continuity department at KIRO, Seattle.

HAL WOLF, sportscaster, has been named special events director of KJR, Seattle.

WAYNE SHORT, announcer of KSD, St. Louis, whose hobby is bird study and who is St. Louis regional director of the Audubon Society, has been elected president of the St. Louis Bird Club.

J. FOSTER, of WICC, Bridgeport, Conn., is the father of an 8 lb. son, born recently.

DAVE TAYLOR, formerly of WHBY, Green Bay, Wis., and WKBH, La-Crosse, has joined WBIG, Greensboro, N. C.

FRED G. WILLIAMS, Hollywood, and Arthur Stander, Chicago, have been signed to work on script of the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

BARRY KING, formerly of KFAB, Lincoln, where he was heard as J. B. Lake, has joined KMBC, Kansas City, as announcer and sportscaster.

L. R. KIRK, formerly with KAST, Astoria, Ore., recently joined KXL, Portland, Ore.

ANNE HARRISON, new to radio, has been appointed publicity director and office manager of KFVD, Los Angeles, succeeding Cecila Brady who resigned to teach school.

RICHARD VAN TASSEL DES ANTELS, formerly of KTSM, El Paso, Tex., has joined KFAC, Los Angeles, as continuity writer.

HAROLD STROMWALL has joined the announcing staff of KFAM, St. Cloud, Minn.

MRS. EMMET FITZGERALD, formerly secretary to Hale Bondurant, sales manager of WHO, Des Moines, is the mother of a boy born Jan. 9.

GARY BRECKNER, CBS Hollywood announcer, is collaborating with Karl Galbraith in writing *The Hot Shot Kid* new race tract serial now running in the *Los Angeles Evening News*.

MARY MERRIMAN, of the program department of WSYR, Syracuse, is to speak on the possibilities and development of children's programs at a meeting of the Federation of Women's Clubs Feb. 9 in Hotel Syracuse. General discussion of children's radio programs is the principal purpose of the meeting.

DAVID MILLER, announcer of WMCA, New York, is to marry Denise Parker, radio actress, Feb. 18.

ELLIOT GROSS, newspaperman, has joined the announcing staff of WFMD, Frederick, Md.

CHARLES KINGSLEY Jr., formerly production manager of KYOS, Merced, Cal., has been named production manager of KHUB, Watsonville, Cal., and Jack Wagner appointed chief announcer.

HAROLD BEAN, formerly of WMBD, Peoria, Ill., has joined the production staff of NBC-Chicago as a director specializing in musical programs.

ARTHUR KAHN has been added to the NBC Hollywood musical conductors staff. He has been assigned to the Thursday night *Modern Melodies* program on NBC-Red .

SYD CORNELL and Wendell Niles, Hollywood writers, have been added to the scripting staff of the CBS *Joe Penner Show*, sponsored by General Foods Corp. for Huskies.

VICTOR MILLER, musical director of WSYR, Syracuse, will be guest soloist March 9 during a spring season concert of the Syracuse Symphony Orchestra.

LEONARD COE, formerly of the sales department of KFRO, Longview, Tex., has joined KLRA, Little Rock, Ark. He is succeeded by Charles Boyd. Frank Holloway, formerly of KRIC, Beaumont, has joined the announcing staff of KGKL, San Angelo.



THE prize fighter and the lady met in gentle combat recently in a Denver hotel when Tony Canzoneri donned gloves with Wauhillau La Hay, woman commentator of KLZ, with Charlie Inglis, KLZ sports announcer, as referee. Miss La Hay later broadcast an account of her fistic experience.

A Radio Ship

F. WELLINGTON MORSE, production manager of KLS, Oakland, has designed and built a three-foot model steamer, which is radio-controlled. His demonstrations with the model in city parks in Oakland and San Francisco recently have amazed onlookers. Morse stands on the shore and through his midget instrument panel transmits signals to a relay on the small gasoline propelled ship. The relay operates the steering mechanism and Morse is at liberty to decide the vessel's course merely by manipulating the small panel on shore.

IRA BLUE, sportscaster and commentator at NBC, San Francisco, is back on the air, following a long absence while recovering from a hip fracture. He appears before the microphone on crutches.

JOHN BRIGGS, formerly with the publicity firm of Constance Hope Associates, New York, recently joined the NBC press division to specialize in writing music stories.

JACK MARK, formerly radio columnist for *American Jewish Life*, recently joined WLTH, Brooklyn, as publicity director.

BILL BROWN, formerly a CBS page boy, recently was promoted to the network's sound effects department.

J. HOWARD PYLE, program director of KTAR, Phoenix, recently made his seventh appearance before a local service club, speaking on "The Other Side of Radio".

DALE DARR, formerly of KOIL, Omaha, has rejoined KLUF, Galveston, Tex., to do special events and commercial work.

LAYMAN CAMERON, formerly of KWK, St. Louis, has joined the announcing staff of WOAI, San Antonio.

GLAN HEISCH, program manager of KFI-KECA, Los Angeles, is the father of a 6½ pound girl, born Jan. 23.

HENRY DUPRE, of WWL, New Orleans, has been named official master of ceremonies for the Mardi Gras parade Feb. 18.

BETTY JEAN LENNART, who heads the *Sunshine Club* on KRNT, Des Moines, and Ray Bates, engineer, were married Jan. 21 in the hospital room of Vivian Brown, a club member who has been bedridden for several years and received hospitalization through the efforts of Miss Lennart.

ROBERT M. HAFTER, CBS Chicago production manager, accompanied by his wife, is in Hollywood on a combined business and pleasure trip. Mrs. Hafter played Kitty O'Neil in *Laughing Lady* on the NBC-Red network *Avalon Time* program.

BOB MOON, formerly of KOIL, Omaha, has joined KMTR, Hollywood, as special events announcer.

ROLAND PETERSON, formerly of the promotion department of KSO-KRNT, Des Moines, has joined WNAX, Yankton.

BOB LONGSTREET, program director and chief announcer of WFMD, Frederick, Md., recently was named commercial supervisor of the station.

BOB BECKER, free-lance announcer, on Jan. 23 joined the announcing staff of WNEW, New York.

DAVE CHAPMAN has been placed in charge of sports broadcasts by KCKN, Kansas City, Kan.

LIONEL RICAU, announcer of WWL, New Orleans, has returned from a months leave of absence during which he attended classes in New York on radio dialogue, English and music appreciation. During his absence Al Godwin, formerly connected with WLW Cincinnati, held down his duties.

BOB HANSON, formerly of WHBL, Sheboyban, Wis., has joined the announcing staff of WKBB, Dubuque, Ia., where he succeeds Bill Sears, who has joined KFBK, Sacramento, Cal.

HAL BURNETT, public relations director of WBBM, Chicago, addressed the Northwestern U. radio survey classes Jan. 24 on "Radio's Public Responsibility". The classes are conducted by Parker Wheatley, of the University Broadcasting Council.

DAVE BRADLEY, formerly manager of Freddie Martin's Orchestra, has joined the KYA, San Francisco, production staff.

TOM JONES, producer at KYA, San Francisco, suffered from the effects of smoke recently when fire engulfed his hotel in the early morning hours. One person was killed and twelve were injured in the same blaze.

BEN BEZOFF, news editor of WKY, Oklahoma City, law student at Oklahoma U., was recently named president of Zeta Sigma legal fraternity at the University.

Heads WLW-WSAI Press

CECIL CARMICHAEL, press relations director of WKRC, Cincinnati, on Jan. 20 was named director of press relations of WLW and WSAI by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Carmichael took over his duties Jan. 23 after having been associated with the CBS-owned WKRC for about a year. Prior to that he was with WBT, Charlotte, also owned by CBS, and with the United Press. He succeeds Bill Bailey, recently designated supervising editor of the WLW-WSAI News Room. In addition to WLW and WSAI, Mr. Carmichael will handle publicity activities of all other Crosley broadcasting operations, including the new 50,000 watt W8XAL, international station, and its ultra-high frequency and facsimile experimental activity.

MRS. SYLVIA WARNOW, wife of Mark Warnow, the CBS musical director, died Jan. 12 in Miami Beach following an illness of several weeks. Surviving are her husband and three children.

FRANK C. CHAMBERLAIN, former continuity writer on the staff of KROW, Oakland, Cali., died recently from the effects of an intestinal ailment. He was 31.

Medical Warning Is Issued by FCC

Stations Are Deemed Liable In KMPC Renewal Ruling

RENEWED expression that the FCC proposes to hold stations strictly accountable for commercial programs making fraudulent claims "concerning the treatment of human disease and misery", was pronounced by the regulatory agency in a decision Jan. 16 renewing the license of KMPC, Beverly Hills, Cal.

In its written opinion, the Commission stated the station, among other things, had been cited because of announcements "of doubtful public interest" made over its facilities concerning the Basic Science Institute and the Samaritan Institute. The station's license was renewed, however, because it was shown that the management of the station had completely changed and that the programs had long since been discontinued. Moreover, it found that the station now is rendering a satisfactory public service and that periods of time are devoted regularly to broadcasting of sustaining programs of a civic and cultural nature.

Violations of Law

In dealing with questionable medicals, however, the FCC stated that in the case of Basic Science Institute, it was ascertained it was a chiropractic organization and that the chief member of its staff in 1935 had been identified with another similar organization. He had been arrested, tried and found guilty of violating the California State Medical Act. It brought out also that in 1935, in renewing the KMPC license, the Commission had condemned the part played by the station in promulgating the schemes of the Alhambra Electronic Institute, with which the chief member of Basic Science was identified.

"Assuming the propriety of one advertising his skill in the diagnosis and treatment of human ills, certainly stations should carefully investigate this and similar enterprises to which they are requested to lend their facilities in foisting upon the public representations and claims concerning the treatment of human disease and misery," the Commission opinion stated. "It is enough that advertising continuity of such character be offered a station to cause it to carefully scrutinize the same, as well as to thoroughly investigate the particular scheme to be presented."

Regarding the Samaritan Institute, the Commission said that its broadcast was of doubtful merit in the public service. It limited its representations to a 48-hour treatment for alcoholism.

"As to this scheme," said the Commission, "investigation reveals that said Institute has in its service certain persons who were engaged in the practice of medicine without a license therefor, and that several individuals who have subjected themselves to the treatment offered have, as a result thereof, suffered serious physical consequences. This program, similar in its general character to the one heretofore discussed, was not in the public interest. This program also has been discontinued."

CROWDED POLITICAL CALENDAR

For Montana as KGIR-KPFA and Z-Bar Net Go in For Extensive Legislative Coverage

POLITICAL news recently struck renewed emphasis in the schedules of KGIR-KPFA, Butte-Helena, and the Z-Bar Net, starting with the Jan. 3 broadcast of the Governor's message to the State Legislature in Helena, with every station in Montana connected to the Z-Bar Net for the program. Following up this angle, KGIR-KPFA has arranged several news and educational series on political developments.

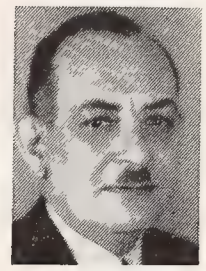
A weekly forum, with members of the Legislature taking part, is broadcast from the Governor's reception room in the Capitol. Handled by KGIR-KPFA, the feature is also fed to KFBB, Great Falls, KGVO, Missoula, and KGEZ, Kalispell. The first broadcast, directed by Barclay Craighead, veteran in state and national politics, was opened by Lt. Gov. Hugh Adair and other leaders of the State House and Senate.

Another series, heard nightly on KGIR-KPFA while the Legislature is in session, is *What's Happening Under the Capitol Dome,* with K. O. MacPherson reviewing the day's developments and presenting a legislator for his views on particular matters. A different speaker is used each night and none are scheduled more than once during the session.

The Montana Supreme Court is cooperating in a special *Decision Day* series, to start in February, designed to educate school children in the duties and functions of the tribunal. The day-time programs will be directed at pupils during school hours, so they can listen from their classrooms.

Shadwell Promoted

CLAIR SHADWELL, who joined WSAI, Cincinnati Jan. 1, on Jan. 23 was named program director by Dewey H. Long, general manager.



Mr. Shadwell

He has been conducting the every-morning *Bow's Daily Express,* leaving WRC-WMAL, Washington, for the Crosley post. He succeeds Harry Schuler, who has been transferred to the sales department. Michael Hinn, formerly of WWNC, Asheville, N. C., and before that with several midwestern stations, has joined WLW and WSAI as announcer.

GUY EARL, one-time owner of KNX, Hollywood, is now treasurer of the Non-Breakable Lens Co., Beverly Hills, Cal., and is handling its sales and promotion. Company is reported to be preparing for radio advertising.

Nation-Wide Popularity Poll Explains the

LISTENER PREFERENCE

for



in ST. LOUIS

4 of the First 5

Most Popular Radio Entertainers

According to the Motion Picture Daily poll of 600 Radio Editors and Columnists, four of the first five "champions" are on KSD programs—Charlie McCarthy, Jack Benny, Bing Crosby and Fred Allen.

BASIC NBC RED NETWORK

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

FCC Is Cautioned To Avoid Duress

Civil Liberties Union Raps Statements in Speeches

PUBLIC statements by any member of the FCC, which may "exercise duress" on radio stations, are taken to task by the American Civil Liberties Union which on Jan. 17 dispatched a letter to all FCC members urging them to advise stations that no action will be taken on the basis of the recent pronouncement of Chairman Frank R. McNinch threatening stations which "used radio as an instrument of racial and religious persecution" [BROADCASTING, Dec. 1].

The letter is signed by Harry F. Ward, chairman, and Roger N. Baldwin, director of the Union, and Quincy Howe, chairman of the National Council on Freedom from Censorship. It declared "such pronouncements are wholly contrary to the intent of Congress as expressed in the provision of law prohibiting to the Commission any power of censorship over utterances on the air.

Recalls WMCA Case

A number of stations, according to the Union, have turned down speeches which might have been disapproved by the FCC. The case of WMCA, New York, is cited, the president of the station being quoted as saying that Mr. McNinch's statement had been the chief cause for discontinuance of Father Coughlin's talks last November and for cutting off the air Judge F. J. Rutherford, Jehovah's Witnesses leader who attacked Roman Catholics.

In his speech Mr. McNinch stated: "Should there ever be an attempt here by anyone to so debase radio as to use it as an instrument of racial or religious persecution, the Communications Commission would employ every resource it has to prevent any such shocking offense."

The Union's letter to the FCC held that "many stations have been restrained in dealing with Father Coughlin, Judge Rutherford and other speakers by the pronouncement of the Commission's chairman."

McLinn Named

STONEY McLINN, sports director and commentator of WIP, Philadelphia, has been named "favorite sports commentator" in a 10,000-vote contest among the membership of the Pop Warner football conference. Of 10,120 votes registered, McLinn received 3,591. Ted Husing, CBS, was second with 2,109; Bill Dyer, third with 1,596; Paul Douglas, 741; Ed Thorgenson, 570; Lanse McCurley, 401; Byrum Saam, 399; Hal Simonds, 347; Clem McCarthy, 342; Graham MacNamee, 228; Stan Lomax, 171; Sandy Guyer, 118; Red Walsh, 78, and Buzz Davis, 37. The survey-vote was made by the Sandlot Sports Assn. Inc.

RIPLEY's syndicated *Believe It Or Not* cartoon on Jan. 12 carried a sketch of Henry Phillips, who is said to receive the programs of WHAM, Rochester, in his furnace and tunes in WHAM by simply opening his furnace door.

Guestitorial

FREE SPEECH AND BROADCASTING

By LAURENCE E. NEVILLE, A.B., LL. B.
Continuity Department, KMOX

IF THE leaders of the broadcasting industry think they're applying an anesthetic to radio's most ticklish spot—free speech—when they make public utterances, they're laboring under a magnificent delusion. Their statements, tossed around like a baseball, from editorial page to editorial page, serve not as a quietus, but as an added irritant.


Mr. Neville

Neville Miller has been bathed, not wholly undeservedly, in the caustic ash of criticism, for recently saying that radio "could not tolerate abuse of free speech." It was not what Mr. Miller said which deserves the criticism which has been forthcoming, but what he meant when he said it.

What Mr. Miller had in mind was not abuse, as determined after a trial in open court, when all the surrounding circumstances may be offered in evidence in prosecution and defense. What he had in mind, and what we in the industry know he had in mind, was the apparent necessity broadcasting feels to apply punishment before commission of the offense, namely, by station censorship, or refusal of broadcasting facilities.

What Is Free Speech?

Without pussy-footing around, Mr. Miller means by "abuse" of free speech, such speech as might offend the Administration or its politically favored, or might offend some advertiser, or some listeners. And may I submit that Christ's speeches would offend most politicians, many advertisers, and some listeners. In fact, to the writer, who has been in commercial broadcasting for six years, it seems quite likely that Christ would be denied station and network facilities today. He was too militant, too positive, and too unsettling to the minds of those to whom ethics is merely a word on which to construct puns.

What is free speech? The word "free" is defined by Webster's New International Dictionary as meaning "not subject to an arbitrary external power or authority." Hence, free speech is that speech which is not subject to an arbitrary external power or authority.

Therefore, I echo the cry of Montana's Senator Wheeler, "Who is Mr. Miller that he should set himself up to say when free speech should be denied any citizen of the United States?" Will Mr. Miller be the Hague of broadcasting, or must the industry set up a lot of little Hagues, hands folded on their fat little tummies, like so many placid Buddhas, smiling sweet approval upon the "free speech" of a favored few, frowning and denying facilities to the unsanctified?

Broadcasting is not entirely to be blamed for its state of mind regarding free speech, reflected in Mr. Miller's statement. There are several reasons for the chaos which a study of the subject discloses.

One reason is that the United States is blundering in neanderthal darkness in the development and application of the principles of administrative law. The FCC is an administrative tribunal, and as such, is subject to the frailties of the commission form of regulation.

With radio stations dependent for renewal of their valuable licenses upon the state of mind, health and digestion of commissioners who may act upon such broad powers as conferred by the "public interest, convenience and necessity" concept, small wonder it is that broadcasting shivers in its boots when a leftist appears with a commentary from which spears of communistic flame shoot, or when a Republican appears with 20 type-written pages of *quote tweedle-dee unquote*. Small wonder it is, considering the ridiculousness of such incidents as that Eugene O'Neill broadcast, that broadcasters fear, not alone to grant the right of free speech, but as well, to contribute to the culture of the people. Until a sharp definition of nebulous regulatory powers is established, this fear will be with the industry.

Administrative law, as it may be applied to problems in our democratic form of government, is still growing. Nobody knows much about it; least of all, it sometimes seems, those who administer it. For when a scholar arrives at a logical conclusion, as the result of his study, he finds himself checkmated by an arbitrary decision of a political appointee who hasn't studied the thing he is delegated to administer.

Time to Get Tough

A second fundamental problem may be solved by broadcasting, and by it alone. That is the apparent necessity of censorship as a matter of commercial diplomacy. Thus a station feels obliged, nay, *is* obliged, to steer clear of all comments which may, in any obscure way, offend an advertiser.

The propagandistic agencies of the Administration take full advantage of broadcasting's powerful medium to advance its interests. Yet, broadcasting fears to take its own head, to allow its commentators to reflect its ideas, in short, to sell itself, its principles, and its policies as well as commercial products.

If broadcasting would stop weaseling around, rear its head, and demand its right to opinionation, a right exercised by the press, no loss of revenues or prestige would result, and the perhaps unnecessary fear of the governmental whip would vanish.

In a newspaper, it is true, there is a complete divorcement between editorial policies and the advertising. (This is under ideal conditions.) The editorials and news stories sell circulation, which attracts advertising. In broadcasting, there is no such divorcement between the feature and the advertising. It is one of a young industry's many mistakes.

There is another aspect of the question of free speech, to which some attention has peen paid, and to which increasing attention will be paid. It is, namely, the difference between newspapers and broadcasting, with reference to the laws of libel and slander. Though a newspaper has a much fuller control over its printed columns than a broadcaster has over speakers thru his facilities, the broadcaster is made to hew to the same line, and is held to the same legal consequences if a slander be uttered on the air. A mere slip of the tongue, an inadvertent saying what is in one's mind, rather than what is in one's script, may launch an action for slander against a broadcaster.

Law Now Helpless

This is fundamentally a problem of radio. The law is helpless to aid the broadcaster at the present time, for it is inadequate. Some bill-drafting is in order, and a bit of promotion work, to induce legislation which will relieve the broadcaster from civil or criminal liability for slander, except where intent may be clearly established. Recourse against the speaker, of course, may never be denied.

Every broadcaster, I presume, has felt that queasy fear grip his stomach at some time or other, when a politician appeared at the studio, drunker than a barge captain on a Saturday night ashore, to make a campaign speech. What broadcaster would dare deny a Senator, judge, mayor or governor, the right to go on the air, simply because he had had a "highball or two" at a rally dinner? Yet, the six or fifteen highballs the Senator had at the rally may begin ad-libbing slanderous statements, not only about his opponent, but his opponent's friends, and perhaps the validity of his parent's state of wedlock. And the broadcaster is legally answerable.

Perhaps these goals seem unattainable. Perhaps they are. But newspapers were faced with these same, or very similar problems, and fought their way to a militant independence. No newspaper can sway public sentiment in the powerful way a large broadcasting station can. And that power can, and should, give the broadcaster also, a militant independence, and a position which attains journalism's eminence.

CARMEL SNOW, editor of *Harper's Bazaar*, who sailed for Paris Jan. 21 to attend fashion showings, will be heard giving a resume of styles when she broadcasts *The Whole Story of the New Paris Fashions* over CBS Feb. 6, 5-5:15 p. m. (EST).

Television in America Expected Soon to Pass Development in Europe

A PROPHECY that within a year or two American television will outpace developments in England and anywhere else in Europe was made by Solomon Sagall, managing director of Scophony Ltd., English television company, at the concern's annual stockholders' meeting held recently.

Mr. Sagall, who had just returned from an extended visit to New York where he began negotiations for the formation of an American company to manufacture video receiving sets under Scophony patents, based his prediction on the fact that from the very start of public television broadcasting in the spring there will be two companies in the field, NBC and CBS, and that this rivalry will make for first-class quality in the programs offered. The interest of the motion picture industry, which can give to television its whole resources of picture production technique, is another factor that will make for rapid progress in sight broadcasting in America, he said.

Sir. Maurice Bonham-Carter, chairman of Scophony, praised the two-year record of the BBC in television as a successful experiment, but pointed out that public response, as expressed in terms of acquisition of receivers, has been "somewhat meager."

He made three suggestions for speeding up the extension of British television: The gradual introduction of television as pictorial illustration to normal sound broadcasting; enlisting the experiences of the cinema industry in the art of providing public entertainment, and the serious consideration by the BBC of the possibility of "sponsored programs" by advertisers.

WIOD Dispute Settled

A DISPUTE involving WIOD, Miami, Fla., provoked by efforts of the Miami local of American Federation of Radio Artists to unionize announcers and performers, at the station, has been adjusted, with the withdrawal of charges by the local, it was learned Jan. 17. The matter had gone to the National Labor Relations Board which had dispatched an arbitrator to Miami. The station, it is reported, did not surrender any rights in the matter.

WSYR

Lowest Cost per Listener .. Both RED & Blue NBC shows

SYRACUSE

Patents and Progress

(*Continued from page 32*)

pictured in contrast to the present development of television technique as "a highly organized industrial research project", was summarized by Senator O'Mahoney, TNEC chairman, as illustrating that "rugged individualism", even in science, was disappearing and that collective research was necessary to bring inventions to marketable form.

In 1921, when he was 13, Mr. Farnsworth said he had first got the idea for television apparatus with no moving parts. By the next year the idea of producing an electrical counterpart of an optical image by using a tube had taken shape. In 1924 he said he had evolved substantially what is the present electronic television. During this entire period he worked in a home laboratory, studying scientific books in the local library.

Research Expense

In 1926 he secured the financial backing of two California business men—$8,000—and established the Crocker Research Laboratory in Los Angeles. This amount was spent in two months, and $12,000 additional was supplied. In 16 months a total of $60,000 had been spent on developments, including the cost of technical information purchased from experts in particular scientific fields. In the 13 years since the initial investment, backers have spent "considerably more than $1,000,000", he estimated.

Late in 1927 television without moving parts was first demonstrated, he recounted. This was simply a laboratory demonstration that an image could be converted. Meantime Bell Laboratories broadcast the first actual televised image, from New York to Washington, in October, 1927.

The electron multiplier tube of 1928 had a sensitivity 100,000 times less than that of the present tube, he observed, although the present one is merely a refinement of the original. At the hearing he produced a modern tube which he said would instantaneously record the light of a candle 10 miles away. The electron multiplication principle in tubes offers "probably the most powerful means of amplifying feeble electrical impulses", he added, explaining that such tubes were used, in addition to television, as an inexpensive hard X-ray source, in translating images from invisible light to visible light, and in electronic microscopes and telescopes.

The Farnsworth company holds 46 television patents, he said, and has "about twice as many" applications filed with the Patent Office, of which about three-fourths are for his own inventions. He revealed that while he does not own controlling interest in the firm, he does hold twice as much stock as any other individual stockholder, and that the majority of stock is very closely held.

Mr. Farnsworth said the company has been involved in 20 or 25 interferences on its patent holdings. The cost of these legal actions, one of which lasted two years and cost about $35,000, had to come from the financial backing of the firm, and each suit meant just that much less for research, he explained, since there has not yet been any income for the company.

Wong Wrong

TO COMPTON Adv. New York, K. C. Wong, of the bookkeeping department of KGMB, Honolulu, is the most honest accountant in the world and works for the most honest station. Last year the agency placed *Vic & Sade* for Crisco on KGMB, Honolulu and KHBC, Hilo, which are ordered at a combination rate. In June the KHBC program was cancelled, although it continued on KGMB. In going over the P&G records, Mr. Wong discovered that KGMB owes P&G a credit of $1.47 covering the period June-December, 1938. Whereas it should have been buying KGMB for $3.984375 for the Crisco program, the agency was paying $3.99, he pointed out, adding that while buying KGMB and KHBC for $5.31, the price should have been $5.3125. After consulting his sliderule, Bookkeeper Wong sent the Compton organization a $1.47 credit.

KTSW, Emporia, On Air

KTSW, new 100-watt daytime station on 1370 kc. in Emporia, Kan., authorized last Nov. 30 by the FCC, went on the air Jan. 25 following construction work that took only seven weeks, according to K. W. Trimble, general manager. The station is equipped with Collins transmitting apparatus and a Lingo radiator. It is licensed to a group of 16 local residents, headed by S. B. Warren as president.

NBC IN HOLLYWOOD USES OLD STUDIOS

NBC Radio City, Hollywood, taxed for space to accommodate its heavy production schedule of transcontinental and West Coast programs, has started using its former headquarters on Melrose Ave., which were abandoned last November. Old studios are being used for Pacific Coast sustaining programs, and when *Fitch Bandwagon*, sponsored by F. W. Fitch Co., switches from Chicago to Hollywood on the NBC-Red network Feb. 5, for three weeks or more, it will emanate from the Melrose Ave. structure. When NBC started using its new Hollywood studios last September, Don E. Gilman, western division vice-president, predicted the facilities would not be sufficient for this season's schedule of programs and said the Melrose Ave. structure would be retained for emergencies.

NBC has taken steps to eliminate whistling and feet stamping by studio audiences during shows in Hollywood Radio City. John W. Swallow, western division program director, has instructed all staff directors to make every effort to limit audience demonstrations to laughter and applause. Cooperation of agency producers has also been requested. Swallow's campaign was brought about by editorial and cartoon criticism, supplemented by protest letters from listeners who commented on the "bad taste".

"HELLO, NATE PUMPIAN"
(Henri, Hurst & McDonald)

Did You say MARKET ?



Maine's big with 793,000 pop. But PEORIAREA has 605,000 in a 60 mile radius. Richest farm lands—world-famous industries like Caterpillar Tractor, Hiram Walker, Keystone Steel & Wire. You can cover this market with a SINGLE low-cost station—WMBD.

Free & Peters, Inc. Nat. Reps.

WMBD PEORIA

MEMBER CBS NETWORK



NEW YORK'S OWN!

The radio show that all New York is talking about is "GOTHAM NIGHTS" on WHN every Monday at 8 P. M. And no wonder! These guest stars have contributed to make it the most sparkling, sophisticated show on the air:

★ FRANCHOT TONE
★ SYLVIA SIDNEY
★ GLADYS COOPER
★ A. E. MATTHEWS
★ EVERETT MARSHALL
★ GRETA KELLER
★ WALTER SLEZAK
★ HY GARDNER
★ WILMA BAARD
★ DON ALBERT'S ORCH.
★ ED EAST
Regular Commentator

Write, wire or phone for sponsorship details

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.

Ruling in Canada Leads to Inquiry

Parliament to Probe Denial Of Network to Publisher

By JAMES MONTAGNES

BECAUSE the Canadian Broadcasting Corp. would not allow C. George McCullagh, publisher of the *Toronto Globe & Mail*, morning newspaper, to use a national or private network of stations for his five weekly talks "Some Plain Speaking" starting Jan. 15, the CBC is to undergo a Parliamentary investigation on the grounds that its regulations ban freedom of speech.

Thirty-three-year-old George McCullagh, once a newsboy and now a publisher of the second most important morning paper in Eastern Canada, asked for a national network to discuss national problems. The CBC turned this down. Then a network of 19 privately-owned Ontario stations was lined up. Five days before the talks were to go on, permission for this network was refused. McCullagh then had transcriptions made, sent to each station, and went on personally from CFRB, Toronto.

The Toronto Globe & Mail, added on Jan. 27, 12 stations throughout Canada to its 18-station Ontario list, carrying Sunday afternoon half-hour talks by Mr. McCullagh on "Let's do some plain speaking on national problems." The talks, originally planned to go on a network, have been transcribed and placed on individual stations, with CFRB, Toronto, carrying the live talk. MacLaren Adv. Co., Toronto, made the arrangements.

The action of the CBC has caused a sensation not expected by the talks. In opposition government circles the action has been called a ban on the freedom of speech. Parliament, which convened at Ottawa, Jan. 12, could do little else than give in to the clamor and allow an investigation.

Turned Down by CBC

Although Mr. McCullagh offered the CBC to read his speeches prior to their airing, the CBC turned down both network line-ups because of CBC rulings that "no individual may purchase any network to broadcast his own opinions" and "no profit-making corporation may purchase any network to broadcast opinions." The ruling does not apply to political parties. In Parliament, Transport Minister C. D. Howe, in charge of radio, stated the same regulations apply wherever there are networks, as the British Broadcasting Corp., NBC, CBS, MBS.

Publisher McCullagh was offered an opportunity to take part in the various CBC forums on current affairs, but turned this offer down because a forum would not "fulfill the motive I have in mind to awaken public consciousness as to affairs confronting the nation." The entire question of freedom of the air was complicated by charges that foreign commentators could talk on Canadian networks, coming through United States nets into Canada.

The CBC may change its regulations at a later date to circumvent future possibilities of private individuals buying spot time for transcriptions on indivdual statons when networks are refused. No new regulations are to be passed to stop McCullagh's recorded talks. The CBC attitude is that only the wealthy would be able to buy time to aid their opinions if existing regulations were eliminated. Now through forums, both sides of a question can be aired at the same time without charge over national or regional nets.

Editorially the *Toronto Evening Telegram* stated on the case: "The dangerous aspect of the whole controversy is the apparent interference by the Government in the operation of a medium of communication which should be free. We still have a free press in this country, but we do not have a free radio system. The incident provides the most powerful argument for the wiping out of the whole Broadcasting Corp., and leaving the radio in private hands subject only to reasonable regulations."

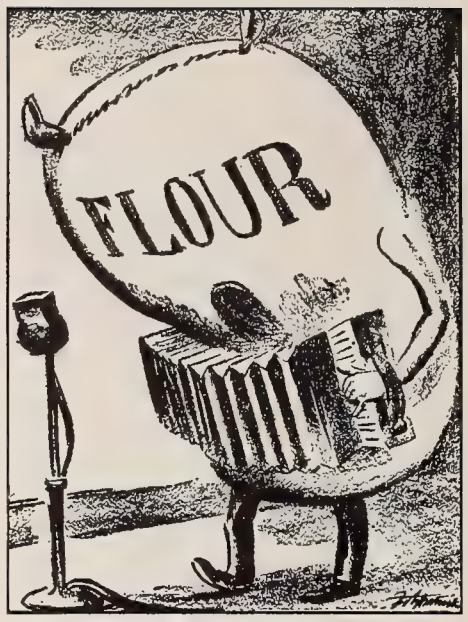
Canadian Paint

CANADIAN INDUSTRIES, Montreal (paint and varnish division), started a three-weekly spot campaign on January 9, over a coast-to-coast list of 20 Canadian and Newfoundland stations. They are CHNC, New Carlisle, Que.; CKAC, Montreal; CHRC, Quebec; CHLT, Sherbrooke, Que.; CKCO, Ottawa; CJOR, Vancouver; CFAC, Calgary, Alb.; CJCA, Edmonton; CJOC, Lethbridge, Alta.; CKPR, Fort William, Ont.; CFRC, Kingston, Ont.; CJIC, Sault Ste. Marie, Ont.; CFRB, Toronto; CKLW, Windsor; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CFCY, Charlottetown, P. E. I.; VOCM, St. John's, Newfoundland. J. Walter Thompson Co., Toronto, handled the account.

KBND Is Inaugurated

C. O. CHATTERTON, manager of KGW and KEX, Portland, Palmer Hoyt, general manager of the *Portland Oregonian*, and Judge John Kendall, radio legal representative, participated in the inaugural of the new KBND, at Bend, Central Oregon's first broadcasting station, operating on 1310 kc. with 100 watts night and 250 day. Dedication of the station, licensed to the *Bend Bulletin*, followed frequency tests conducted by Edmund Frost, RCA engineer in charge of installation of equipment which is RCA throughout with a 175-foot Lehigh radiator. Chief engineer of the station is Stanton Bennett under Frank H. Loggan as manager. Studios and transmitter are located in Oregon's famed Pilot Butte Inn.

KELO, Sioux Falls, S. D., on Jan. 24 was authorized by the FCC to increase its day power to 250 watts, continuing at night with 100 watts. It operates on 1200 kc.



Fitzpatrick in St. Louis Post-Dispatch

Gov. O'Daniel Inducted

RADIO paid tribute to its own in the University of Texas Stadium Jan. 17 when Gov.-Elect W. Lee O'Daniel, a product of radio exploitation as sponsor and m.c. of a regular commercial over Texas stations, was inaugurated. WBAP, Fort Worth, home of Gov. O'Daniel, keyed the Texas Quality Network for complete description of the ceremonies under the direction of Manager H. C. Southard. A big staff of Texas State Network announcers and control men handled two hours of broadcasting of the day's events for that hookup, over which Gov. O'Daniel plans to continue his *Friendly Chats* from the executive mansion at Austin rather than from his Fort Worth home. On Jan. 18 TSN carried the Governor's address to the Legislature. Permission for the broadcast was granted by a resolution passed by the State House of Representatives.

Cooperation With Radio Is Advocated By Hamilton in Address to Publishers

COUNSELING newspaper publishers to cooperate with radio and benefit rather than turn their backs on it, Guy C. Hamilton, vice-president and general manager of McClatchy Newspapers, told members of the California Newspaper Publishers Assn., meeting in Fresno on Jan. 20, that he did not think "radio is or ever has been a threat to the newspaper; on the contrary, it can be made an important adjunct to newspaper expansion and promotion.

Radio Won News Fight

"As we know, the fight over news broadcasts was won by radio," he commented in discussing radio-press relations. "The organization of the Press Radio Bureau some four years ago with rather reluctant approval of the ANPA was followed by decisions on the part of the United Press and International News Service to make their news available to radio stations. More recently, the big networks have dropped the Press Radio Bureau reports and are using those purchased from UP and INS. I think this is significant, for it shows that at least two great news gathering organizations have made up their mind that radio is inevitable and there is no use to fight it. They are finding out that radio and the newspaper actually complement each other. It would not surprise me if some day soon the Associated Press would reach the same conclusion and start selling its service to the radio broadcasters.

"Whether we as newspapermen like it or not, radio is going to continue to be with us and we might as well put away the crying towels. Instead of fighting it, we must meet it, and we must be prepared to meet its first cousins, facsimile broadcasting and television, both of which are looming rather large on the newspaper horizon these days. Let's stop knocking radio, get the mote out of our own eye, and go out after the business again.

"I call your attention as publishers to the report that the bill providing for a huge government owned shortwave radio station in the Panama Canal Zone is to be reintroduced this year in Congress by its author, Rep. Celler of New York. I think this is an extremely dangerous measure. While the ostensible purpose of such a broadcasting station is to fight Nazi and Fascist propaganda in South America, if the government is permitted to go into the broadcasting business, it would not be long until it would be using radio for other kinds of propaganda and it would be just a step from that to government-owned newspapers. This scheme menaces the free press of America, and I urge each and every one of you to oppose it."

Speaking of the McClatchy interests' activities in the radio field, Mr. Hamilton painted a bright picture of newspaper-radio cooperation.

"As you know, 1932 was the low point of the depression," he commented. "We had been spending $10,000 a month up to February of that year in promotional work to keep up circulation. To cut expenses we laid off all solicitors and stopped all circulation promotion. Since that time we have confined all promotional work to our radio stations. And amazingly, enough, all our papers have been gaining steadily each year since 1932. I do not wish you to think that all this circulation gain was due to our radio stations, as there undoubtedly were other factors. But it is my firm opinion that this constant plugging was the thing most responsible. I can account for these gains in no other way at a time when most of the other newspapers of the country were losing subscribers.

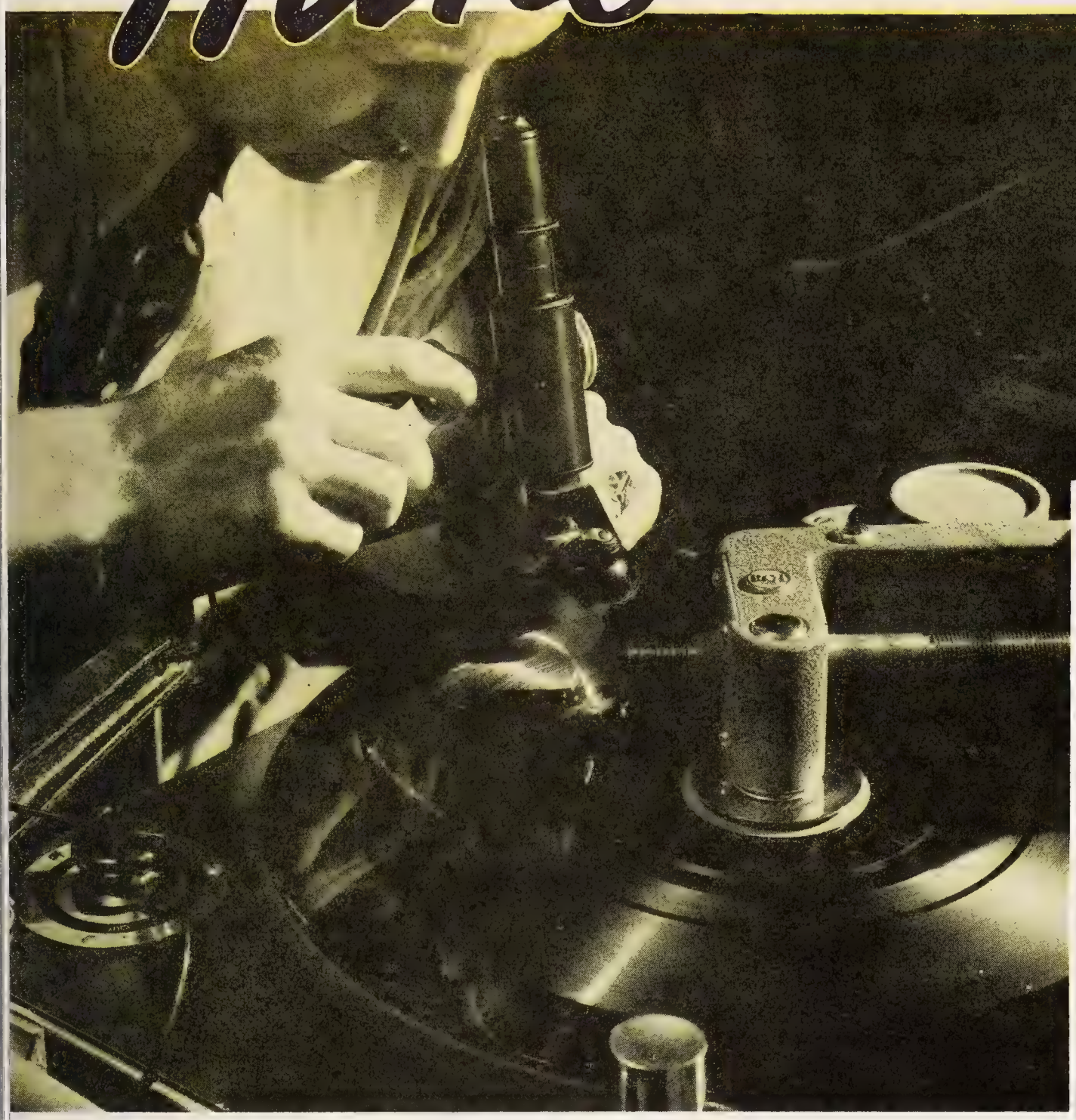
"I offer this to you as publishers for what it is worth. Some of you perhaps will object to my argument on the ground that it is not possible for every publisher to own a radio broadcasting station. My answer would be I feel radio is such a good medium of promotion that the publisher would be justified in using stations not owned by him and pay for the time to advertise his product."

LeVoy Drops Suit

MONROE B. LEVOY, writer under the name of Roy Post, on Jan. 18 withdrew his suit against NBC, Phillip Morris & Co., and Biow Co., which was filed in the New York Supreme Court recently to restrain the defendants from broadcasting a series, *The Perfect Crime*, idea and title for which he claimed to have originated.

JUST to prove that radio held no hard feelings against California newspapers, many of which months ago dropped their radio columns and news about broadcasting activities, NBC-Blue arranged for two special broadcasts in connection with the 51st annual convention of the California Newspaper Publishers' Association at Fresno Jan. 20 and 21.

"Mike" MEANS MICROSCOPE, TOO!





KLZ's 444-foot Blaw-Knox vertical radiator reaches skyward above Denver from one of the most beautifully landscaped transmitter sites in the country.

THIS particular Mike is not an integral part of many radio stations. It has always been definitely associated with KLZ. Mike makes sure that all KLZ recordings come up to the high standards of service set by KLZ.

Why make recordings at all? There are two very good reasons. First, there are many radio-worthy events in the Denver-Rocky Mountain region that cannot be aired at the moment of occurrence. KLZ feels that it owes its listeners an opportunity to hear them. Second, many advertisers with live talent shows want to review their programs after their presentation. KLZ wants them to have an opportunity to do so. Mike sees to it that there is no dilution of the original quality in either case.

Mike is symbolic of all of KLZ's efforts to produce the finest of entertainment for listeners, of more than a hundred extra safeguards KLZ employs to assure complete satisfaction for advertisers. Mike is another example of the correlation of men, methods and machinery that has put KLZ at the top of the list of Colorado's radio stations in listener preference and advertiser acceptance.

KLZ *Denver*

CBS AFFILIATE—560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPAN

AND WKY OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

Purely PROGRAMS

IN COOPERATION with Transradio Press, WOR, Newark, on Jan. 30 inaugurated a new farm program, *The Farmers Digest*, heard daily except Sunday, 6-6:30 a. m., thus pushing WOR's sign-on up 25 minutes. Program will have a musical background with an m.c., and will report market trends, weather and road conditions, crop statistics and is aimed primarily at farmers. News of homemaking, child education and fashions also will be carried to interest the farmer's wife.

* * *

Safety Drive

OPENED by proclamation of the mayor of Cincinnati, and backed by the police department, traffic safety organizations, and three daily papers, WCKY, Cincinnati, is starting a "Save a Life" campaign during the week of Feb. 5-12. Although the drive is planned to extend indefinitely, during the opening week several hundred taxicabs will carry a placard calling attention to the campaign. WCKY will spot announcements from 6 a. m. to 1 a. m. publicizing safety ideas, and on a nightly half-hour different safety features will be carried, with interviews of police and safety officials, dramatizations of safety lessons and explanation of the city's traffic ordinances.

* * *

Spontaneous Discussing

FRANK discussions on topics of the day are permitted during the one-hour *Sunday Forum* on KMTR, Hollywood. With no advance program planned, the public is invited to attend and participate in the discussions. Those attending pick their own subject and start discussing. With Bud Ernest, production manager, conducting the *Forum*, a portable microphone is passed through the audience so anyone attending can state his view, either pro or con.

* * *

More Than One Language

AMERICANIZATION of a foreign-born Chicago family, in serialized form, is *Better Americans*, produced by the WPA Adult Education Program and sponsored weekly by the Chicago Board of Education on WGES, Chicago. Under bi-lingual presentation, the episodes are acted in English and summarized in Polish, German, Italian, Bohemian and Yiddish.

* * *

Tips for Skiers

DESIGNED for some 60,000 skiers in the Pacific Northwest, the twice-weekly *Ski Tips* on KVI, Seattle-Tacoma, presents Tor Torland, KVI announcer and ski expert, giving snow, weather and road conditions at all popular Northwest winter resorts; hints on technique, waxes, clothing and equipment; news of well-known Northwest skiers, and reports of ski tournaments and competition.

* * *

Honors in Raleigh

THREE non-competing local business firms are saluted for their contributions to the city's progress on the weekly *Civic Salute* of WPTF, Raleigh. Plan is to salute every business house, with no partiality for those using radio advertising. Transcribed band music is used, and half-way through the quarter-hour program fanfares salute the week's honor firms.

Cash From Hoodoo

FOR Friday the 13th promotion, Commercial Manager Robert C. Marvin of WICA, Ashtabula, O., devised a special *Hoodoo Day* sale at the local Carlisle-Allan Co. department store. Spot announcements, using sound effects, and special five-minute programs dwelling on superstitions features the radio promotion. The store offered 13% reductions on all merchandise by issuing coupons to be used to buy additional goods, 13 cents on each dollar. Newspaper lineage was used only as teasers, telling readers to listen for *Hoodoo Day* on WICA.

* * *

Junior League Fantasies

REVIVING its explorations in the field of juvenile radio drama in an effort to find a satisfactory medium for children's program, the New York Junior League has begun a 13-week series of weekly "fantasy" programs, entitled *The Lost Star* on WMCA, New York. Based on the original script by Frances Fullerton Neilson, the broadcasts are directed and produced under the supervision of its society members.

* * *

Trade Spectacle

ATTRACTING special interest among retailers is a Sunday noon program on KVOE, Santa Ana, Cal., called *The Parade of Business*. Fast moving quarter-hour program is packed with highlights from the business week, both national and local. Hints of what to expect in the way of future business trends and new merchandise are also given.

* * *

Running Salesmen

TAKING listeners for an imaginary ride in the auto dealer-sponsor's car, *Demonstration Drive*, on KWLK, Longview, Wash., presents two voices and transcribed musical interludes, all against a background of running automobile sound effect, with the announcer taking the part of a salesman pointing out the car's features to a prospective buyer.

* * *

Corridor Comment

FROM the lobby of Boise's leading hotels, State Senators and Representatives voice their opinions on legislation before the Legislature on *Hemrick Lobby Loungers*, weekly feature sponsored on KIDO, Boise, by Hemrick Brewing Co., Seattle.

* * *

The Budget's Delight

HODGEPODGE of popular, semi-classical and novelty music, superintended by Smilin' Bill Parker, is *Do You Want to Save Money?*, sponsored on WRTD, Richmond, by W. T. Grant & Co., local department store.

* * *

Employment Provided

SOME 2,000 applications have been received for the *I Want Work* program sponsored on WISN, Milwaukee, by John Graf Co. Many offers of employment have been received after each program.

Stumping Sports Experts

PATTERNED after *Information Please*, WJJD, Chicago, has started a Sunday afternoon half-hour show called *Challenging the Experts*. New slant is that series is confined to sports, with the experts drawn from sports departments of Chicago newspapers. Guest stars will include Red Grange; Goerge alas, coach and owner of the Chicago Bears; Paul Thompson of the Blackhawks. Cash prizes are awarded listeners for questions.

* * *

Find the Mistake

"SOMETHING is wrong with this announcement". With this statement KWLK, Longview, Wash., is opening all announcements for an electrical appliance store in Longview. The listeners are invited to visit the sponsor's store and tell what they discovered was wrong with the announcement. Those that find the error are given a useful gift. Sometimes it is the price that is wrong, sometimes the sponsor's address, sometimes the article advertised is mis-labeled.

* * *

Friendly Verdicts

THE *Voice of Friendship* is a new type of radio court heard on CKCL, Toronto, weekly for Wheat Cereal Co., Toronto. True life problems are discussed and the listening audience is asked to hand down verdicts or give their advice on the problems presented. The sponsor is giving cash and merchandise awards.

* * *

Purely Personal

FICTIONAL human-interest stories behind the "personal" column items of the newspaper classified ad section are being sponsored as *Personal Column* on KSL, Salt Lake City, by Sweet Candy Co. Gladys Wagstaff Pinney, originator of the weekly series, writes the script, and Louise Hill Howe directs production.

* * *

Legal Loopholes

OBSOLETE and fantastic legal situations, all taken from law books and actual case histories, are being humorously dramatized on a weekly MBS program called *There's a Law Against It* by an anonymous authority on unusual laws named *Lawyer Q.*



CHILDREN'S cooking school, *Let's Play House*, directed by Wilhelmine Schindler (left) and heard Saturday mornings on KFAM, St. Cloud, Minn., has worked up a membership of more than 50 girls and boys under 16 years of age. Membership application must be accompanied by a sample of the kid's culinary art, prepared without aid.

Lion Time

FIRST sponsored broadcast of a lion hunt was carried by WTIC, Hartford, recently when Jack the Tire Expert, through F. W. Baker Agency, Hartford, bought time for a shortwave pickup of the State game warden's hunt for the so-called "Glastonbury Lion", which has killed several dogs in the Glastonbury, Conn., neighborhood and is believed to be a small mountain lion escaped from a Vermont zoo during the recent hurricane. Sponsor reports so much comment on the broadcast that he has cued his advertising to the theme: "Jack's General Tires on icy roads have the grip of the Glastonbury Lion!"

Off-Season Sports

WITH Jack Corbett, owner of the Syracuse Chiefs, and Nick Stemmler, sports director of WSYR, Syracuse, in the permanent cast, WSYR has started a weekly baseball roundtable, *Hot Stove League*, which is to continue until the baseball season opens. Jack Corbett calls the Saturday quarter-hour meetings together and leading Central New York baseball fans, players and Syracuse visitors guest-star on the programs.

* * *

Good Roads

SERIES of open forums to stimulate interest in the highways of the Texas Panhandle was started recently on KGNC, Amarillo, with local service and civic organizations leading the discussion. The series, sponsored by various civic and commercial groups in the city, is built around the three primary interests for tourists in the section—good highways going in all directions, excellent all-year climate and western hospitality.

* * *

Behind the Radio Scene

WEEKLY feature, *Talking Shop*, on KGVO, Missoula, presents Jack Burnett, sales manager, in five-minute commentaries on the station designed to give the listener an understanding of radio advertising and to interest prospective sponsors in radio as an advertising medium.

* * *

Title Guessing

TRANSCRIBED music quarter-hour, with titles of two numbers unannounced and two tickets to a local theater going to the first listener calling and identifying the selections, is the idea of the five-weekly *Mystery Melodies* feature on WPAY, Portsmouth, O.

* * *

Stumpers for Motorists

KSFO, San Francisco, is quizzing automobile drivers several times weekly at the local headquarters of the State Department of Motor Vehicles. Applicants awaiting their new auto licenses are asked questions on speed limits and traffic regulations.

* * *

Patent Program

INVENTIONS and the interest of those who invent them are discussed in a new series of weekly programs on WMAC, New York, titled *Pat Pending* and directed by Lewis Winner, scientific and hobby writer.

From Legislative Halls

FOR THE second consecutive year, news highlights of the California Legislature are being broadcast daily over 4 CBS Pacific network stations (KROY, KSFO, KARM, KNX) from KROY, Sacramento, under direction of Fox Case, the network's western division public affairs director. Besides spot news, members of the senate, assembly and administration officials present their interpretation of bills introduced, legislative issues and progress being made.

* * *

Bike a Month

WIN-A-BIKE is the title of a three-month series of programs recently inaugurated by KWLK, Longview, Washington. Supported by eight Longview and Kelso merchants, the programs feature juvenile entertainers, and give away one bicycle a month for the duration of the series. The bikes are won by the collection of the most votes given with purchases at the sponsors' stores.

* * *

WKY Special Events

IN A REPORT of special events originated by WKY, Oklahoma City, over the nine-month period from April 1 to Dec. 31, John Shafer, special events chief, outlined 130 programs broadcast by his department. This average of one special events program every other day included 14 commercial broadcasts such as anniversary and new store opening shows.

* * *

Strictly Local

TO STIMULATE interest in local news, KVOE, Santa Ana, Cal., presents a weekly half-hour show, *Orange County Headlines*, written and produced by program director Wallace Wiggins. Outstanding county news which occurred during the week are selected and narrated by station staff members. After narration of each item, the person who made or was involved in the news is interviewed.

* * *

Catholic Sister's Program

THE *Kitchen of Tomorrow*, new weekly half-hour cooking school of the air, is being broadcast by WKBB, Dubuque, Ia., from the Clarke College Studio Auditorium. Sister Mary St. Clara, believed to be the only Catholic Sister with a regularly scheduled air program, is commentator of the program, which is produced and announced by Mel Galliart, program director of WKBB.

* * *

A Basket a Day

EACH DAY a market basket of locally and nationally known foodstuffs, all advertised on the program, is given to the housewife sending in the best household hint to the *Market Basket* of WMIN, Minneapolis. The market basket contains a full-sized package of each of the foods advertised. Unlike most women's programs *Market Basket* is confined to foodstuffs and their preparation alone. It is under the direction of Miss Dorothy Lee, WMIN's home expert.

* * *

Business Birthdays

AT THE anniversary date of each leading Richmond business house, WRTD, Richmond, broadcasts a program dedicated to the organization's history, achievements, traditions, and service to the community. The programs include music, with appropriate laudatory continuity.

Blue for Spring

GENEVIEVE Blue is a new spring shade for 1939 created to promote the name of "Miss Blue" of the *Amos 'n' Andy* program sponsored by Campbell Soup Co. on NBC-Red. Miss Blue (Madaline Lee), accepted the honor at the Los Angeles Fashion Show in the Biltmore Hotel Jan. 24 during an NBC-Pacific Red broadcast which preceded the *Amos 'n' Andy* program, New shade, a violet blue, was designated by Affiliated Fashionists and the Los Angeles and Hollywood Millinery Guild.

It appeared on this year's color chart exhibited at the fashion show and will be distributed nationally. Viola Dimmit, president of Affiliated Fashionists, officially named the shade, with Frances Scully, NBC Hollywood fashion editor, describing Genevieve Blue and gowns created for the occasion. A new waltz-song, "Genevieve Blue," written by Frank Hodeck, NBC Hollywood orchestra conductor-composer, and dedicated to Miss Lee, was introduced during the broadcast by Shep Fields' orchestra.

* * *

Dancing School Contest

THE *Jitterbug Jamboree* has been added to the KWLK, Longview, Wash., program listing. Sponsored by a dancing school in Kelso, the program is a half-hour Saturday afternoon offering featuring the latest swing music and a dancing contest. The devotees of swing are invited to visit the studio each Saturday and contest for the prizes offered by the sponsor.

* * *

Fiction of the Past

FICTIONAL might-have-been story suggested by contemporary newspaper headlines is the slant of a new quarter-hour Sunday noon series *Sands Through the Hour Glass*, on WMAQ, Chicago. Second half of the program is the actual story of a headline event which turing Bob Brown, NBC commenoccurred 10 or 20 years ago, featator.

* * *

Kansas City Orchids

A LIVE orchid is given each week by Crothers Cleaners of Kansas City, Kan., to the community personality whose activity merits the tribute.

PRIESTLEY LOOKS AT THE BBC

English Author Finds Commercial Basis Results In Superiority of American Programs

CALLING for "less from the studios" and more of "what is happening in the world", J. B. Priestley, English author and playwright, criticized British Broadcasting Corp. broadcasts as "both amateurish and patronizing" in comparing them with American radio techniques in an article appearing in a recent issue of the *London Sunday Dispatch*. Complimenting American broadcasters on the freshness and vitality of their programs, he declared this superiority resulted from the commercial basis on which American broadcasting systems are operated.

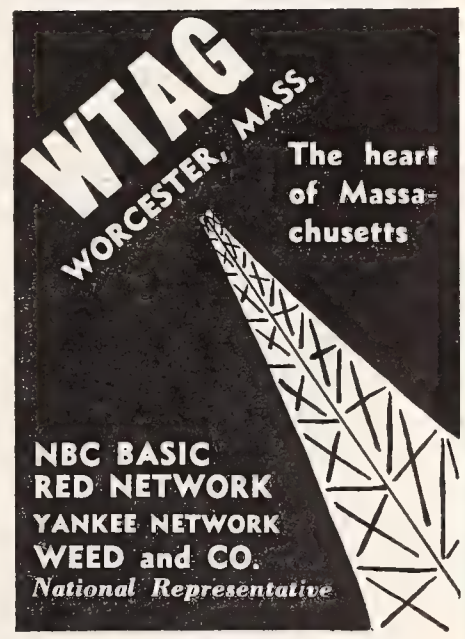
The government monopoly of broadcasting facilities in Great Britain, with no competition allowed, furnishes radio entertainment strictly on a "take it or leave it" basis from the listener's standpoint, Mr. Priestley declared. His objection to this monopoly stems only from its turning itself into "a gigantic entertainer, a three-ring circus of the air", he explained, pointing out that it was originally organized "as a kind of post office, using the ether to distribute news, official announcements, and educative talks" and has subsequently transformed itself into "quite a different thing" —"as if you had organized a nice little committee to run a ladies' bridge tea in Cheltenham and then suddenly found you were expected to amuse the crowd at Blackpool Tower."

Plenty of Money

In its early days the BBC "simply provided its patrons with a long flexible ear", carrying "outside broadcasts" taking listeners into the wings of theatres, music and dance halls, he continued. But as the number of listeners grew, "the BBC had more and more money to play with, and so built a warren of studios and organized itself as an entertainer."

Mr. Priestley asserted that the BBC had "enough money to turn itself into an entertainer, but not a really first-class entertainer" as he explained that it could not regularly command the services of first class dramatists and players who, in the United States, are paid as much in a single week as they would get in a year from BBC.

"The BBC is an institution founded in the first place to control this new method of communication, the radio," Mr. Priestley concluded. "It never should have turned itself into a vast popular entertainer. There really is not enough money to do things supremely well. There is probably about enough money to pay for one really good evening per week. Let four really superb hours of radio entertainment a week be the target of their endeavours. And (for my part) there would be no harm in a return to their practice of the early hard-up days when wireless was used as 'a long ear.' In short, give me less from the studios, but let me listen to what is happening in the world."







BROADCASTERS' World Program

ALABAMA
WHMA . . . Anniston

ARIZONA
KOY . . . Phoenix

ARKANSAS
KELD . . . El Dorado
KFPW . . . Ft. Smith
KARK . . . Little Rock
KUOA . . . Siloam Springs

CALIFORNIA
KPMC . . . Bakersfield
KIEM . . . Eureka
KGER . . . Long Beach
KHJ . . . Los Angeles
KLX . . . Oakland
KGB . . . San Diego
KFRC . . . San Francisco
KDB . . . Santa Barbara
KSRO . . . Santa Rosa

COLORADO
KFEL . . . Denver
KFXJ . . . Grand Junction
KGHF . . . Pueblo

CONNECTICUT
WTIC . . . Hartford
WELI . . . New Haven

DIST. OF COLUMBIA
WJSV . . . Washington

FLORIDA
WRUF . . . Gainesville
WLAK . . . Lakeland
WQAM . . . Miami
WDBO . . . Orlando
WFOY . . . St. Augustine
WSUN . . . St. Petersburg
WTAL . . . Tallahassee
WJNO . . . West Palm Beach

GEORGIA
WAGA . . . Atlanta
WRDW . . . Augusta
WMAZ . . . Macon
WRBL . . . Columbus
WAYX . . . Waycross

IDAHO
KIDO . . . Boise
KID . . . Idaho Falls
KRLC . . . Lewiston

ILLINOIS
WGN . . . Chicago
WDAN . . . Danville
WJBL . . . Decatur
WTAD . . . Quincy
WTAX . . . Springfield

INDIANA
WTRC . . . Elkhart
WGBF-WEOA . . . Evansville
WIRE . . . Indianapolis
WLBC . . . Muncie

IOWA
WMT . . . Cedar Rapids
WOC . . . Davenport
WKBB . . . Dubuque
KMA . . . Shenandoah

KANSAS
KFBI . . . Abilene
KVGB . . . Great Bend
KWBG . . . Hutchinson

KENTUCKY
WLAP . . . Lexington

LOUISIANA
WJBO . . . Baton Rouge

MAINE
WLBZ . . . Bangor

MARYLAND
WBAL . . . Baltimore
WTBO . . . Cumberland
WFMD . . . Frederick

MASSACHUSETTS
WEEI . . . Boston
WCOP . . . Boston
WTAG . . . Worcester

MICHIGAN
WHDF . . . Calumet
WJR . . . Detroit

MINNESOTA
KATE . . . Albert Lea
KVOX . . . Moorhead
KROC . . . Rochester
KSTP . . . St. Paul-Minneapolis

MISSISSIPPI
WFOR . . . Hattiesburg
WAML . . . Laurel
WQBC . . . Vicksburg

MISSOURI
KWOS . . . Jefferson City
KWK . . . St. Louis
KGBX-KWTO . . . Springfield
KMBC . . . Kansas City

MONTANA
KGCX . . . Wolf Point

NEBRASKA
KFAB-KFOR . . . Lincoln
KOIL . . . Omaha

NEW MEXICO
KGGM . . . Albuquerque
KICA . . . Clovis

NEW YORK
WOKO . . . Albany
WGR-WKBW . . . Buffalo
WESG . . . Elmira
WOR . . . New York City (Newark)
WINS . . . New York City
WQXR . . . New York City
WHDL . . . Olean
WHAM . . . Rochester
WFBL . . . Syracuse

NORTH CAROLINA
WBIG . . . Greensboro
WEED . . . Rocky Mount
WAIR . . . Winston-Salem

NORTH DAKOTA
KRMC . . . Jamestown
KLPM . . . Minot

OHIO
WJW . . . Akron
WHBC . . . Canton
WCKY . . . Cincinnati
WHK . . . Cleveland

BLUE BOOK Service Subscribers

OHIO
WHKC . . . Columbus
WSMK . . . Dayton
WKBN . . . Youngstown

OKLAHOMA
KADA . . . Ada
KCRC . . . Enid
KBIX . . . Muskogee
KOMA . . . Oklahoma City
KVOO . . . Tulsa

OREGON
KFJI . . . Klamath Falls
KOIN . . . Portland

PENNSYLVANIA
WCBA-WSAN . . . Allentown
WFBG . . . Altoona
WLEU . . . Erie
WKBO . . . Harrisburg
WCAU . . . Philadelphia
WIP . . . Philadelphia
WCAE . . . Pittsburgh

RHODE ISLAND
WJAR . . . Providence

TENNESSEE
WOPI . . . Bristol
WDOD . . . Chattanooga
WREC . . . Memphis
WLAC . . . Nashville

TEXAS
KGNC . . . Amarillo
KFDM . . . Beaumont
KTSM . . . El Paso
KGKO . . . Dallas-Ft. Worth
WBAP . . . Dallas-Ft. Worth
KRLH . . . Midland
KPDN . . . Pampa
WOAI . . . San Antonio
KCMC . . . Texarkana

UTAH
KDYL . . . Salt Lake City

VERMONT
WCAX . . . Burlington
WNBX . . . Springfield

VIRGINIA
WSVA . . . Har
WRVA . . .
WDBJ . . .

WASHING
KXRO . . .
KIRO . . .
KMO . . .
KUJ . . .
KIT . . .

WEST VI
WHIS . . .
WBLK . . .
WCSH . . .
WPAR . . .

WISC
WEAU . . .
WHBY-WTA
WKBH . . .
WIBA . . .
WOMT . . .
WISN . . .
WHBL . . .
WSAU . . .

KHBC
KGMB . . .

CFAC
CJCA . . .
BRU
CKWX . . .

CFAR
CJRC . . .

CKC
CHS . . .

CK
CK

Transcr

WORLD PROGRAM

WORLD BROADC

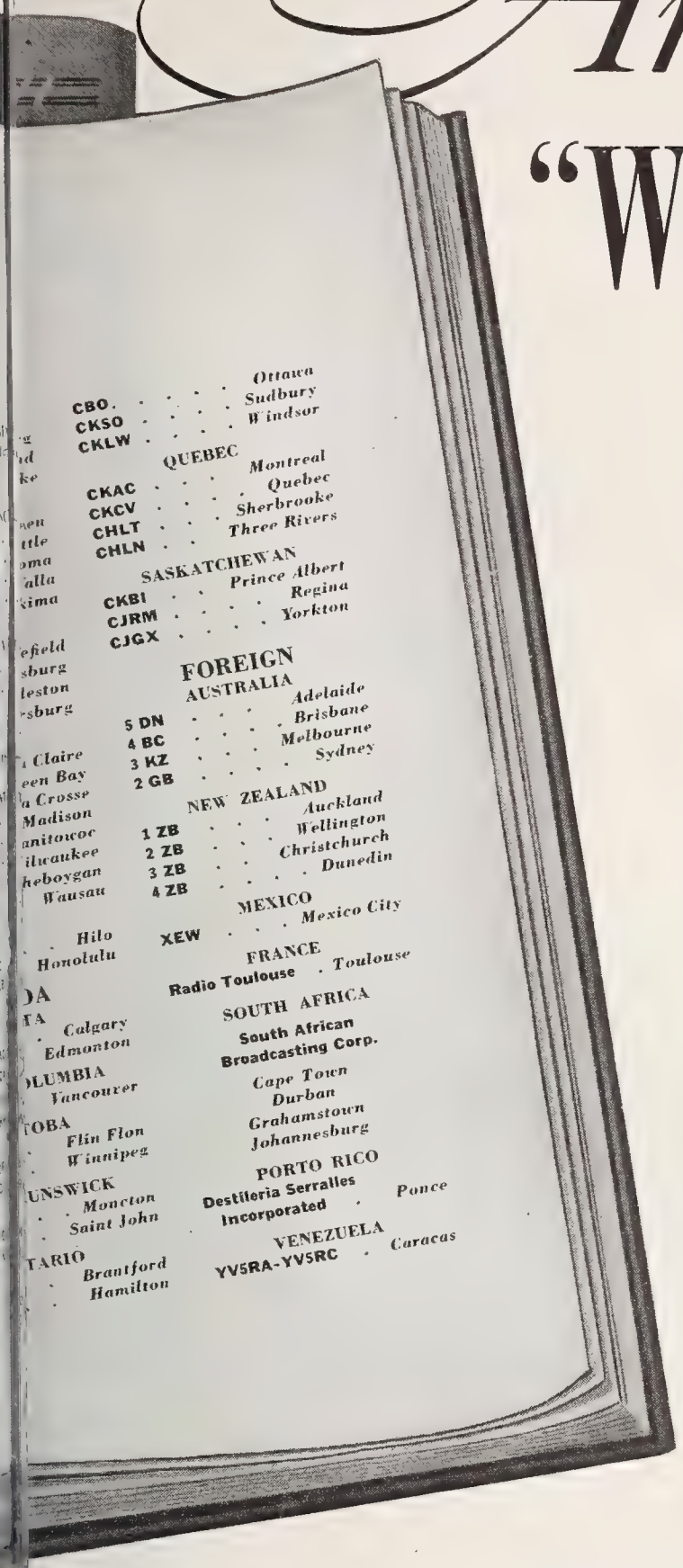
Are you in this—

"WHO'S WHO"?

Member Stations Enjoy Exclusive Contracts

in the

WORLD PROGRAM SERVICE



in the WORLD PROGRAM SERVICE

The internationally famous World library is the greatest repertory of music ever recorded for radio . . . 150 artist and orchestra names, not available on phonograph records or by any other medium . . . 2,500 separate musical numbers, new and old, modern and classical . . . 18 hours a week of varied continuity, comprising over 65 programs under 22 distinctive titles . . . every new musical work, every type of performing group brought to the World microphone and recorded for our member stations by the Western Electric vertical-cut Wide Range method—the ultimate in high fidelity.

Every station contract in World Program Service is exclusive—one franchise to a city. A few open markets are available. Write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.

tion Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

S E R V I C E . . . *a Service of*

S T I N G S Y S T E M

Radio and Press Hailed as Alarms

Protect Democracy, Sarnoff Says in Receiving Medal

RADIO and the press were hailed as the "automatic alarms" of democracy in an address marking the 233d anniversary of the birth of Benjamin Franklin, delivered Jan. 17 by David Sarnoff, RCA president and NBC chairman, before the Poor Richard Club of Philadelphia where he was awarded the club's 1938 gold medal in recognition of his "contributions toward the advancement of American civilization".

Besides being presented an illuminated scroll in appreciation of the value of radio, Mr. Sarnoff was recipient during the ceremony of a congratulatory telegram from the board of directors of WCFL, Chicago Federation of Labor station, stating that they joined "with your host of friends in tendering you the most hearty congratulation on the occasion of the richly deserved honors."

Speeded by Franklin

But for Franklin's electrical experiments, Mr. Sarnoff said, it is not unlikely that radio would have come years later because "when the late Guglielmo Marconi used a kite in 1901 as his antenna to receive the first transatlantic radio message, he had a famous precedent in the kite with which Franklin demonstrated the nature of electricity in the air."

Credit to Franklin as a publishing and advertising pioneer was paid by Mr. Sarnoff in accounting for the traditions which have given America a free press and a free radio. Mentioning the automatic radio SOS alarm, he suggested that democracies also need automatic alarms. "When the life of their free institutions is threatened, the average citizen is not in a position to sense the danger promptly. In other countries, human liberties have been lost, not through lack of desire for freedom, but through failure until too late to recognize the damage of destructive forces. A free press and a free radio are pillars of American democracy.

"To those good Americans who sometimes complain that advertising crowds the news in the paper, or that commercial announcements interfere with their enjoyment of radio programs I can only say this: Advertising makes possible in America a free press and the finest news coverage in the world. Advertising makes possible in our land a free radio and the finest broadcasting programs in the world."

Chicago Baseball

P. LORILLARD Co., New York (Old Gold cigarettes), will sponsor the home games of the Chicago Cubs and White Sox on WGN, Chicago, during the 1939 season. This marks the third consecutive year of Old Gold sponsorship on WGN and the 15th anniversary of baseball broadcasts on WGN, according to Quin A. Ryan, WGN general manager. The new series will begin in late April and will feature Bob Elson, WGN sportscaster.

SYSTEM IN MERCHANDISING

Methodical Handling of Promotion Drives More Effective Than Hit-or-Miss Methods

By DAVID NOWINSON
KFI-KECA, Los Angeles

SALES merchandising and promotion have no yardstick gauge in radio. Therefore we have many varieties of approach and innumerable standards of evaluation, most of them personal, few scientific. One station may go overboard on free air plugs for an account; another may become a competitive advertising agency in giving the account newspaper space, billboards, car cards, movie trailers, window cards; a third may go to great expense in preparing imposing sales presentations on programs to get the account and, once the client is on the air, promptly forget him.

Merchandising and the promotion it embodies has, it may be agreed, these functions: (1) To help a salesman sell the client; (2) to help the client and his product gain good will, audience, sales; (3) to interest the potential client in the ability of the station to build his business.

The Custom-Built Show

Perhaps the average station merchandising doesn't take advantage of the full possibilities. Perhaps it doesn't begin at the beginning. Perhaps many programs could do a better job if they were custom-built for a specific account, not superimposed on any and every account. Perhaps too many stations are selling only time and only a radio show, not a carefully developed campaign to build the sponsor's business. When radio is such a forceful selling medium that even hit or miss methods can get fair results, doesn't it seem reasonable that really methodical planning will score greater hits and fewer misses?

So let's begin at the beginning with the custom-built show. The sales presentation that helps the salesman sell this show to the client should make the salient features of the program plain, should show how the program takes into consideration the account's problems of budget, distribution, competition, price of product, turnover. That requires an authoritative analysis of the client's needs and it should have been made before the program was built. In that presentation you'll naturally want to sell your station; its results for other clients; its coverage; its audience; its personnel; its ability to deliver potential customers at such a program time. That requires an authoritative knowledge of your station and its operations.

Assuming that your custom-built show, carefully detailed in the sales presentation, has aided your salesman in bagging the account, does merchandising end? Emphatically not. Does your program lend itself to tie-ups with organizations whose approval and endorsement carries prestige? Then get their support. Have you given your client the benefit of promotion, air announcements, publicity? A reasonable build-up will help speed results for your client. What is reasonable is a matter for individual judgment by stations, according to their own peculiar set-up and strength.

Methodical merchandising doesn't usurp program and commercial functions, but it should look into them, seeing that the custom-built aspect is not destroyed anywhere along the line. Is the commercial copy suitable, built, like the program, for the audience you're trying to reach? Are the merchandising hooks sound? Are the premiums or offers too expensive for the account? If not, are they still desirable to the public and still suitable for the account?

These queries may seem fussy, but they are pertinent to merchandising. I recall a midwest advertising agency man who sold the client a splendid premium. The influx of boxtops almost sent the client into bankruptcy, however, for the premium was so expensive, the client kept losing money despite increased sales.

Like all good art, merchandising should have a pattern, a meaning, a widespread appeal. When it has that, it's thorough and it gets results.



FIRE at WSFA, Montgomery, Ala., at 2 a. m. Jan. 11 ruined speech input equipment, melted connections, and broke double plate glass windows between control room and main studios. However, Chief Engineer Paul Duncan and Engineers Cliff Shelkofsky and Charles Herman rigged up remote control equipment for speech input and a small receiving set for monitoring—and WSFA signed on at the usual air time, 6:30 a. m. Here's Announcer Bill Perdue carrying on under difficulties next day behind a broken glass with smoke in his nostrils.

Seeks Facts on Frequency Modulation

(*Continued from Page 19*)

Jett, FCC chief engineer; Andrew D. Ring, FCC assistant chief engineer for broadcasting; Dr. J. H. Dellinger, radio chief of the Bureau of Standards, and Col. Joseph Crawford, of the Army Signal Corps, listened to a demonstration and inspected the equipment.

At Sayville, N. J., they listened to the North Alpine station 50 miles distant, operating on 42.8 megacycles with 20 kilowatts power, with the reception described as "impressive". This was 30 miles beyond the line of sight from Alpine. Heretofore, engineers have regarded primary service from ultra-high stations as limited to the line-of-sight and for that reason ultra-high television stations as well as broadcast stations have been placed at the highest possible point to procure widest coverage to the horizon.

The engineering group also listened to the frequency modulated transmitter of W2AG on 110 megacycles, operating with 500 watts, located in the Yonkers, and the reception of both stations was reported as excellent, with the signals extremely steady.

Simultaneous Tests

Before full data on apex operation using amplitude versus frequency modulation can be procured, it is felt that simultaneous tests of two transmitters operating on approximately the same frequency with the same power, one using amplitude and the other frequency modulation, should be undertaken over a reasonable period. Moreover, before definite allocations can be made, the reception situation must be surveyed along with the general technical picture. Proper receivers adapted for frequency reception must be assured, if that mode of future allocation is decided upon, and perhaps the necessary results could only be procured at a general engineering conference.

In other words, the official view in Washington is that ultra-high broadcasting is "at the crossroads" insofar as allocations are concerned from the standpoint of selection either of amplitude or frequency modulation, weighing the advantages of one against the other. The basic question is whether the increased interference-free coverage which appears to be procurable from frequency modulation outweighs the advantage of one-fifth the size of band, with reduced coverage and greater interference which appears to characterize amplitude modulation.

Shepard Using System

In addition to Maj. Armstrong, John Shepard 3rd, president of Yankee Network, also has been conducting extensive experiments in New England, using the Armstrong principle, but concentrating largely on rural and remote coverage. While there are several transmitter designs in frequency modulation, Maj. Armstrong appears to have developed the only satisfactory receiver model. General Electric also has been conducting extensive ultra-high frequency experiments. Major Armstrong on Jan. 20 was authorized by the FCC temporarily to operate an experimental station for 30 days to retransmit from his general experimental station at North Alpine programs demonstrating the research being carried on by his two stations in frequency modulation.

Earlier in the month, WDRC, Hartford, was authorized to construct a new experimental frequency modulation station with 100 watts power using the Armstrong type of equipment and to be supervised by Major Armstrong.

WKY's Standard of Service

Climbs HIGHER HIGHER HIGHER



● WKY's twenty-five acre transmitter site is one of the showplaces of Oklahoma City.



● 80,000 requests for song sheets in a single month resulted from this WKY production.



● WKY covers its special events with one of the country's finest mobile transmitters.

● WKY's passing parade of antennas across the Oklahoma sky symbolizes in vivid fashion, the ever-ascending standards of this station. From the days of its first flat-top aerial to today's towering vertical radiator, WKY has spanned the entire history of commercial radio development. WKY has done more than keep pace . . . it has become known from coast to coast as a leader in the procession of progress.

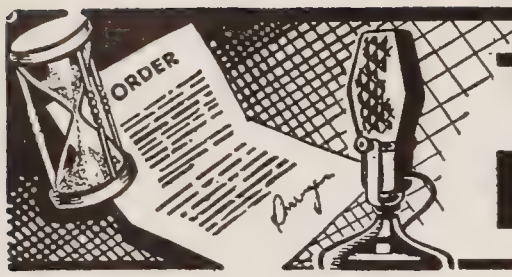
WKY's studios rank with the finest in the country. Its mechanical facilities are the answer to a radio engineer's dream. Its programs and special features have won showmanship awards and recognition from every authority in the industry.

WKY is proud of its long-time record of achievement . . . but it is prouder still of those high standards of service, to listener and advertiser alike, which have made these accomplishments possible.

To nearly a million and a half regular listeners, WKY is more than a radio station. It is a friendly, familiar voice of The Oklahoma Publishing Company which, day in and day out, may be counted on for all that is fine in entertainment, education, advancement. WKY sells goods for advertisers because WKY has done a magnificent job of selling itself.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ● THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ● THE FARMER-STOCKMAN ● MISTLETOE EXPRESS ● KVOR COLORADO SPRINGS KLZ, DENVER (Under Affiliated Management) ● REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft. Worth

Smith Bros. Mfg. Co., Kansas City (Big Smith Work Clothes), 13 *sp*, thru R. J. Potts & Co., Kansas City.
Babcock Bros., Denison, Tex. (auto supplies), 5 *sp* weekly, 39 weeks, thru Albert Couchman Adv. Agency, Dallas.
Standard Brands, New York (Royal Baking Powder), 5 *t* weekly. 17 weeks, thru McCann-Erickson, N. Y.
Industrial Training Corp., Chicago (technical training), 13 *t*, thru James R. Lunke & Associates, Chicago.
Flamingo Sales Co., Los Angeles (Flamingo Nail Polish), 104 *sa*, thru Buchanan & Co., Los Angeles.
Postex Cotton Mills, Post, Tex. (Garza Sheets), 156 *sa*, thru Tracy-Locke-Dawson, Dallas.
Wander Co., Chicago (Ovaltine), 93 *sa*, thru Blackett-Sample-Hummert, Chicago.
Spikes Bros., Dalworth Park, Tex. (Spikes Brooms & Mops), 52 *sa*, direct.
Mentholatum Co., Wilmington, Del. (Mentholatum), 72 *sa*, thru Dillard Jacobs Agency, Atlanta.
White King Soap Co., Los Angeles (White King Soap), 39 *sa*, thru Raymond R. Morgan Co., Los Angeles.
Peter Paul Inc., Naugatuck, Conn. (Mounds Candy Bar), 27 *sa* thru Platt Forbes, N. Y.
Booth Fisheries Corp., Chicago (Canned salmon), 18 *ta*, thru Frank Presbrey Co., N. Y.
Bulova Watch Co., New York, 63 *sa* weekly, thru Biow Co., N. Y.
Honeyouth Inc., Dallas (Honeyouth Masque), 3 *sp* weekly, thru Tracy-Locke-Dawson, Dallas.
Calavo Growers of Cal., Los Angeles, 3 *sp* weekly, thru Lord & Thomas, Los Angeles.
Southwestern Greyhound Bus Lines, Dallas. *sa* series, thru Beaumont & Hohman, Dallas.

WTMJ, Milwaukee

Lehn & Fink Products Co., New York (Hinds cosmetics), 60 *sa*, thru Wm. Esty & Co., N. Y.
George Hormel & Co., Austin, Minn. (Spam), 40 *sa*, thru BBDO, Minneapolis.
Rockwood & Co., New York (Pecan Feast), 108 *sa*, thru Federal Adv. Agency, N. Y.
Procter & Gamble Co., Cincinnati (Crisco). 26 *sa*, thru Compton Adv. Agency, N. Y.

WFMD, Frederick, Md.

Sherwood Bros., Baltimore (Betholine), 5 *ta* weekly, thru Van Sant, Dugdale & Co.. Baltimore.
Allis-Chalmers Mfg. Co., Milwaukee, 6 *sp* weekly, thru Bert S. Gittins, Milwaukee.

WNAX, Yankton, S. D.

Procter & Gamble Co., Cincinnati (Ivory soap), 5 *t* weekly thru Compton Adv., N. Y.
Country Home Magazine, New York, 5 *sa* weekly, direct.

WMCA, New York

Webster-Eisenlohr, New York (Girard cigars), weekly *sp* thru N. W. Ayer & Son, Philadelphia.

WABC, New York

Campbell Soup Co., Camden, 6 *sp* weekly, thru Ward Wheelock Co., Philadelphia.

WEEI, Boston

Peter Paul Inc., Naugatuck, Conn. (Mounds, Ten Crown Gum), daily *sp*, 13 weeks, thru Platt-Forbes, N. Y.
Quaker Oats Co., Chicago (poultry feed), weekly *t*, 17 weeks, thru Benton & Bowles, Chicago.
Richfield Oil Corp., New York, 5 *ta* weekly, 12 weeks, thru Sherman K. Ellis, N. Y.
Lehn & Fink Products Co., New York (Hinds Cream), 45 *sa*, thru William Esty & Co., N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry), daily *sa*, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Bulova Watch Co., New York (watches), 10 *sa* daily, 52 weeks, thru Biow Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), 5 *sa* or *ta* daily, 52 weeks, thru Wm. Esty Co., N. Y.

WBAL, Baltimore

Knox Co., Los Angeles (Cystex), 26 *t*, thru Allen C. Smith Adv. Co., Kansas City.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), 468 *sa* and *ta*, thru Wm. Esty & Co., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 2 *sa* weekly, January, thru Compton Adv., N. Y.
Kraft-Phenix Cheese Corp., Chicago (Par-Kay), 30 *sa*, thru Needham, Louis & Brorby, Chicago.

KSO-KRNT-WMT, Des Moines-Waterloo

P. Lorillard Co., New York, 3 *sp* weekly, thru Lennen & Mitchell, N. Y.
Interstate Nurseries, Hamburg, Ia., 6 *sp* weekly, direct.
Earl Ferris Nursery Co., Hampton, Ia., 6 *sp* weekly, thru Lessing Adv. Co., Des Moines.
Moody Bible Institute, Chicago, weekly *sp*, thru Critchfield & Co., Chicago.

KFBK, Sacramento

General Foods, New York (Minute pudding), 6 *sa* weekly, thru Young & Rubicam, N. Y.
Walker Remedy Co., Waterloo, Ia. (poultry remedy), 5 *ta* weekly, thru Weston-Barnett, Waterloo, Ia.
National Funding Corp., Los Angeles (loans), 7 *sa* weekly, thru Smith & Bull, Los Angeles.
J. A. Folger Co., San Francisco (coffee), 5 *sp* weekly, thru Raymond R. Morgan Co., Los Angeles.

KHJ, Los Angeles

Cherry Specialty Co., Chicago (candy), 2 *sa* weekly, thru Coe, Guy & Walter, Chicago.
Marion R. Gray Co., Los Angeles (shirts & ties), 3 *sp* weekly, direct.

WHN, New York

Segal Lock & Hardware Co., New York (pick-proof lock cylinder), 6 *sa* weekly, 26 weeks, thru Friend Adv. Agency, N. Y.
Barney's Clothes, New York, daily *sa*, 52 weeks thru Austin & Spector, N. Y.
Wander Co., Chicago (Ovaltine), weekly *sa*, 31 weeks thru Blackett-Sample-Hummert, Chicago.
Gospel Bcstg. Assn., Los Angeles, weekly *sp*, 52 weeks thru R. H. Alber Co., Los Angeles.
Purity Bakeries Corp., Chicago, daily *sa*, 52 weeks thru Campbell-Mithun, Minneapolis.

KFYO, Lubbock, Tex.

Cosden Oil Corp., Fort Worth, weekly *t*, thru Advertising Business Co., Fort Worth.
Sears Roebuck & Co., Chicago, 130 *t*, thru Blackett - Sample - Hummert, Chicago.
Interstate Cotton Oil Refining Co., Sherman, Tex., 5 *sa* weekly, thru Crook Adv. Agency, Dallas.
C & H Sugar Corp., San Francisco, 2 *sa* weekly, thru Crook Adv. Agency, Dallas.

KJBS, San Francisco

Calavo Growers of Cal., Los Angeles, 5 *sa* weekly, thru Lord & Thomas, Los Angeles.
Dr. Ross Dog and Cat Food, San Francisco (pet food) 3 *sa* weekly, thru Walter Biddick Co., Los Angeles.
White King Soap, Los Angeles (White King Soap) 12 *sa* weekly, thru Raymond Morgan Co., Hollywood.

KPO, San Francisco

B. T. Babbitt Co., New York (Babo) 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Industrial Training Corp., Chicago (industrial school) weekly *t*, thru James R. Lunke & Associates, Chicago.
Rumford Chemical Works, Providence (baking powder) *sa* series, thru Atherton & Currier, N. Y.

WEAF, New York

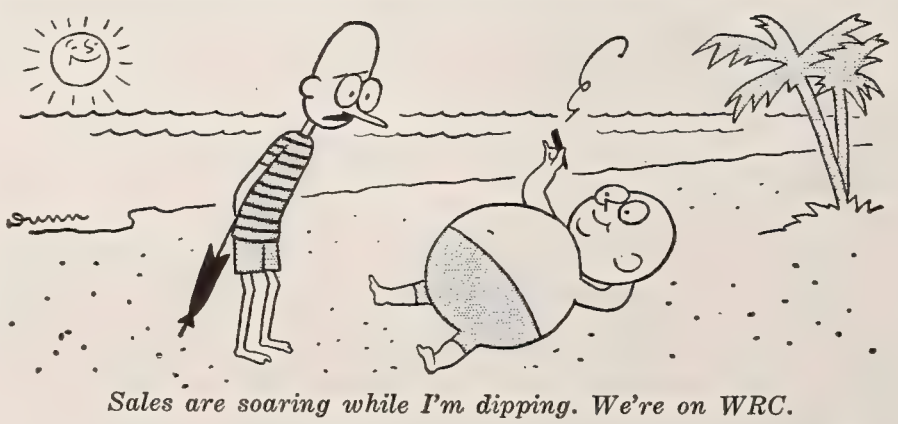
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly thru Franklin Bruck Adv. Corp., N. Y.
J. B. Williams Co., Glastonbury, Conn. (shaving cream), *sp* weekly, 13 weeks thru J. Walter Thompson Co., N. Y.

WOV, New York

Procter & Gamble Co., Cincinnati (Ivory soap), 6 *sp* weekly thru Compton Adv., N. Y.

WJZ, New York

Chas. B. Knox Gelatine Co., Johnstown, N. Y., 2 *sp* weekly thru Kenyon & Eckhardt, N. Y.



Sales are soaring while I'm dipping. We're on WRC.

Pd. Adv.

KSFO, San Francisco

California Animal Food Co., Oakland (Calo Dog Food), 3 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
White King Soap Co., Los Angeles (White King Soap), 5 *sa* weekly, thru Raymond R. Morgan Co., Los Angeles.
R. J. Reynolds Tobacco Co., Winston-Salem (Camel Cigarettes) 5 *sp* weekly, thru William Esty & Co.. N. Y.
Safeway Stores, San Francisco (Lucerne Milk), 6 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Atlantic Sales Corp., Rochester (Coleman's Mustard), 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Calavo Growers of Cal., Los Angeles, 3 *sa* weekly, thru Lord & Thomas Los Angeles.
Greco Canning Co., San Jose (canned beans), 2 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.
Peter Paul Inc., San Francisco (Mounds Candy) 3 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Flamingo Sales Co., Los Angeles (nail polish) 6 *sa* weekly, thru Buchanan & Co., Los Angeles.

KYA, San Francisco

Tidewater-Associated Oil Co., San Francisco, 22 *sp*, thru Lord & Thomas, San Francisco.
Japanese Committee on Trade & Information, San Francisco (travel bureau), weekly *sp*, thru Brewer-Weeks Agency, San Francisco.
Christian Science Committee on Publication for Northern California, San Francisco (religious), monthly *sp*, direct.
Dodge Clothes, San Francisco (chain), weekly *sa*, direct.
Electric Appliance Society of N. Cal., San Francisco, 20 *sa*, thru Jean Scott Frickelton Agency, San Francisco.
Compagnie Parisienne, San Antonio (perfume) 2 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KMPC, Beverly Hills, Cal.

Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 6 *t* weekly, thru Stodel Adv. Co., Los Angeles.
Hollywood Screen World, Hollywood (magazine), weekly *sp*, direct.
Kern Food Products Co. Inc., Los Angeles (food products), 6 *sp* weekly, direct.
Star Sheen Cosmetic Co., Los Angeles (hair rinse), 10 *sa* weekly, direct.
Life Finance Corp., Beverly Hills, Cal. (investments), weekly *t*, thru Smith & Bull Adv., Los Angeles.
Continental Broadcasting Co., San Francisco (resort promotion), weekly *sp*, direct.
Pacific States Loan Co., Los Angeles (loans), 7 *t* weekly, direct.

KFI, Los Angeles

O. M. Tablet Co., Pasadena, Cal., (proprietary) weekly *sp*, thru Lou Sterling & Associates, North Hollywood.
Flamingo Sales Co., Hollywood (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.
Kellogg Co., Battle Creek, (All-Bran), 2 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Ethyl Gasoline Corp., West Coast Division, Los Angeles (gasoline) weekly *sp*, placed direct.
General Foods Corp., New York (Bran Flakes), 5 *t* weekly, thru Benton & Bowles, N. Y.

WGN, Chicago

Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), 6 *sp* weekly, thru McCann - Erickson, N. Y.
Illinois Liggett Drug Co., Chicago, 16 *sa* weekly, thru McJunkin Adv. Co., Chicago.
Crowell Pub. Co., Chicago, 2 *sp* weekly, thru McCann-Erickson Inc., Chicago.
Procter & Gamble, Cincinnati (Crisco), 10 *sa* weekly, thru Compton Adv., N. Y.

Radio Advertisers

BEATRICE CREAMERY Co., Chicago, has renewed its half-hour disc show titled *Lightin' Jim* twice weekly on WGN and weekly on WWJ, WCAE and KLZ. Series is tied-in with local distributors and is being expanded as markets open. Agency is Lord & Thomas, Chicago.

EUCLID CANDY Co., San Francisco (candy bars), on Feb. 5 starts *Headlines on Parade*, 15-minute weekly disc show featuring Knox Manning as news commentator, on WBBM, Chicago. Agency is Sidney Garfinkel Adv., San Francisco.

PACIFIC BREWING & MALTING Co., San Jose and San Francisco, (Wieland's Beer) recently started *The Answer Game* on KFRC, San Francisco, Wednesdays, 8:30-9 p. m. (PST). Account is handled by Crossley & Ham, San Francisco.

CALIFORNIA - OREGON POWER Co. and Mountain States Power Co. are jointly sponsoring a transcribed program *Woman's Forum of the Air* on KMED, Medford; KFJI, Klamath Falls; KOOS, Marshfield, and KRNR, Roseburg—all in Oregon.

B. T. BABBITT Co., New York (cleanser), has added KFI, Los Angeles, and KPO, San Francisco, to its list of stations using the thrice weekly quarter hour transcribed serial, *David Harum*. Agency is Blackett-Sample-Hummert, New York.

BROADWAY DEPT. STORE Inc., Los Angeles, a frequent user of spot radio, on Jan. 29 started for 52 weeks, using a heavy schedule of quarter-hour programs on KHJ, that city. Firm is sponsoring a daily 12 noon-12:15 p. m. news and commentary program featuring Norman Nesbitt, supplementing this with an additional quarter-hour, Mondays through Fridays, 5-5:15 p. m. Firm will also continue using spot announcements for sales and special events. Lee Ringer Adv. Los Angeles, has the account.

NATIONAL FUNDING Corp., Los Angeles (finance), thru Smith & Bull Adv., that city, in early January started for 52 weeks, using four daily spot announcements on KROY and KLS, and one daily on KFBK and KMJ. Firm also renewed for 52 weeks on KFSD, KMPC and KERN, using from two to four spots daily. In addition 10 daily spots are being used on KFWB.

SONTAG DRUG STORES, Los Angeles (statewide chain), using radio for the first time and placing thru Ivar F. Willin Jr. & Staff, that city, used daily spot announcements on seven Southern California Stations—KRKD, KMTR, KFAC, KDB, KFXM, KIEV, KFOX—in a one-week test which ended Jan. 21.

LORAINE CLEANERS & LAUNDRY, Los Angeles, newly-organized and establishing a chain service in Southern California, has appointed Alvin Wilder Adv., that city, to direct its advertising, and on Jan. 23 started a 52-week schedule of daily quarter-hour news programs on KMPC, KRKD and KGFJ. Firm plans to extend radio activities as new service branches are opened.

MASSEY - HARRIS Co., Toronto (farm implements) started its local spot campaign on Jan. 21 with a live show on CJRM, Regina, Sask. Other stations will be added in February by local branches of the company in various parts of Canada.

BORDEN'S FARM PRODUCTS, New York, on Jan. 17 started a five-week campaign of six to eight spot announcements weekly for Vitamin D milk on five New York stations—WOR, WMCA, WNEW, WINS and WHN. BBDO, New York, handles the account.

3,444 Spots

ONE of the largest spot placements in the history of radio has just been signed by the San Joaquin Baking Co. of Fresno, Cal., which ordered 3,444 transcribed spots on KYOS, Merced, Cal. One spot of every hour of every weekday during 1939 is what the order averages. Only Sundays are excepted. A contract for 195 quarter hours of the *Air Adventures of Jimmy Allen* has been placed on KYOS by the Peters Shoe Co. of St. Louis, to be sponsored by Peters dealers.

HERALD & EXAMINER, Chicago, on Jan. 22 started *Hot Off the Press*, a six-weekly quarter-hour live show on WCFL, that city. Patterned after *March of Time* the show will present dramatized news and interviews with the newspaper's staff and feature writers. Schwimmer & Scott, Chicago, is agency.

SCHULZE BAKING Co., Chicago (Mrs. Webber's Homemade Bread), on Jan. 25 started *John Higgins of Finchville*, Wednesday, Thursday, Friday, 4:30-4:45 p. m., on WMAQ, Chicago. Featuring Joe DuMond, the show continues as an NBC-Blue sustainer five weekly, 9:15 a. m. R. J. Potts Co., Kansas City, is agency.

KERN FOOD PRODUCTS Co., Los Angeles (canned & bottled food) out of radio the past year, and placing direct, is sponsoring the six weekly quarter-hour *World Wide News* on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, starting Jan. 11.

STAR SHEEN COSMETIC Co., Los Angeles (hair rinse), out of radio for more than three years, on Jan. 16, placing direct, started two spot announcements daily, Monday through Friday, on KMPC, Beverly Hills, Cal. Contract is for 26 weeks.

VOCATIONAL SERVICE Inc., Glendale, Cal., (training school), on Jan. 16 started for three weeks or more, using six weekly quarter-hour commentatory and transcribed programs on KSL, Salt Lake City, and KLZ, Denver. Agency is R. H. Alber Co., Los Angeles.

WEST END BREWING Co., Utica, N. Y., has started a five-minute news show daily on WIOD, Miami, Fla., through Compton Adv., New York.

LORD & THOMAS, Chicago, announced Jan. 17 it had resigned the Lady Esther Ltd., Chicago, account.

BAKERITE BAKERY, San Jose, Cal., has contracted for 1.200 transcribed one-minute announcements, to be released 5-daily, on KHUB, Watsonville, Cal.

BRITISH AMERICAN OIL Ltd., Toronto, Feb. 13 renewed the *Jimmy Allen* transcription series for 200 episodes, five weekly, over a Canada-wide list of stations. Transcriptions were placed by Grow & Pitcher Broadcasting Agencies, Toronto, and account was handled by J. Walter Thompson Co. Ltd., Toronto.

AMERICA'S 4th MARKET

KEHE

IS *GOOD* INSURANCE

IN LOS ANGELES

RUSSELL ELLER has been appointed advertising manager of the California Fruit Growers Exchange, Los Angeles. He has been identified with Sunkist advertising since 1923 and was formerly assistant advertising manager. He succeeds W. B. Geissinger, who resigned to become associated with Lord & Thomas, Chicago, in an executive capacity. R. S. Simmons, a member of Sunkist advertising staff since 1926, has been appointed assistant advertising manager.

DOMESTIC FINANCE Corp., Chicago (personal loans), has started a Friday afternoon quarter-hour show on WHAM, Rochester. Designed on the forum idea, the series is given over to local social and civic clubs, such as the guild for crippled children. Tea is served the studio audience. It is understood the series will be recorded for rebroadcasts on WHAM. Account is placed direct.

AMERICAN INSTITUTE OF MERITISM, Los Angeles (economic philosophy), has appointed Darwin H. Clark Adv. Agency, Los Angeles and on Jan. 25 started a weekly quarter-hour program on 4 Don Lee stations in a test campaign; also using two daily one-minute transcribed announcements on KFAC, Los Angeles, and plans to extend activities to include other West Coast stations.

HORN & HARDART Co., Philadelphia, on Feb. 19 will renew its *Children's Hour* program for Automat restaurants on WABC, New York, Sundays, 10:30-11:30 a. m., placed by The Clements Co., Philadelphia.

P. LORILLARD & Co., New York, has renewed for another 13 weeks its Sunday half-hour program *Tango Cabaret* for Old Gold cigarettes on WOV, New York. Lennen & Mitchell, New York, is the agency.

BENTON & BOWLES, New York, recently announced its resignation as advertising agency for Eno Ltd., New York, makers of Eno Salts.



"PUT YOUR STATION on the PROFIT SIDE with *Top Flight Talent* TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

THE PICK OF THE RADIO STATIONS IN WESTERN CANADA

- In Western Canada— all these stations are C.B.C. basic outlets.

In Manitoba

- CKY Winnipeg is western Canada's Most Powerful Station
- and
- CKX Brandon completes the Manitoba radio coverage.

In Saskatchewan

- The people listen to—
- CKCK Regina . . * delivers 82.7% of Regina Audience
- CHAB Moose Jaw . . * delivers 72.6% of Moose Jaw Audience
- CKBI Prince Albert . . * serving the Rich Wheat Lands of the North

In Alberta

- These three stations afford the only 100% coverage.
- CJCA Edmonton . . * delivers 70% of Edmonton Audience
- CFAC Calgary . . * delivers 65% of Calgary Audience
- CJOC Lethbridge .. * delivers 86% of Lethbridge Audience

In British Columbia

- For maximum coverage at minimum cost use
- CKWX Vancouver (not basic CBC)
- CJAT Trail

Canadian Representatives
ALL-CANADA RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
CALGARY - VANCOUVER

U. S. Representatives
WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

*1938 SURVEY FIGURES

LIBBY, McNEIL & LIBBY, of Canada, Chatham, Ont., started on Jan. 16 a twice-daily spot campaign on CFRB, Toronto; CFCF, Montreal; CJCB, Sydney, Nova Scotia. Other stations will be added and the products advertised will be changed each month. McConnell Eastman Co., Toronto, handled the account.

SWIFT CANADIAN Co., Toronto, for Pard (dog food) extended in January the weekly transcription campaign started in December on CBL, Toronto, and CFCF, Montreal, to CKY, Winnipeg; CJOR, Vancouver; CHNS, Halifax. Account placed by J. Walter Thompson Co., Toronto.

JACKSON BREWING Co., New Orleans, has added the two-hour *Jax Midnight Frolic* on KPRC, Houston. The Saturday night musical saluting southern towns is also on WDSU, New Orleans. In Dallas, Jackson now sponsors news, interviews and sports programs on KRLD, and daily sports and newscasts on WRR. Daily quarter-hour sportscasts. *Sportlights of the Day*, is also on WCOC, Meridian, Miss.; WJDX, Jackson; WGCM, Gulfport, and WDSU, along with spot announcements on KFDM, KPRC, KRIS, WSMB, WWL, KGKO, KALB, KWKH, KGKB, KNOW, KVOL and WMC. Anenger Adv. Agency, St. Louis, handles the account.

WILBERT PRODUCTS, New York (No-Rub Floor Wax), on Feb. 2 will start sponsorship of Jimmy Jemail on quarter-hour Thursday evening programs of sidewalk interviews on WOR, Newark. Mr. Jemail is the *Inquiring Photographer* for the *New York Daily News* and has been conducting his own programs since 1923. W. I. Tracy, New York, is the agency handling the account.

CHAPPEL BROS., Rockford, Ill., makers of Ken-L-Ration dog food, on Jan. 22 started a new quarter-hour weekly program *Kennel Time* on WOR, Newark, featuring Dr. Preston Bradley, president of the Isaac Walton League of America. Agency is C. Wendel Muench, Chicago.



MENTHOLATUM Co., Wilmington, has been running a six-month campaign of three weekly transcribed announcements on a list of eight or nine New England stations. The campaign was placed through Spot Broadcasting, New York.

FEMININE PRODUCTS, New York (Arrid cream deodorant), a subsidiary of Carter Products, New York, has been running a five-month test campaign of three transcribed announcements weekly on 12 New England stations, placed through Spot Broadcasting, New York.

BROWN'S BREAD Ltd., Toronto, on Jan. 23 started the thrice-weekly *Lone Ranger*, transcription on CKCL, Toronto, and CHML, Hamilton, Ont. McConnell Eastman Co., Toronto, placed the account.

CONSOLIDATED CIGAR Co., New York (Harvester cigars), on Jan. 16 started a 26-week campaign of evening spot news programs on KRNT, Des Moines, WMT, Cedar Rapids, and WOC, Davenport, Iowa.

ST. GERMAIN PUBLISHING Co., Chicago (religious), thru Allied Adv. Agencies, Los Angeles, is producing a series of 52 quarter-hour transcribed talks which will be placed on stations nationally. Series, featuring Mrs. Ballard of the I AM movement, is being cut by C. P. MacGregor, Hollywood recording concern.

AMERICAN PRODUCTS Co., Cincinnati (household foods), in late January ran a campaign of six two-minute spot announcements on six Midwestern stations including WNAX, KMMJ and KMA. Discs were recorded by World Broadcasting System. Agency is Guenther-Bradford & Co., Chicago.

NATIONAL RADIO INSTITUTE, Washington, broadcast a quarter-hour disc show on WBBM, Chicago, titled *Famous Tunes by Famous Orchestras*, each Sunday during January. Agency is Van Sant, Dugdale & Co., Baltimore.

EDWARD J. FUNK & SONS, Kentland, Ind. (seed corn), on Jan. 28 started half-hour participations in National Barn Dance on WLS, Chicago, for 13 weeks. Aubrey, Moore & Wallace, Chicago, is agency.

SEARS, ROEBUCK & Co., Chicago, in early March will add KMMJ, Clay Center, Neb., and KFEQ, St. Joseph, Mo., to the 23 stations carrying *Grandma Travels*, a five weekly quarter-hour show. In Oklahoma City, the account has been shifted to WKY. Blackett-Sample-Hummert, Chicago, is agency.

CANADA PACKERS Ltd., Toronto (Maple Leaf Toilet Soap), has started a daily spot announcement campaign on CFCY, Charlottetown, P. E. I.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B. E. W. Reynolds & Co. Ltd., Toronto, placed the account.



AFA Drawing Up Plans For Convention in June

ADVERTISING Federation of America has announced plans and committees for its 35th annual convention and exposition, to be held in New York at the Waldorf-Astoria, June 18-22. Mason Britton, vice-chairman of the board, McGraw-Hill Publishing Co., New York, is chairman of the Federation's board of directors, with George M. Slocum, publisher, *Automotive News*, Detroit, serving as president. Henry Obermeyer, assistant vice-president, Consolidated Edison Co. of New York, and a Federation director, heads the convention's program committee.

Frank A. Conolly, merchandising manager, Oakite Products, New York, is chairman of the exhibit committee, and J. Kenneth Laird, Young & Rubicam, Chicago, was named chairman of the national attendance committee. A convention feature this year will center about the delegations of advertising men and women from other countries, who will be honored with an *International Day* observance. The speaking program will include some 100 men and women who will cover many phases of current advertising and sales promotion.

Percy Crandall

PERCY (Perry) C. CRANDALL, 38, radio director of Chas. H. Mayne Co., Los Angeles agency, died in Wilshire Hospital, that city, on Jan. 15 from pneumonia. He was ill approximately three weeks. Mr. Crandall was well known as writer of numerous live and transcribed radio serials, among them being *The Crimson Trail*, and *Moving Stories of Life*, the latter sponsored by Lyons Van & Storage Co. on the Pacific Coast. Born in Colorado, Mr. Crandall had resided in Hollywood for more than 20 years. A stock company actor for many years, he turned to radio about five years ago. He is survived by his widow, Mrs. Caroline Crandall and a son, Stuart.

CBC-CAB May Parley

THE privately-owned Canadian broadcasting stations have been invited to sit in a round-table discussion on the problems of the private stations at the March meeting of the board of governors of the Canadian Broadcasting Corp. to be held in Montreal. It is understood that the Canadian Association of Broadcasters will send a representative committee to talk over problems and CBC regulations as they affect the broadcasters.

ARNOLD VAN LEER has announced his resignation from Cowan & Van Leer, New York, which has been dissolved, to form Arnold Van Leer Associates, advertising, merchandising and public relations counselors, with offices at 521 Fifth Ave., New York. The new company will handle public relations and merchandising for former Cowan & Van Leer accounts, including Packard Lektro-Shaver, Lektrolite Corp. of Stamford, Roto-Shaver, and Dictograph Products Co., Advertising for which will not be decided for another month.

WARD & WEINER, Wilkes-Barre De Soto agency, who are sponsoring *The Shadow of FuManchu* on WBAX of that city three times weekly, have placed window cards in 100 stores in the city and have distributed 500 Chinese key puzzles to merchandise the program.

AGENCY Appointments

ILLINOIS MEAT Co., Chicago (Broadcast canned foods), to J. Sterling Getchell, New York. Spot radio is planned.

BURNHAM & MORRILL, Portland, Me. (B & M baked beans, brown bread), to Sherman K. Ellis & Co., N. Y., effective April 1.

CAMPBELL PRODUCTS Co., Pasadena, to Emil Brisacher & Staff, San Francisco.

SHAW Inc., (KAJOL Gold Shampoo) and Farallone Packing Co. (fish products), to Kelso Norman Organization, San Francisco.

J. C. PENNY Co., New York, to Pedlar & Ryan, N. Y.

PHILCO RADIO & TELEVISION Co., Philadelphia to Hutchins Adv. Co., Rochester, N. Y., for refrigerator line recently purchased from Fairbanks, Morse & Co.

HUDNUT SALES Co., New York, to Benton & Bowles, New York, to handle all advertising for DuBarry, Marvelous and Hudnut products.

B. F. GOODRICH Co., Akron, to Buchanan & Co., New York, for Seal-O-Matic inner tube.

PINAUD Inc., New York (toilet requisites), to Sherman K. Ellis, N. Y.

ATLANTIC BREWING Co., Atlanta (beer and ale), to Donahue & Coe, N. Y. Present schedule of local spot announcements to be continued.

BLATZ Brewing Co., Milwaukee (beer), to Henri, Hurst & McDonald, Chicago. No radio plans for the present.

PURE FOODS FACTORY, Mamaroneck, N. Y. (bouillon cubes), to Sherman K. Ellis & Co., N. Y.

CHOCOLATE PRODUCTS Co., Chicago (Stillicious), to McCord Co., Minneapolis. PINAUD Inc., New York (toilet preparations), to Sherman K. Ellis & Co., N. Y. VADSCO SALES Corp., Long Island City, N. Y. (Quinlax), to Benson & Dall, Chicago.

CHICAGO SCHOOL OF NURSING, Chicago, (nurses training), to James R. Lunke & Associates, Chicago. Spot test started Jan. 22 on WHO, WDAY.

LANG LABORATORIES, Chicago (foot powder), to James R. Lunke & Associates, Chicago. Radio is planned for the future.

INTERNATIONAL RADIO Corp., Ann Arbor, Mich. (Argus cameras), to Brooke, Smith & French, Detroit.

PETER DOELGER Brewing Corp., Harrison, N. J., to Platte-Forbes, N. Y.

WEST END BREWING Co., New York, to Compton Adv., New York, for all advertising of Utica Club Beer and Ale.

WM. UNDERWOOD Co., Watertown, Mass. (deviled ham), to BBDO, Boston.

LEVER BROS. Co., Cambridge, has named BBDO, New York, to place advertising for Gold Dust, Silver Dust, Fairy, Sunny Monday soaps recently acquired from Hecker Products Corp.

PINAUD Inc., New York (toiletries), to Sherman K. Ellis & Co., New York.

Lone Ranger Cones

MARYLAND CONE Co., Baltimore, is planning a spot announcement campaign for Lone Ranger ice cream cones, which will start May 1 on a list of 80 stations. Austin & Spector Co., New York, is handling the account.



Agencies

WILLIAM W. NEAL, formerly secretary of Gottschaldt-Humphrey Inc., Atlanta, has joined Freitag Advertising Agency, Atlanta, in an executive sales capacity, along with Carroll K. Liller, for several years in the New York offices of McKee, Albright & Ivey and N. W. Ayer & Son, who will join the Freitag organization Feb. 1. Present executive personnel of the agency includes, beside Neal and Liller, Kenneth Harris, in charge of production, and Joseph V. Freitag.

NEEDHAM, Louis & Brorby, Inc., Chicago, recently announced the opening of a Hollywood office for radio production, in charge of Cecil Underwood, who has been transferred from the Chicago staff. John J. Louis, vice-president, will divide his time between Chicago and Hollywood. The *Fibber McGee* show, handled by the agency, begins out of Hollywood Jan. 31.

MERRILL - CHESSLER Adv. Co., Baltimore, is the new name of the recently merged Yale Merrill Advertising & Publicity Co. and the Maurice Chessler Adv. Co. The new agency, headed by Yale Merrill and Maurice Chessler, has offices in the Calvert Bldg.

JAMES R. LUNKE & ASSOCIATES, Chicago, has moved to larger offices in the Palmolive Bldg., Suite 1306-7. Robert A. Gallagher, formerly of *Boot & Shoe Recorder*, has joined the firm as production manager.

LAWRENCE I. EVERLING, since 1919 account executive in charge of radio and merchandising of Richard A. Foley Adv. Agency, Philadelphia, recently was named second vice-president of the agency.

DAVID BROWN, previously with Loomis & Hall Agency, Miami, has resigned from Pedlar & Ryan, New York, where he handled a part of the contact work on the Procter & Gamble account. Mr. Brown's future plans have not been announced.

CARL STANTON, Lord & Thomas, Hollywood assistant producer on the NBC *Bob Hope Show*, sponsored by Pepsodent Co., and Virginia Reynolds Ketcham of Denver, have announced their engagement.

COE, GUY & WALTER, Chicago, is the new firm name of the former Oscar L. Coe & Associates, 540 N. Michigan Ave.

JOSEPH R. GERBER, Portland, Ore., is the new name of the former Gerber & Crossley Agency.

CLARK & KUPSICK Adv. Agency has been formed in Miami, with James Clark as manager and offices in the Congress Bldg.

JAMES HOULIHAN has discontinued his own agency in San Francisco and is now manager of the recently opened San Francisco office of Stack-Goble Adv. Agency, located in the Monadnock Bldg.

LEWIS & TOKAR, 44 Commerce St., Newark, N. J., has been formed by merger of the Milton L. Lewis and Alfred F. Tokar agencies.

CARROLL O'MEARA has been transferred from the Hollywood to New York office of Young & Rubicam to continue producing the NBC *Al Pearce & His Gang* program, sponsored by General Foods Corp.

HARVEY L. VEHON Co., Los Angeles agency, formerly known as Vehon-Weinstein, has moved to new offices at 707 S. Broadway, that city.

CLARK BROWN, formerly vice-president in charge of sales of Point of Purchase Co., Los Angeles, has joined Scholts Adv. Service, that city, as account executive.

LOOMIS & HALL, Miami agency, has discontinued business.

AMSTERDAM Adv. Agency, New York, has discontinued operation.

Arthur Barry Appointed To Free & Peters Staff

ARTHUR J. BARRY Jr., who has been doing promotional sales work for William H. Rankin Adv. Agency, New York, has been named to the sales staff of Free & Peters, Chicago. Mr. Barry, a native New Yorker, was graduated from Brown University with a Ph.B. degree in 1927 and attended Harvard graduate school in 1928. He was associated with the advertising department of the *New York Journal of Commerce* for four years and in 1931 organized Barry Tours, devoted to the development of good will through the interchange of college and university students abroad. During this time he was a free lance journalist, contributing to travel publications.



Mr. Barry

DR. DONALD A. LAIRD, formerly head of the Rivercrest Laboratories of Colgate University, has resigned to direct the Ayer Foundation for Consumer Analysis, newly formed merchandising research organization, operating independently of the production departments of N. W. Ayer & Son as a memorial to F. Wayland Ayer, founder of the agency.

TUCKER WAYNE & Co. is the new firm name of the former James A. Greene & Co., Atlanta. Mr. Greene sold his interest to Tucker Wayne last Nov. 1 and Mr. Wayne continues as president. Douglas D. Connah continues as radio director. The offices remain at 10 Pryor St., Atlanta, and the executive staff is unchanged.

PARKER WOOD Jr., formerly of J. Stirling Getchell, New York, has joined the San Francisco office of Botsford, Constantine & Gardner as an assistant in the production department.

CARLOS FRANCO, station relations director of Young & Rubicam, New York, is seriously ill with rheumatic fever in the North Westchester Hospital at Mt. Kisco, N. Y.

HARRY BRINCKMAN, formerly production manager of Philip J. Meany Co., Los Angeles, has joined W. C. Jeffries Co., that city, in a similar capacity.

FERN LAMBERSON, formerly of KTSM, El Paso, Tex., has joined Howard Ray Agency, Los Angeles, in charge of radio programs and copy.

S. L. WILLIAMS, formerly of BBDO, Chicago, and more recently advertising manager of Walgreen Drug Co., that city, has joined Lord & Thomas, Chicago, to head the copy department of the Armour account.

P. O. NARVESON, manager of Associated Adv. Agency, Los Angeles, has been elected president of the Southern California Chapter, National Council of Ellis Plan Advertising Agencies. Other Los Angeles agency executives elected to office are Culbreth Sudler of Sudler Adv. Co., vice-president; Jack Morse of Dan B. Miner Co., counsellor and J. Pittenger, Pacific Adv. Service, secretary-treasurer.

DAN DANKER, J. Walter Thompson Co., Hollywood vice-president in charge of radio, is in New York for his annual conference with agency executives. Paul Rickenbacher, his assistant, is in charge of the Hollywood office during Danker's absence.

STAN QUINN has been transferred from J. Walter Thompson Co., New York, to Hollywood and is writing the dramatic skit for the NBC *Chase & Sanborn Hour*, sponsored by Standard Brands. He succeeds Ed Rice who is now in New York to produce a daytime script show for the agency.

Reps

FOUR mid-western stations have appointed Weed & Co. as national sales representatives, effective immediately. The stations are WEOA and WGBF, Evansville, Ind., WBOW, Terre Haute, Ind.; WCOL, Columbus, O.

KID, Idaho Falls, Idaho, has appointed Sears & Ayer, New York, as its eastern representative, effective immediately.

EDWARD HEATON, formerly of International Radio Sales, Chicago, has joined the Chicago office of Radio Advertising Corp., according to George Roesler, RAC Chicago manager.

JOSEPH HERSHEY McGILLVRA has been appointed exclusive representative of CJBR, Rimouski, Quebec, in the United States and the Province of Ontario.

WILLIAM JOYCE and Richard Kopf, recently were added to the Chicago office of Transamerican Broadcasting & Television Corp. Mr. Joyce, formerly in charge of the Tom Mix and *Checkerboard Time* shows, is working on production, while Mr. Kopf, formerly with International Radio Sales, is in the time sales department.

COMMITTEES NAMED FOR AAAA SESSION

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, has been appointed chairman of the Program and Attendance Committee for the 22d annual convention of the American Association of Advertising Agencies, to be held at the Waldorf-Astoria, New York, May 11-12. Other members of the committee include: James S. Adams, executive vice-president, McCann - Erickson, Cleveland; Ernest V. Alley, partner, Alley & Richards Co., Boston; David M. Botsford, president, Botsford, Constantine & Gardner, San Francisco; John P. Cunningham, vice-president, Newell-Emmett Co., New York; J. Davis Danforth, vice-president, BBDO, New York; J. Stirling Getchell, chairman of the board, J. Stirling Getchell, New York; B. B. Geyer, president, Geyer, Cornell & Newell, New York, S. H. Giellerup, vice - president, Marschalk & Pratt, New York; Martin E. Goldman, partner, Aitkin-Kynett Co., Philidelphia; Robert E. Grove, vice-president, Ketchum, MacLeod & Grove, Pittsburgh; Homer Havermale, vice-president, McCann-Erickson, Chicago; Edgar Kobak, vice-president, Lord & Thomas, New York; and William Resor, vice-president, J. Walter Thompson Co., New York.

HALIFAX,
NOVA SCOTIA

Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Martimes

CHNS

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

SCHOOLED--
Before Kindergarten!

WILLIE is only four years old and his sister, Jeanie, but three—but they know four letters in the alphabet—"W S P D".

SURE, and why shouldn't they know them? They live in northwestern Ohio and Mother and Dad have the radio dialed *constantly* to 1340 kilocycles.

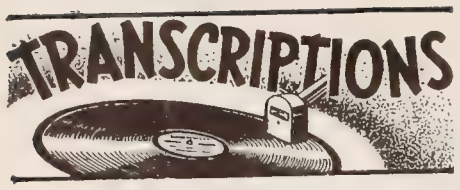
PRETTY Jeanie and clever Willie are growing up, and WSPD is becoming a symbol to them, as it has been to Mother and Dad, of all that's excellent in entertainment and education.

DON'T think it's "lucky" selection. We've "slanted" our programs to fit the entertainment moods of all the family.

WSPD
The Voice of Toledo

The Fort Industry Co.
Toledo, O.

5000 Watts
NBC Basic Blue



RAY LYON, head of the recording division of WOR, Newark, will address the Public Relations Council of the National Tuberculosis Association in New York on Feb. 3 on the subject of "Electrical Transcriptions, their Manufacture and Uses". WOR's recording division turned out more than 250 special transcriptions for the association during its drive last fall.

IRVING FOGEL, head of Irving Fogel Radio Productions, Hollywood, left Jan. 15 on a 30-day business trip to New York and Washington. He will confer with executives of McNaught Syndicate on the *Charlie Chan* newspaper strip which follows the radio serial. He also will discuss a new Jack London transcribed serial with agency executives.

WSYR, Syracuse, reports that it has installed Millertape reproduction apparatus, produced by Miller Broadcasting System, New York, which reproduces programs via tape seven millimeters wide.

JERRY FIELDS, president of Fields Brothers Enterprises, returned to his Baltimore headquarters in mid-January after a month at the Hollywood radio production division of the firm. Concern has started to produce the 78 quarter-hour episode western serial, *Hopalong Cassidy*, with Radio Recorders Inc., Los Angeles, cutting under direction of J. Donald Wilson. Jack Brooks, composer of western songs, has written *Hopalong, Hopalong* which is being used for signature, theme and interludes.

BROADCASTERS Mutual Transcription Service, St. Louis, has completed a 65-episode unit of a new quarter-hour series, *All in the Family.*

WCHS, Charleston, W. Va.; WPAR, Parkersburg, W. Va; WBLK, Clarksburg, W. Va., and KFXJ, Grand Junction, Colo. are the most recent additions to the list of stations subscribing to the WBS library service.

JOHN HENRY HAMMOND Jr., connoisseur of "hot" music and musicians and a well known collector of jazz records, has been named talent scout and associate recording director of American Record Corp., new CBS subsidiary.

C. P. MacGREGOR, head of C. P. MacGregor Co., Hollywood transcription concern, after attending the Canadian Broadcasters convention in Toronto, went to New York on business and is to return to his West Coast headquarters by Feb. 15.

TWENTIETH CENTURY Radio Productions, Hollywood, has started to produce 39 quarter-hour episodes of *Adventures of the Coast Guard*, written by Willis Parker. Aerogram Corp., is cutting the show, with Dave Elton directing.

AKERS-HUMPHREY Productions, Hollywood, has started to produce a new 26 quarter-hour episode mystery serial, *Death Joins the Circus*, writen by Howard Walter Fisk. Aerogram Corp. is cutting the series under direction of Jerry Akers. Featured are Herbert Rawlinson, Betty Compson and Thelma White, all film talent.

ROGER LASWELL Corp., Hollywood transcription concern, was absorbed by the new firm of Fields Bros. Q. S., which will continue in live talent and transcribed radio serials. Firm is a unit of Fields Brothers Enterprises, with headquarters in the Equitable Bldg., that city.

CLIFFORD GLICK, formerly with the sales staff of MBS in New York, has been appointed eastern sales manager of Miller Broadcasting System, New York, producers of the Millerfilm method of transcribing radio programs on tape.

WBRE, Wilkes-Barre, KDKA, Pittsburgh, WWRL, Woodside, N. Y. and WTIC, Hartford, have subscribed to the *Speedy-Q* sound effects library of Charles Michelson.

C. P. MacGREGOR, Hollywood transcription concern, is cutting a series of 52 quarter hour dramatic programs in Spanish, which will be placed on Peru and Chile stations by Latin American Adv. Co., Hollywood.

Royalies Using Spot

ROYAL LACE PAPER WORKS, Brooklyn, New York (Royalies, lace doilies), on Jan. 23 started a five-minute transcription campaign, heard one to three times weekly on a list of 15 stations in the Midwest. Other stations in special areas will be added later in February. Lawrence C. Gumbinner, New York, is the agency.

'Fu Manchu' Party

RADIO ATTRACTIONS, New York, distributors of *The Shadow of Fu Manchu*, gave another preview presentation of the program on Jan. 18 in the studios of KDKA, Pittsburgh, which plans to start using the production thrice weekly early in February. The party was completely Chinese in every detail, and guests, which included business men, advertising agency executives, radio program sponsors and their wives, were served a Chinese supper before witnessing the opening chapters of the serial. Charley Urquhart, KDKA's production chief, gave an added touch to the preview with a convincing impersonation of Fu Manchu. Other stations scheduling the program during January and February, include WEAN WICC WNAC WFBR WFBL WGR WNBF WRC WRVA WBAX WHEC and WDRC.

World Program Service Acquires Ten Stations

TEN STATIONS have joined World Program Service since Jan. 1, bringing the total list of subscribers to an all-time high of 197. During 1938, 21 stations, including outlets in 14 states, Hawaii, Canada and South America became members of WBS, which inaugurated the service in 1934 as pioneer in the field.

The stations which have joined since Jan. 1 are KFXJ, Grand Junction, Colo.; WDBO, Orlando, Fla.; WCBS, Springfield, Ill.; WJBO, Baton Rouge, La.; WINS, New York; WBLK, Clarksburg, W. Va.; WCSH, Charleston, W. Va.; WPAR, Parkersburg, W. Va.; CJGX, Yorkton, Sask.; KGCX, Wolf Point, Mont.

Radio Production Films

PERRY KING, known as Bill Perry in radio, is now heading the slide film and radio department of the F. K. Rockett Co., Hollywood business and educational film producers. He was formerly with CBS and WOR in New York. His department is currently turning out the fourth of a series of sound slide films for the Richfield Oil Corp. In preparation is a series devoted to radio production technique and several new radio programs. The films on radio production, to be formally announced later, will be available to all stations interested in training their staffs in advanced production methods.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Jan. 31 started sponsorship of the *Fu Manchu* serial three times weekly for 26 weeks on KHJ, KFRC and KGB. Account was placed by McCann-Erickson, New York.

Disc Project Fate Remains in Doubt

Miller Discusses Library With NAB Officials During Trip

THE FATE of the NAB's tax-free transcription library project, after having been buffeted about for several years, remains in doubt with the collapse of the plan of E. C. Brinckerhoff & Co., New York transcription organization, to purchase the NAB Library.

President Neville Miller, of the NAB, on Jan. 20 formally announced withdrawal of the Brinckerhoff offer, which had been accepted last December by the NAB board of directors after an internal fight, in a letter to the membership. On his trip to the Pacific Coast Mr. Miller has been conferring with directors and members on the project and proposes to recommend new steps upon his return about Feb. 6. Another meeting of the board of directors or possibly a poll of the board will be undertaken.

Begun in 1935

The NAB Library was launched under the old regime in 1935 as a means of building up a reservoir of tax-free music to tide over the industry in the event of failure to negotiate amicable contracts for use of copyrighted music with ASCAP. Some $60,000 has been invested in it by NAB members, with 20 hours of music actually recorded of a 100-hour initial quota. The Brinkerhoff plan envisaged purchase of this library with a $25,000 cash payment and reimbursement of the balance as subscriptions were sold to stations. It contemplated building up of a 300-hour library of transcribed music plus actual sheet music.

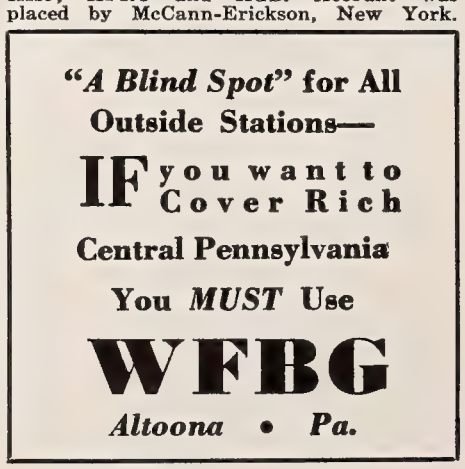
A competitive offer made by Langlois & Wentworth, New York transcription and programming organization, was rejected by the NAB board though it is understood President Miller recommended its acceptance over the Brinckerhoff offer. There was no cash phase to the Langlois & Wentworth offer, but a guarantee of 300 hours, based on sale to stations of public domain and tax-free transcriptions, was involved.

Whether Langlois & Wentworth will be willing to follow through on its original offer, in the light of the Brinckerhoff withdrawal, remains conjectural and probably will not be decided until Mr. Miller's return to Washington. In his letter of Jan. 16 to Mr. Miller withdrawing the bid, Mr. Brinckerhoff asked that he be given the privilege of making another bid should that be desired.

In his letter to the membership, Mr. Miller explained that since the board authorized acceptance of Brinckerhoff's offer, he had "diligently attempted" to close the transaction. He conferred with Mr. Brinckerhoff in Washington Jan. 13-14 along with his counsel —Paul D. P. Spearman, Frank Roberson and Frank U. Fletcher— after which Mr. Brinckerhoff stated he would be "unable financially to perform the obligations of the proposed contract and, therefore, withdrew his offer."







Wider Service Offered By Press Radio Features

PRESS RADIO FEATURES, Chicago program firm headed by Frank Hemingway, is offering a more comprehensive service to radio stations and program owners. PRF now represents the National Newspaper Service in the radio field. Among the NNS syndicated features are *Buck Rogers*, Dr. A. E. Wiggam's *Let's Explore Your Mind*, *Brain Twisters* and *Abe Martin*. Jack Dille, syndicate writer and editor, was recently elected vice-president and a director of PRF. Mr. Dille will work out of the Chicago office on agency and program accounts.

PRF is presenting a new program plan to stations, allowing them to air well known recorded shows of considerable length through a service agreement at nominal costs until sponsors can be secured. New facilities of PRF include exclusive radio program representation throughout the country with Daniel Langhurst in the Eastern territory, Robert Cooper in the Midwest and Captain Ray Barnes on the Pacific Coast. Robert W. Fling, formerly of Standard Radio, will continue on station relations in 13 Midwestern states with the programs originally held for that area.

Gunda Din Televised

A CONDENSATION of the RKO movie "Gunga Din" is being made by RKO-Radio Pictures especially for use in television, through an arrangement between the motion picture studio and NBC, which will present the picture when it starts its regular television service next spring. This first film to be prepared expressly for broadcasting is about 1,000 feet long and will run nine or ten minutes. Edited for the new medium, the film will consist entirely of close-up and middle distant scenes, with gaps in the action bridged by subtitles and sound, the entire production being dubbed with special sound for this version.

SUIT was recently filed in the New York Supreme Court by Nathan A. Hurwitz against RCA, *New York Post*, and the Publishers' Service Co. The plaintiff claims that he originated the idea of circulating musical recordings and sound reproducers to newspaper readers and charges that the *Post* and the promotion firm induced RCA to break an agreement with him to act as exclusive agent.

WOMEN'S PLACE IN THE STUDIO

Is Extended at KVOO as Feminine Voice Becomes Part of Many of Station's Programs

WOMEN'S activities in radio are not confined to the model kitchens and the style salons, according to W. B. Way, vice-president and general manager of KVOO, Tulsa. "We have started what we believe is an innovation in the use of a woman's voice in various program activities, and as a result, have found a very favorable acceptance on the part of listeners, who enjoy hearing a woman's voice occasionally on broadcasts where it was believed heretofore that only men's voices were acceptable," Mr. Way says.

The program department has been using Dorothy McCune, woman news commentator, on three programs during the week. These are *Facts for Feminine Ears*, *Peggy Grey*, *Your Personal Shopper* and *Between the Deadlines*. In *Facts for Feminine Ears*, Miss McCune uses three quarter-hour periods weekly for a special news broadcast, and interpretive broadcast of special interest to the women. The *Peggy Grey* program is sponsored by a local department store.

Between Deadlines includes members of the station's news department, with Miss McCune and Ken Miller, the station's news editor, leading a discussion of news, and events of interest. The program is heard three times weekly.

Recently Mr. Way decided to use Miss McCune on numerous special events broadcasts. During the broadcast of the dedication of the Will Rogers Memorial and Museum at Claremore, Okla., Nov. 4, Miss McCune was sent with the station special events crew. She spent a quarter-hour in an airplane, flying over the Will Rogers ranch, and the memorial, describing by shortwave what she could view from the air.

On election night, Miss McCune was again included in the special events crew, and at intervals broadcast sidelights, and views of the election, as it pertained to women candidates, and giving the background of women active in state and national politics.

"We have found the use of Miss McCune's voice on the air on special events pleases our listeners, especially the women listeners," Mr. Way said. "We have found that her pleasing voice personality adds a long needed touch to some types of special events broadcasts, which have heretofore used only masculine, rapid-fire types of voices."

WITH radio program information at a minimum in Canadian daily newspapers, two weeklies have recently appeared with program news and listings—the *Listening Post* in Winnipeg, and the *Mirror* in Toronto.



He doesn't even have a speaking acquaintance with such things as unemployment, part-time, relief, or lack of income.

For every month he has plenty to sell . . hogs, wheat, cattle, corn, potatoes, butter, eggs, milk . . . to name just a few of these "melons"

Altogether, these things that he sells bring the WOWO farmer an average monthly income of more than twenty million dollars, **a quarter billion annually.** And these farmers of the WOWO Family spend a large part of this monthly income for the products they hear about over WOWO.

Your best way of influencing their purchases is through the medium to which they respond . . . WOWO.

10,000 Watts: 1160 Kilocycles — *NBC Basic Blue Network*

WOWO
FORT WAYNE • INDIANA

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION!

POP GO THE PURSES!

Whether it's soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesmanager wants.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Stanco Disc Test

STANCO PRODUCTS, New York (Mistol and Nujol), on Jan. 30 started a 17-week test campaign of quarter-hour recorded programs, heard five days a week on seven stations. Two scripts are being used: *Career of Alice Blair*, written by Helga Lund, on WNAC, Boston; WJR, Detroit, and KFBK, Sacramento, and *Meet Miss Julia*, by Phyllis Parker, on KHQ, Spokane; WTIC, Hartford; WMBD, Peoria, and WHP, Harrisburg, Pa. McCann-Erickson, New York, handles the account.

WMOB are the call letters assigned by the FCC for the new station in Mobile, Ala., which was authorized for construction Jan. 9 to operate with 100 watts daytime on 1200 kc. [BROADCASTING, Jan. 15].

1938
WAS GOOD TO US

• New Vertical Radiator
• New 5000 Watt Transmitter
• New Modern Studios

They all help in doing a better job for you at no increase in rates

KGVO
CBS Affiliate
1260 kc — Missoula
5000 watts — Montana

Armstrong's Staticless Radio

(*Continued from page 19*)

areas than do even those of 50 kw. stations today, but practically no coverage beyond those primary zones.

His station, W2XMN, which will broadcast with 40 kw. in the 42.8 mg. band, is located at Alpine, N. J., just across the Hudson from upper Manhattan. The 400-foot tower, with its three 150-foot crossarms, is set atop the Palisades, 1,000 feet above sea level. Instead of the conventional wires strung between two supports, the aerial consists of a series of copper plated steel bars fastened to a boom suspended between the crossarms. These bars aid in concentrating the waves along the ground. When it begins regular operation, W2XMN will rebroadcast the programs of WQXR, New York's high-fidelity station, whose owner, John V. L. Hogan, himself a noted engineer, has filed a petition with the FCC for permission to build a frequency modulated station in New York City.

Others in the Offing

A half-dozen other stations of this type are expected to be on the air by summer. John Shepard 3rd, president of Yankee Network, has one at Asnebumskit, near Worcester, Mass., and is building another atop Mt. Washington in New Hampshire. Franklin M. Doolittle, owner of WDRC, Hartford, is experimenting with a frequency modulating transmitter on Meriden Mountain, Conn. Both Shepard and Doolittle, incidentally, use ultra-high frequencies to send the programs of their regular stations to these experimental stations for rebroadcasting. General Electric Co. has a station in Albany; Prof. Daniel Noble of Connecticut State College also owns a frequency modulated transmitter with which he is experimenting on the 100 megacycle band, and C. R. Runyon, Yonkers business man and radio amateur, is the owner of the station at which all the work Maj. Armstrong has done in his university laboratory by day has been tested out during the night.

Arrangements are being made for the manufacture and sale of transmitters by the Radio Engineering Laboratories of Long Island City. This company and RCA made all of the equipment for W2XMN that was not constructed in the Columbia laboratory by Maj. Armstrong and his assistants. While the price of these transmitters is not yet determined, it was said that it will be much less than that of comparable amplitude modulated transmitters and that the upkeep will likewise be less. General Electric is also beginning to manufacture receivers on a commercial basis. These sets, which will receive both the amplitude and the frequency modulated types of broadcasts, will be priced about the same as a good all-wave set is today, it is claimed, though some engineers hold the price inevitably will be higher.

Finch Plans Station

Another station to be built under the Armstrong plan is the facsimile transmitter that William G. H. Finch (under whose patents Crosley Corp. is manufacturing the *Reado* sets, first facsimile receivers to be placed on the market) will erect in New York this spring. For with frequency modulation it is possible to broadcast multiple signals within the wave band, thus permitting the simultaneous transmission of facsimile copy and sound from a single station.

Asked about television, Maj. Armstrong said that frequency modulation would greatly improve the sound end of the combined sight and sound programs and went on to express the belief that eventually this system will be used for video broadcasting itself, using considerably shorter waves than are now used for picture transmission, although he refused to prophesy as to how soon this would occur.

Although frequency modulated broadcasting is just now making its first public appearance, Maj. Armstrong has been working on the theory since 1924 and demonstrated it before the Institute of Radio Engineers in 1935. As part of his demonstration he played a sound reel recording of reception during a thunderstorm of broadcasts received at a point 85 miles distant from the 2 kw. station in the Empire State Bldg. using the new method and from WEAF, 50-kw. WEAF's program came through strongly, but was interrupted with static crashes. In contrast, the frequency modulated signals provided a clear, uninterrupted, staticless program, despite the fact the difference in power. In June 1936, Maj. Armstrong described his system at the ultra-shortwave hearing of the FCC [BROADCASTING, July 1, 1936], at which time critics predicted that the method was impracticable.

Today the biggest obstacle in the path of a shift from present broadcasting methods to those of Maj. Armstrong, if that should be proved desirable, would be the 35,000,000 sets now in use in America, all made for use in receiving programs of the present broadcast band. As long as these sets are in use, broadcasters and sponsors will continue to use frequencies available to this vast audience, and as long as the more popular programs of the great networks are broadcast on these frequencies, there will be little incentive on the part of the public to buy different receivers.

Crosley 25.9 mc. Station Starts Regular Schedule

W8XNU, 1,000-watt ultra-high frequency (apex) transmitter operating on 25,950 kc., began a schedule of daily broadcasts Jan. 5, the Crosley Corp. announced. Designed primarily for a local audience, the station is being operated on an experimental basis to determine the adaptability of high frequencies locally, said R. J. Rockwell, WLW-WSAI technical supervisor who designed the equipment.

The transmitter, located near the WSAI transmitter in Clifton Heights, Cincinnati, employs a new type of antenna which enables the radiation of concentrated energy along the ground. This factor Mr. Rockwell said, greatly facilitates local reception.

The programs, broadcast daily from 8 a. m. to 1 a. m., consist largely of sustaining network programs not available through other Cincinnati stations under the direction of Joseph Ries, program director. Special schedules of symphonic and operatic music are being prepared for broadcast over W8XNU, and eventually, broadcasts by civic and religious groups and educational institutions are to be arranged.

PRESIDENT Roosevelt on Feb. 18 will be heard on combined CBS, NBC and MBS networks when he formally opens the San Francisco World's Fair with an address from the White House, which will be followed by official ceremonies of the opening, to be broadcast from 3:30 to 4 p. m. EST. The President's talk will be heard also in Europe and South America via shortwave.

3 GENTLEMEN FROM INDIANA

WGBF EVANSVILLE | WBOW TERRE HAUTE | WEOA EVANSVILLE

Three promotion men from Indiana ready to go to market for you . . . and how they can sell! Experience shows that they, like our other Stations, produce

Results That Count!

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

$atisfied $ponsors

THEY REACH THE FOREIGN RESIDENTS

69%

of Metropolitan New York's population through our

$PECIALIZED $ERVICE

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

CODE TROUBLE
Hits Schools, So Teachers Ask WGL for Keys

SECRET code used by *Speed Gibson* to communicate with his juvenile radio comrades drew a protest from principals of Fort Wayne schools recently. Talking it over with WGL, Fort Wayne, which carries the series, the school officials explained that the usual inhibition against passing notes from pupil to pupil had been dissipated, since the kids were using the secret code and no punishment could be forthcoming so long as no evidence of the notes' contents could be determined.

So the school principals asked that teachers be supplied with code books, in order to be sure that student morale should not be entirely disrupted. WGL officials readily agreed, although there were some misgivings that they had turned traitor to Hero Gibson, for betraying their trust.

Case Heads New WRAL

GEORGE T. CASE, formerly with stations in Cincinnati, Durham, N. C., and Columbia, S. C., has been named assistant manager directing the construction of the new WRAL, Raleigh, N. C., which the FCC last July authorized for construction to use 100 watts night and 250 day on 1210 kc. Licensee of the station will be Capitol Broadcasting Co., with E. O. Marshburn and A. J. Fletcher, Raleigh attorneys, as largest stockholders. Three studios and eight offices will house the staff in its own downtown building. Western Electric equipment is being installed throughout, and Transradio news has been ordered. The station will be ready for operation some time in March, when Mr. Case will take charge of sales and programs.

Sell Interest in WIBG

JOSEPH M. NASSAU, president and manager of WIBG, Glenside, Pa., suburb of Philadelphia, announced Jan. 18 that Margaret R. Collins and James A. Nassau have sold their interests in the station and resigned as of Jan. 22. Miss Collins, program director, owned 10% of the stock, and James Nassau, director of public relations, also owned 10%. Douglas Arthur, formerly with WNEW, New York, has been named new program director.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

The Local Station

(*Continued from page 28*)

custom-made program, or else. So, you think, "Well, we can use the contract", and the program is run, and flops. Sighing, you try to sell them something again and they remind you of that "sure-fire" program they gave you before, the one that you couldn't use for selling oil stoves to the Laps. And that story is repeated over and over again.

Just a Hayseed

Occasionally, a national sponsor lets you run things your way. Localization and distribution of product accompanies the program; a sales job is done; you receive glowing testimonials for it. But what good are they? You can't pour proof of the audience you have, and the popularity of *your* programs, on the desk of *any* timebuyer. They sit back at a remote point, think of you as a "corn-cracking, bailing-wire" outfit that knows nothing about production. and when they do give you an order, tell *you* how to run *your* program.

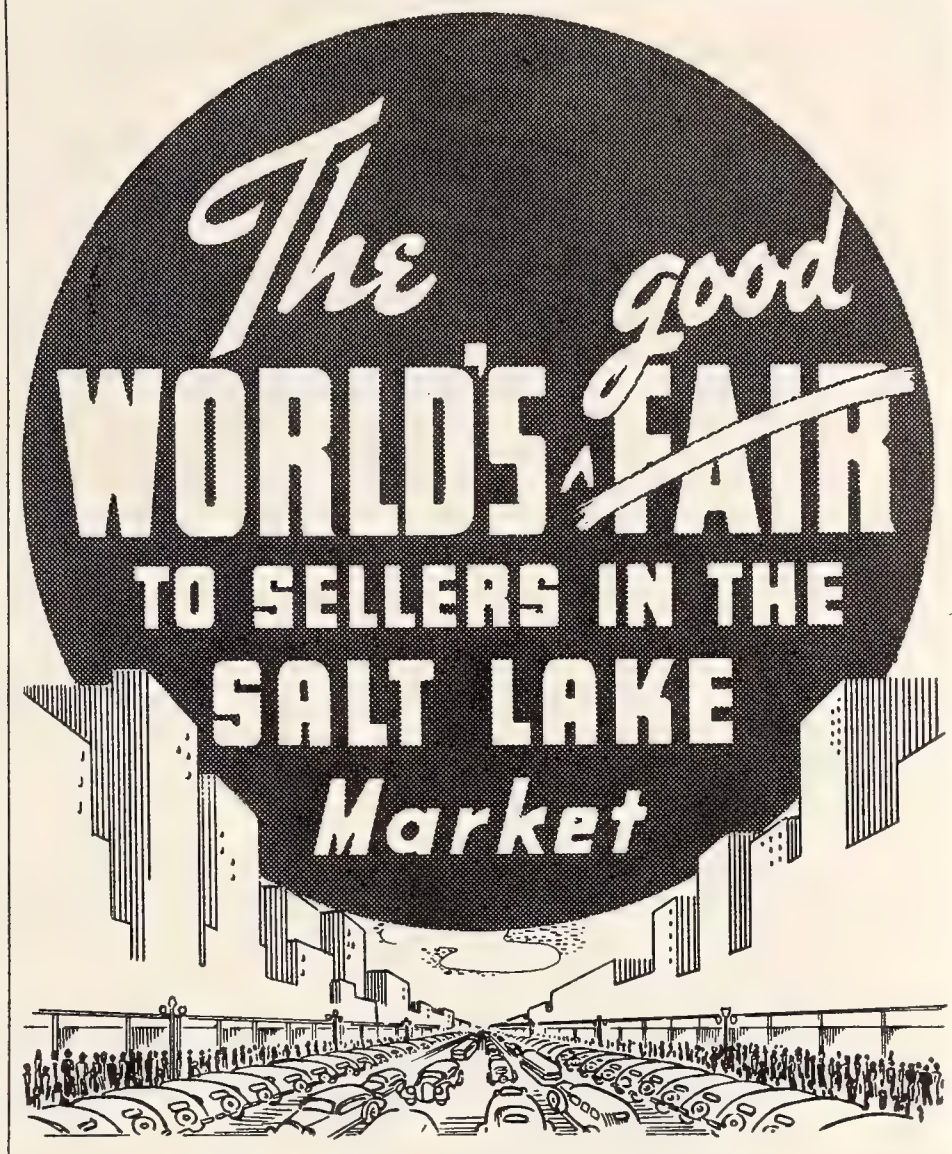
You say the smaller stations are losing their audience, and that this can be proven by comparative figures. I question that statement, openly, and I question especially the word "comparative".

Had you said, rather, that national advertisers are losing much regional coverage, are losing many listeners by not putting their sales message in a local way by not including the smaller stations on their list, I could perhaps agree.

No, it is not a question of how soon the small station owner sits down "in the quiet of his bedchamber and looks the situation squarely in the face," or how soon he hires a former "small-town newspaperman" to build his station into a truly local one. Rather, it is a question of how soon the time-buyer sits down "in the quiet of *his* bedchamber and looks his situation squarely in the face" and realizes that the average small station has done these things long ago—with, or without the aid of the "small-town newspaperman". We of the small station are *not* clinging to "a forlorn hope" that soon we shall join a group that will run NBC or CBS out of business. We are *not* clinging to the hope of network affiliation, of miracles to bring in business. Give us, instead, an opportunity to do a selling job *our* way—the way the people of our community have been accustomed to. We'll do that job for you, and well. We won't put "neon signs in haymows". We won't try to "ape" or "emulate" our big brothers. But we *will* continue to serve our *communities* in a local, community way.

We will continue to be *local!*

A $14,000 DEAL for the sale of KRQA, Santa Fe, N. M., to I. E. Lambert, former general counsel of RCA Victor Co. now residing in that city, having fallen through, J. Laurence Martin, operator of the station, has applied to the FCC for authority to dispose of it to a new company called New Mexico Broadcasting Co.



Copy Chief: A timely headline, no doubt—and a pretty good pun—but so what?

Copywriter: So that's what advertising managers *want* . . . a good market for their stuff . . . buyers with money to spend . . . and we've certainly got 'em in the Salt Lake market . . . half a million or so . . .

Chief: All right. Go on.

Writer: Then I'll tell 'em about KDYL. Like this: KDYL, with its sparkling showmanship and its new, up-to-the-minute broadcasting facilities, offers a medium of unsurpassed popularity in this rich, responsive market.

Chief: My boy, you've *got* something there.

KDYL

SALT LAKE CITY

THE popular STATION

NBC RED NETWORK

Representatives: JOHN BLAIR & COMPANY

CHICAGO - NEW YORK - DETROIT - SAN FRANCISCO - LOS ANGELES - SEATTLE

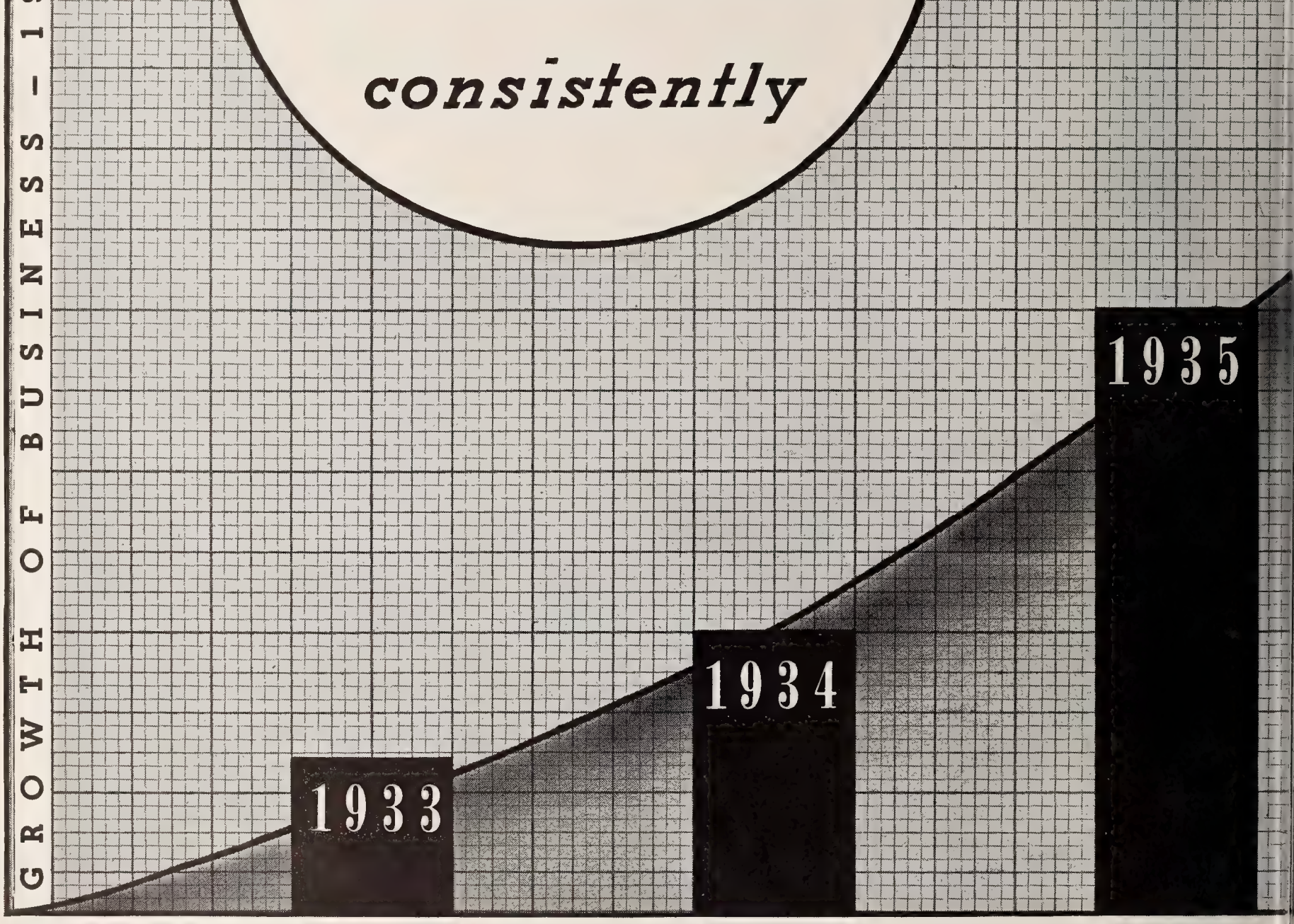
GROWTH OF BUSINESS – 1938 EQUALS 100

Moving

in one direction

year after year

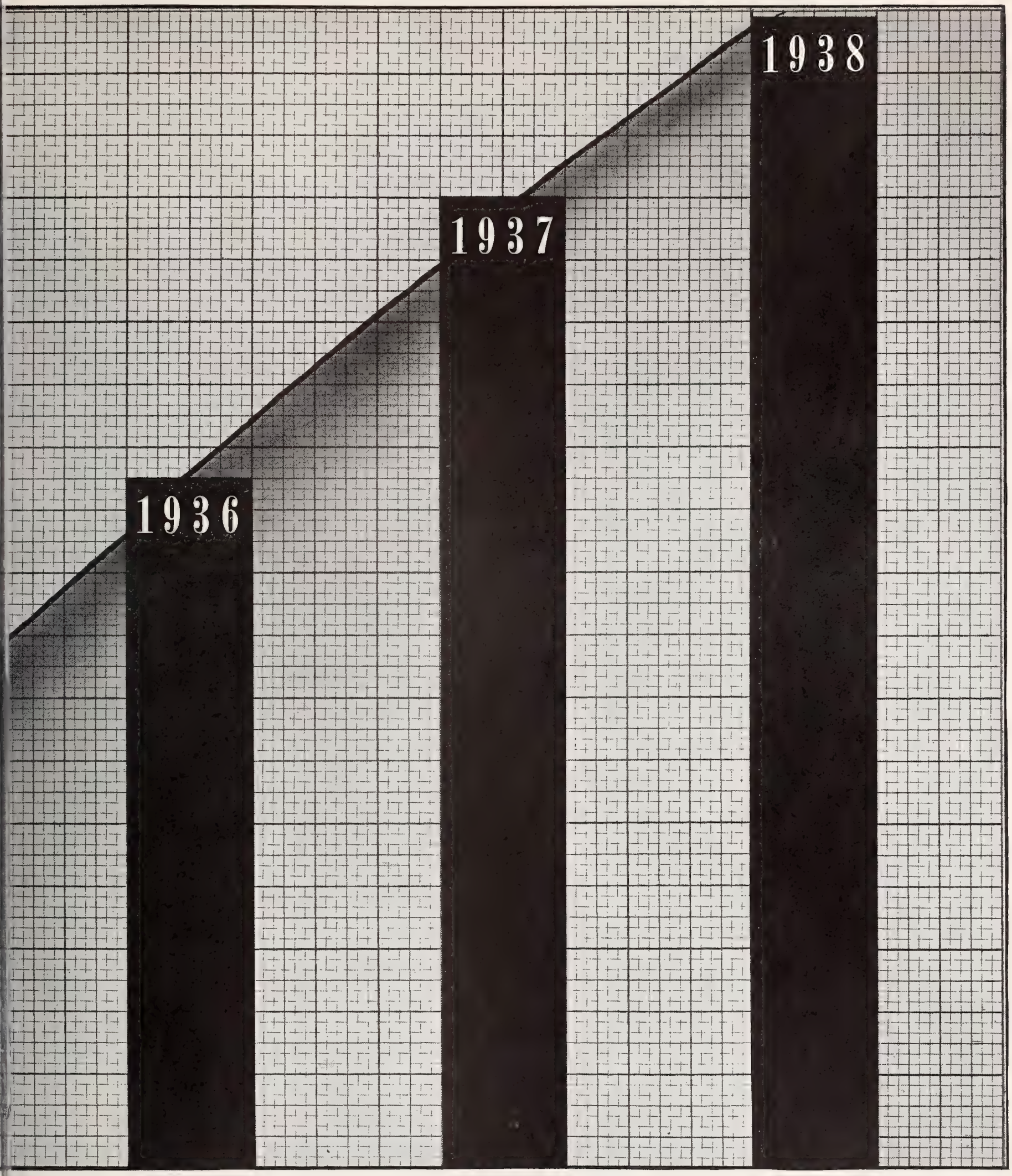
consistently



PAUL H. RAY

NEW YORK CHICAGO

Exclusive Radio S



E R C O M P A N Y

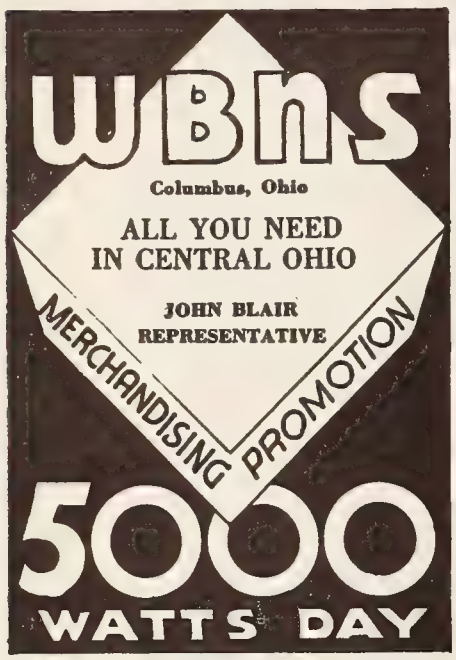
ion Representatives

DETROIT SAN FRANCISCO

Studio Notes

SALUTING Admiral Byrd's Antarctica expedition's ship, *City of New York*, when it was sold at auction to pay dockage fees recently in Cleveland, WGAR originated a special program in the officers' quarters, with Wayne Mack recounting the story of the ship and interviewing Capt. Ralph Von Suboff, in charge of the craft since 1932, and music by Mrs. Suboff, an accomplished pianist.

NEW THEME song for *Wings Over Jordan*, negro spiritual program heard on CBS Sunday mornings from WGAR, Cleveland, has been written by Thomas A. Dorsey, noted Negro composer, and dedicated to Worth Kramer, WGAR program director and chorus director for the program, Rev. Glenn Settle, program commentator, and Wayne Mack, announcer.



CABINET members and other ranking officials will discuss the Federal Government's participation in the New York World's Fair in a series of weekly programs to be heard exclusively on NBC, starting Feb. 5 and concluding one week prior to the opening of the Fair on April 30. The quarter-hour programs, to be broadcast each Sunday evening, will deal with various phases of the Government's participation in the social and economic life of the nation as represented by the twelve themes of the Fair exhibit, some of which will be Foreign Relations, Internal Protection, Transportation and Communication, and Trade.

LOCAL program, *Dawn Busters*, conducted each morning over WWL by Henry Dupre, placed fourth in a popularity poll among students of New Orleans' John McDonogh High School last month, being outranked only by *Charlie McCarthy*, *Jack Benny* and *Lux Radio Theatre*.

WAZL, Hazleton, Pa., has been informed by the Harrisburg office of AT&T that the station carries more than twice the amount of remote broadcasting than any other of the 14 stations served by the Harrisburg office. During the week Jan. 2-8 WAZL carried a total of 21 remote programs, all but one handled entirely by its own announcer and engineers. The 100-watter has 25 permanent remote loops into its control room.

WBT, Charlotte, has compiled an agricultural library which includes every farm bulletin ever published by the U. S. Department of Agriculture and the North and South Carolina departments of soil conservation.

THRILLS of the Highway Patrol, released weekly by KFRC, San Francisco, recently was commended by Attorney General Earl Warren as a vital link in the state's traffic safety campaign. The quarter-hour drama is presented over Don Lee network. The production is written by Rupert Pray and produced under the direction of Office Mel Kent of the Highway Patrol.

Advisory Council

SPECIALIZING in Italian programs, WOV and WBIL, Bulova-owned stations in New York, have appointed an Advisory Council of prominent public officials and citizens identified with the welfare of Italo-Americans to offer suggestions as to programs and service. Miss Hyla Kiczales, general manager, has announced the following acceptances of membership: Supreme Court Justice Salvatore Cotillo; Commissioner of Education Dr. Alberto Bonaschi; Almerindo Portfolio, treasurer, City of New York; Mary Frasca, member of City Parole Commission; Edward Corsi, Deputy Commissioner of Public Welfare; Lobar V. Bellanca, secretary, Local 42, Amalgamated Clothing Workers of America; Leonard Corvello, principal, Benj. Franklin High School. The group expects to hold regular dinner meetings to discuss station problems.

KSL, Salt Lake City, has taken out a blanket insurance contract to provide hospitalization and surgical fees for employes, at no cost to them, during 1939.

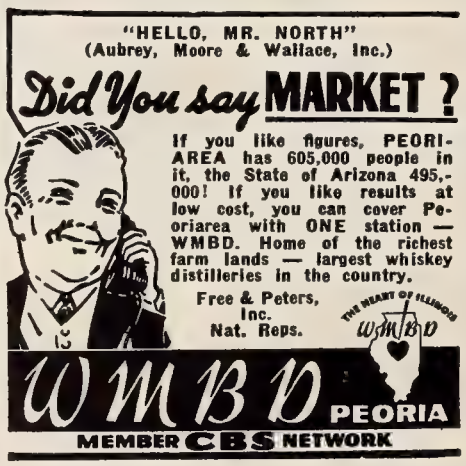
WRBL, Columbus, Ga., moved *Smoky Mountaineers*, hillbilly program, to the stage of the local Royal Theatre recently when crowds could not be accommodated in the studio. With the broadcast presented on an ordinarily poor-attendance night for the theatre, turnouts for the radio feature are rivalling those appearing for the vaudeville units show weekly at the theatre.

KFRO, Longview, Tex., celebrated its fourth anniversary recently by saluting all the local civic clubs, distributing to some 300 members small cakes with "KFRO" iced on top. In addition, James R. Curtis, president, sent a telegram to each club pledging continued cooperation from KFRO.

HOOD COLLEGE music department has arranged with WFMD, Frederick, Md., to record all its radio presentations to constructively criticize students' technique.

WJSV, Washington, recently presented Secretary of Labor Frances Perkins as the first of a new series of guest speakers arranged for its *Labor News Review*, which had its 233d consecutive broadcast Jan. 21 and is billed as the oldest continuous labor news program in the world.

REDWOOD Empire's first radio wedding was broadcast recently by KSRO, Santa Rosa, Calif., with the principals grouped before a microphone in Studio A. The bride and groom are Mr. and Mrs. George Knudsen of Santa Rosa. Gordon Brown, KSRO announcer, was best man; Mrs. Gordon Brown, matron of honor. June Johansen, KSRO vocalist, sang for the ceremony.



ELEVEN San Francisco Bay stations on Jan. 18 simultaneously broadcast a 30-minute "one month to go" program in honor of the Golden Gate International Exposition. The 10:30-11 p. m. broadcast originated in the NBC studios on Treasure Island in the Bay, site of the Exposition. Art Linkletter, of the Exposition radio staff, was master of ceremonies.

KWLK, Longview, Wash., has established studios at St. Helens, Ore., and is planning to install studio facilities in Cathlamet, Wash. In addition to its other studio in Kelson, KWLK also carried remote broadcasts from Castle Rock and Woodland, Wash., and Rainier, Ore.

DR. EDWARD HOWARD GRIGGS, lecturer and author, on Feb. 4 will start his second series of weekly sketches on *Lives of Great Men* on NBC-Red. The present series has proved so popular that the 13 broadcasts will be published in book form in the near future.

LOFT Inc., Long Island City, New York (candy), has changed its program on WOR, Newark, on Wednesdays from 8:30-9 p. m. from *Jenny of Sweetbriar Manor* to *A Tune and a Tale*, which presents the *Novelty Choir* vocalizing a different melody each week and then dramatizes the story behind the tune. White-Lowell, New York, handles the account.

MOLLY PICON, comedienne on the weekly program *I Give You My Life* on WMCA, New York, sponsored by General Foods Corp. for Maxwell House coffee, entertained a group of her sponsors on Jan. 20 at the Stork Club in New York, after which the party played hosts to 1,800 grocers and their wives.

THE Third Radio Conference of the Massachusetts State Federation of Women's Clubs held Jan. 16 at the Hotel Bradford in Boston, at which time radio personalities from local stations were presented as guest speakers from 10 a. m. until 4 p. m. The convention program carried a list of the six Yankee Network stations (WNAC, WSPR, WSAR, WLLH, WNBH, and WTAG) available for regular news broadcasts of the various clubs' activities.

POETRY reading by leading American poets is presented on a new Sunday evening program, *The Poetry Forum*, on WEVD, New York, as a feature of the station's *University of the Air*.

KFVD, Los Angeles, bowling team, captained by Frank Burke Jr., manager, and consisting of salesmen, announcers and technicians, on Jan. 17 defeated the team of KFAC, headed by Calvin J. Smith, manager, winning by three straight games.

WLW Training Offered To Two Farm Students

AN OPPORTUNITY for two senior students in agricultural colleges to secure six months of practical training at WLW, Cincinnati, has just been announced by James D. Shouse, vice president of the Crosley Corp. in charge of broadcasting. Students will be required to compete in working out problems concerning radio programs to test their initiative, originality and ability in radio work.

"The competition is open to agricultural students in all land-grant institutions who will receive their degrees in 1939," Mr. Shouse stated. "The two successful students will be given training in all phases of radio program work at WLW between July 1 and Dec. 31, 1938, the sum of $500 to be given to each man to care for expenses during the period." The project will be supervised by the WLW Agricultural Department, of which George C. Biggar is director.



Radio AND Education

DR. TRACY F. TYLER, former secretary and research director of the National Committee on Education by Radio, recently was appointed consultant to the radio committee of the Minnesota Education Assn. by Clifford P. Archer, MEA president. Dr. Tyler is in charge of radio education classes at the University of Minnesota, which operates WLB, Minneapolis.

UNIVERSITY of New Mexico, Albuquerque, plans to add to its radio activities a course in radio play production, to begin in February, using scripts submitted to the dramatic art department. Carless Jones is in charge of the project.

FRENCH lessons by ultra-shortwave relay are being carried by WTIC, Hartford, as part of its adult education program. Prof. A. Croteau broadcasts a 15-minute French lesson on W1XCS, shortwave station at Connecticut State College in Storrs, about 28 miles from Hartford. Using its new frequency-modulated receiver, WTIC picks up the broadcast on 100,000 kc. and rebroadcasts the lesson on the regular WTIC frequency.

ALL KENTUCKY high schools have been invited to participate in the second annual radio play contest sponsored by the University of Kentucky high school, Lexington. Dramatic groups of participating schools will come to Lexington at weekly intervals and broadcast a quarter-hour dramatization of their own choosing over a local radio station, coached by the university radio staff. Judges, of the university faculty, will hear the groups in their homes and will not see them. The contest series, starting in mid-February, will be heard Wednesdays, 5:45-6 p. m.

KSL, Salt Lake City, along with the Utah Congress of Parents & Teachers, Department of Public Instruction and the extension division of the University of Utah, has started a new radio series, *Today's Children—Tomorrow's Adults*, dramatizations of family life and relationships. The weekly program is designed to encourage study groups among parents, give information to these groups, and encourage further reading and study by parents.

CONVENTION of the American Assn. of School Administrators in Cleveland the week of Feb. 25 will be covered by MBS, through facilities of WHK-WCLE, Cleveland. Eight national programs with an educational slant to be heard during the seven-day meeting will cover addresses and panels by educational leaders. The programs are to be directed by Larry Roller, educational director of United Broadcasting Co. and Cleveland educational representative of MBS, assisted by Joseph Reis, educational director of WLW, Cincinnati. CBS also has arranged with WGAR, Cleveland, for six CBS features to originate from WGAR during the Conference.

VARIOUS aspects of education, including an entirely new phase of classroom instruction opened by the development of radio and motion pictures, are being discussed by well-known educational leaders during three of the Saturday *American Education Forum* broadcasts on NBC-Blue, Jan. 21, 28 and Feb. 4.

ELINORE M. HERRICK, regional director of the National Labor Relations Board, is conducting a new series of weekly talks on *The Consumer and Legislation* on WNYC, New York. The series, which is under the auspices of the Consumers League of New York, is planned to acquaint listeners with the workings of State and Federal labor and social welfare legislation and its effect on the consumer.

MARGARET LEWERTH, scriptwriter and author of the CBS series *Americans at Work*, and Kenneth Webb, president of the Radio Writers Guild of the Authors League, have been added to the staff of the New York University Radio Workshop for the spring term, effective Jan. 30, to conduct evening courses in beginning and advanced Writing for Radio. Other courses next term will include a Laboratory Course in Radio Production and Direction by Earle L. McGill, CBS casting director; *Radio Production* by Robert S. Emerson, CBS assistant in production.

TO ACQUAINT parents and taxpayers with activities of the Los Angeles school system, and to familiarize students with what is being done in schools other than their own, KHJ, Los Angeles, has inaugurated a weekly quarter-hour afternoon educational feature, *Discovering Our Schools*. Radio committees have been appointed in representative schools throughout Los Angeles county, with a different group participating each week. Free choice of subject matter is permitted, giving schools that have made exceptional strides in one field of endeavor an opportunity to feature their specialized achievements.

SOME 10,000 requests for free lesson sheets were received by WTIC, Hartford, from listeners to its first French pronunciation lesson under direction of Prof. Arsene Croteau of Connecticut State College.

RADIO committee of the United Parents Associations, of which Mrs. Nathaniel Singer is chairman, has issued a list of 15 radio programs which it feels after careful study are particularly suitable for children from six years old through high school age, and plans to publish revised lists as frequently as necessary. Earlier studies made by the Associations show that children spend 21 times as much time listening to the radio as they do reading, with a minimum listening time of two hours a day on the average.

A STAGE demonstration of a WLW *Nation's School of the Air* program from broadcast to classroom utilization was presented at Emery Auditorium in Cincinnati, Jan. 26. Teachers from Cincinnati and the vicinity attended. The stage was divided by a screen, on one side of which a "School of the Air" program was broadcast to pupils from the Garfield School assembled, as if in class, on the other side. The pupils could not see the broadcast. A teacher then conducted the usual post-broadcast discussion with the class on the stage.

AS A RESULT of studies made during 1936-1937, the Inquiry into the Character and Cost of Public Education in the State of New York, organized by the New York Board of Regents, is publishing a series of books, the latest being a report on *Motion Pictures and Radio* by Dr. Elizabeth Laine, a member of the research staff, published by McGraw-Hill Book Co. Although past surveys seem to indicate that the public prefers light music and variety programs, Dr. Laine points out that radio is so well adapted to the dissemination of all phases of education that an increase in enterpises now using educational broadcasts would elevate the standard of programs so that only those of the highest quality would be presented. Suggestions as to the advantages and disadvantages of a national or regional "school of the air" are also offered.

BENJAMIN R. POTTS, of N. W. Ayer & Son, New York, on Jan. 19 gave a short address on the study of technique in radio script writing to the radio script class of Teachers' College of Columbia University. Mr. Potts will also conduct the radio session on Feb. 4 of the round table forum held as a training course for a selected group of 25 men and women of the National Tuberculosis Association. During the session, Mr. Potts will talk on radio as a publicity medium.

WNYC, New York's municipally owned station, in February and March will conduct a weekly series of interviews with leading bankers each Wednesday evening.

TED SHERDEMAN, NBC Hollywood writer-director, and Anne Stone, well known radio actress, will be married Feb. 12.



IT SAYS I'LL BE RICHER STILL, B'GOSH!

If Si is right [and all signs point to it!] you can look for even better business, even bigger spending, in Fargo this year. And WDAY listeners already spend the grand total of $343,900,000 annually for retail purchases.

WDAY is the only station covering this rich section! Shall we tell you more about this important and productive station?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

SHREVEPORT is the HEART of THE WORLD'S GREATEST OIL and GAS PRODUCING AREA

KWKH 10,000 WATTS CBS

KTBS 1,000 WATTS NBC

SHREVEPORT, LA.

Represented by THE BRANHAM CO.

Program Operations of CBS Reviewed

FCC Inquiry Also Goes Into Affiliation Contracts

WHEN the FCC's inquiry into network operations resumed Jan. 17, Hugh A. Cowhan, CBS traffic manager, continued the CBS testimony. Mr. Cowhan had taken the stand Jan. 13 [BROADCASTING, Jan. 15]. He outlined network programming and clearance of lines for program service.

Details of routing of traffic, split network operations, placement of commercials and sustainings and handling of transoceanic service were covered for the edification of the Network Inquiry Committee.

Attending the session, which opened the second week of the CBS presentation and the third month since the hearings began Nov. 14, were Commissioners McNinch, Brown, Sykes and Walker.

At the afternoon session, Ralph F. Colin, general counsel of CBS and Mr. Paley's personal counsel, testified in connection with CBS stock transactions involving Paramount acquisition of 50% interest in CBS and its subsequent disposition of that interest [see story on page 63].



INTERMISSION found CBS President Paley (center) discussing the network's presentation with Edward Klauber (right), executive vice-president, and Paul A. Porter (left) CBS Washington staff attorney.

Paley Traces Growth Of Network Outlets

Mr. Paley occupied the stand practically all day Jan. 18, testifying on a question-answer basis in connection with the network's program policies, desirability of its existing form of contract with affiliates, fiscal matters and general network policies.

When he assumed direction of CBS in September 1938, Mr. Paley said, the network had less than 20 outlets. At present it has a total of 117. CBS programs reach an estimated 96% of the nation's audience, based on surveys it has undertaken. He explained that this percentage did not distinguish between primary and secondary coverage but was based on what was construed as "acceptable listening".

CBS embarked on the policy of acquisition of stations in important cities because it had to be sure of outlets in certain territories, Mr. Paley declared. Very often, he said, it was found necessary to purchase stations to be assured of key point coverage and program origination.

Because there was only one organization operating two networks in existence at the time of CBS' creation, formation of the network actually resulted in the introduction of competition, he declared. Primary efforts were in the direction of improvement of programs, since NBC had a definite advantage in outlets, and it was the task of his organization to make its programs attractive from the listeners' point of view. Many prominent artists were developed by CBS, he said.

CBS introduced a different type of arrangement with affiliates on sustaining programs, he said, pointing out that whereas the existing networks charged on a single program basis, CBS used the vehicle of free commercial hours from the affiliate in lieu of sustaining program and line charges. He said this arrangement proved advantageous to the outlets, since it provided them with full sustaining service, including many special event programs, international broadcasts and other service which individual stations could not hope to procure without a network affiliation.

The controverted questions of guaranteed clearance of time for CBS programs and of exclusivity insofar as network affiliation is concerned then were developed by Mr. Paley. He stated emphatically he felt both provisions were extremely necessary not only in the interest of the network but of the affiliates and, in the final analysis, the public. The time provision, he said, requires stations to supply a stipulated number of hours (50 "converted" hours) at a predetermined rate. The so-called exclusivity clause is one under which the station agrees not to carry the programs of another network.

Present quality of programs could not have been attained without the networks, Mr. Paley insisted, declaring it is the equivalent of mass production. Single stations could not afford to pay talent and line costs for individual origination, he said. Outstanding talent is concentrated in a few centers and since artists cannot be at more than one place at one time, the network form of programming logically has developed. CBS, he said, is prepared at all times to carry on in national emergency and to originate special programs of great public interest.

Provisions of Contracts With Affiliated Stations

With those preliminaries covered, Mr. Paley launched a dissertation on the contractural provisions. A recent study of the 40 stations on the network, in greatest demand by national advertisers, disclosed that CBS uses an average of 35 commercial hours per week on them, representing 28% of the time of these stations, or about five hours a week.

Networks must be in a position to clear time because of the intensive competition with other media. To compete intelligently, the network must be in a position to offer definite coverage at a stipulated time, he said. Moreove., CBS spends large sums to promote the availability of its facilities.

"We cannot attempt to sell unless we are in a position to deliver," he said. "With the call on station time, we can compete rather successfully and talk intelligently about circulation and coverage. Without the call on station time, our position would be seriously jeopardized."

In other words, Mr. Paley declared, with no call on station time and no certainty of being able to deliver given coverage, clients would be driven to other media. The result inevitably would be reduced income and as a logical consequence deterioration in program service. Broadcasting costs like those of other media are computed on the basis of costs per thousand of circulation, he added. Advertisers would not be disposed to spend as much money for talent and programming for limited coverage as for nation-wide coverage, he pointed out. As a general rule, he said, the larger the network the more money spent for programming.

Exclusivity Clause Explained by Mr. Paley

The exclusivity clause, Mr. Paley explained, specifies that during the life of the affiliate's contract with CBS, it will not carry the programs of other networks. He described this provision as "essential to effective network operation". By the same token, CBS agrees not to provide its programs to another station in the same area covered by the affiliate.

Elaborating, Mr. Paley said that the network spends large sums in securing outstanding programs to make its service attractive both to listeners and to national advertisers. There would be no incentive for CBS to incur this expense if it could not obtain the benefit of its efforts in building up its reputation and listener interest. Thus, he said, if an affiliate carries CBS programs, both sustaining and commercial, and also broadcasts programs of competing networks, it would result in "wildcat operators" invading the field without sharing the costs of building listener goodwill.

Elimination of the exclusive clause would be ruinous, Mr. Paley said, since it inevitably would lower the standards of broadcasting. It would develop "a class of opportunists, with their offices in their hats" and with no policies or organization back of them, who would capitalize on such a situation.

Under the existing arrangements, CBS is in a position to build up exclusive outlets and assure them of national sales made by the network in their territories on an exclusive basis.

No Control of Program Policies of Affiliates

Emphasizing that CBS has no control over program policies of affiliated stations, Mr. Paley said that the guaranteed clearance of time provision, in his judgment, does not limit their freedom of program selection. He said that the guaranteed time obligation is "voluntarily assumed" and is "entirely reasonable".

When Chairman McNinch questioned him regarding his statement that there was "no compulsion", Mr. Paley pointed out that CBS insists upon stations agreeing to both the time clearance and exclusive contract provisions but that they have the option of rejecting the entire service and of negotiating with other networks.

An affiliate, if it has a reasonable objection to a commercial as against public interest, is in a position to reject the program, Mr. Paley asserted. Very frequently, he declared, affiliates will turn down CBS commercials to make way for local programs of importance. He said the affiliate does not reimburse CBS for the time but CBS rebates the advertiser.

Asserting that CBS realizes its own welfare depends on the service it renders, Mr. Paley said there has been no clash between the interests of the network and its affiliates. The network is a "selfish" business organization organized to make money and serve the public interest. When Chairman McNinch questioned him on the "profit motive", Mr. Paley asserted that the interests of the network are in harmony with the public when the programs satisfy the audience.

Discussing program policies, Mr. Paley said that in June 1935, CBS adopted definite program standards which among other things limit commercial credits to 10% of evening time and 15% of daytime with a 40-second closing announcement leeway in addition to this percentage for 15-minute programs.

Policies on children's programs were evolved after a complete study had been made of them, he said, and after some complaint had been heard by the network. It was determined there was too much of the element of hysteria and scare in certain programs and as a consequence definite rules were adopted against such programs which stir up alarm. CBS engaged on a consulting basis Dr. Arthur T. Jersild, eminent psychologist who reviews all such programs before they are accepted.

Corroborating previous testimony of M. R. Runyon, CBS vice-president, Mr. Paley said that CBS has a definite policy against selling time for "arguable social issues". The primary reason, he said, is that it would mean that the interests with the greatest resources

would be in a position to demand the largest portion of time. It also might mean that if time were sold, networks might find themselves in the position of a "common carrier" on talks and throw the entire program schedule out of balance.

"In other words," interposed CBS Counsel Burns, "the public might be talked away from the radio." Mr. Paley responded affirmatively.

Mr. Paley explained that CBS has adopted a definite policy relating to freedom of the air and partisanship. It is "militantly and honestly" non-partisan, he said, and will never have an editorial page or try to further either side of a debatable subject. These policies were enunciated, he said, in the 1937 annual report of the stockholders.

Policies Developed From Trial and Error

Religious programs similarly are noncommercial and are presented with the advice of a counsel representing all denominations, he declared.

The general philosophy of CBS is one of self-imposed and voluntarily assumed regulation, he said. Many of the policies have been adopted as a result of trial and error, he said, with others based on good taste.

"We feel we are advancing our own interests as well as those of the public," Mr. Paley declared, in following the course of voluntary regulation.

Under cross-examination by Commission Counsel Porter, Mr. Paley was questioned to some extent in connection with the Paramount acquisition of a 50% interest in CBS and its subsequent return of that interest to CBS stockholders. Mr. Paley asserted that he is in the active direction of the network and confers with officials continuously in connection with policy.

Questioned in connection with guaranteed time, Mr. Paley said that CBS requires of its affiliates the right of way on 50 converted hours per week, with a daytime hour computed as equivalent to an evening half hour.

Asked by Mr. Porter whether an inconsistency was not apparent in that CBS has the right to demand specific hours and at the same time permit stations to refuse to carry given commercial programs, Mr. Paley asserted he felt there was not, since affiliates almost never exercise the right to cancel a commercial program except when there is a program of local public interest involved.

The practice in connection with clearance of network commercials for locals has been in effect for many years, even though it may not have been "spelled out" in the contract itself. He said that the actual terms were written into CBS contracts within the past year.

When Mr. Porter asked if it was not the practice to place sustaining programs in unsalable or least desirable hours, Mr. Paley asserted that the reverse was true. Definite periods are allotted for educational, religious and other types of sustaining features which are in desirable program time but which have been withdrawn from sale, he said.

Mr. Paley said he was not conscious of any existing serious complaint in connection with commercial credits in programs. The effect of the limitations imposed in 1935, he said, has been to reduce quite substantially the amount of commercial continuity employed. Even before the definite restriction, he said, many accounts did not use the percentage now allowed and today there are many on the air which use substantially less than the 10% night limitation.

Discussing specific programs, Mr. Porter asked about the *Gang Busters* series on CBS sponsored by Colgage - Palmolive - Peet. Mr. Paley said this program, now scheduled at 8 p. m. (EST) is not considered a children's program but is designed for the adult audience. Mr. Porter explained the FCC had received complaints on this program and that it was described as a children's feature.

This opened questioning by Commissioner Walker who inquired whether CBS had ever made an investigation to ascertain whether children are in the habit of listening to adult programs. While no such investigation has been made, Mr. Paley asserted that unquestionably children do listen to features other than those designed for them but that he felt it was the responsibility of parents to direct children's activities.

"I don't think radio broadcasting should be restricted from performing its full activities because of children's behavior," he said.

News commentators came next and Mr. Paley explained that at present there are no commercials on CBS using news commentators. He said CBS would not accept a commercial using a news commentator, describing that type of broadcaster as one who not only gives the news but takes one side and becomes an advocate.

Boake Carter, he said, has been off CBS for about nine months, terminating his broadcasts with the expiration of his contract with the advertiser. Since then, he said, CBS has adopted the definite policy of not selling commercial time which involves discussion of controversial issues.

Asked about the *Ford Sunday Evening Hour* and the commentaries of W. J. Cameron, Mr. Paley said that since the negotiation of a new contract with Ford in September, Mr. Cameron has not used his time for "that purpose" at all. Mr. Cameron, he said, has a full understanding of the policies of CBS and is "perfectly willing to live up to them."

Television Experiment Related by Mr. Paley

The financial aspects of the CBS corporate structure were touched upon by Mr. Porter in his cross-examination of the network's chief executive. Aside from increases in the number of CBS shares from time to time to the present figure of 3,000,000, there has been no substantial change in the network's capital structure having any bearing on stock valuations. The stock has been split so that individual shares would not hold such a high value per unit, he said.

When Judge Burns interrupted Mr. Porter's cross-examination, FCC counsel objected and Acting Chairman Sykes smilingly asked that counsel refrain from further colloquies.

Existing treasury stock of CBS, totaling approximately 1,055,000 shares, is not earmarked for disposition or sale, Mr. Paley said, but is entirely subject to the discretion of the CBS board and its stockholders. Mr. Paley explained that he does not control CBS in stock ownership or control its board of directors. Asserting he owns less than 50% of the Class B stock, he said that for all practical purposes, the stock he holds in that category permits him to elect half of the directors of the board but that there had never been any question about such elections so there was no issue involved.

Mr. Porter brought out that the CBS president holds approximately 11½% of the network's Class A stock and that other members of his family hold about 4¾%, with the Paley family thus representing ownership of 15 to 16% of the Class A stock. In this case, Mr. Paley declared he did not have control of the voting power of the stock held by members of his family and reiterated there had never been a fight for election of either Class A or Class B directors.

CBS is at present engaged in experimentation in television and maintains laboratories as well as an experienced staff, Mr. Paley asserted. He said that by the middle of this year, installation of one of the largest television transmitters in existence will be completed in the Chrysler Building.

Television costs will be defrayed out of profits of CBS with no special financing under contemplation, he declared. Should it become necessary, with development of the visual art, to raise additional funds, he said the problem would then be met by the CBS board.

Concluding his cross-examination, Mr. Porter asked that Mr. Paley hold himself available for further examination if future CBS witnesses testify as to matters on which additional information is desired. Mr. Paley explained he was leaving for Nassau for a fortnight's vacation in an effort to break a heavy cold but would be available after that time.

Commissioner Walker, again taking up Mr. Paley's examination, asked if CBS could not originate

Paramount Acquisition of CBS Stock In 1929 and Later Disposal Are Shown

PARAMOUNT'S two-year excursion into the broadcasting business through acquisition of 50% of the stock of CBS, and its subsequent disposition of that stock to CBS with a net profit to itself of approximately $1,000,000, was unfolded to the FCC Network Inquiry Committee Jan. 17 by Ralph F. Colin, general counsel of CBS, personal attorney of William S. Paley, CBS president, and treasurer of the Park Corp., Mr. Paley's personal holding company.

Called as a special witness by George B. Porter, assistant general counsel of the FCC, Mr. Colin recounted in detail the entire transaction surrounding Paramount's entry into broadcasting in 1929, which he said was motivated by the motion picture company's desire to protect itself against television's imminent development and also to offset the then existing ownership affiliation of RKO with RCA and its subsidiary, NBC.

In the period intervening between 1929, when Paramount negotiated its arrangement to acquire 50% of CBS Class A stock, and 1932, when it disposed of that interest to CBS stockholders, both Paramount and Mr. Paley realized approximately $1,000,000 each due to the enhanced value of the CBS stock while Paramount shares, received by CBS stockholders in exchange, deteriorated sharply in market value.

Exchange Arrangement

At the time the transaction originally was made, Mr. Colin recounted, Paramount exchanged 59,000 shares of its stock at an arbitrary value of $85 per share for 50,000 shares of CBS Class A stock at a value of $82.21 per share. The price of Paramount was a few points above the then market value. The CBS stock was closely held and consequently had no market value, the price being agreed upon after consultation. Paramount, under the arrangement, agreed to pay the CBS stockholders from whom the stock was acquired, a guaranteed figure of $85 per share for its stock at the end of the two-year period, contingent upon CBS earning in the period 1929 to 1931 a net profit of $2,000,000. In 1932, though CBS had earned the requisite $2,000,000 net profit, Paramount stock had depreciated to a figure of approximately $10 per share. CBS stockholders obviously elected to collect the guaranteed figure of $85 per share from Paramount, because of the decline in its stock. Paramount, after negotiation, agreed to turn back to CBS the balance of the stock it had acquired in lieu of paying to the network stockholders approximately $4,000,000 which it would have been required to pay at the stipulated figure of $82.21 per share for the CBS stock.

Whereas the original arrangement amounted to exchange of 1 1/5 shares of Paramount for each share of CBS, the trade-back in 1932 was more on a share-to-share basis, Mr. Colin pointed out, involving approximately 49,000 shares of each stock. There were other factors to be taken into account, such as a 15% stock dividend declared by CBS which resulted in an increase in the number of shares held by Paramount, he explained.

Asked to define the status of two holding corporations set up by

(*Continued on Page 68*)



MEDITATION, as depicted at the FCC counsel table, with George B. Porter (left), assistant general counsel, making notes for cross-examination, as DeQuincy V. Sutton, FCC head accountant, fills him in on details.

programs without its ownership of stations. Responding affirmatively, Mr. Paley said that it nevertheless is desirable to own stations in order to bring the network closer to the scene of operation and also provide a greater degree of efficiency in maintaining service and standards.

Walker Asks About Exclusivity Feature

"Could there be a chain broadcasting service without owned stations?" inquired Commissioner Walker.

"Yes," Mr. Paley responded, "but it would be a very undesirable one, in my opinion."

Pursuing the exclusive contract feature, Commissioner Walker asked why there should be exclusive contracts particularly in the light of complaints about the lack of sufficient educational programs. Asked by the Commissioner whether NBC also had the exclusive feature, Mr. Paley said it was his understanding that in key cities NBC had an arrangement similar to his network's which prevented affiliation with other chain organizations.

Mr. Paley reiterated that if stations used other network programs, the ability to clear time for CBS programs might be impaired and the incentive to build program service would be depreciated since other networks would be in the position of "cashing in on our development".

Commissioner Walker insisted that in order to "get rid of criticism about educational programs" it might be desirable for "some agency or network to take over the service of educational programs" rather than continue exclusive contracts. Mr. Paley asserted he was conscious of CBS having been complimented on the amount of time it devotes to sustaining programs and that he suspected there always would be some criticism of broadcasting service. As for CBS, he said it would continue to improve its service to the best of its ability. Criticism is being treated as "intelligently as possible", he said.

"Where are those people going to get those programs on education about which they are complaining?" inquired Commissioner Walker.

Mr. Paley said that as far as CBS is concerned, the network provides a substantial number of educational features. The source of some of this complaint, he said, may grow out of the fact that some affiliated stations do not carry the features even though they are fed to them.

Mr. Porter again picked up the examination on establishment of network rates. Noting that the NBC Red and CBS basic network rates were approximately the same, he inquired whether there was any "agreement" between the two major networks on "fixation of rates".

Booming back "absolutely not", Mr. Paley said there are many competitive factors which must be taken into account which resulted in the desirability of covering the same key markets and as a consequence arrive at approximately the same overall rates. He insisted, however, there was "no collaboration" on such rates.

Mr. Paley explained that coverage and circulation factors are taken into account along with market in establishing station rate structures. He said he was not in a position to estimate the cost, to the network, of producing and delivering a 30-minute program since it would involve breaking down of general overhead and wire line costs. Line charges, he said, play an important part in the establishment of rates. In order to get advertisers to meet certain minimum requirements, a basic network was set up which would defray a substantial portion of this overhead.

Station Relations Discussed by Akerberg

Herbert V. Akerberg, CBS vice-president in charge of station relations, was called as the next witness. Mr. Akerberg was a radio amateur in 1913 and one of the pioneer technicians in the field, having been chief engineer and manager of stations in Columbus in broadcasting's earliest days.

In 1928, as a Bell Telephone Laboratory engineer, he designed and installed the studio equipment for CBS, afterward becoming assistant chief manager, then chief engineer and in 1931 was detached from engineering and placed in charge of network technical expansion. In 1933 he became manager of station relations and three years later became vice-president in charge of those operations.

In his present capacity Mr. Akerberg explained, he handles all new affiliations and renewal of affiliation contracts with the networks; general administration of relations with affiliates; and contracts with stations on clearance of time for new programs.

If a station desires to substitute an important local for a network program, Mr. Akerberg said, his department is contacted. Such instances occur rather frequently, he said, and are cleared through station relations. All complaints of affiliates and special requests are cleared through his department, he asserted.

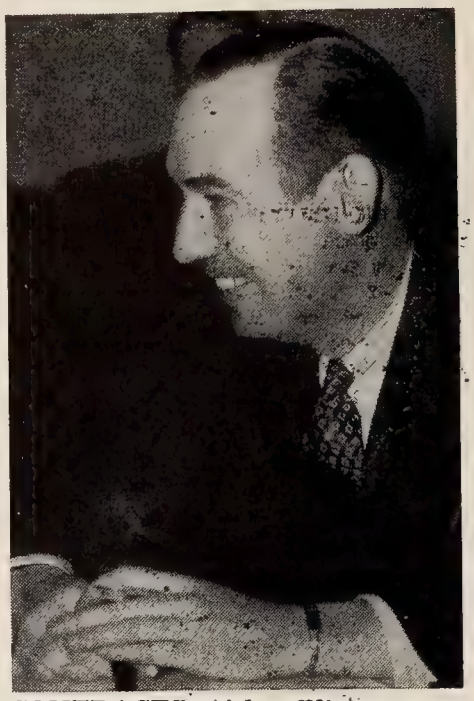
Exhibits tracing development of CBS from its origin to date were identified and explained by Mr. Akerberg. These showed that in 1927 CBS had a total of 15 affiliates and that in 1938 this figure has grown to 115.

The contract history of CBS relations with affiliates was traced by Mr. Akerberg in resuming the stand Jan. 19. He described several forms of contract beginning with the network's inauguration of regular operation in March 1927, through the present.

Explains Changes Made in Contract Form

In 1936, Mr. Akerberg said, several important changes in the contract form were made. The "converted hour" provision was then adopted and the contract was entered for a period of one year with options to extend for four additional years. This contract remained standard until latter 1937 and early 1938, when the present form of agreement was devised. It codified all existing terms either written or oral which were in force as of that time.

Mr. Akerberg brought out that the first form of CBS contract provided for delivery of ten hours per week of sustaining programs, with this figure subsequently increased to 20 hours. There was no new contract stipulation regarding sustaining programs until the existing contract, though the amount of service steadily was increased.



CONTRACTS with affiliates were described to the FCC Network Inquiry Committee by Herbert V. Akerberg, CBS station relations vice-president in testimony delivered during Jan. 18 and 19.

Now, the contract guarantees 60 hours of mixed sustaining and sponsored programs, thus giving stations an idea of the minimum service they can expect. There are exceptions to this provision, he said, in the case of stations dividing time, those operating limited time or those which are so located geographically that this degree of service cannot be delivered. He said there were only two or three such instances, however.

At the outset, CBS guaranteed stations the absolute right to sell network sustaining programs locally. This provision was dropped, he said, because of many developments, including the introduction of local announcements by stations which had the tendency of destroying the artistic value of programs. CBS felt it should exercise control over local sponsorship of its sustaining programs and now a local station may not sell sustainings unless it gets consent in advance in writing.

He said CBS under no circumstances permits local sponsorship of sustaining programs for national advertisers, since it cannot be in the position of competing with itself.

Average Program Experience of Affiliates

Explaining the present agreement paragraph by paragraph, Mr. Akerberg stated that CBS, under one of the clauses, has first call on the affiliate's time for the 50 converted hours in any one week.

CBS records show that the maximum time CBS has ever used on an affiliate station totaled 32 or 33 hours during a week and that was in the case of a basic network outlet.

Based on the 1937 average experience, Mr. Akerberg said that 50 converted hours would amount to 79 clock hours. The maximum used during 1937 was 37½ converted hours, or about 55 clock hours. He said, replying to Judge Sykes, that 50 converted hours appears adequate for CBS demands since it has never used all of that time over affiliated stations.

The average operating time of CBS affiliates is 123 clock hours. Approximately 28% of this time, average, is made up of CBS programs. He pointed out that affiliates are only required to clear for network commercials and acceptance of sustaining programs is not mandatory.

Coming to the clause which recognizes the privilege of affiliates to cancel programs for local events of public interest, Mr. Akerberg again explained the provision was not written into earlier contracts but the practice has been in existence practically from the beginning. In the present contract, he said, this provision simply codified an existing and well established practice.

Last January, he said, 11 network commercials were supplanted by local sustainings under this provision for an aggregate of 240 minutes of time. In July, eight network commercials were so supplanted for a total time of 150 minutes. The station's judgment is the determining factor, he said, and there never has been any complaint on that score. He emphasized, however, that the station cannot substitute a local commercial for a network commercial except under extraordinary circumstances, such as baseball broadcasts.

Station Break Policy of Network Discussed

The question of station-break announcements was taken up as part of the standard CBS contract, with Mr. Akerberg pointing out that affiliates are prohibited from making such announcements during station breaks between a continuous network program as well as immediately following the program if the sponsor objects to the practice. In this connection, a CBS form letter of consent, covering local sale of spot announcements during station breaks under this limitation, was introduced.

Among affiliate contracts outstanding, Mr. Akerberg said, are three which expired in 1938; 14 in 1939; 12 in 1940; 14 in 1941; 29 in 1942; 26 in 1943; three in

Kilocycles or Meters

THE CBS practice of listing meter assignments, as well as kilocycles, on its weekly program sheet, may be discontinued as a result of an observation made by Acting Chairman Thad H. Brown, of the FCC Network Inquiry Committee. With Hugh A. Cowham, traffic manager, on the stand Jan. 17, describing the function of the weekly release, Commissioner Brown asked why the network still carried the meter assignments and whether they had any particular significance. Mr. Cowham said he did not know the reason but other CBS executives declared it was probably a "traditional thing" carried over from radio's earlier days when most sets were calibrated in meters rather than kilocycles. The meter is practically obsolete in technical radio these days.

1944; one in 1952. Of these, 38 are for fixed terms with options to extend; 36 for fixed terms with the privilege to terminate lying with CBS; 22 for fixed terms with no option to extend.

Cross-examined by Mr. Porter, Mr. Akerberg pointed out that under the contracts, 22 stations are permitted to use spot breaks according to contract provisions; ten others whose contracts say nothing about it may do as they wish. Sixty affiliates now have the new contracts while the rest are operating under previous agreements. He said there are only two exceptions to the exclusivity clause.

The matter of publicity to individual contracts was raised when Mr. Porter sought to show that the CBS standard contract form was not in general effect but that there were many exceptions to it noted among contracts submitted by affiliates to the FCC as part of the inquiry. Mr. Porter brought out that heretofore the inquiry committee has not placed in evidence any individual contracts or summations of them, and that he did not propose to do this in the case of CBS but he desired to cross-examine Mr. Akerberg in connection with conflicting provisions. Whether the actual provisions or summaries of them will be offered later, when the FCC puts in its own evidence, remains to be determined by the Committee.

In this connection, Mr. Porter brought out that the FCC has received a total of 106 CBS contracts filed by affiliates, of which 46 were dated on or after June 1, 1937, and the remaining 60 prior to that time. A summary of these contracts, prepared by the FCC on its "worksheet" on which Mr. Porter based his questions, he said, revealed that there were many dissimilar provisions.

Negotiation Required For Individual Problems

For example, he said some 38 of them have provisions different from the standard form in connection with sponsored service; 41 provide that a station may require CBS to give it 28 days' notice on time clearance; 39 carry a provision on substituting public events; another batch carry a provision for three weeks notice on program rejection while others contain provisions differing in varying degrees from the standard form. Mr. Porter inquired whether this meant that the standard form was simply used as a basis of negotiation and inquired as to the reason for the differences.



BLUE-PENCILLING of commercials, and the extremes to which CBS goes in insuring crisp and fresh and otherwise up-to-the-minute continuities was the topic covered by Gilson Gray, the network's commercial editor, in detailed testimony before the FCC.

Mr. Akerberg said the new standard form of contract has been made available to all affiliates and reflects exactly the same conditions for each station. CBS, he said, is seeking to standardize its contracts but there are many points which require arbitration and negotiation in individual cases and the process is a continuing one. Asserting he hoped to get all of the affiliates on the same contract, he said it nevertheless was necessary to meet individual problems.

The development of guaranteed time, has been a gradual process over the years, Mr. Akerberg said. He pointed out while the network seeks to have its affiliates carry CBS commercials exclusively, its statistics show that only 28% of the time on these stations on an average is network commercial.

Reverting to provisions of the contract, Mr. Porter said that 55 of the agreements which the FCC has on hand carry the clause that stations may not transfer their licenses without provision for continued CBS service by the purchaser. Another 37 contracts had a similar provision which, however, was slightly different in language. Thus, he said, of the 106 contracts, 92 contained the provision for continued CBS service under new ownership while the remaining 14 "are silent on the subject."

Mr. Akerberg explained that the five-year contract is desirable from CBS' standpoint because it guarantees continued service and eliminates a lot of negotiating and renewing which would be essential under a one-year contract. He declared only one contract to his knowledge was for ten years and that involved WAPI, Birmingham. KOIN, Portland, he said, has recently renewed its contract for five years. Short-term contracts would make the network vulnerable from a competitive standpoint, he declared, while a five-year contract permits both network and station "to take off our coats and get to work".

Some five stations on CBS, Mr. Akerberg stated, are billed directly by AT&T for line costs. This is done in cases of stations in remote areas and because of special consideration, he said.

Network Limitation On Commercial Copy

Gilson B. Gray, commercial editor of CBS since 1935 and in direct charge of commercial scripts, was the only witness Jan. 20 at a session which was recessed at noon until Tuesday, Jan. 24.

Aided by several exhibits, Mr. Gray outlined the procedure followed by his department in scanning commercial continuities and in actually timing by stop-watch to keep commercial messages within the 10% evening and 15% daytime limitations. The reason for the 40 seconds additional time allowed in 15-minute programs both day and night, he explained, was in recognition of the fact that it takes as long for a station identification closing announcement for short as for long programs.

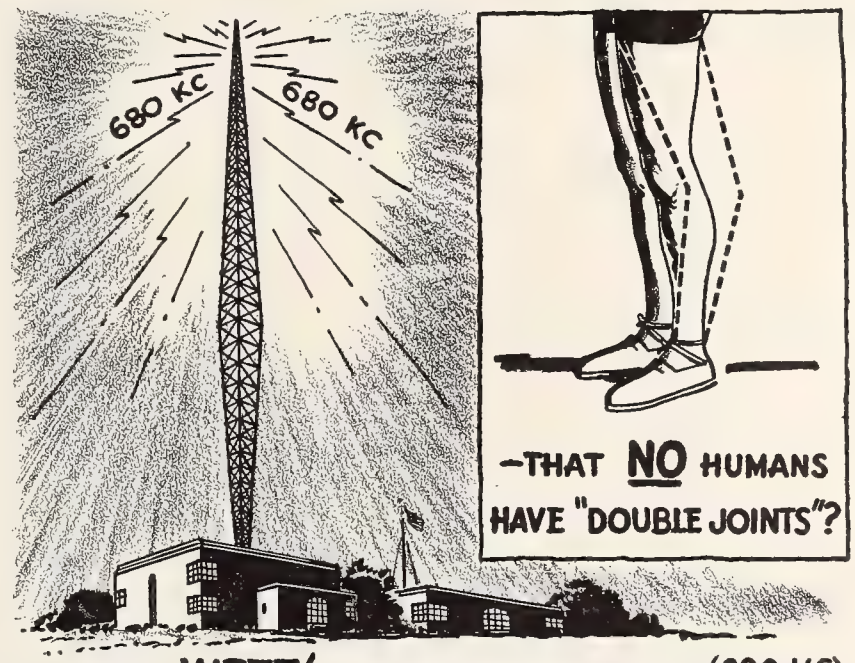
All scripts, Mr. Gray explained, are rehearsed for timing and if the commercial announcements run over the time limitation, someone in authority with the agency or account is called upon to cut the copy.

Referring to a weekly summary of commercial timing covering the 13 weeks from Oct. 4, 1937 to Jan. 2, 1938, Mr. Gray brought out that the percentages, in total, were far below the allowable percentage on both day and night programs. For example, he said, the permissible limit for a daytime 15-minute program is 2 minutes 55 seconds but the average for the week of Oct. 4-10 was 2 minutes 15 seconds. For the 13-week period, 110 daytime programs were broadcast with an average of 14 minutes and 32 seconds of commercial continuity. Of these only five programs exceeded the limit—and by an average of only 48 seconds. The average time per program, irrespective of length, devoted to commercial credits was 2 minutes and 15 seconds, as against an allowable commercial credit time of 2 minutes and 55 seconds.

Mr. Gray explained there are occasional deviations between the rehearsal and the actual presentation of such announcements, which he

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
"The Shadow Of Fu Manchu"
Radio's greatest serial, available for national sponsor!
The sensational, madly scheming Dr. Fu Manchu—in a thrilling serial, crammed with drama, romance, intrigue and destined for radio history during 1939. A fifteen minute program dramatized three times weekly. Wire for full details!
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

LANG-WORTH planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

DO YOU KNOW?


—THAT WPTF'S FAVORABLE FREQUENCY (680 KC) IS RESPONSIBLE FOR COVERAGE ENJOYED BY FEW OTHER STATIONS OF EQUAL POWER? (WHICH ACCOUNTS FOR OUR UNUSUAL RESULTS.)
WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

described as unavoidable. In spite of this, the total time used is far below the authorized time, he said.

The average commercial credit time for all evening programs, Mr. Gray asserted, is 2 minutes, whereas the allowable time is 2 minutes and 10 seconds. In another analysis, covering the experience over the past year, Mr. Gray brought out that in a one-hour program the actual average of commercials has been 5 minutes and 18 seconds as against a maximum limit of 9 minutes during the day.

Evening Programs Also Beneath Allowance

During the evening, the actual average has been 3 minutes and 12 seconds as against a maximum limit of 6 minutes. In half-hour programs, the actual average has been 2 minutes and 20 seconds as against the maximum limit of 4 minutes and 30 seconds daytime and an actual average of 2 minutes and 23 seconds evening, against a maximum limit of three minutes. In quarter-hour programs, the actual average has been 2 minutes and 19 seconds as against the maximum of 2 minutes and 55 seconds daytime, and during the evening the actual average has been 1 minute and 31 seconds as against the maximum limit of 2 minutes and 10 seconds.

Pursuing this line of testimony, Mr. Gray stated in effect:

All daytime programs, regardless of length, averaged 2 minutes 21 seconds of commercial continuity per program—considerably less than the limit for quarter-hour programs.

Similarly, evening programs, regardless of length, averaged less than the evening quarter-hour limit—the average for all evening programs being just under 2 minutes.

But most interesting of all, remembering that the allowance of the quarter-hour program in the evening is 2 minutes and 10 seconds of commercial time, the average for all sponsored programs broadcast during this entire period, day *and* evening, regardless of length, was within 1/5 of a second of that figure.

It is also interesting to see just how an average day's broadcasting during this period was affected. During this average day the Columbia network broadcast 16 hours of program material, yet of this total of 16 hours, less than 6 representing some 16 or 17 broadcast periods, were actually sponsored and used to promote the sale of goods or services. During these 6 hours, and consequently during the entire average day, there was available for the listener to hear only 35 minutes and 48 seconds of commercial announcements—a little over 2 minutes per sponsored program, although one or two of them may have exceeded the limit for as much as a total of 33 seconds. And these sales messages, compressed into fewer seconds were in themselves more adroit, more entertaining than ever before.

Generally speaking, Mr. Gray said, advertising agencies have cooperated well with CBS. With advertising messages compressed into fewer seconds, more interesting and more adroitly handled programs are produced. Moreover, he said the news value of advertising messages has been improved considerably.

Describing the CBS pamphlet setting forth policies governing advertising generally including children's programs, issued May 15, 1935. Mr. Gray placed particular emphasis upon children's programs. All of the policies enunciated in the pamphlet, he said, have been carried out. In the case of exclusion of laxatives and certain other types of proprietaries, he said these did not become immediately effective in all cases and that accounts were permitted to continue their programs until the expiration of contracts if they elected to do so, but subject to very rigid limitations.



POLICIES covering commercial or sustaining, juvenile or adult, were discussed fully by W. B. Lewis, CBS vice-president and director of broadcasts, before the FCC Network Inquiry Committee, in one of his very infrequent public appearances.

Revenue Lost From Child Program Policy

Wide publicity was given the new policies, he said, with many beneficial effects. He declared they were of particular value to advertising agencies in dealing with clients and in pointing out in advance where certain program claims could not be accepted.

When the policies became effective there were five or six commercial children's programs on CBS, Mr. Gray asserted, but these were promptly eliminated. The result was that from May 1937 to May 1938, no sponsored children's programs whatever were carried on the network though there are two being carried now. In addition, a number of sustaining juvenile features are carried, he said.

Asked by CBS Counsel Burns as to the amount of business lost by the network in connection with the new policies governing children's programs, based on actual revenues on all programs which later were accepted by other networks, Mr. Gray said he had made a specific study and that the figure was in excess of $1,250,000. This did not include estimated loss of revenue of every character growing out of other policy restrictions on programs, which he later estimated at $9,000,000. He explained, however, that many of the periods which otherwise would have been sold for such programs were disposed of to other accounts so that this figure did not actually represent an out-of-pocket loss but was simply based on actual program revenues.

Hard liquor advertising is definitely prohibited on CBS, Mr. Gray said, but the policy with reference to beer is still "under consideration". He was quick to point out, however, that the network does not now have any beer or light wine accounts.

Elaborating on program types and claims that are prohibited, Mr. Gray said that in addition to specific products, psychiatry and psychology programs are not permitted no matter how they are conducted because it is felt these involve individual cases and it is felt that they are not properly the subject of mass information.

Moreover, the network does not accept program material which "improperly exploits human misery," he said. He added there had never been a complaint received by the network pertaining to the new policies.

Among other taboos are character reading on programs which play upon superstition; memorial parks, funeral parlors, stock promotions or personal services involving professions, the ethics of which frown on such advertising.

Gangbusters Program Brought Up Again

Asked to estimate the approximate loss to CBS from applying its program standards taking into account business lost or rejected due to them but not including accounts which had not been offered, Mr. Gray then mentioned the figure of "in excess of $9,000,000". He gave the added explanation that this was not actual revenue lost since the time may later have been sold to other advertisers. He said he regarded it as a very conservative figure, however.

Under cross-examination, Mr. Porter again raised the question of the *Gangbuster* program, sponsored over CBS by Colgate-Palmolive-Peet. The program is broadcast at 8 o'clock (EST) and repeated at midnight for the West.

Corroborating the previous testimony of Mr. Paley, Mr. Gray said this program was not regarded as a juvenile feature and therefore was not checked from the psychology standpoint by Dr. Jersild. Mr. Porter pointed out that the Commission had received a "very substantial number of complaints from parents and educators," about the program particularly because of its effect upon children (the number is understood to have been about 50).

Whereas the program is designed to depict crime and crime stories with a view toward suppressing crime and always conclude with the apprehension of the criminal, Mr. Porter said the tenor of the letters received was to the effect that the program "encourages crime, rather than suppresses it, particularly as to children."

The policy of CBS is not to build all of its programs on the basis of juvenile reaction, he declared, again pointing out that it is broadcast at an hour which is considered best for adult rather than juvenile listening.

Commissioner Walker, who several times before had participated in the discussion of children's programs, asked whether Mr. Gray had ever made a survey to ascertain the degree of children's listening to so-called adult programs. Asserting that Dr. Jersild is making a continuous study, Mr. Gray said it has been ascertained very definitely that children prefer children's features. Commissioner Walker said he "wondered" why all programs to which children listen, such as *Gangbusters*, were not checked by child psychologists.

Normal Adventure Craving of Children

Mr. Gray observed that in his opinion children have every right to their "normal cravings for vicarious adventures" in radio programs.

Under redirect examination, Mr. Gray asserted that Colgate-Palmolive-Peet advertises shaving cream and other adult products in its *Gangbusters* feature, thus conclusively indicating that the appeal was not to children. Moreover, he said that in about three years he knew of only some 20 letters of complaint while the sponsor had received a large quantity of laudatory communications.

If programs generally were designed for children, it would mean a material reduction in the effectiveness of broadcasting service, he said. He felt the responsibility rested on parents to oversee the listening habits of their children.

Mr. Walker interpolated that he did not want to leave the impression that he felt all programs should be designed for children but simply that certain features, such as *Gangbusters*, should be checked in that light.

Questioning Mr. Gray on his statements regarding estimated losses because of the new program policies, Mr. Porter asked if these represented actual "out-of-pocket" cash losses. The witness replied negatively, asserting he felt that on the long haul the policies have worked to the benefit of CBS. In the cases of children's programs, he said, there has been something in the nature of an out-of-pocket loss. Concluding, he declared that the more "blood and thunder", the more successful a program would be from the child's standpoint, even if it gains the ill will of parents.

W. B. Lewis Describes Program Operations

Program operations of CBS in all their varied phases were outlined Jan. 24 by W. B. Lewis, network vice-president in charge of broadcasts. The constant goal of the network, he said, is to give the people what they want and something even better with the object of improving the listening level.

Maintenance of a balance in programming to avert repetition of similar types of features on the daily schedule is attained largely by use of sustaining programs as the varying feature, he said. Sponsors also are anxious to effect diversification since it is regarded as good radio.

In all, there are 340 employes in the program department of CBS, divided into a dozen different groups. A program board, composed of executive heads as well as the program department chiefs, passes on all policies. In addition to the program department heads, this board includes the executives of the sales and publicity departments and the Columbia Artist Service, he declared.

Mr. Lewis outlined the functions of the various departments and how they are coordinated. Particular emphasis was placed upon new program development.

In 1937 the estimated loss of rev-

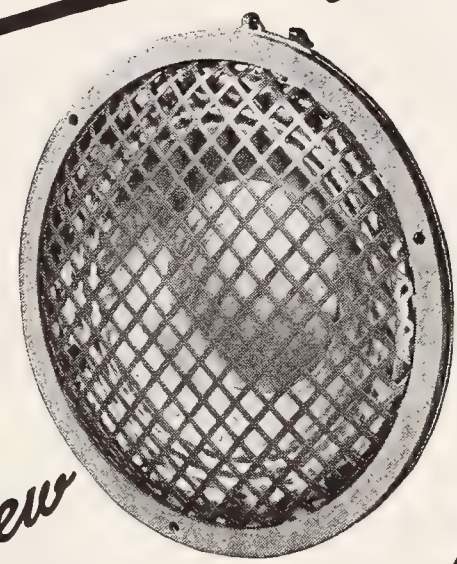
(*Continued on page 78*)

When these two get together,

You've got something!



94 TYPE AMPLIFIERS



New 750A and 751A LOUD SPEAKERS

For You Engineers:

New 750A and 751A **speakers give high quality reproduction at regular monitoring levels. Directive beam distributes "lion's share" of sound within angles of 30° to 45°—ideal for monitor booths. Reproduces with intimate clarity that brings new significance to the term "presence." Crystal clear "definition" enables better evaluation of program balance. New diaphragm formation, new type permanent magnet, compact size and other new design features.**

94 Type Amplifiers **are of the high impedance bridging type which can be connected across program buss or line circuits, without reaction on those circuits and deliver loud speaker sound levels. Stabilized feedback—self contained power supply operating from AC —gain approximately 45 db—flat frequency response.**

BELL Telephone Laboratories designed these units to give you the ideal combination of amplifier and loudspeaker for broadcasting work. And that's just what they do!

Impedances—power handling capacities—transmission characteristics are all properly matched to assure realization of maximum performance capabilities.

This combination will help your monitor operators and production men to do a better job for you—and for your clients and listeners. Get full details from Graybar.

DISTRIBUTORS

Graybar Electric Co., Graybar Building, New York. ***In Canada and Newfoundland:*** **Northern Electric Co., Ltd.** ***In other countries:*** **International Standard Electric Corp.**

Western Electric

Distributed by GraybaR

RADIO TELEPHONE BROADCASTING EQUIPMENT

Canada Prohibits Private Facsimile

Dominion's Television Policy Described as Similar

By JAMES MONTAGNES

THERE will be no privately-owned facsimile broadcasters in Canada, according to a ruling decided on by the Canadian Broadcasting Corp. in its annual report, just released for the period April 1, 1937 to March 31, 1938. States the report: "With respect to facsimile, the policy was announced of recommending the denial of all applications from private interests. It was felt that no further part of the public domain in this regard should be alienated without compelling reasons."

Somewhat similar policy was laid down by the CBC for television and shortwave broadcasting. "With respect to television, the policy was laid down of considering only applications from parties financially capable of conducting research and for experimental purposes only. With respect to shortwave, the Corporation laid down the policy of recommending no new licenses pending clarification, after consultation with the Government, of its own plans for a short wave system. Every precaution will be taken to safeguard Canada's right to short wave channels."

The CBC recently turned down an application of CKAC, Montreal, for a television license, the station being ready to spend $85,000 on equipment [BROADCASTING, Dec. 1, 1938].

Private Stations

"Relations with private stations continued satisfactory," this second CBC report states, "the Corporation attempting to secure the views of private owners on all matters affecting them. For example, the regulations (effective Nov. 1, 1937) were not finally promulgated until a full and frank discussion had taken place. Generally speaking, the enunciation of the Corporation's long-term technical and program plans has resulted in a welcome clarification of the position of local private stations in relation to the national system."

Financially, L. W. Brockington, CBC chairman, under whose signature the report is issued, states the CBC operates on a self-sustaining basis from the proceeds of listeners' license fees ($2.50 annually) and a limited total of commercial revenue. The two sources for the year amounted to $2,252,732. There is no break-down in the report, but license revenue is understood to be about $2,000,000, and the balance of the revenue includes payments for commercial programs on CBC stations, CBC networks and line charges to network sponsors. The CBC just began its commercial network towards the end of the year, so that the next report will show a considerable increase in commercial revenue.

Expenditures amounted to $2,165,110, leaving an operating surplus for the first full year of operations of $88,000. Expenditures were divided 50% for programs, 22% for wire lines, 13% for station operation, 2% for lease of time on private stations, and nearly 7% for administration.



WHEN the *Texas Rangers* of KMBC, Kansas City, were granted honorary commissions as real Texas Rangers by Gov. James V. Allred on Jan. 14, Mayor Bryce B. Smith of Kansas City (at mike) accepted for KMBC and the musical group during a CBS broadcast, while Arthur B. Church (right), president of KMBC, handed each Ranger his certificate.

CBS-Paramount Stock Deals

(*Continued from page 63*)

Mr. Paley—Parcol Corp. and Park Corp.—Mr. Colin said they were established simply as a means of handling the Paramount-CBS stock transactions so that payment of taxes on the transactions would be postponed until the actual profits had been realized. This was done in full compliance with the terms of the revenue laws as they then existed, he said. It was also brought out that when a profit actually was realized, the tax was paid in full.

Both Parcol and Park were created in March, 1932, Mr. Colin said. Mr. Paley transferred all of his Paramount holdings to Parcol, and then formed the Park Corp. as the recipient of CBS stock purchased by Parcol in exchange for the Paramount stock. Parcol held about 23,000 shares of Paramount and received some 21,000 shares of CBS in exchange. Thus the CBS stock was received by Parcol and promptly transferred to Park which in turn transferred it to Mr. Paley, he explained.

In tracing the stock transactions on the basis of exhibits offered by CBS, Mr. Porter brought out that from March 1932 to November 1934, Mr. Paley had sold part of his holdings through the Park Corp. which netted him $1,201,285.57 in cash. By virtue of a five for one split on CBS stock in 1934, Mr. Paley's holdings in the Park Corp. were multiplied from 10,577 to 52,885 shares. After the sale of stock by Park Corp. in the amount of the $1,200,000 figure, this corporation still held 40,660 shares of Class A stock. In December 1934, when a 15% stock dividend was declared, these holdings increased to 60,909 shares of Class A. Mr. Colin said these figures, taken from the stock records, were substantially correct.

Payment of Taxes

The Park Corp. distributed to Mr. Paley during 1934 and 1935 some 17,000 shares of Class A stock, reducing the Park Corp.'s holdings to 43,990 shares. On June 10, 1937, another two for one split was authorized, resulting in an increase in these holdings to 87,980 shares.

Summarizing, Mr. Porter asked if this did not mean that the Park Corp. started out with approximately 21,000 shares in 1932, realized $1,201,000 in sale of stock for which Mr. Paley received cash, and then wound up with 87,980 of the shares. Mr. Colin responded affirmatively.

The Parcol Corp. does not now exist, Mr. Colin explained, but the Park Corp. still holds a large part of the original fund of $1,200,000 received from the stock sales. When Commissioner Walker asked whether the corporations were set up for the purpose of "avoiding payment of taxes", Mr. Colin reiterated that the purpose was simply that of postponing payment of taxes until the profits were realized, at which time the taxes were paid.

Retracing the Paramount transaction under examination by CBS Counsel John J. Burns, Mr. Colin asserted that the operation was a two-phase project—the first the purchase of 50% of CBS Class A stock by Paramount in 1929 and the second, the repurchase from Paramount by CBS of this stock in 1932. The latter transaction simply was the sale of stock to CBS in lieu of the payment of cash for the stock, and recognized tax procedure of that time was followed.

Explains Stock Transfer

Pointing out that Paramount had used the same stock method at about the same time in acquiring several motion picture chains, as a means of avoiding direct payment of cash, Mr. Colin said that shortly after CBS had repurchased the Paramount stock, or in January 1933, Paramount went into receivership and was reorganized.

Summarizing the transaction again at the request of CBS Counsel Burns, Mr. Colin explained that originally 59,000 shares of Paramount stock were traded for 50,000 shares of CBS Class A stock. This was predicated on CBS earning a net of $2,000,000 in the period 1929 to 1931. Paramount stock was exchanged at a guaranteed value to CBS stockholders of $85 per share. CBS earned the $2,000,000 during the period but meanwhile Paramount stock had dropped to approximately $10 per share. In March of 1932, CBS stockholders had retained approximately 49,000 shares of the 59,000 shares of Paramount originally procured. With the drop in Paramount stock value, CBS stockholders naturally elected to collect the $85 per share. Paramount then owned the original 50,000 shares of CBS stock plus 14,000 additional shares, by virtue of the 15% stock dividend and an additional issue of CBS stock.

Paramount, Mr. Colin continued, originally could have paid approximately $4,000,000 to CBS and ended the transaction. In order to avoid the payment of cash, it entered the stock arrangement. Subsequently it sold 14,000-odd shares of CBS stock to CBS for its treasury, realizing something over $1,000,000. At about the same time it arranged to exchange the balance of its holdings—approximately 49,000 shares—for the Paramount stock held by CBS. Its only cash payment to CBS during the sale was approximately $250,000. The exchange of the 49,000 shares was consummated on March 7, 1932. As part of this transaction, Mr. Paley used the "conduit" of the Parcol Corp. to handle the transaction.

Questioned further by Mr. Porter, Mr. Colin said that substantial profits were made both for CBS and Paramount amounting to more than a million dollars in each instance over the period of the transaction.

Mr. Colin said he knew of no family or business relationship existing between Adolph Zukor, executive of Paramount and Mr. Paley or members of his family who also are CBS stockholders. Whether any business relationship exists between other members of the CBS board and officials of Paramount, he said he did not know but, based on his long association with the CBS directors, he felt fairly certain none did exist.

No Paley Control

William S. Paley, he said, holds approximately 45% of the CBS Class B stock. He has never been in legal control of CBS at any time by virtue of ownership of 51% of its stock but through associates has a "working control".

Asked to identify Jacob Paley, an important CBS stockholder, Mr. Colin said he is William Paley's uncle and Samuel Paley is William Paley's father. Leon Levy, president of WCAU and a substantial stockholder in CBS, is William Paley's brother-in-law. Isaac D. Levy, also an important CBS stockholder, is Leon Levy's brother and related to the Paley family only to the extent of his brother's relationship to William S. Paley.

Questioned by Mr. Porter regarding election of members of the CBS board, insofar as the "family" ownership is concerned, Mr. Colin said as far as he was aware there has never been a contest. Those nominated by a duly appointed nominating committee have always been elected, he said.

Interrogated regarding CBS shares now held as treasury stock by the corporation, Mr. Colin declared that except for a small block set aside under an optional purchase plan for a group of CBS executives, these shares were not subject to any other commitment. CBS Treasurer Frank K. White had testified in connection with this optional arrangement Jan. 11. BROADCASTING, in its Jan. 15 issue, reported that Edward Klauber, CBS executive vice-president, had a right to purchase 64,980 shares of stock under this optional arrangement. The figure should have been 4,980 shares, as shown in a CBS statement which was made a part of the hearing record.

in the CONTROL ROOM

LEO SHEPARD, KNX, Hollywood, transmitter supervisor, has been placed in charge of experimental work on the new CBS shortwave station, W6XDA, being installed in that city. Harold Peery, engineer, has been transferred from the CBS Hollywood studios to Torrance, Cal., succeeding Shepard as supervisor. New ultra-high frequency transmitter is scheduled to be in operation by Feb. 15.

WILLARD DEAN, engineer and control operator of WPTF, Raleigh, has been transferred to remote and special events duty, replacing John Boykin, now control room engineer.

OSCAR BERG, maintenance supervisor at NBC, San Francisco, is recovering from an appendectomy.

GEORGE NIXON of NBC New York development and research department, is in Hollywood conducting acoustical tests in the network's new studios.

HARRY R. LUBCKE, television director of Don Lee Broadcasting System, Los Angeles, was recently guest speaker at the luncheon meeting of the University of Southern California radio department.

R. F. SCHUETZ, NBC New York technical engineer, is in Hollywood making a final check on equipment in the new NBC studios.

VLADIMIR K. ZWORYKIN, Chief television scientist of RCA at Camden, on Jan. 17 was issued Patent No. 2,144,239, covering an electron multiplier device, which he has assigned to RCA.

RALPH L. JENNER, of Lapp Insulator Co., LeRoy, N. Y., on Jan. 17 was issued Patent No. 2,144,537 by the U. S. Patent Office. It covers an insulator construction and he has assigned his invention to the Lapp company.

JAMES R. DONOVAN, chief engineer of WDOD, Chattanooga, and Roy Owens, operator, have joined WTOC, Savannah, Ga.

LEWIS HEWITT, formerly chief engineer of KFWB, Hollywood, supervised installation of all radio equipment in the Radio Building at the Golden Gate International Exposition, San Francisco, which opens Feb. 18.

CHARLES BRENNAN, transmitter engineer of WISN, Milwaukee, is the father of a girl born recently.

C. D. DENGATE and Gerald M. Mahoney, both formerly of RCA, have joined the engineering staff of WIP, Philadelphia, expanded as the station started its 24-hour operating schedule.

ARTHUR FULTON, sound effects engineer of Aerogram Corp., Hollywood transcription concern, is the father of twin boys, born Jan. 23. Mrs. Fulton is the former Grace Rauch, who was associated with Radioaids, Hollywood production firm.

NORMAN LEONARD, technician on the nightly NBC-Pacific Red network program, *Richfield Reporter*, sponsored by Richfield Oil Co., from Hollywood, has joined the technical staff of KRKD, Los Angeles.

Engineering Firm Moves

JANSKY & BAILEY, consulting radio engineering firm in Washington, has taken occupancy of the former quarters of the NAB in the National Press Bldg. The NAB on Jan. 1 moved to new offices at 1626 K St., N. W.

WILLIAM ABBETT LEWIS Jr., Westinghouse engineer, has been appointed director of the School of Electrical Engineering of Cornell University, effective Feb. 1.



WEDDING music came over the radio from WOMI, Owensboro, Ky., as Earl Jagoe, its chief engineer, was married last month to pretty Elizabeth Walker Tapscott of the studio staff, whom he met at the station last spring. Here they are in the bride's home just after the ceremony, all the music for which was received on the home radio from the station. Their attendants were LeRoy Woodward, staff announcer, and Virginia Lee, WOMI receptionists.

WGY Stays on the Air Though Hit by Lightning

THE 625-foot vertical antenna of WGY, Schenectady, which survived last summer's lightning storms without damage, received a direct hit from the single lightning flash which heralded the Eastern blizzard of Jan. 22. Emergency equipment brought promptly into service enabled the station to operate continuously without loss of time, though there were several minutes when the power in the antenna was noticeably reduced.

Robert Millham of the transmitting engineering crew was on duty when there was a crash in the transmitter building and on the transmission line directly back of the transmitter. Millham immediately pushed the button which puts the emergency transmitter into service and then investigated the cause of the crash. He discovered that the meter which records the current passing on the transmitter line was in flames. Oddly enough, this flame acted as a conductor and permitted passage of current during the 11 seconds required for the emergency transmitter to come into service.

The auxiliary transmitter was on the air from 11:40 to 11:47 a. m.

LOCAL SPONSORS!
Use Radio's Greatest Salesman

SMILIN' ED McCONNELL
NEW SERIES
HYMN TIME



Now 78 Transcribed Programs Supplied by

PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago



WHEN you run a radio station, your main job is to sell the idea that people absorb a sales message more quickly when they HEAR it rather than SEE it.

Now you can adopt the same idea for your own station time and programs. Record your sales message on a Presto record.

Let your prospect hear the program you want him to buy.

As the commercial—work in your own sales story personally directed to the man you want to sell.

He will always listen to a recorded message because it gives him the whole story in a few minutes . . . save him the trouble of wading through a mass of printed matter to get him the facts he wants.

Try this idea. It has already produced results for dozens of smart sales managers. No elaborate equipment is needed to make these recordings.



The new Presto Model K recorder

priced at $189, makes excellent recordings of both voice and music. Write today for illustrated catalog describing this and other Presto recorders selling complete at $149 to $3000.

PRESTO RECORDING CORPORATION
242 W. 55th St. New York N. Y.

World's largest manufacturers of instantaneous sound recording equipment and discs.

Proposed FCC Rules Well Received

Horizontal Boosts and One-Year Licenses Advocated

(*Continued from page 17*)

tant place in the committee's recommendations, since it was perhaps the most controverted phase of the hearings. The committee said the evidence showed conclusively from the technical standpoint that the use of power in excess of 50,000 watts "has a distinct advantage because it provides better quality service to the vast population residing in rural areas and in towns which neither have broadcasting stations of their own nor are located within the primary service service area of any station." It added the evidence also indicates there are "possible disadvantages of an economic and social character in removing the power limitation."

Because superpower has been a seething issue not only within the industry but politically, it was felt the committee would move carefully. The fact that it did not entirely close the door to future use of the power, but made a plea for greater information, leaves the issue one to be contended with in the future.

The whole superpower issue surrounds WLW's operation with 450,000 watts experimental power in addition to its present regular power of 50,000 watts. This same committee unanimously recommended to the FCC late last year that WLW be denied renewal of its superpower experimental authorization and has already heard oral arguments on it. Commissioner Walker, it is understood, was assigned the task of drafting the proposed opinion but there is no indication as to when the Commission proposes to act finally.

The committee in its recommendations on the change in rule had in mind that it had before it not the single case of one superpower station but of a number of them, since a dozen applications presently are pending but sidetracked seeking the same authorization. It pointed out the testimony indicated that if there were established a few 500,000-watt stations in the principal market centers, these stations would serve the vast majority of the purchasing public in the entire nation.

"Consequently," it said, "there would be created an advertising medium which would be more attractive to national distributors of marketable goods. If the cost of such facilities were considerably less than the existing cost inherent in the present method of program distribution, there is no doubt that there would be an economic effect upon the present broadcast structure. While it is true that there would be a greater stimulation of competition, particularly in areas of prosperity, the evidence is not conclusive that such competition would not be so destructive in the long run, taking into consideration economic depression, as to results in the 'squeezing out' of business of stations which are now available to various smaller communities as a means of local self-expression in community affairs, as well as a medium of advertising for local distributors in competition with national distributors."

More Evidence Needed

Declaring that evidence to date is "far too meager to warrant advocating superpower as the only means of improving service to the rural listeners of the nation", the committee said data of an economic character are likewise inadequate to warrant the drawing of ultimate conclusions either for or against superpower. Yet another consideration, it said, was the possible social effect of permitting a relatively few persons in the United States to control the operation of such stations.

Concluding, the committee said that it recommended no change in the rule limiting power to 50,000 watts at this time but in lieu thereof urged that the Commission proceed "on a more intensive accumulation of facts and a constant study of the economic features involved." At a later time, it said, the subject of superpower "may be reopened and decided more positively upon the basis of more accurate evidence and experience than is available at present." If as a result of further study, it is ascertained that the advantages of superpower outweigh its disadvantages "the Commission should be prepared to formulate rules to counteract the potential adverse social affects resulting from the concentration of such powerful media in the hands of a few."

CLEAR CHANNELS

In urging retention of the proposed rule allotting 25 channels for what was originally called Class I-A operation, the committee again pointed to the necessity for adequate rural and remote coverage. At the present stage of engineering development and with the need for service to remote areas, placing all channels on a shared basis "is fraught with danger," the committee states. The safest course for the present, it said, is retention of 25 channels on which only one 50,000-watt station operates at night. The more reasonable course, it said, is to exhaust the possible improvements which may be made available in a better use of regional and local station channels, through horizontal increases, and of the 19 former clear channels which the committee recommended be shared station channels rather than to "tap the reservoir of the remaining 25 channels to too great an extent."

On the subject of nomenclature of clear channels, the committee pointed out there were several individual station licensees whose testimony indicated a desire to have their existing frequency assignments designated as one of 25 clear channels. "A part of their objection to the proposed rule," said the report, "was predicated upon an alleged discrimination in the definition of clear channel stations. The committee has proposed a change in the draft rule which is designed to eliminate the alleged discrimination, but the committee has not considered the evidence sufficient to warrant the designation of existing frequency assignments of these stations as channels on which only one 50 kw. station is operating at night."

PROGRAM STANDARDS

In connection with program and program standards, the committee said it felt the Commission should not prescribe such standards at this time but added that the matter might be the subject of a future hearing in which there might be considered not only the feasibility of adopting the actual standards but also the procedure for making them effective. Some standards of public service, it said, might not be unreasonable. Carrying forward this thought, it cited examples under which a station licensee might be considered to have earned the right to expectancy of renewal of license if it adhered to certain practices of operation. There were enumerated 13 separate practices, which are published on this page.

In setting forth reasons why it felt the suggestion of adopting rules governing program service is dangerous, the committee said such a step might result in the Commission's exercise of a "regimented control of program service which would result in the imposition of its judgment upon the American people." Moreover, because of the specific prohibition against censorship contained in the law, the committee said it felt the Commission should not adopt any rules specifically prescribing what program service should be.

Regarding the suggestion that "standards of public service" be prescribed, the committee said this also is deemed undesirable because of the many complications which might arise growing out of individual dissimilarities in various sections of the country and the differing economic factors involved for each class of station in each community. Standards, it said, however, should be minimum in whatever manner they may be adopted and should be utilized solely as guides and subject to variation in accordance with changed conditions and even then should not be requirements of the Commission.

ONE-YEAR LICENSES

In recommending that licenses be issued to stations for "at least

Samples of Station Program Standards Cited in Proposed Report by the FCC

THE question of "program standards" for stations, now the subject of consideration by the NAB in its plans for self-regulation, played a part in the report of the FCC committee on proposed rules to govern broadcasting. The three-man committee concluded that the Commission should not prescribe standards at this time, but suggested that the matter might be the subject of a future hearing in which the feasibility of adopting standards might be considered along with means of enforcement.

Asserting that such standards might not be unreasonable as minimum requirements, the committee, comprising Commissioners Case, Craven and Payne, recited 13 "practices" which it labeled as examples under which a station might be considered to have earned the right of expectancy of renewal of license if it adhered to them. The 13 points covered, merely as examples, follow:

1. At all times maintains a liberal reaction to public opinion and demands with respect to the service rendered by the broadcasting station.
2. Is fair and equitable when making its broadcasting facilities available to citizens and organizations of the community in which the station is located, regardless of race, creed, or social and economic status.
3. Assists in the development and use of talent living in the community, and also brings to the community in so far as is practicable talent resources of the nation.
4. When practicable encourages the employment and training of residents of the community for service in the various departments of the station.
5. Renders a balanced program service of diversified interest to all the public and includes in such service during periods which may be practicable from the standpoint of general public interest, sufficient time for education, cultural subjects, religion, entertainment, news events (both local and general) and the activities of local civic enterprises.
6. Avoids programs in which there is obscenity, profanity, salaciousness, immorality, vulgarity, viciousness, malicious libel, maligning of character, sedition, and malicious incitement to riot or to racial or religious animosities so as to contrive the ruin and destruction of the peace, safety, and order of the public.
7. Avoids the broadcasting of lottery information, false, fraudulent or misleading advertising, and programs containing uninteresting and lengthy advertising continuity.
8. With regard to the advertising of medical services or products, requires that the representations made be strictly truthful and decorous, and uses as a basis for determining the truth of such advertising the findings of the United States Food and Drug Administration, the Post Office Department, the Federal Trade Commission, the local medical authorities and the expression of the Federal Communications Commission as found in its decisions.
9. Exercises care in making its facilities available on an equitable basis to all if to any advertisers in the community.
10. If the station's facilities are made available as a forum for discussion of public social and economic problems, exercises care to insure that the listening public has an opportunity to hear opposing schools of thought on controversial subjects of public interest.
11. Avoids making the station's facilities available for editorial utterances which reflect solely the opinion of the licensee or the management of the station. If editorial utterances are permitted, exercises care not to deny the use of the station's facilities to those having contradictory opinions. In other words, the station's facilities should be available for the presentation of other sides of controversial subjects on a fair and equitable basis.
12. Requires that all programs should be formulated for broadcasting to the home, so that no listener would be compelled to tune out the station because of doubtful effect on youth.
13. Maintains station equipment and operating methods in all departments abreast of progress from the standpoint of efficiency, signal intensity and reduction of interference to other stations.

one year," the committee said many advantages can accure to the public as well as the industry if this is done. The tremendous amount of detail involved in the renewal of station licenses every six months, taking so much of the Commission's time, is one of the reasons why it is "impossible to devote the requisite attention to the consideration of broader problems of policy." As part of this section of its report, the committee analyzed total revenue of the industry in 1937, as based on questionnaire studies made by the FCC Accounting Department. The net income of approximately $18,880,000 represented 14.4% of the total business for the year. It pointed out that these figures were for one-year only and do not reflect the trend of operation over an extended period.

While profits should not be the sole motive of a station licensee, the committee said, "profits are not only proper but they are also necessary if the public is to have good radio broadcasting service."

"While the net income of $18,383,935 represents 34.3% of the total investment of $55,061,008 in equipment, building and other real and personal property, it should be realized that broadcasting is essentially a 'service' industry and that there is a risk ever present in the business of broadcasting station operation over and above that ordinarily encountered in some other forms of business.

Rapid Changes

"Not only must each broadcaster, against constant competition, maintain the public's confidence and interest in the service rendered, but also the licensee must and should operate on a rigid basis of regulation by the Federal Government. The industry is confronted with rapid change, rapid obsolescence, and rapid new and renewed demands upon the enterprise, initiative, and capital of its members. There is always present the threat of sweeping changes in the technical base on which radio stands, as for example, such developments as television. The industry must be sufficiently prosperous, not only to pioneer but also to secure adequate funds to finance the new developments and changes which periodically will continue to confront a new industry based on a rapidly developing new science.

"The committee is impressed with the necessity for encouraging stability in the business of broadcasting. Such stability is essential if needed improvements in service are to be practically attainable. If there is less risk the net profits might well be smaller than now and yet more satisfactory from a business standpoint with consequent benefits to the public from the standpoint of improved service."

It was in connection with this financial discussion that the committee urged the Commission to continue securing financial reports from each station along the questionnaire line. But it emphasized that this information "is desirable not for the purpose of rate regulation but solely for the purpose of assisting in the better interpretation of the relationship between the social, economic and technical phases of the pubic's radio broadcasting system."

NEWSPAPER OWNERSHIP

A sizeable portion of the 31-page explanatory report was devoted to newspaper ownership. It first analyzed testimony at the hearings which showed that gross time sales for radio have increased from 10.5% in 1935 to 12.8% in 1937 of the total volume of the five major media. In addition to the effect upon newspapers, radio may have some future effect upon the motion picture industry by virtue of television while facsimile may have further effect upon the press. It is common knowledge, the report said, that the "extras" of former days are almost disappearing; that stations are relied upon to a constantly increasing extent for news and are important customers of news services, and that it is within the realm of possibility, though "perhaps remote at present", that facsimile will mean the newspaper of the future will be transmitted by radio into the home.

On the economic side, even though broadcasting involves less than 20% of the dollar volume expended for talent, time and space sales in the five major media, its rate of increase was said to be more rapid than that of other media.

In spite of this, the committee declared it is its considered judgment that broadly speaking the public is not only entitled to but desires radio service "and we feel that progress in radio must go forward. Problems such as the effect of radio upon other media of communication are incidental and while they may be of the highest importance they are susceptible of logical solution in the course of natural progress."

Going directly to the problem presented by the increasing acquisition of stations by newspapers, the committee pointed out it has been argued that control of two important media by one class or group was not in public interest. Presumably, it said, a similar issue would be raised if any tendency were discernible on the part of the motion picture industry or any industry which in whole or in part influences public opinion to acquire stations. Explaining no evidence was offered on this subject since it was not within the scope of the hearing, the committee nevertheless declared that because of its importance in current discussions it could not entirely pass over it.

Asserting that no adequate study has been made to show whether as a class newspaper stations have furnished average, superior or inferior service, whether they have been guilty of any unfair practices either editorially or with respect to advertisers, whether there is any evidence of a tendency among them to combine, and to what extent they contribute toward keeping broadcasting competitive, the committee said that it may be desirable, after investigation, to require every licensee, as a corporation or otherwise, to be engaged solely in the business of broadcasting. While this would not eliminate some of the potential abuses nor dispose of all the problems, the committee said, it would afford a simple basis of regulation under which broadcasting would be segrated and disentangled from other businesses not subject to regulation by the Commission.

"Editorial Policy" of Stations

A faithful adherence to the American system, the report continued, requires the voluntary refraining by all licensees from using their facilities "to engage personally in editorial discussions of public questions to their own advantage or solely in accord with their own doctrines or personal beliefs." In this connection the Committee said:

"We suggest that an essential practice in the continued successful operation of the American system of broadcasting appears to be that in which licensees of stations will make reasonably available their stations for use by all classes and creeds on a fair and equitable basis having due regard, of course, for the necessity of rendering a balanced service to sustain the interest of the public in their broadcasts."

Specifically, the committee sug-

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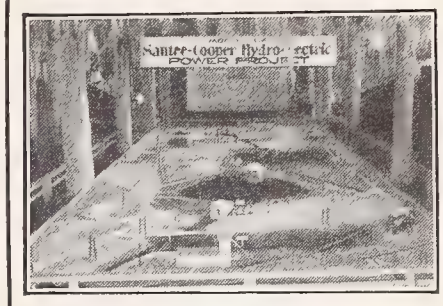
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gested that pending consideration by Congress "the Commission should undertake to study further the question not only of newspaper ownership of radio stations, but also the economic effect of radio upon newspapers, and proceed to secure information of an economic character concerning both of these phases of this important matter."

In future hearings on applications for new stations, said the committee, particularly in smaller communities, the Commission might include in its consideration of public interest the factor of radio competition with established newspapers. "By this the committee does not mean to infer that such competition is not desirable, but that if such competition should be destructive and should affect employment of a relatively large number of people in a community, as well as the investment in property therein, there may be involved an element of public interest which, at least, should be considered by the Commission."

PROGRAM DISTRIBUTION

In its chapter devoted to program distribution methods, the committee covered both networks and transcriptions. Pointing to the scope of work encompassed in network operations, particularly in handling remote broadcasts and in building first-rate programs, the committee said the organization of transmission facilities in networks is in its opinion "indispensable in times of national emergency such as widespread catastrophe, a national financial crisis, or the advent of sudden attack, because it is only through such organization that there can be efficient mass communication on a regional and national scale."

As for the stations themselves, those affiliated with national or regional networks have heretofore "secured a financial advantage as compared to the stations not so affiliated."

The committee said it regarded as entirely impracticable from both the technical and economic standpoints as well as from the social aspects of public welfare, the suggestion that programs of national interest be transmitted exclusively by networks while whole program service should be confined to such national aspect, with purely local programs carried by community stations. Frequencies are too scarce to accommodate such a dual system and at this time permit successful and adequate program service to the nation as a whole, it said. Furthermore, it held the evidence showed that an important proportion of revenue accruing to stations is attributable to network connection and "the excellent program service made possible through such affiliation."

The committee said it felt that "network organization should be encouraged rather than discouraged," but in endorsing the network principle it emphasized the necessity for each station to provide an adequate local service not only for local residents but also for the use and development of local talent and community public service programs.

TRANSCRIPTIONS

One paragraph was devoted to transcriptions:



FOOD FOR THOUGHT was the main course, beside actual victuals, at the first meeting of Broadcasters' Chow Club, recently organized among Indiana-Illinois downstate stations to better small station operation through trading practical program and engineering ideas. Here are charter members at the first meeting, held in Danville, Ill.: (seated l to r) H. L. Dewing, WCBS, Springfield; Ernest Paxton, Danville; Charles R. Richardson, manager of WDAN, host station; Bern Enterline, WJBL, Decatur; H. L. Gately, WJBC, Bloomington; Jack Heintz, WCBS, Springfield; (standing l to r) Francis Higgins and Perry Esten, WDAN; W. F. Craig, WLBC, Muncie; Bill Adams, WDAN; Jack Wainscott, WDWS, Champaign; Don Glasgow, WDAN; W. R. Carlson, WROK, Rockford; A. M. McGregor, WJBC, Bloomington; M. H. Stuckwish, WJBL, Decatur; Jim Rodgers, WROK, Rockford. The group will meet again at WCBS, Springfield, during the month of February.

"Of growing volume and important is the electrical transcription method of program distribution. What effect this will have upon the relative economic welfare of all stations cannot yet be determined accurately. However, it appears to be a source of revenue for all classes of stations, and in many instances enables the public in a community to receive a desirable program which would otherwise not be available to it. It is true that while the electrical transcription is a form of recorded programs, it has the technical capability of program reproduction with excellent fidelity, and in addition it forms an economical means of bringing high grade talent and interesting programs not otherwise available to the broadcast listener in a small community. Its continued development undoubtedly will have an influence on the future programs and economic phases of the broadcast structure and should be of particular interest to the low power stations in smaller communities. However, in connection with this development care should be taken to safeguard against destruction of live talent programs, both local and national, the discouragement to local employment, and the elimination of the organization of radio broadcasting facilities for rapid simultaneous dissemination of intelligence to the entire nation or portions thereof."

ABSENTEE OWNERSHIP

Apropos the proposed rule that in the case of local station licenses, ownership be limited to residents of the community in which the station is located, the committee said it appeared to be "unsound from a regulatory standpoint" and recommended its deletion.

The committee said the primary consideration in granting a license should be public interest. The applicant for a local station who makes the best showing should be granted the license, provided the Commission is satisfied that the showing made will serve public interest.

"Broadcasting," it said, "has become a specialized profession and experience in the operation and management of a station should be recognized. If, however, a local resident makes an application and makes a showing which is equal to that made by a concurrent nonresident applicant, the committee of course would recommend that preference be given to the application of the local resident."

TREATY PROVISIONS

Referring to the Havana Treaty, and the fact that (at the time the report was released) Mexico had not given its approval, the committee brought out that the proposed rules cover either contingency—inclusion of the actual treaty terms, or, if Mexico fails to agree to their introduction by administrative agreement — enforcement then of the new rules without the actual frequency shifts. It pointed out that the full advantage of the improvements in the technical service in the United States, including the additional channels which will be available, cannot be realized "until the provisions of the treaty are placed in operation."

Thus, it said, in the interim there may be some "retardation of progress and there may exist interference conditions which are caused by the chaotic situation in the allocation of frequencies to the various stations of the four North American nations most directly concerned. The Commission should realize that interference conditions resulting from the foregoing situation will tend to minimize the improvements in service from United States broadcast stations provided for by the proposed rules and standards of good engineering practice recommended by this committee."

Sound Engineering Needed

Pointing to the interlocking nature of the proposed new rules and the standards of good engineering practice, the committee said flexibility is permitted in technical phases. However, "it places an additional responsibility upon the Commission to adhere basically to sound engineering principles," it said, obviously alluding to the wholesale violations of technical rules in the past, particularly in the "breaking down" of clear channels under the guise of experimental authorizations.

In discussing the engineering standards, particularly in connection with boundary of service for the various classes of stations, the committee said that there where a Class III-A regional is located in a community which is the market and political center of an area of scattered population, such as found in the Rocky Mountain regions, "there may be sound social and economic reasons for affording a greater degree of interference protection to the service area of the station than that indicated" in the tables specifying boundary of service. This presumably took into account such stations as KGIR, Butte, and KFYR, Bismarck, which perform service on regional channels in excess of the proposed 2½ millivolt limitation.

"The committee," the report said, "urges the Commission to exert the utmost caution in departing from good engineering practices in the granting of applications in order that broad national social objectives will not be jeopardized by the consequent disastrous economic effects of unsound engineering allocation of broadcasting facilities."

General Policies Covered

Prefacing its actual explanation of the rules, the committee discussed general policy considerations and the effects and limitations of the law. It pointed out, for example, that Congress specified that broadcasting is not a "common carrier" service, and that Congress "evidently recognized not only the impracticability of regulating the rates charged by broadcasting stations, but also intentionally avoided the potentialities involved in the acquisition by any administration in office of added power to control the channels of mass communication."

The committee said it is convinced that the American system of broadcasting "has proved to be the best method of applying this modern invention of radio to the service of the people of the United States." The best method of safeguarding the system, it said, is to encourage and require full and free competition. Attainment of this objective requires "faithful adherence by the Commission to the diversification doctrine of licensing stations in any community or region as well as in the nation as a whole, and also the licensing of an adequate number of stations to insure active competition, not only in business but also in service to the public."

Diversification of programs, maintenance of a balanced program service and maintenance of radio as a "vital force available as an open forum for the discussion of questions of concern to the public on a fair and equitable basis, regardless of race, creed or political doctrines" was stamped as fundamental in the preservation of the American system.

Practical Aspects

Under the heading "practical aspects", the committee stressed the obstacles of an economic and technical nature which make the ideal of equality of service to all areas impractical at this time. It traced the development of radio, both technical and economic, and

pointed out that it is now one of the major industries of the nation, with estimated annual expenditure of over three-quarters of a billion dollars.

With advertising supplying the financial support, the committee said it is impossible to disregard economic factors and their consequent influence upon radio service. Consequently, it said, "a dispassionate common-sense application of sound business principles coupled with the objective of an ideal social service to the public is necessary in the proper consideration of the broadcasting problem of the United States."

Because of the lack in the past of sound economic information on stations, the committee suggested that in rendering future decisions, the Commission might find it desirable to establish a policy which may serve as a guide for all applicants in the matter of "economic support for any number of stations in cities of different populations." Specifically, it recommended that in each hearing involving additional facilities in any community "there be specified in the bill of particulars the issue of economic support, and that the Commission's staff endeavor to present evidence on an economic character in each such instance. The committee feels that since the evidence now available is not sufficient to warrant the establishment of a uniform policy, the method recommended by the committee would be the best procedure in establishing such a policy in the future."

Equalization of Stations

Evidence at the hearing, said the report, showed that the degree of financial support governs largely the nature of service which can be rendered by stations. Small communities, it pointed out, cannot and need not support costly stations, and in towns of 10,000 population or less, "it is barely possible to support one station of any character and still provide a good program service of interest to the public."

The Commission, added the committee, should attempt to secure better equalization of facilities in states and communities than now exists by granting increases of power to regional and local stations. Blanket increases of power to all regionals and locals "is undesirable" the report said, and the Commission should maintain control of the situation in order that an equalization can be accomplished in accord with sound engineering and economics.

"Each individual application for increase in power should be granted only on condition that such increase is needed in the community, is technically feasible, is economically sound, and is affording the use of the frequency in question throughout the nation in the manner in which will serve the greatest good for the greatest number in all parts of the country."

In granting applications for improvements, the committee recommended that the Commission adhere in general to a four-point priority: (1) Communities having no stations and capable of supporting one; (2) communities having existing stations with inadequate technical facilities to properly serve the population; (3) communities having an adequate number of stations and capable of supporting additions without detriment to resultant service, and (4) existing stations at a competitive disadvantage with other stations in the community because of inadequate technical facilities.

On the whole question of distribution and improvement, the committee said the evidence is clear that each of the 96 metropolitan districts of the country should be considered a single community for allocation purposes. "The economic interdependence of the various incorporated cities, towns and villages in such a metropolitan district, the overlapping service areas of broadcasting stations located in such districts, and the general scarcity of broadcasting facilities available for distribution to the Nation as a whole are compelling factors contributing to the impracticability of attempting to assign separate broadcasting facilities to each of the individual communities within each metropolitan district.

"The committee, therefore, recommends that when considering the distribution of broadcasting facilities to all communities in the Nation, the Commission classify as a single entity each of the 96 metropolitan districts described by the Bureau of Census."

Among changes in the technical regulations is one for deletion of the provisions that standard clocks, meeting prescribed technical requirements, be installed at all stations and in control rooms.

If Radio Be Censored—



Afonsky in New York Journal-American

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WORKSHOP VERDICT

KSTP Series Gives Pupils Status as Critics

AN EXPERIMENTAL program in which the reactions of listeners will be aired has been inaugurated by KSTP, St. Paul. The broadcast is a part of the station's educational schedule and has been worked out by Thomas D. Rishworth, educational director, with students of the Mary Miller Vocational High School in Minneapolis participating.

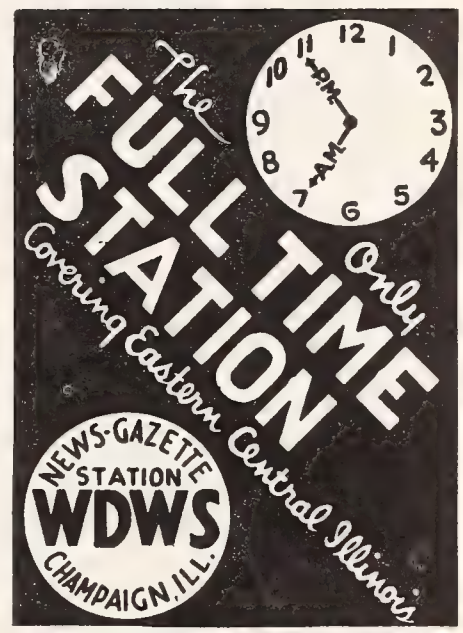
The program is split into two parts, the first originating in the studios and consisting of a dramatization of the lives of composers; the second half comes from the school's radio workshop. While the dramatic portion is being broadcast, students in the workshop listen, make notes; then when the second half switches to the workshop they discuss the merits and flaws of the previous production.

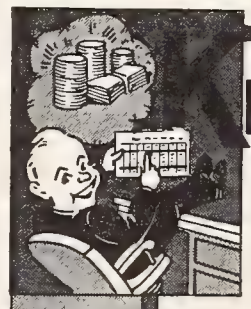
Juice Campaign

SNEAD, BURGWEGER & MOORE, Chicago (tomato juice, prune juice), on Feb. 6 starts six weekly participations on WWJ WTMJ KSTP. Distribution is through local dairies, the juices being packed in the dairies' bottles. Merchandising tie-in includes a free booklet called "Four Point Beauty Menu" which plugs dairy products. George H. Hartman Co., Chicago, is agency.

Longines to Add

LONGINES-WITTNAUER Watch Co., New York like Bulova and Benrus, is increasing its radio campaign for 1939, announcing a 20% increase in stations carrying time signals starting at different dates in March. The total will be about 100 stations. Arthur Rosenberg Co., New York, is agency. Bulova and Benrus [BROADCASTING, Jan. 15] have increased advertising budgets 25%, to be used mainly for enlarged radio campaigns. Biow Co., New York, is Bulova agency. Brown & Tarcher, New York, has the Benrus account.





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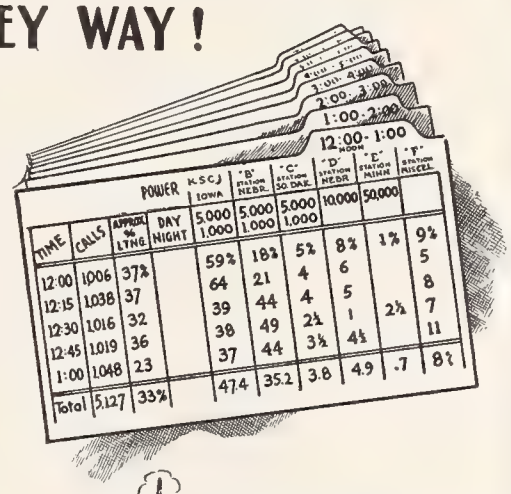
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THE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"





KSCJ The JOURNAL
Sioux City, Iowa
Affiliated with C.B.S.
Represented by GEORGE HOLLINGBERY · C.W. Corkhill, MANAGER

Earl May Seed Spots

EARL MAY SEED Co., Shenandoah, Ia., on Feb. 1 started two spot announcements daily on WLS, Chicago; WJR, Detroit; KITE, Kansas City; KWTO, Springfield, Mo., thru Presba, Fellers & Presba.

MIMEOGHAPHED tables showing allocations by frequencies of broadcasting stations in Canada, Mexico and Cuba have been prepared for distribution by the FCC press room to all interested parties requesting them. They also show the powers and locations of the stations.

Institute Expanding

UTILITIES Engineering Institute, Chicago, has increased its spot campaign to 25 stations, latest additions including WMBH KTAT KFRU KFEQ. Series includes thrice weekly five and 15-minute discs and it will be expanded in the near future. First United Broadcasters, Chicago, is agency.

Nursing School Discs

CHICAGO SCHOOL of Nursing, Chicago (nurses' training), on Jan. 22 started a series of five-minute discs on WHO and WDAY. Following the test, the campaign may be expanded. Account recently appointed James R. Lunke & Associates, Chicago, agency.

MacQuarrie Ruling

FRANK HAVEN MacQUARRIE, Hollywood producer, must render an accounting of proceeds received from his radio program, *Do You Want to Be An Actor?*, under a ruling of Los Angeles Superior Judge Thurmond Clarke. Accounting was ordered in a suit brought by George D. Lyon, formerly Los Angeles civil service commissioner, who contended he aided MacQuarrie in initiating and producing the program, at one time sponsored by Standard Brands (Chase & Sanborn Coffee). Lyon is seeking $500,000 damages and an accounting on the grounds that MacQuarrie breached their partnership agreement.

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Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
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A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

250 Watt southwest station wants two Christian young men with exceptional ability in production, management. To the man selected may be offered an interest in order to assume part of owner's responsibility. In reply state salary, age, past record. Box A226, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators, and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Situations Wanted

PROMOTION — SALES — MERCHANDISING. Well rounded experience: Three years agency, two years national network. Family health requires location in south or southwest. Salary secondary. Dartmouth graduate. Presently employed. Box A237, BROADCASTING.

EXPERIENCED COMBINATION MAN, announcer—licensed operator. Now employed as full time announcer-engineer. Will accept position as anouncer, operator or both. Personal interview. Prefer middle or northwest. Box A229, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Network or agency preferred. Box A224, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated. Single. References. Box A208, BROADCASTING.

An exceptionally good newscaster who can double on sports and announce. Box A238, BROADCASTING.

Young man now employed as announcer desires change. Three years experience. Voice recording. Box A235, BROADCASTING.

Radio engineer, five years experience, 1st class telephone-telegraph license, copy Transradio. A-1 references. Box A188, BROADCASTING.

New Yorker—experienced secretary, radio production-publicity, college graduate, salary secondary. Excellent references. Box A240. BROADCASTING.

Writing a play? Man experienced as actor, director, and playwright will help you whip it into shape. Box A227, BROADCASTING.

Program director southern station desires announcing in northern station. News, production, special events. Yankee. Box A225. BROADCASTING.

Announcer—experienced, willing worker, specializing in news, commercials, sports. Network background. Go anywhere. Box A223, BROADCASTING.

Chief Engineer; Long experience, executive ability, now employed but seeking new connection. Personal interview. Box A215, BROADCASTING.

Experienced radio operator. First Class Radio telephone license. R. C. A. graduate. Good references. Desires position in small station anywhere. Box A218, BROADCASTING.

Situations Wanted (Cont'd.)

EXECUTIVE
With long record of successful management of major western station, seeks affiliation with station on salary or operation basis. Would consider investment.
Box A230, BROADCASTING

Male secretary, 23, college graduate (commercial), cum laude, advertising student, type, stenotype 150 wpm. Radio, department store experience. Position in publicity department in East. Box A233, BROADCASTING.

Continuity writer. Commercial and sustaining copy. WLW and NBC experience. Excellent news editor, producer, announcer, salesman, actor. Good all around man. Must have job. Moderate salary. Will go anywhere. Box A231, BROADCASTING.

Position Wanted: Experienced announcer, continuity writer, pianist, electric organist, and piano accordionist desires radio work. Six years on last station. Age thirty, single, male, white. Go anywhere. West or southwest preferred. Write Peacock, The Elm, Sheboygan, Wisconsin.

ANNOUNCER, WRITER, PRODUCER, young, NBC and MBS network experience. Now employed wants above combination. East preferred. All around boon to progressive program director. Top references. Box A232, BROADCASTING.

Couple—responsible, experienced. Operator, one year local. Wife: stenographer, continuity writer, conductor women's programs, one year local. Available on two weeks notice. Box A234, BROADCASTING.

Radio student desires position with Eastern radio station in research or press departments. Good education including study of music, advertising, and script writing. Press and research experience. Age 24. References. Box A236, BROADCASTING.

DESIRE CHANGE — WEST COAST PREFERRED. Three years with present position. Associate member Institute of Radio Engineers. Experience: Aviation, broadcast, and police radio design, installation, and operation on powers up to and including 250,000 watts. Have never lost a position through default or otherwise. Salary, $50.00 per week. Will furnish complete information on request. Box A222, BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 75B, latest model. Excellent condition, sacrifice for cash. Box A239, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Equipment

MONITOR room of the CBS television transmitter, now under construction on the upper floors of the Chrysler Tower, New York, has been completely screened by a double thickness of finely-woven bronze mosquito netting to prevent outside interference from disturbing the final check on the televised images before they are broadcast. In addition to soldering the screening at the seams and grounding each unit to the steel frame of the building, to drain off all extraneous current, the entire room has been acoustically treated and provided with double floors, doors, ceilings and walls to protect the delicate equipment from outside noises which might otherwise confuse the sound portions of the programs.

UNITED Transformer Corp., New York, is expanding and moving to a new and larger plant Feb. 1. Main offices, engineering division and manufacturing will be at 150 Varick St.

WNAX, Yankton, S. D., has installed a new system of Jensen P-M speakers in all offices, controlled from a master board in the operator's booth, and over which studio auditions and broadcasts can be heard. A direct-phone hookup also enables operators to speak from the control booth to any office through the speakers. The equipment was purchased from Jensen Radio Mfg. Co., Chicago.

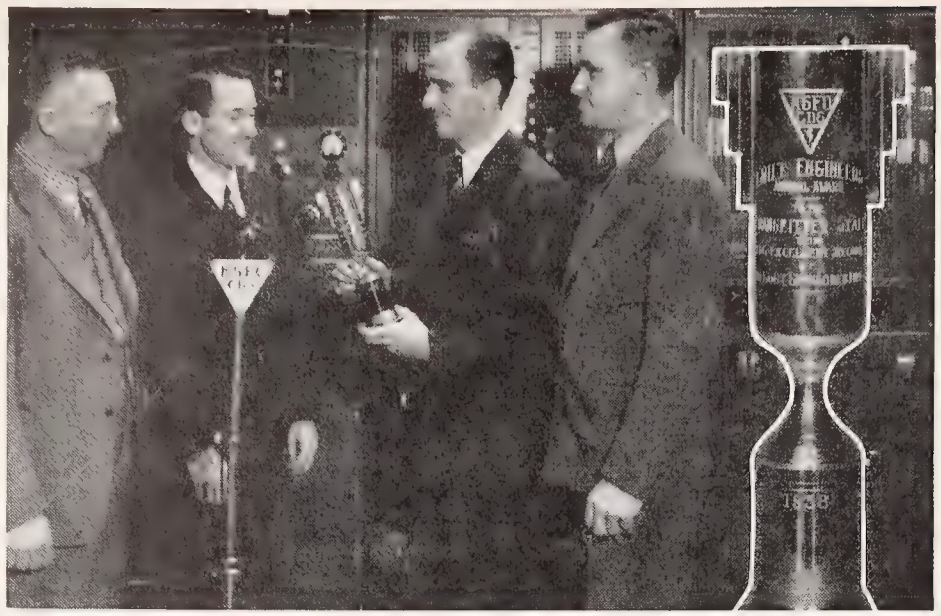
NBC Hollywood has installed RCA equipment to make its own acetate recordings of programs and auditions. KROC, Rochester, Minn., has installed in its Owatonna studios a new WE 94-O amplifier for use on its monitor system and remote broadcasts. Engineer Galen R. Yust supervised installation of equipment.

KFOX, Long Beach, Cal., has added a new 30-watt shortwave transmitter, KADB, to its portable equipment. It was built with Western Electric parts and designed by Lawrence W. McDowell, commercial manager. Station now has four auxiliary portable transmitters. They range from a 5-watt pack to a 20-watt unit.

RCA MFG. Co., Camden, N. J., has published a 12-page brochure for its Types 80-A and 80-B speech-input control desks and coordinated speech-input units.

DR. RALPH L. POWER, Los Angeles radio counsellor, has been appointed American representative of Stannage Pty. Ltd., Sydney, Australia, recently organized to manufacture and distribute various types of broadcasting equipment, as well as to represent American-made apparatus in the British Empire.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS



FOR SEEING to it that no sponsored time was lost due to technical difficulties during 1938, the technical staff of KSFO, San Francisco, recently received a gold cup (inset at right) from Chief Engineer Royal V. Howard at ceremonies broadcast direct from the transmitter. The "Chief Engineer's Cup" is to be a permanent possession of the transmitter engineers, and if the record is equalled in 1939, it will be chronicled on the trophy again next year. Participating in the ceremonies are (l to r) James L. Middlebrooks, liaison engineer for CBS; Alfred Towne, KSFO transmitter supervisor, who accepted for his staff; "Doc" Howard, making the presentation, and Frank H. McIntosh, western engineer for Western Electric-Graybar, all ready to pass over the cup.

WFBR, Baltimore, has purchased an RCA 5-D transmitter, pursuant to the recent FCC action authorizing it to increase its daytime power to 5,000 watts with 1,000 watts at night.

WNAX, Yankton, S. D., has installed a Fairchild recording and amplifying unit, model F-26-2, for use primarily in making transcriptions of WNAX programs and as a means of bringing them to the attention of agencies and prospects.

KMMJ, preparing to move from Clay Center to Grand Island, Neb., has installed a 325-foot Truscon tower located near Phillips, Neb., 14 miles from the remodeled Grand Island studios and offices.

WNAX, Yankton, has installed a remote control temperature indicator, operated from the control board at the transmitter and registered on an indicator in the announcer's booth, to give listeners accurate temperature reports. The new system was devised by Chief Engineer Clifford Todd.

New WBBM Tower

WBBM, Chicago, has installed a new 490-foot Blaw Knox vertical radiator at an approximate cost of $25,000. Expected to go into operation Jan. 27, the new transmitter is located at Glenview, Ill., 23 miles northwest of Chicago's loop. Innovation of the 64-ton tower is the location of the tuning coil for the upper half of the tower on the ground instead of high in the air. This plan will enable WBBM's transmitter engineers to make almost continuous fine adjustments in the tuning of the mast from the ground, while engineers study the results with field strength measuring equipment. Tower is built entirely of round rods instead of the usual "L" shaped girders, is welded instead of riveted. Chief Engineer Frank B. Falknor was in charge of the installation.

TESTIMONIALS will be presented to radiomen Patrick Chapman of the ill-fated seaplane *Cavalier*, which crashed on Jan. 21, and Andrew R. Hamilton of the *Esso Baytown*, at the annual dinner of the Veteran Wireless Operators Association in New York on Feb. 4, in honor of their heroic service in connection with the recent sea disaster.

Via Amateur Radio

AMATEUR wave bands these days help to keep wandering radio personages in touch with their home town. Freeman Lang, onetime Hollywood transcription producer, now living in Honolulu, chats with Ben McGlashan, owner of KGFJ, Los Angeles, a noted "ham." Fenton Ernshaw, enroute to Papeete, speaks with his father, Harry A. Earnshaw, owner of Earnshaw Radio Productions, Los Angeles; and Archie Josephson, head of 20th Century Radio Productions, Hollywood, visits via shortwaves with his wife who is vacationing in Hawaii.

TO ADVERTISE its new 653-foot vertical radiator, the tallest structure in the Southwest, WFAA, Dallas, has revised station identification announcements to read, *Your Station Is WFAA, The Tower of Texas, in Dallas.*

CHAMBER of Commerce, Phoenix, Ariz., on Jan. 5 began *Phoenix Sun Ranch Chuck Wagon*, a half-hour Thursday evening disc show on WLS, Chicago. Program dramatizes Arizona history, invites tourists. Placed direct.

Wages and Employment For Radio-Phonograph Industry Rose Slightly

A SLIGHT increase in employment and a moderate increase in wages was reported by manufacturers of radios, radio tubes and phonographs in the United States for 1937 as compared with 1935, according to the biennial census of manufactures released Dec. 30 by the U. S. Census Bureau. Figures for 1938 are not available, except from unofficial trade sources, and they are expected to show a decline from 1937.

According to the 1937 official report, these manufacturers employed 48,343 wage earners during 1937 as compared with 44,796 in 1935; paid out wages of $52,001,898 in 1937 as compared with $42,906,018 during 1935; and produced products valued at $277,807,140 in 1937 as compared with $200,972,523 during 1935.

The industry, for census purposes, embraces establishments engaged in the manufacturing, or assembling from purchased parts, of radios, radio tubes and phonographs. It does not include the manufacture of radio apparatus such as transformers, batteries, cells, condensers etc., which it is believed would at least double the foregoing figures.

Knox Participations

CHAS. B. KNOX GELATIN Co., Johnstown, New York, on Jan. 20 started 13 weeks participation sponsorship in *Woman of Tomorrow* series on WJZ, New York, Wednesday and Friday, 9:15 to 9:30 a. m., and in *Woman's Magazine of the Air* series on 5 NBC Pacific Red stations (KOMO, KGW, KHQ, KPO and KFI), Fri., 3:30-3:45 p. m. (PST). Kenyon & Eckhardt, New York, places the account.

KFRU
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

WBAL
means business in Baltimore

AFRA Strike or Boycott a Certainty

Networks Not Expected To Be Affected by Talent Shutdown

(*Continued from Page 13*)

asking for intervention from anyone.

A number of minor issues have arisen in connection with the situation. For instance, what is the position of agencies who are willing or able to sign AFRA contracts covering the programs sponsored by some of their clients, but whose other clients refuse to accept the AFRA conditions? Asked this by BROADCASTING, AFRA executives replied that each agency must sign for all the programs it produces. Where the program star, such as Fred Allen, for example, is both artist and producer, selling his complete program as a package to the agency and himself paying all salaries of the other performers, AFRA said that both he and the agency will have to sign the code.

The union declined to comment on the question of what action will be taken regarding the making of transcriptions for sponsors whose network programs have been boycotted because of the failure of their agencies to sign up, saying that the point had not been raised and that they would consider it only when necessary. The general opinion is, however, that any action taken against a sponsor's network programs would also be taken against his recorded shows, although recordings are not included in the code, which is directed purely against network broadcasts.

Charles Michelson, New York transcription company, reported that he had received a large number of inquiries regarding transcriptions from agencies in the past week, which he attributed to the AFRA situation. This view was not reflected by other recording firms contacted by BROADCASTING. They report that while their business has been on a steady up-grade since the first of the year they had noticed no sudden spurt that could be attributed to any agency feeling that a switch from network to transcribed programs would be necessary.

In fact, acceptance of the AFRA code by agencies might curtail the placement of off-the-air recordings of network programs in other markets to a considerable degree. If the program is rebroadcast there is no fee charged by AFRA for an off-the-air recording, but if the program is not rebroadcast the AFRA code calls for payment to the artist for the privilege of making such a record a fee equivalent to the rebroadcast fee, or approximately 50% of the charge for the broadcast. It is an agency contention that this will make the cost of the recordings prohibitive and that their use will be discontinued on such programs as are broadcast only once on the network.

* * *

Chicago Situation

In Chicago Jan. 24 Neisser-Meyerhoff was the first agency to sign with AFRA. William Wrigley Jr. Co., which means entire control of its radio shows, also signed with AFRA, Jan. 24. Neisser-Meyerhoff is agency for Wrigley's *Scattergood Baines* series on CBS.

Other Chicago agencies were noncommittal following the Jan. 20 vote of the local AFRA chapter to strike against any agency not complying with the AFRA Code of Fair Practice at such time as the national board called a general strike. Chicago AFRA members total 700 actors, singers and announcers who voted a $4,000 strike fund at the Jan. 20 meeting.

According to officials of World Broadcasting System and RCA Mfg. Co., Chicago, there has been no appreciable increase in disc cutting since the strike vote. It is felt that AFRA would permit its talent to fulfill contractual obligations should a general strike be called and that a general strike would not be called without notice of at least a week.

Meanwhile, no further action has resulted from the AFRA complaint filed with NLRB against NBC-Chicago charging unfair labor practices in the NBC production department [BROADCASTING, Jan. 15].

On Jan. 25, J. G. Sample, president of Blackett-Sample-Hummert Inc., spoke on the AFRA-Chicago situation, taking the stand that an advertising agency is a business agent and has no authority to sign with AFRA for its clients. "Any proposals such as AFRA is making must be taken to the advertiser for negotiation", he said. "That's why we weren't represented in AAAA, because we didn't have and don't have the authority to deal directly with AFRA. We are perfectly willing to take any contract submitted by AFRA and bring it to our clients' attention, helping negotiations in any way we can. Please get this straight—we are not fighting the unions, for we have done and are doing business with several of them. I speak only for the Chicago area. We are not transcribing shows ahead as has been rumored, but are continuing business in our usual manner."

On Jan. 25, AFRA-Chicago submitted contracts to all agencies handling radio accounts.

* * *

Hollywood Votes

Hollywood's highly and lesser paid radio talent, backed by Screen Actors Guild members who are also featured on many of the nation's biggest commercial network programs, were ready to desert the microphone on receipt of walkout orders from their AFRA executives.

Approximately 1,000 members of Los Angeles Chapter of AFRA voted unanimous endorsement of the strike when they met in El Capitan Theatre, Hollywood, Jan. 21 to hear Mrs. Emily Holt, national executive secretary, tell of efforts being made to make a deal with the agencies. Mrs. Holt, who planed from New York to Hollywood for the mass meeting, sketched the early history of negotiations and counter proposals submitted by agencies which were turned down.

Eddie Cantor, AFRA national president, presided over the meeting, with short talks by Carlton KaDell, Los Angeles Chapter president; Kenneth Thomson, Screen Actors Guild executive secretary; J. W. Gillette, international representative of AFM; I. B. Kornblum, AFRA attorney and acting business representative of Los Angeles Chapter; Ralph Morgan, president, SAG, and Edward Arnold, film and radio actor. More than a score film and radio stars, including Jack Benny, Dorothy Lamour, Edward Arnold, James Wallington, Tyrone Power, Boris Karloff, Melvyn Douglas, Andy Devine and Conrad Nagel, occupied seats on the stage during the meeting. Several score more were scattered through the audience which packed El Capitan Theatre.

Carlton KaDell, at press time, stated that the machinery had been set up for a walkout immediately upon call and perhaps 25 network commercial programs originating from Hollywood might be affected. It was further pointed out that an equal number of West Coast shows would be forced to discontinue during the strike. Los Angeles Chapter appointed an important member of each network commercial originating in that territory as strike captain to handle that particular show should the strike come to pass. Each captain had his specific instructions should the order be issued.

SAG Offers Support

If pickets should be established around advertising agencies, NBC, CBS and Mutual-Don Lee network headquarters in Los Angeles and Hollywood, many non-AFRA members appearing on commercial network programs announced they would refuse to cross the line.

Screen Actors Guild in mid-January guaranteed united support of AFRA by adopting a resolution prohibiting members from accepting vacated radio spots if the general strike against commercial network shows is ordered. Resolution adopted by SAG board of directors follows:

"The board of directors of Screen Actors Guild having read and approved the resolution of the national board of AFRA adopted on Jan. 12, 1939, hereby resolves:

"That the Screen Actors Guild will lend its unqualified support to AFRA at the time when a strike call is issued by it in the field of commercial network broadcasting. Screen Actors Guild members who scab in the radio jurisdiction shall be subjected to severe disciplinary action."

Executives of SAG admitted the Motion Picture Relief Fund show, *Hollywood Guild*, sponsored on CBS by Gulf Oil Corp., and emanating from Hollywood, would be discontinued immediately in event AFRA orders walkout of its members. MPRF receives $10,000 weekly from the program.

Check-up at press time with advertising agencies and transcription concerns in Los Angeles and Hollywood indicated no negotiations pending toward replacing live talent network programs with transcribed shows in the event the strike is called.

Golden Gate Action

The San Francisco Chapter, AFRA, followed the lead of New York, Chicago and Los Angeles in unanimously voting Jan. 22 for a national strike in the field of network commercial broadcasts. John B. Hughes, president of the San Francisco chapter, presided over the meeting which was attended by approximately 300 members.

The San Francisco AFRA membership approved scales and working conditions to be applied in the cases of regional and local commercial programs, according to Vic Connors, executive secretary. Action to establish AFRA shop and the other AFRA minimum conditions, similar to that which the radio artists association is now taking against the national advertising agencies, will be begun in the interest of the performers on local and regional commercial programs as soon as the national situation is solved.

Refugee Badges

WHEN NBC-Chicago recently remoted a broadcast on behalf of German refugees, the need for identification badges became apparent. A stout woman rushed from the crowd, embraced Engineer T. E. Gootee and let loose a flood of German. Gootee had a blood change, yelled and got clear. M. W. Rife, NBC field engineer supervisor, says he's just got to get his men badges and that's all there is to it.

CONNECTICUT BILL COVERS ASCAP FEE

A NEW proposed copyright statute, carrying the "per piece" basis of royalty payment, as against the existing ASCAP practice of blanket licensing on a percentage basis for radio and flat fees for other users, was introduced in the Connecticut Legislature in January by Senator Enquist.

Regarded by some atttorneys as a model State statute, the measure, it is understood, also may be introduced in other States. It differs from the Washington and Florida State anti-monopoly laws, now in litigation, although it contains some of the basic features such as the requirement for full disclosure of all copyrighted materials and the "per piece" or "per use" basis of compensation.

The bill specifies that all copyright owners must file with the Secretary of State lists of the compositions to be licensed for use, together with full descriptive data and the price per use which it would charge. It would make it unlawful for two or more owners of copyrights of musical compositions (such as ASCAP) to combine for the purpose of issuing blanket licenses unless each individual copyright owner included also shall make available each separate composition owned by him on a per use basis.

Thornton Fisher's Sponsor

THORNTON FISHER, noted sports commentator and cartoonist, formerly on NBC for Briggs tobacco, has joined the staff of WCKY, Cincinnati, where he is doing a quarter-hour sports broadcast each evening at 10:45. Beginning Feb. 14, he will be sponsored by the Peter Ibold Co., Cincinnati cigar manufacturers.

McNinch Against Censorship of Air

Urges All Sides Be Aired But Recognizes Time Limitations

SHEER physical limitations make impossible absolute "free speech" for all of America's 140,000,000 citizens to broadcast their ideas, Chairman Frank R. McNinch of the FCC declared Jan. 26 in an address before the Carolina Political Union, student organization of the University of North Carolina. The address was broadcast over an NBC-Blue Network and a Carolina hookup keyed from WPTF, Raleigh.

The number of people who can broadcast, Mr. McNinch pointed out, is limited by the number of hours in the day. If every station operated 24 hours a day and devoted its time only to those who desire to speak "simple arithmetic would make it plain that this right to speak would be only for a matter of seconds or minutes in a lifetime."

Appealing to broadcasters, in fairness to all listeners, that they present all sides of any important question, Mr. McNinch said that broadcasting cannot, as long as we retain the principles of our Constitution, "become a propaganda medium serving the interests of any administration, Democratic or Republican, or any political, religious or economic organization, or any individual however rich or powerful to the exclusion of others."

Rounded Discussions

This, he said, does not mean that such questions may not be discussed over the radio without doing violence to the Constitution nor that biased or prejudiced persons may not be given the opportunity to express themselves.

"It does mean, however, that if any of these questions are discussed, a complete and rounded discussion of all important aspects of the controversy should be given for the benefit of all listeners. Whether such a presentation is achieved through debate or expression otherwise of opposing views is not material. The important and necessary requirement for the protection of the listeners is that all sides be given, if any side is given, on any important controversial social, political, economic or religious question."

Using as his theme the Bill of Rights and radio, Chairman McNinch said that the founding fathers who insisted on the inclusion of the bill of rights in the Constitution would have insisted that neither the Government nor any special group selected or licensed by the Government should have the right to use, regulate or control the expression of ideas and dissemination of information by means of broadcasting in such a manner as to impose its or their views upon the people.

The Chairman said no matter how much he might disagree with the views expressed, he would never advocate that anyone be punished for expressing his views over the air or any side of a controversial question nor hold it against a radio station for letting anyone express his views. Unless all sides of an important controversial question are adequately given on the air, the listening public will be incompletely informed, he said, in advocating that listeners be permitted to hear all sides.

"I am convinced that broadcasters in America today have not and do not seek or desire to exercise any such power," he said. "I am equally sure the Federal Government does not. I am no less sure that the people of the United States do not want either the Government or the broadcasters or the persons to whom broadcasters may permit the use of their facilities to debase to their own selfish purposes this great natural and scientific gift which should be used for the benefit of all."

In conclusion Mr. McNinch reiterated that, on the question of censorship, he was "unalterably opposed to Government censorship of broadcasting in any manner, shape or form." He added: "I do not think the Government should directly or indirectly dictate what shall or shall not be said or who shall or shall not speak over the air on any public question."

Radio Round Table

FCC CHAIRMAN McNinch, Secretary of Interior Ickes and NAB President Neville Miller participated in the opening broadcast of the New CBS series *What Price America?*, Jan. 28. Introduced by Sterling Fisher, CBS director of talks and education, each spoke briefly on the purpose and plans of the new programs presented by CBS in collaboration with the Department of Interior, which tell the story of natural resources in America. With the program originating at WABC, New York, Secretary Ickes spoke from the Interior Department's studios in Washington, Chairman McNinch from WBT, Charlotte, N. C., and Mr. Miller from KNX, Los Angeles.

Case Nomination Hitch

AFTER the Senate Interstate Commerce Committee on Jan. 27 had voted favorably on the nomination of Commissioner Norman S. Case to serve on the FCC for a seven-year term from last July 1, the committee withheld its report because of objections made by other Senate members. No amplification was given, and it is thought the Committee will take up the matter again in early February. Gov. Case, a Rhode Island Republican, is now serving under recess appointment.

More From Morrell

JOHN MORRELL & Co., Ottumwa, Ia. (Easy Cut hams), will expand its spot schedule in early February. The firm is now using announcements and 15-minute discs on Eastern stations. Henri, Hurst & McDonald, Chicago, is agency.

JAMES P. SELVAGE and Fred Smith Inc., is the name of a new public relations and publicity firm formed in New York by the two well known publicists, the former the retiring public relations director of the National Association of Manufacturers and the latter formerly public relations director of BBDO and J. Stirling Getchell Inc. Offices are at 16 E. 48th St.

THE FCC on Jan. 26 authorized WMFD, Wilmington, N. C., daytime 100-watter on 1370 kc., to increase its hours to full time and to operate with 100 watts night and 250 day on the same frequency.



Chet Smith in *Washington Post*

He's broadcasting a blow-by-blow account to Africa!

Spun by Thesz

KXOK, St. Louis, carries the weekly wrestling bouts at the auditorium, sponsored by Griesedeick Bros. beer. Recently Alex Buchan, KXOK sportscaster, was busy describing the brawl between Lou Thesz and Ernie Dusek. Amid the turmoil Thesz picked up Dusek, gave him an airplane spin and shot him through the ropes. Buchan's description carried on through it all—until Dusek lit smack on KXOK's amplifier at the ringside and stopped the broadcast!

P & G in Canada

PROCTER & GAMBLE Co. of Canada, Toronto, on Jan. 16 started three quarter-hour daytime network programs on Canadian stations, piped from the United States. For Oxydol a morning show, *Central City*, comes five times weekly from NBC to the Maritime, Ontario and Prairie networks of the CBC, placed by Blackett-Sample-Hummert, Chicago. For Chipso, a noon show *Road of Life*, comes five times a week from CBS to the Maritime, Ontario, Prairie and British Columbia nets of CBC, through Pedlar & Ryan, New York. For Crisco, *Vic & Sade* comes thrice weekly from NBC to the Maritime, Ontario and Prairie nets of the CBC. The Toronto CBC station, CBL, carries this five times weekly. Compton Adv., New York, placed this account.

Oil Firm Buys Hockey

TIDE WATER Associated Oil Co., San Francisco, which on Jan. 3 launched a schedule of Pacific Coast intercollegiate basketball broadcasts over 8 West Coast stations [BROADCASTING, Jan. 15], on Jan. 14 started sponsoring the weekly Pacific Coast Conference ice hockey games between the University of Southern California; University of California at Los Angeles and Loyola College, on KEHE, Los Angeles, Sat. 9:30-11 p. m. Ice hockey broadcasts immediately follow the basketball games. Thus the regular Associated sportscast programs now extend over a four-hour period Saturday night until March 25.

Maryland Tests Status Of Broadcast Equipment

ANOTHER test of the right of a state to classify broadcasting equipment for tax purposes as "manufacturing machinery" may occur in Maryland in connection with the location of the WRC, Washington, transmitter across the state line in Maryland. The State Legislature will be asked by the County Board of Commissioners to decide if the equipment used by radio stations to convert electrical energy into ether waves is manufacturing machinery, under a recommendation made by Thomas W. Baxter, Supervisor of Assessments of Prince Georges County.

Federal courts already have held that broadcasting, as an instrumentality of interstate commerce, is subject only to the jurisdiction of the Federal Government. NBC, which installed the new transmitter, contends that all the equipment used at the station is tax exempt since it is used in "manufacturing" within the meaning of a Maryland ordinance exempting manufacturing machinery from taxation.

Radio Ban Defeated

A RESOLUTION proposing that the FCC be memorialized to bar radio stars from appearing on the air if indicted or convicted of a crime, obviously aimed at the stars indicted recently in New York smuggling cases, was killed Jan. 26 in the House of Representatives of the Minnesota Legislature. The vote was 63 to 54. Opponents won on the argument that it would interfere with freedom of speech.

Safeway Feeds Tests

SAFEWAY FEEDS Inc., Forrest Part, Ill. (stock feeds), on Feb. 1 started twice weekly spot announcements on CKLW, Windsor-Detroit. It is understood the test market will include a few other Midwestern stations. Stack-Goble, Chicago, is agency.

Three More for Moody

MOODY BIBLE INSTITUTE, Chicago, on Jan. 22 added KSO WMT WOL to the nine MBS stations carrying *Let's Go Back to the Bible*, Sunday, 2-2:30 p. m. Program features talks by Dr. Will H. Houghton, president of the Institute. Critchfield & Co., Chicago, is agency.

DR. ASHLEY A. SMITH, Universalist pastor of Bangor, Me., celebrated his 15th anniversary as a radio pastor Jan. 23 when friends, including Frederick R. Simpson, owner of WABI, gathered in the studios to pay him tribute. His son, Robert Smith, is on the WABI announcing staff.

CLUETT, PEABODY & Co., New York (shirts, cravats), on Feb. 6 starts *What's News in the Stores Today*, a six weekly quarter-hour show on WGN, Chicago. Young & Rubicam Inc., N. Y., is agency.

THE *Arizona Sun Ranch Chuck Wagon*, now running on WLS, Chicago, is also being carried over KOY, Phoenix, and the Arizona Network, sponsored by Valley National Bank. The program is being syndicated to 137 stations, including some in Canada, Hawaii, and Australia.

Standardized Radio Data Sought by Foreign Reps For Latin Broadcasters

TO OBTAIN standardized information regarding Latin American broadcasting stations for use of advertisers and agencies planning radio campaigns in Central and South America, five New York representatives of foreign commercial stations have formed the Association of Representatives for Foreign Broadcasting Stations.

Patterned after the association of International Publishers' Representatives, which has operated successfully for several years, the new group hopes to educate the stations its members represent so they will adhere to their rate cards, make coverage surveys and studies of listening habits and program preferences of their audiences, and send out standardized information regarding their stations and facilities similar to the literature provided for advertisers by American broadcasters.

Members of the group, which meets for luncheon each Wednesday, are All American Newspapers' Representatives, Broadcasting Abroad, Chalmers-Ortega, Conquest Alliance Co. and Melchor Guzman Co. Some of these represent stations in other foreign countries as well as in Central and South America, but it was decided that for the present, at least, they would concentrate on the Latin American stations as being most used by American advertisers. Melchor Guzman is president and A. M. Martinez of Conquest Alliance Co. is secretary of the group, which for the present will maintain no offices of its own.

Did

You Ever Play "Hide-go-seek"



. . With Your Copies of BROADCASTING ?

Unfortunately, copies of BROADCASTING do get lost. Especially around a busy office — when you need them most. But the remedy is simple. Just order one of the new, specially constructed BINDERS, large enough to accommodate every issue throughout the year.

$2.50 POSTPAID

Your name in gold 25c extra

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

CBS Program Operation Reviewed

(*Continued from Page 66*)

enue due to cancellations of commercial programs for broadcasts of important public events was approximately $140,000, he said. Of this amount $75,000 represented losses during daytime and $65,000 during night hours. While no figures are available for 1938, he said the amount will be substantially larger because of the Austrian and Czechoslovakian situations and the numerous cancellations which resulted almost on an hourly basis during that period of tension.

Several branches of the program department function only in connection with sustaining programs such as the department of talks, which handles allocation of time for discussion of current subjects; education department, handling contacts with educational and religious groups as well as educational and church broadcasts; shortwave department, in charge of the transmission of programs to Europe and South America via international stations and which has been placed recently under the direction of Frederic A. Willis, assistant to President Paley.

In its music and scripts departments, CBS encourages authors and composers to write specifically for radio and in that way procure better material. Mr. Lewis described the manner in which programs are developed, rehearsed and finally presented, pointing out that within the last three years CBS has been forced to more than double its studio space to accommodate rehearsals. The need for longer rehearsal time has grown with development of new techniques resulting in better presentations, he said.

In addition to its ASCAP license for music performing rights, CBS holds licenses authorizing network broadcasts of music copyrights of Associated Music Publishers, Society of European State Authors & Composers, G. Ricordi of Milan, and some 175 independents, he said. These licenses require payment of copyright royalties, he explained.

Sustainings Run 2-to-1 To Commercials

A series of exhibits was offered by Mr. Lewis to depict the growth of CBS program operations. He began in 1927 when there were only seven sponsored programs on CBS and traced the development to the present, showing a grand total of 6,662 hours representing 19,074 broadcasts. Of these, in 1938, 4,300 hours or 11,606 broadcasts were sustaining, and 2,362 hours or 7,469 broadcasts commercial.

The ratio of about two sustaining programs for each commercial has been maintained practically from the start, he said.

In 1938 there were 254 hours of formal educational programs, exclusive of those that might be described as educational but actually were not in the nature of academic material.

Many of the sustaining features are in "time withheld from sale" which means that they cannot be sponsored under any condition and occupy immovable sustaining positions.

The well-known *American School of the Air* series over CBS reaches in the neighborhood of 3,200,000 students, according to a recent survey made by Princeton University. This program received the first award ever issued for merit in that field, he said. The number of students probably has increased during the last year, since additional schools have adopted the radio course as part of their curricula.

In the field of adult education, CBS has a distinguished advisory committee which is most active, he declared. Adult educational programs consume a total of about six hours per week on regular schedule totally aside from single programs or special events, he said. CBS now is developing, for possible introduction next year, the "most ambitious educational program" of record, Mr. Lewis revealed.

Plans New Orchestra Under Raymond Paige

In music, he said, CBS in February plans to introduce a new orchestra under the baton of Raymond Paige, comprising 100 men. He predicted this would be one of the finest orchestras ever assembled. It will play music falling between strictly classical and strictly jazz, he said.

Explaining that it is the policy of CBS to develop and encourage original works for radio, Mr. Lewis said this was particularly true in the music field. Many original works have been played on CBS for the first time; there have been seven such outstanding performances while 18 world premieres and 16 American premieres of musical works have been performed.

The *CBS Workshop*, which Mr. Lewis described as one which "tries anything having a new technique or new idea", since 1936 has performed more than 114 dramatic and other programs.

Public Affairs Programs Reviewed by Mr. Lewis

There were 339 broadcasts in the religious field in 1938, totaling 133¾ hours on regular schedule.

Concluding his direct testimony Jan. 25, Mr. Lewis continued his discussion of CBS sustaining features, particularly children's programs, features on national and public affairs, controversial questions, agriculture and labor. Juvenile programs dominate the "children's hour" on the network, 5:15-5:45 p. m., Mondays through Fridays through the year, he explained.

No "responsible person" has been denied time by CBS to discuss matters of public interest, he said, although it often worked out that appearances had to be jockeyed about for the sake of good programming, i.e., two persons requesting time to speak on the same side of the same question. Pro and con opinions are actively sought by CBS, he explained, and if after one side of a question has been presented and no one appears to support the opposite side, the network seeks out some one qualified to present the unrepresented point of view.

From January to September 1938, CBS devoted 90¼ hours to programs of national and public affairs and 97¾ hours to agriculture, he said. CBS cooperates willingly with bona fide charitable and disaster relief organizations, Mr. Lewis said in commenting on the network's "charitable appeals" policy. In the first nine months of 1938 CBS carried 141 broadcasts for such appeals, amounting to a total of 39½ hours.

During the same period the 291 separate sports broadcasts carried on a sustaining basis by CBS accounted for 146 hours, he said, in addition to only 18 to 20 hours of commercially-sponsored features.



INTERNATIONAL broadcasting over CBS shortwave stations is steadily increasing in scope and quality, the FCC Network Inquiry Committee was advised by Fred A. Willis, assistant to President Paley, who also directs the foreign transmission activity of the network.

Writing Talent Vital In Network Business

Explaining the special regional programs originated on CBS facilities for regional hookups like Columbia-Pacific and the New England Regional, Mr. Lewis said these features are "over and above" the regular national network service to affiliated stations in those sections.

Commenting on the CBS policy against using recordings on network programs, Mr. Lewis said, "It would be a shame to build up a vast network and then turn it into a super-Victrola."

Hailing writing talent as "the most important thing in the business", Mr. Lewis said the CBS program idea department had handled 2,573 letters and interviewed 979 persons with program ideas during 1938. The New York office gets from 4,500 to 5,000 unsolicited scripts per year, he estimated, with Hollywood and Chicago offices also "getting their share". Explaining the CBS "idea submission" form letters, he pointed out that CBS customarily returned unsolicited manuscripts to the writer, along with a form letter explaining that the manuscript would be considered only if the writer returned it with a waiver protecting them against subsequent "priority complications".

The CBS music department auditioned about 2,600 singers last year, in addition to about 250 more auditioned by Columbia Artists Service, he estimated. About 500 names were added to the actors' file during the year, he said, after interviews with some 5,000 applicants, and of these only 125 were actually cast in some CBS production.

Under cross-examination by Mr. Porter, Mr. Lewis explained that responsibility for CBS policies, as for commercial programs, are vested in Mr. Gray, while responsibility

from an artistic standpoint rests with himself.

Discussing desirable commercial advertising spots in the broadcast schedule, Mr. Lewis said that with "at least" two sustaining programs a day between 6 and 10 p. m., sustaining programs during these hours totalled from 17 to 20 a week, while commercial features would number from 36 to 40, indicating that this was a favored spot with advertisers. He also observed that since the 48-hour week has become common, CBS has found that Saturday is a "marvelous listening day".

"The *War of the Worlds* program was an educational program in many ways," he commented in answer to a question by Mr. Porter, pointing out that many listeners were not frightened, and becoming acquainted with H. G. Wells' book was itself of educational value to them.

Shortwave Operations Listed by Mr. Willis

Next CBS witness called by Judge Burns was Frederic A. Willis, assistant to the president, and in charge of international shortwave operations since December 1938.

CBS international broadcasts are carried on its own shortwave transmitter, W2XE, now operating on 10,000 watts, and CBS programs, including those off the network and others originated specially for international broadcast, also are fed to W3XAU, shortwave adjunct of WCAU, Philadelphia; W1XK, shortwave adjunct of WBZ-WBZA, Boston - Springfield, and W1XAL, Boston. A closely cooperative arrangement has been worked out with W3XAU to supply complementary service to Europe and South America, with CBS furnishing bi-lingual announcing talent and the Philadelphia station being given the right to pick up programs from the network or use CBS features originated specially for international broadcast. He commented that CBS allowed rebroadcasting of its shortwave programs, and requests for rebroadcast privileges from Norway, Cuba, Brazil and Mexico are now under consideration. Special originations for shortwave broadcasting increased 100% during 1938, Mr. Willis said.

Mr. Willis declared the proposed 1939 budget for CBS international broadcast operations, not including supplementary services from the network, was $93,000, an increase of about $50,000 over the last year.

Kesten Tells of Sales Activities of Network

Paul W. Kesten, CBS vice-president, attached to the executive department, was called by Judge Burns Jan. 26 and reviewed a "typical work sheet" to describe the sales, sales promotion and sales research activities of CBS. These units work together in dealing with sales problems, he said, recommending survey techniques, comparing effectiveness of different hookups, and in general supplying consulting service to advertisers and agencies.

There is constant competition between CBS and "other networks" to bring new advertisers on the air and to "woo away" clients from one network to another, he commented, although such transfers balance closely between the networks. Over several years CBS has pulled about 42 accounts from "another network", while 32 have been drawn from it, he estimated.

CBS has "essentially" one "facilities contract", and "99%" of the contracts are with agencies rather than directly with the advertiser. The contract carries provisions protecting CBS against programs not conforming to its standards and allowing CBS to substitute an acceptable for an unacceptable program, including the power to edit; allowing the network "in its discretion" to omit commercial programs to carry "special events of importance"; providing rebates to the advertiser or agency for failure of broadcasting facilities "due to causes beyond the control of the System"; and protection of CBS against libel actions resulting from the sponsored program.

Analyzing a CBS rate card dated April 1, 1938, Mr. Kesten pointed out that 11 groups of CBS stations are listed: the Basic Network with 26 cities; Basic Supplementary Group, 21 cities; Southwestern Group, 7 cities; Southeastern Group, 10 cities; Southcentral Group, 11 cities; Florida Group, 4 cities; CBS Canadian Group, 2 cities; Northwestern Group, 9 cities; Mountain Group, 7 cities; Pacific Coast Group, 5 cities, and KHBC-KGMB, Hilo-Honolulu, T. H.

The standard contract requires "with occasional exceptions" that the advertiser take 24 of the 26 listed basic stations, he said, with the Florida and Pacific Coast groups available only as groups because of heavy line-haul expenses to reach these regions. The CBS Basic Network covers about 14% of the area of the United States, 56% of the radio homes and 60% of the retail purchasing power, he estimated.

Factors Involved in Station's Price Listed

A station's price on the rate schedule reduces to factors of supply and demand, based on power, frequency and standards of service, which in turn depend on length and scope of service, he commented, declaring that CBS was selling its facilities to the advertiser as a network and that the client was not so interested in discrepancies in comparative coverage and service as between individual stations as he was in securing overall effective coverage.

The "informed judgment" of the advertiser and agency, arrived at through their own field surveys and researches, as well as the judgment of CBS, exercises a control over station rates, Mr. Kesten said. Radio research activities are growing among advertisers and agencies alike, he pointed out, and food and soap manufacturers particularly are using intensive field checks of their programs.

Pointing to the "axiom" that the cost per thousand listeners is greater in sparsely settled than in thickly settled areas, and that therefore the cost of reaching a thousand listeners is comparatively higher on stations serving sparsely populated districts, Mr. Kesten continued his explanation of the CBS "weekly discount" structure, which he said was designed to benefit the smaller advertiser as well as the big time-buyer and to foster time sales of small stations by basing discount on "station-hours" rather than "dollar value" of time purchased. "We've shifted the dimensions from dollars to time," he commented in explaining the discount structure's base on sale of small stations and encouragement of 52-week schedules.

According to the April 1, 1938 rate card, station-hours are calculated as follows: One hour (day or night) on one station equals 1.0 station-hour; one-half hour, .6 station-hour; one-quarter hour, .4 station-hour, i.e., in computing station-hour discounts, ½ and ¼-hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full-hour rate.

Network Sales Dollar Shown in Exhibits

Weekly discounts, computed on gross weekly billing for time, are allowed each advertiser using network broadcasts for 13 or more consecutive weeks accordingly: Less than 5 station-hours per week, net rate; 5 to 10 station-hours per week, 2½% discount; 10-15, 5%; 15-25, 7½%; 25-45, 10%; 45-70, 12½% and 70 or more per week, 15%. In addition an annual discount is given at the end of 52 consecutive weeks of network broadcasting, computed as follows: 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks; and an advertiser broadcasting weekly for a period longer than 52 weeks, but shorter than 104 weeks, gets the maximum discount for any consecutive 52 weeks during the broadcasting period.

Allocating the division of expense in CBS network sales, Mr. Kesten explained an exhibit showing comparative pie-chart graphs of the "network sales dollar" of 1937 and the first nine months of 1938. Qualifying the figures as a "conservative estimate", he said gross income from CBS network sales and incidental services only amounted during 1937 to $28,438,000, divided as follows: Time discounts, $6,148,000, or 21.62%; agency commissions (15% after discounts), $3,302,000, or 11.61%; station payments, $7,403,000, or 26.03%; payroll, $3,399,000, or 11.95%; other operating costs, including wire costs of $1,783,000, taxes of $870,000, and incidentals of $2,442,000, in all $5,095,000, or 17.92%, and profit, $3,091,000, or 10.87%.

Breakdown of Gross Income Shown for 1938

The same breakdown for January-September 1938, placed gross income at $19,692,000, divided as follows: Time discounts, $3,824,000, 19.42%; agency commissions, $2,353,000, 11.95%; station payments, $4,878,000, 24.77%; payroll, $2,602,000, 13.21%; other operating costs, including $1,327,000 for wire costs. $633,000 for taxes, and $2,180,000 for incidentals, totalling $4,140,000, 21.02%, and profit, $1,895,000, or 9.63%.

Explaining the 15% agency commission "universal rule" among all media, Mr. Kesten said it was done to lift agency competition to a plane of service rather than price.

Mr. Kesten also explained a se-

QUEST FOR TALENT
Leads to Policy Shakeup at WHK-WCLE, Cleveland

PROGRAM Director Russell W. Richmond and Sales Manager K. K. Hackathorn of WHK-WCLE, Cleveland, visited New York Jan. 9 to audition 20 new acts at NBC Artists Service Bureau in a quest for new station talent. The *Ross Trio*, harmony group composed of two sisters and a brother, Frank, Bea and Margy, were signed. With the new additions to the staff, station officials shifted program policies of the stations, breaking the 14-man orchestra down into several small groups and announcing ten new shows "custom built for Cleveland."

In addition to the new programs using professional talent and union musicians, WHK-WCLE made public announcements in the newspapers, asking anyone in the greater Cleveland area who has had any radio experience to come into the studios on Wednesday evenings at 7 for general auditions. Over 200 hopefuls answered the first call. One was successful, and has been spotted on two programs by station officials. She is Jerri Weber, who had appeared on the *New Names* series formerly sponsored by the Cleveland Railway.



WHATEVER comes next in Europe, this battery of CBS reporters and commentators, already famed for their achievements during the recent European crisis, will be ready. This informal photograph was taken while they gathered Jan. 20 in the CBS studio to do a forum on "What Next in Europe?" Left to right: Sterling Fisher, director of talks and education; Rolf Kaltenborn, son of H. V., producer; Bob Trout, newscaster; Paul White (top), director of public affairs; H. V. Kaltenborn (below); Ed Murrow, European representative; Maurice Hindus, who reported the Prague sector for CBS during the recent Czechoslovakian crisis.

ries of exhibits classifying CBS accounts, breaking down accounts by agencies and listing CBS facilities used by clients [BROADCASTING, Jan. 15].

Regional Advertisers Offer Bright Prospect

There are approximately 600 national advertisers who are regarded as potential network clients, Mr. Kesten asserted. These are accounts which have advertising budgets of a minimum of $50,000 per year, he said. He hastened to add, however, that a much wider group which spends less than $50,000 minimum are regional prospects and are actively solicited by CBS.

The existence of the regional advertiser is important in the network sales strategy, asserted Mr. Kesten, because very few of the national accounts use full nationwide networks and regional groups of stations are available for unit sale.

He estimated that in the regional category there may be a potential 100,000 accounts.

The advertising agency was portrayed as an indispensable factor in radio by Mr. Kesten. He declared the development both of network and national spot business was probably accelerated by the aggressiveness of agencies. Many agencies have taken from the shoulders of advertisers the whole problem of distribution, promotion and sales development, even to the point of actually redesigning products. The agency, in brief, he declared, in many instances represents the creative and exploiting brains of the accounts they represent.

Under cross-examination by Commission Counsel Porter, Mr. Kesten explained that for the first five years of his association with CBS, he was in charge of sales promotion and research. During the past four years he has been vice-president attached to the executive department in charge of the general administration of a number of departments. Sales, sales promotion and research, publicity, general engineering as distinguished from operating engineering and general development projects all fall within his jurisdiction, he said.

Alluding to press relations, Mr. Porter inquired whether CBS had experienced any serious difficulty with newspapers in handling of radio publicity. Except for two or three "distorted instances" of newspaper boycotts of programs and comments, he said the relationship has been generally favorable.

Most of the boycotts have been withdrawn due to public demand for program listing, he said. These sporadic outbreaks grew out of the feeling that radio, as a competing medium, should not receive newspaper support.

Agencies Take Big Part In Placing Business

Describing radio as an "invisible Hercules", Mr. Kesten pointed out that in the earlier days of CBS little was known about listener behavior and receiving set ownership. The industry talked in terms of technical coverage, he declared. He described various original researches undertaken by CBS projecting the audience factor and contending that there is only a small factor of error in modern survey methods. Mr. Porter observed that he had never seen a survey which did not show the particular station espousing it to be first but Mr. Kesten observed that in the case of WABC, CBS published a survey in which it was shown as third station, then second and finally first, over a period of perhaps five years.

The part played by agencies in placement of network business was developed by Mr. Porter in his cross-examination of the CBS vice-president, who temporarily is supervising the network's sales department, the post of sales vice-president having been vacant since the resignation of Hugh K. Boice. The first ten agencies, Kr. Kesten said, place approximately $38,000,000 of network business and the first 20 agencies about $54,000,000. The latter figure, he declared, probably represents 60% of the total billing. The same situation obtains in the newspaper and magazine fields, he asserted, estimating that the first 20 agencies placed 90% of the total national lineage.

Discussing a new study on cost trends, Mr. Kesten said that while CBS has more stations on its network, the average price per station to the advertiser has shown remarkable consistency during the past decade and the cost to the advertiser per 1,000 listeners has gone steadily downward. In other words, he declared, there are more listeners at a smaller cost per thousand though the cost per station has remained the same on the average.

Incorporated in the record at Mr. Porter's request was a copy of the Jan. 15 issue of BROADCASTING containing 1938 agency billings to networks and pertinent client-network tabular data, along with a clipping from another trade publication.

While the number of radio homes per thousand of population is still on the upgrade, Mr. Kesten said that the pace is not as rapid because the saturation point is being approached. He said flatly that in his opinion the advertiser is getting more out of radio than ever before for the dollar expended and that it amounts to about twice as much as in 1931 and 1932. If rates were based on the cost per thousand of population they would be double what they are today.

Heads or Tales

TO PROVE it could be done, six-foot Lou Huston, KFOX, Long Beach, Cal., announcer, recently read a complete quarter-hour news broadcast while standing on his head. Bracing himself against the announcing booth wall and with the microphone three inches above the floor, Huston read the news dispatches before getting black in the face. He proved his point, but lost 48 cents in change that fell from his pockets during the experiment.

Network Preparing For Television Pickups

On redirect examination, Mr. Kesten said CBS is actively engaging in experimental television development. In addition to a laboratory staff of 15 to 20, conducting original research, he said the network is now installing a new transmitter in the Chrysler Bldg. and new studios in the Grand Central Terminal Bldg., meeting what he believes will be the television requirements for studio pickups. Moreover, the network is keeping itself fully informed on program and technical developments both here and abroad. The proposed expenditure in this field for the coming year will be approximately $750,000, he said, including the new transmitter and studio installations. By the end of this year, he estimated, CBS will have expended $1,350,000 in television.

Regarding facsimile, he said CBS is watching it and talking it but he personally wondered whether the introduction will depend on television's advent. "We are waiting for it to get out of the laboratory and see where it is headed," he said.

Judson Explains Functions Of Artists Service

Arthur Judson, president of Columbia Concerts Corp., took the stand Jan. 27 and explained the functions of his organization, which, he said, manages concert artists' careers, often from a time even before the artist's appearance in this country, and often plans a career several years in advance for a prospective artist. "We do about everything but manage the artists' investments," he commented.

The industry does not recognize any "standard contract" with artists because each career must be treated as an individual affair, he pointed out. Terms vary widely, both between different artists and with the same artist, with compensation ranging from a flat guarantee to percentage of receipts, according to the artist's preference and best service.

CBS owns 51% of Columbia Concerts Corp. and the same amount of Columbia Management of California, which is focussed particularly on motion picture and radio business on the West Coast, he said, while Columbia Concerts owns 49% of the stock of Columbia Management of California.

Columbia Concerts Corp. was formed in 1930 through a merger of six management companies—Judson Radio Program Corp., formed to supply recorded concert music but not now in existence, Concert Management Arthur Judson Inc., Evans & Salter Inc., Metropolitan Musical Bureau Inc., Haensel & Jones, and Wolfsohn Musical Bureau of N. Y. Inc.—according to Mr. Judson.

Concluding direct examination by Mr. Burns, Mr. Judson outlined generally the organization of Community Concert Service, which he said was regarded as a division of Columbia Concerts Corp. and which seeks to develop new fields for concert artists. Pointing out that the organization profits only out of commissions on the artist's fee, he said it often had to shoulder losses on concerts and at present was operating with a $94,000 deficit.

Community Concert Service Described

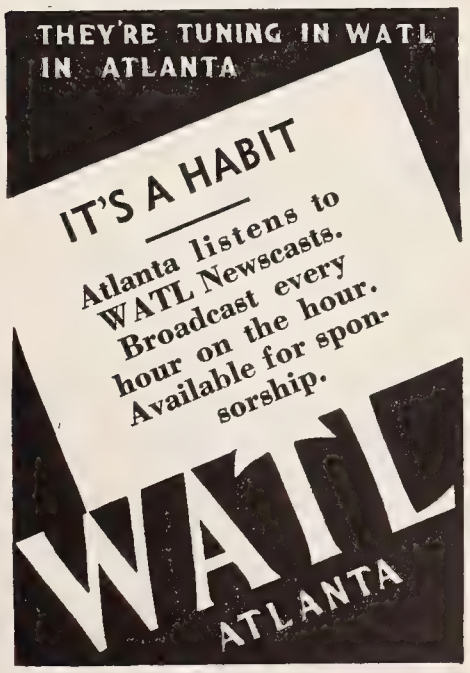
Asked by Judge Sykes if Columbia Concerts was a financial success, Mr. Judson declared it was "in the black at present", with profits running about 2%.

Cross-examined closely by Mr. Porter regarding Community Concert Service, Mr. Judson told how the organization was formed, through cooperation of a group of New York managers, in the face of a rapidly shrinking concert field and the observation that an increasing number of cities over the country were without the connections necessary to carry on a concert season. With a blanket invitation to managers to cooperate, artists were induced to grant a special price to CCS, when then sold the artist at the regular price, using the differential to pay promotional expenses and secure local arrangements for the concert. In cases where there are no local managers through whom CCS can deal, CCS itself supervises in a managerial capacity over the local community concerts association, he said, adding that CCS had about 20 salesmen in the field.

In the 375 cities served by CCS, the average difference between the buying and selling price for all artists—the differential with which CCS promoted local concerts—is $447.80, he declared. The artists are "very anxious" for this business, he observed, and since CCS started operating it has meant an additional $1,750,000 gross for them, of which they received about 80%. Revenue for the 1938-39 season amounted to about $600,000, he estimated.

Questioned by Mr. Porter to bring out the picture pertaining before CCS entered the field, Mr. Judson said formation of Community Concert Service had nothing to do with the management-merger into Columbia Concert Corp. in 1930, which, he added, was formed simply to yield greater financial stability and efficiency.

Listing the comparative aggregate billings of concert talent on CBS and NBC, Mr. Judson pointed out that all dealings are with agencies and that although the artist is always consulted about broadcasting engagements "because there are so many conditions to be



NOW — FULL TIME!

WEMP

Milwaukee

Choice Evening Time Still Available— But Hurry!

*Good Immediate Buy: U-P News Strip at 8 P.M.



THEME-MAKER and "utility" vice-president of CBS, Paul W. Kesten told the FCC Network Committee about the network's sales policies and practices, about operations, and even about television, which falls under his jurisdiction.

considered", the agency orders and CCC attempts to fill the orders, "not really concerned with the network on which it appears". Along this line, Judge Burns informed the record that "so far as CBS does any booking of concert artists, it is done by Columbia Concerts Corp."

Columbia Concerts Corp. bookings on NBC and CBS from its start follow:

Seasons	*NBC*	*CBS*
1931-1932	$137,450	$ 10,800
1932-1933	147,050	30,400
1933-1934	132,075	154,075
1934-1935	265,165	185,200
1935-1936	280,655	386,250
1936-1937	315,347	405,316
1937-1938	388,494	393,092
1938-1939	229,680	131,850

No Efforts Made to Raid Each Other's Artists

Mr. Judson declared there was no "division of territory" agreement between Community Concerts Service, and "the NBC affiliate", presumably NBC Artists Service, and expressed surprise that any such idea existed. He explained they did try to avoid disrupting a city's receptivity for concert attractions by both entering the same field, and in cases where NBC was already establishing itself in one field CCS looked to others rather than attempting to enter the same one. He added that such tactics would be impractical, since as a manager of artists CCC did not want to lose its own money and run the risk of conducting unsuccessful concerts and thus losing business for the artists.

He also stated that there was no raiding or luring away of artists, from the NBC groups to CCC or vice versa, simply because it would mean retaliation in kind. "We would not think of bringing about a breach of contract," he declared.

Community Concert Service at present serves about 375 cities, while the NBC subsidiary serves about 200 cities in the United States and Canada, he estimated, adding that there are about 1,000 cities throughout the country, including those already served, that are potential concert centers.

Asked by Mr. Porter about additional managerial interests of his own, Mr. Judson said he manages the New York Philharmonic Symphony, but "entirely separate" from his connection as president of CCC. His Philharmonic duties are confined solely to a capacity similar to that of a "business manager", he explained.

In dealings with local managers, as is done by CCS wherever possible, it will sell its artists to the local manager on a net fee, fee and percentage, or straight percentage basis, whichever is deemed most satisfactory for the artists. This fee is guaranteed by the local manager, and CCC gets a 20% commission.

CCC does "practically no business" with CBS, NBC, or MBS for talent for sustaining programs, he said, while although a "pretty good business" is done in the motion picture field, this is incidental to the regular concert business.

Financial Phases Are Covered by Padgett

Questioning Mr. Porter's exhaustive cross-examination of Mr. Judson on relations of Columbia Concert Corp. with local managers, after objection by Judge Burns, Commissioner Sykes explained that although the Committee was "anxious to get the facts," it did not want to become burdened with "a great number of extraneous facts." He continued, saying that "the Chairman of the Committee has said that he hoped the Committee would finish its work within 60 days."

Making a short appearance on the stand, before being dismissed subject to recall, Arthur S. Padgett, CBS auditor in charge of the auditing and tax departments, briefly described the financial connections between CBS, Columbia Concerts Corp. and Community Concert Service.

CBS at present owns about 55% of the voting tock and 128 shares of preferred stock in CCC, he said, including 8,800 shares of Class A stock acquired by CBS in December, 1930. As of July 1, 1938, CBS had advanced to and invested in CCC $548,340.43 which has not been repaid. Writeoffs on this item were made in 1931 and 1934 to conform with the CBS equity in CCC, he explained.

Explaining profit and loss statements offered by CBS, Mr. Padgett estimated the net annual average return at 2%, including interest and dividends, on CBS' investment in CCC. The profit and loss statements showed that in the fiscal year from June 6, 1937 to June 4, 1938, Columbia Concerts Corp. had a total income of $426,412.64, total expense of $332,374.67, and a profit of $94,037.97. During the same period Community Concerts Service, which he explained was treated as a division of CCC, had an income of $165,453.91; expenses, excluding federal income taxes, executive salaries, publicity, group insurance and other items, $145,036.09; and a net revenue of $20,417.82. He explained further that if the excluded expenses were allocated to CCS, the net revenue balance would be more than offset and CCS would operate at a loss.

Special Events Crews

WHIRLWIND activities of radio networks' special events departments are described in an article called "Brainstorm Department" by J. C. Furnas in the Jan. 28th issue of the *Saturday Evening Post*. Radio coverage of important events of the past such as floods, eclipses, and the recent European crisis by the ace news commentators and announcers of the three major networks is vividly depicted in the article, which Mr. Furnas brings to an end with optimistic predictions of future news coverage through television.

Bramhall Quits FCC

JOHN P. BRAMHALL, attorney on the FCC staff, has resigned effective Feb. 1. His future plans have not been announced, and as BROADCASTING went to press he could not be reached for a statement. With the FCC for several years, he was an examiner until the recent abolition of the Examining Department by Chairman McNinch, at which time he was switched to the Law Department.

HOUSE WAS SOLD
In Phoenix Before Program Was Finished

FOR A TOTAL outlay in radio advertising of $161.25, a Phoenix Ariz., realty firm has sold four houses and one lot, valued at a total of more than $15,000, in two weeks. The advertising represented three shows put on for Floyd W. Medlock's Yaple Park addition, two of which were remote broadcasts from one of the homes up for sale and the third from the studios of KTAR.

The house in which the Sunday broadcast originated was sold before the program finished. Three hundred automobiles visited the addition during the afternoon.

All of the broadcasts have been handled by Arthur Anderson, chief announcer at KTAR, who takes up the entire time simply talking about what a home can mean to any man, woman, or family, and about the advantages of that home in particular. Little effort is made to be entertaining, except to play on the natural desires of mankind to have a home, and to get as much home for his money as possible.

Mr. Medlock is so well pleased that he has already signed up for five more weeks of programs.

Drug Sponsors Leading In French Broadcasting

PHARMACEUTICAL products dominate sponsorship on private French broadcast stations, according to a recent report to the Department of Commerce by Lestrade Brown, assistant trade commissioner in Paris.

In analyzing radio advertisers in France, Mr. Brown finds that the 32 pharmaceutical accounts are divided into 16 specialties, 9 liver tonics and remedies and 7 fortifying tonics. Second group, garments and clothing, comprises 17 accounts divided into 8 women's readymade wear, 7 men's tailors and 2 children's clothing. Third group of 16 accounts consists of 9 beauty creams, 5 care of hair and scalp, 2 toothpaste.

The fourth group of 14 foodstuffs accounts comprises 7 coffee, 4 alimentary pastes such as macaroni, 3 chicory. The 12 furniture store accounts consist of 10 various and two children's. Sixth group consists of 8 aperitifs (including alcoholic beverages for consumption before meals). Others are 4 jewelers, 4 shoe-polish makers, 3 floor-polish, etc. Not included are radio receiver manufacturers, since few radio firms use broadcast publicity.

HARDWARE FIRM SELLS BY AIR
Markets Piscatorial Paraphernalia and Such With KSFO's 'Fishin' Fool'

By HERBERT LYSER
KSFO, San Francisco

ONE OF San Francisco's oldest commercial radio programs, *The Fishin' Fool*, is now in its eighth year at KSFO, CBS outlet in that city. In 1931 Ralph Stevens, popular Western sportsman, first went on KSFO to tell his fishing stories. He had been on the air only two weeks when B. Simon Hardware Company of Oakland bought *The Fishin' Fool* for a small sum.

Results were immediate. *The Fishin' Fool* brought thousands of fishing fans into the hardware store each week to buy tackle and hooks. Those same fishermen and many new ones are followers of both fishing and Ralph Stevens, popular because his broadcast is in rapid, spontaneous and enthusiastic delivery. He is probably the only man in the state who makes his hobby — fishing — a full-time job. Five days a week he is exploring the rivers and bays of Northern California in quest of the best fishing spots. Then on Friday nights for 15 minutes he tells KSFO listeners his fishing experiences. He tells them where the fish are running, how to get to the best fishing spots, what bait to take and what to expect in the way of results. If his own fishing trip of the week has produced only a small catch, he's honest about that, too. He tells of the currents and tides.

It has been high tide all the time for B. Simon Hardware as far as profits are concerned. The show has survived a raise in broadcast production cost of many hundred per cent since it was launched. The proprietor of the store attributes half his business to *The Fishin' Fool* and nearly 100 per cent of his advertising appropriation goes to this program.

Television Reactions

SPEAKER William B. Bankhead, of the House of Representatives, started the first showing of high-definition television in Washington Jan. 27 by RCA-NBC, using the NBC television trucks brought down from New York. The Speaker stood in front of the Agriculture Bldg. and was seen and heard in a row of experimental receivers at the National Press Club a half-mile away. Asked about the effect of televising the House Chamber, he said "it might make some members take their feet off the desks and quit chewing tobacco."

Meloripe in Northeast

MELORIPE FRUIT Co., Boston (bananas), is planning a campaign of one-minute spot announcements thrice daily on a list of New England stations. BBDO, New York, handles the account.

LIONEL WEIL, executive head of Weil's Fertilizer Works, Goldsboro, N. C., a regular user of WPTF, Raleigh, on Jan. 19 used WPTF to address the firm's employes.

THINGS IS SLOW IN GREASY CREEK (Ky.)!

Yes, Greasy Creek is a real Kentucky town—typical of dozens that are NOT included in WAVE's 43 Counties. WAVE's listening area is *important*—containing 67% more wired homes, and 200% more income-tax payers, than all the rest of Kentucky *combined* (93 counties)! . . . Write WAVE today for the *proof!*

An N. B. C. Outlet

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Move for Three-Man FCC

(Continued from Page 11)

Mr. McNinch said he had not yet begun the work on the bill, which would probably be quite short, but would submit it early the following week to the chairmen of the Senate and House committees.

The bill, it was brought out, would not go into "fundamentals" but deal only with reorganization of the Commission itself. Then, in about 30 or 60 days, the plan is to introduce the second bill for rewriting of the Communications Act of 1934 to include the new policy provisions. Meanwhile, the existing act, except for Commission personnel phases, would remain in full force.

It would be in connection with the second bill that extensive hearings would be held. More than likely the Senate Committee, rather than the House group, would launch these sessions, with the idea of "objective, constructive legislation," rather than muckraking. It is thought this strategy would eliminate any efforts to "smear" which might grow out of a single course of legislative action involving rewriting the law, both as to organization and policy matters.

Senator Wheeler said he had felt for a long time that the FCC should be reorganized. "Conditions have been such," he said, "that the Commission has not been getting ahead as rapidly or as efficiently as it should. Secondly, I have thought that the law itself ought to be amended or rewritten, and Senator White holds the same view."

Favor Three-Man Board

Both Senator Wheeler and Mr. McNinch agreed that a "three-man Commission is better than a five-man body." A five-man board had been suggested as a possibility but it now appears certain the proposed reorganization draft would provide for the smaller board. Despite that, it is thought a fight may be waged for a larger board on the ground perhaps that all regions should be represented and possibly for patronage purposes.

There is no thought of a single administrator with broad powers to sit under the newly-constituted Commission, at least for the present. Chairman McNinch denied emphaticaly that any complete bill had been drafted.

Senator Wheeler asserted he felt that Chairman McNinch "has done a good job in cleaning up a lot of things," but he said he thought there should be a "smaller commission" because there is "more controversy on the larger ones."

"So far as the fundamentals are concerned," Chairman McNinch then stated, "the President, the Senator and I are in agreement on the necessity for a reorganization, and generally as to the form and character of the new Commission.

Because the Senate committee of a score of members is smaller than the House committee, and because several of its members are more conversant with communications, it is thought the hearings will first be held on the new legislation before that body. In addition to Senator Wheeler, Senator White, co-author of the Radio Act of 1927, which is incorporated in the existing law enacted in 1934 in all essential details, is the ranking Republican member. Senator Chan Gurney, (R-S.D.), serving his first term, is former operator of WNAX, Yankton, S. D., and is a practical broadcaster. Senator Bone (D-Wash.) also has shown considerable interest in radio, and Senator Reed (R-Kan.) another new member, is former chairman of the Kansas Public Utilities Commission.

The proposed new law in its draft form, is expected to define sharply the administrative functions of the chairman of the new Commission in order to avert the existing FCC situation under which each of the seven considers himself co-equal in authority. Moreover, to emphasize the leadership reposed in the chairman, it is expected to stipulate a differential in salary, whereas all commissioners now receive $10,000 a year.

Statement of Policies

At his press conference Jan. 24, the President said it is well recognized that it is difficult for a Commission to perform the regulatory job if policies are not stated and objectives blocked out. The first undertaking, he said, should be to tell the new Commission what are the policies of the United States with respect to broadcasting and these should be evolved from hearings.

Disclaiming any final decision as to the type of agency which would be created, the President said simply that a half-dozen or more different "blueprints" have been discussed and that there would probably be a different setup entirely for the FCC. He indicated he regarded two or three of the proposals as workable.

Asked by eager newsmen what policies might be incorporated in the projected new law, the chief executive said that all such matters as newspaper ownership, transfers, and the like could be taken into account and specifically treated. When a newsman asked whether the control and influence over stations by the networks was involved, the President responded he regarded it as one of the problems.

The same thing holds for the telegraph and telephone fields — but to a lesser degree, Mr. Roosevelt declared, pointing out that there are only about three companies involved.

Within the Commission, all appeared to be fairly tranquil up to a fortnight ago, although there had been constant simmering under the surface. Chairman McNinch repeatedly has stated that he did not plan to make any legislative recommendations for some time. When the FCC committee on new rules governing broadcasting, which also embodied the superpower issue, suddenly released the first part of its report to the Commission on Jan. 18, subsurface pandemonium broke loose. The committee secretly had the report drafted and released, whereas the McNinch edict had been that all such matters clear through his recently revamped Information Section. Members of this committee were Case, chairman, Craven and Payne.

This action, it is thought, was the last straw so far as the fiery little North Carolinian was concerned. The trend of events since then appear to substantiate that view.

Accord With White's Views

The President's letter, together with his press conference statements, appear to accord with the views repeatedly expressed by Senator White who has been recognized as the best informed legislator on radio in Congress. Senator White has pointed out that the ex-

WFBL
Gets SOCONY-VACUUM *Contract*
Biggest in Syracuse History

Socony-Vacuum Oil Company is now sponsoring six regular news broadcasts every day and all news flashes over WFBL. This is the largest time-contract in Syracuse history. Thus Socony-Vacuum joins the many national and local advertisers who have found by experience that the favorite station of Central New York automobile owners is WFBL.

These automobile owners set the buying pace for Syracuse and Central New York. They own homes, buy more furniture, more groceries, more drugs, more clothes. No matter what you're selling, the quickest, most inexpensive way to sell it in Central New York is via the microphone of WFBL.

Write for rates and time available to WFBL, Syracuse, N. Y. or to Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

ting law, enacted originally in 927 as it pertains to radio, has ot been changed since then and iat an objective study is needed) incorporate in it definite policies elating to regulation and to in- ruct the regulatory body in ad- ance.

Members of the FCC as well as taff executives appeared before ie House Appropriations subcom- ittee Jan. 23 behind closed doors nd in what was described as a ather heated session. Committee iembers—including Wigglesworth R-Mass.), who has orated at ength against FCC methods; Dirk- on (R-Ill.), and Case (R-S.D.)— re understood to have led the uestioning. It was at this session iat Chairman McNinch revealed ie President's move in calling for new Commission structure.

Questioned by Committee

The chairman, it was reported rom the sessions, also was ques- ioned about the Commission's de- ision denying the CBS applica- ion to lease KSFO, San Francisco, nd about other matters, including he recent questionnaire on station wnership and business operations f licensees and stockholders. Apro- os KSFO, it is reported, he was sked why the Commission denied he application when it had grant- d others of a similar nature. The uestionnaire was criticized, it is nderstood, as so drastic that sta- ions would be forced to hire addi- ional personnel to answer them. ommissioner Walker was ques- ioned on his AT&T investigation vith its expenditure of $1,500,000, vhich has been sharply criticized.

Immediately following announce- nent of the President's proposal, hairman McNinch issued a state- nent in which he said he was wholly sympathetic with the Pres- dent's proposal for reorganization f the Commission." He added: "I ecommended to the President ometime ago that the Commission e reorganized. I shall have no urther comment to make at least ntil after I have conferred with hairman Wheeler and Chairman ea pursuant to the suggestion in he President's letter to them."

McNinch to Stay

While the sudden turn of events ame as a surprise, trouble has een brewing for many months. resident Roosevelt personally rafted Chairman McNinch to clean up" the FCC in October 937 on what was to be a tempo- ary assignment. Now, however, it ppears certain that the President esires to keep Chairman McNinch n this job even under the revised peration.

Commissioner Payne, who has een a storm center of the Com- nission, until recently has openly efied the chairman on numerous olicy matters. He was called o the White House recently and vhile no statements have been nade, he has since been extremely uiet. Reports trickling from the White House were that the Presi- ent expressed extreme dissatisfac- ion and even discussed a possible change" for the commissioner.

Commissioner Walker, former tilities commissioner in Oklahoma, vho was appointed in 1934 by resident Roosevelt, would be up or reappointment July 1.



ARTIST'S conception of the new building housing studios, transmitter and offices of KAST, Astoria, Ore., now under construction on the shores of Youngs Bay. The structure is expected to be ready for occupancy within three months, and the 188-foot Lehigh vertical tower was erected on the site late in January. Lawrence King is chief engineer of KAST.

Capitol Hill Opposition Seen To Plan for FCC Revision

By WALTER BROWN

PRESIDENT Roosevelt's recommendation that Congress make a broad study of the communications field with the view of enacting a new legal framework and administrative machinery for control and further development of radio broadcasting, along with telephone and telegraph facilities, came as a complete surprise to Capitol Hill and all other discussion of radio legislation was immediately relegated into the background.

The first reaction was favorable to Mr. Roosevelt's letter calling for Congressional action to put the FCC house in order, and Chairman McNinch's subsequent conferences with Chairman Wheeler and Chairman Lea of the Senate and House committees which handle the legislation. But as more serious study was given to the proposals, especially the reported plan to abolish the present seven-man Commission and set up a three-man Commission, bubbles of opposition began to develop.

McNinch Popular

Chairman McNinch is held in high esteem by a large majority of members of Congress and the backing given the three-man Commission proposal by Chairman Wheeler greatly strengthened his hand in getting through the reform legislation he desires. His difficulty, however, is going to be in keeping down sentiment that the reorganization proposal is a plan to discharge seven men in order that the President can appoint three more and thereby secure greater control over the communications field.

Because of Chairman McNinch's popularity on Capitol Hill, coupled with a general feeling that something should be done to correct the internal broils that have prevented the FCC from doing the job cut out for it when the FCC act was passed in 1934, some reorganization bill will likely pass at this session but not until after hearings and debate which may last for several weeks. There was a time when a legislative proposal from downtown could be rushed through in a week or two but that day has gone and every measure, especially one as far-reaching as reorganizing a quasi-judicial body, is closely scrutinized both in committees and on the House and Senate floors.

Whether Chairman McNinch has improved his position by dividing the legislation remains to be seen. Some members have expressed the opinion that the whole subject should be handled in one bill and Congress should not take two bites at it. Others see much merit in the McNinch strategy.

Final outcome of the legislation to a large extent will depend on Chairman McNinch's ability to sell Congress on the need for a thorough overhauling of the FCC machinery and to further prove to the complete satisfaction of Congress that there is no desire on the part of the Administration for a "packed" Commission.

Another development, which on the surface has no relation to FCC reorganization but figures in off-the-record conversation of members, is President Roosevelt's appointment of Thomas R. Amlie, former Progressive member of Congress from Wisconsin, to a place on the Interstate Commerce Commission. The appointment "shocked" the House, to use the words of a Representative recognized as one of the big four in the Democratic leadership.

Investigations Sought

One not familiar with Capitol Hill methods and manners will quite naturally ask what this has to do with FCC reorganization. Simply this: The new bill is expected to ask Congress to abolish the jobs of seven men on a particular Commission and appoint three others to do the same work. Before the debate on this legislation is over Mr. Amlie's appointment will be cited time and time again as the type of man Mr. Roosevelt desires to put in power on quasi-judicial commissions.

Immediately after President Roosevelt's letter to Mr. Wheeler and Mr. Lea was released, Rep. Wigglesworth (R-Mass.), and Rep. Connery (D-Mass.), introduced resolutions calling for a House investigation of the FCC. The two members proposed such a resolution at the last session and with the aid of the then Chairman John O'Connor (defeated in the November election) of the House Rules committee, brought the issue to the House floor for a vote. The resolution was overwhelmingly defeated.

Senator Schwellenbach (D-Wash.) introduced in the Senate three bills designed to bring about a greater freedom of expression on the air for speakers on public, social, political, economic and educational problems and to prevent the FCC from applying a rigid form of censorship.

He told BROADCASTING his proposals were involved in the President's request for a new definition of policy by Congress on radio matters and for this reason he would not press for action on his bills until the general subject came up before the Senate Interstate Commerce Committee.

Senator Herring (D-Iowa) has on his desk a bill proposing a greater degree of censorship by the FCC over radio programs. He intends to drop it in the hopper at an early date but it is expected to be considered with general legislation.

Celler Bill Again

Rep. Celler (D-N. Y.) has reintroduced his bill calling for Government construction of a superpower shortwave station for transmission of programs to "all parts of the United States and from this country to other countries in the Western Hemisphere." This time he suggests a station in Panama.

The broadcasting industry opposed the first Celler bill as an entering wedge for Government operation of radio stations. On the other side of picture is a strong feeling on Capitol Hill that the United States should do everything possible to encourage friendly relations with Latin America.

The Celler bill authorizes the Secretary of Navy to construct the Pan American radio station, its policies and programs to be determined by an advisory council headed by the Secretary of State. It was referred to the House Naval Affairs Committee. Chairman Vinson (D-Ga.) has sent the bill to the agencies involved for a new report as to the desirability of its passage. He and his fellow committeemen showed clear opposition to Celler's first bill last year, and refused to report it out.

Taking the position that broadcasters should not be subjected to the same strict libel laws that are in force for newspapers, Rep. Celler has also introduced a bill dealing with civil liability concerning suits in defamation. The bill proposes "that the owner, lessee or operator of a radio broadcasting station, and the agents or employees of any such owner, lessee, licensee or operator, shall not be liable for any damages for any libelous and/or defamatory statement published or uttered in or as a part of a radio broadcast, by one other than such owner, lessee, licensee or operator, or agent or employee thereof, if such owner, lessee, licensee, operator, agent or employee shall prove the exercise of due care to prevent the publication or utterance of such statement or statements in such broadcast."

THREE TO SPONSOR GOTHAM BASEBALL

THREE advertisers will cooperate in sponsoring the play-by-play broadcasts of the home games of the New York Giants and Yankees during the coming season. For this series, General Mills and Socony-Vacuum Oil Corp., who have shared baseball broadcasts previously and who this year are cosponsoring the broadcasts of all games, both home and abroad, of the Brooklyn Dodgers, will be joined by Procter & Gamble Co. Games will be broadcast on WABC, New York, whenever either team is in town, with the exception of Sundays, when the games will not be aired. Details of the arrangements, which were made for the sponsors by William J. Slocum, formerly a New York baseball reporter, have not been divulged as yet.

Announcement was made Jan. 25 in identical press releases issued by the two clubs, as follows: "Terms were agreed upon tonight between the Yankees and Giants and a group of advertisers consisting of General Mills, Socony-Vacuum and Procter & Gamble for the broadcasting of games in New York during the coming season. Contracts have not yet been signed. The games will be broadcast over Station WABC and there will be no Sunday broadcast. Negotiations for the advertisers were conducted by Bill Slocum."

Macaroni Campaign

CATTELLI FOOD PRODUCTS Ltd., Montreal (macaroni products) started on Jan. 16 a three-weekly transcribed dramatized series on CFRB and CKCL, Toronto; CKOC, Hamilton, Ont.; CFPL, London, Ont.; CKCR, Kitchener, Ont.; CJCS, Stratford, Ont.; CFCO, Chatham, Ont.; CBO, Ottawa; CFRC, Kingston, Ont.; CFCF, Montreal; CHNS, Halifax; CJCB, Sydney, N. S.; CFCY, Charlottetown, P. E. I.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B. The list will be extended to western Canada later in the season. Transcriptions were cut by Grow & Pitcher Broadcasting Agencies, Toronto, and account placed by E. W. Reynolds & Co., Toronto.

Wired Radio Copyrights

WIRED radio services, such as Muzak Inc., New York, will have to obtain special recording licenses from music copyright owners after June 30, 1939, according to the Music Publishers Protective Association. This will mean payment of an additional fee by transcription manufacturers if they want to continue furnishing wired radio outfits with the same assortment of library discs that they now rent to broadcasters.

FRANCE with its Parisian night life, gay cafes, suburbs and provinces will be transported to America in a new series of international exchange programs arranged by NBC in cooperation with the Administration des Postes, Telegraphes et Telephones, official French broadcasting system. The series will be heard every Tuesday on NBC-Blue beginning Feb. 7, 6:05-6:30 p. m. (EST).

SAWYER BISCUIT Co., Chicago, will sponsor *Dugout Dope* on WBBM, Chicago, during the 1939 baseball season, five minutes daily from the dugout just before the game featuring interviews with stars. Neisser-Myerhoff Inc., Chicago, is agency.

Late Personal Notes

ANGELA McCOSKER, daughter of Alfred J. McCosker, president of WOR, Newark, and chairman of the board of MBS, was married at the Catholic Church of St. Ignatius Loyola in New York Feb. 26, to Sheldon Van Dolen, of New York.

THOMAS GRANDIN, recently appointed CBS representative in Paris, reported on the condition of Barcelona Jan. 28 in a trans-Atlantic broadcast from Perpignan, France. He first flew to Barcelona to inspect the city that had just fallen to the Franco forces and then flew to Perpignan, just across the border, for the broadcast.

GAIL NORTHE, fashion director of the Texas State Network, who is now visiting in New York getting first-hand information about the forthcoming spring styles, did a quarter-hour broadcast over the full Mutual Network Jan. 27, with Alice Hughes, syndicated fashion columnist, as her guest.

NICHOLAS PEDROSO, formerly public relations director for several large American companies operating in South America, has been appointed director of South American programs for W3XAU, international shortwave adjunct of WCAU, Philadelphia.

PAUL A. LOYET, technical director of WHO, Des Moines, addresses the local Lincoln High School physics class Jan. 3, while Bill Brown, sports editor, and Harold Fair, program director, on the same day speak before the local Chamber of Commerce.

AL FITZPATRICK, engineer of WCFL, Chicago, suffered painful injuries Jan. 24 when a truck crashed into his car. Milt Fenner, WCFL engineer, has returned to work following a severe attack of bronchial asthma.

WALLACE WERBLE has resigned as Southern manager of Transradio Press, effective Feb. 6. Mr. Werble became Southern manager in February, 1938, after having served as Washington bureau manager for the same news service. Mr. Werble said his future plans will be made public in a couple of weeks.

HOMER HOGAN, one-time manager of KYW, Chicago (now Philadelphia) and later Chicago head of International Radio Sales and manager of WCLO, Janesville, Wis., has been elected vice-president of First United Broadcasters, Chicago agency.

GEORGE LASKER, former commercial manager of WPEN, Philadelphia, has replaced W. Cort Treat as general manager of WORL, Boston. Mr. Treat has held the position since April, 1937.

C. MERWIN DOBYNS, owner and general manager of KGER, Long Beach, Cal., has returned to his station duties after a four weeks business trip to Chicago and Detroit.

RUPE WERLING, new member of the announcing staff of WIBG, Glenside, Pa., formerly with WTNJ, Trenton, N. J., and Archie Sichel of the engineering staff have started a 7 a. m. novelty program titled *World's Worst Program.*

CHARLES SINGER, shortwave engineer of WOR, Newark, will be aboard the *Normandie* handling technical details for a Feb. 5 (2:30-3 p. m., EST) broadcast to WOR and the Mutual Network during its annual New York to Rio de Janiero cruise, the second time WOR and MBS have carried the rebroadcast from the annual cruise.

FCC Must Consider Economics

(*Continued from page 18*)

made concerning the matter of economic injury."

While a station is not a public utility in the same sense as a railroad, the court continued, radio communication nevertheless constitutes interstate commerce and involves the public interest. "Since the power of Congress has not been extended to the point of regulating rates for service or the establishment of rules requiring like service for the entire public, or limiting profits on the basis of investment or otherwise, the term—public interest, convenience and necessity—should not be given such a broad meaning as has been applied to it elsewhere in the interpretation of public utility legislation," the opinion said.

The court declared the act clearly contemplates that consideration be given the equities of existing stations and that in many cases where it is shown the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are "overweening reasons of a public nature for granting it". In this connection, the court quoted from several other cases in which it discussed the economic factor, including the KSD and Great Western cases.

Disastrous for Both

Pointing out that the Commission conceded no finding was made upon the economic injury issue but urged that WKBB, although given opportunity to do so had failed to furnish evidence to establish the issue, the court held the Commission's conclusion that it was not required to make a finding on this subject did not follow. It said the economic injury issue had been clearly presented and the Commission "was bound to decide it one way or the other, and to make appropriate findings of fact in support of its decision."

"Absence of findings, whatever the reason therefor," it said, "cannot take the place of adequate findings, and the Commission's decision as to "public interest, convenience, and necessity cannot stand unless supported by such findings."

Despite the Commission's contention that the new station would operate only daytime as against full time for WKBB and that the latter has a network affiliation which would limit the degree of competition, the court said the conclusion was inescapable that economic competition between the two "will cover the entire area served by appellant and that if the available potential economic support in that area is inadequate, the result may be disastrous for appellant or for both."

Regarding the WKBB contention of improper action by the Commission in considering additional reports aside from actual evidence in arriving at its decision, the court said that the Commission contended these reports were not considered. Then the court said that even the necessity of administrative efficiency cannot excuse "the use of star chamber procedures to deprive a citizen of a fair hearing." However, it said that WKBB's assertion of improper action was entirely unsupported by the record and contradicted by the Commission's positive denial. Under the circumstances, it said the presumptions of regularity of official conduct "is controlling".

Feathers From Afar

FEATHERS from 41 States have been made into a pillow by WLS, Chicago, and a contest will soon be run to see which listener gets the *Smile-A-While* pillow. Program by that title is aired on WLS from 5:30 to 6 a. m. six weekly. Listener response is tested occasionally by antics like this one.

CURTIS MASON, co-chief engineer of KFI-KECA, Los Angeles, is the father of a 7½ pound boy, born Jan. 24.

LEE COOLEY, formerly announcer-producer of KFWB, Hollywood, has joined KHJ, Los Angeles, in a similar capacity.

MERRILL INCH, continuity director of KOH, Reno, Nev., recently became the father of a baby boy, named Dennis Brian Inch.

H. WESTON CONANT, NBC sound effects man, on Jan. 23 became the father of a girl, his second child.

KLAUS LANSBERG, formerly with the Farnsworth Television Studios, on Jan. 30 joined NBC as a television engineer.

Fleischmann Test

STANDARD BRANDS, New York (Fleischmann's Foil Yeast), through J. Walter Thompson Co., that city, on Jan. 16 started for 26 weeks a five-weekly quarter-hour adventure mystery series *I Love a Mystery*, on 5 NBC-Pacific Red stations (KFI KPO KGW KOMO KHQ), Monday through Friday, 3:15-3:30 p. m. Transcribed version is being sponsored on WTAR, Norfolk, Va. West Coast release is a test campaign, and if successful, the series will go transcontinental on NBC-Red network. Carlton E. Morse, author of *One Man's Family*, sponsored by Standard Brands (Tenderleaf tea), on NBC-Red, is also writing the new series. John Christ of J. Walter Thompson Co., Hollywood staff, is producer.

Larus Renews on 9

LARUS & BROS., Richmond, Va., which started a 13-week spot campaign for Edgeworth tobacco and Domino cigarettes on Dec. 1 will renew the schedule on the following eastern stations: WTAG WSPR WPTF WCSH WJSV WTBO WSAL WBAL and WBT. Warwick & Legler, New York, placed the account.

ARTHUR SEARS HENNING, chief of the *Chicago Tribune* Washington bureau, on Jan. 15 resumed his Sunday, 7:45:8 p. m. (CST), series of *Capitol Comments* by direct line to WGN. Richard Wilson, Washington correspondent of the *Des Moines Register & Tribune*, does his weekly broadcast via transcriptions cut in Washington and mailed to KSO and KRNT.

TELEVISION'S first woman program director, Miss Thelma A. Prescott, has been added to the staff of NBC to represent the feminine interest in this new art, it was announced Jan. 23 by Thomas H. Hutchinson, director of television programs. Miss Prescott will produce fashion shows and other programs with appeal primarily to women.

EUCLID CANDY Co. of California, San Francisco, on Feb. 5 starts a quarter-hour Sunday afternoon disc show titled *Headlines on Parade* on WBBM, Chicago. Sidney Garfinkel Adv. Agency, San Francisco, has the account.

"You know darn well we don't want to miss an issue"

WBNX BROADCASTING CO., Inc.
260 EAST 161st STREET
NEW YORK CITY

Executive Office

Broadcasting
Suite 870
National Press Bldg.
Washington, D. C.

Att: Mr. Gate Taylor

Gentlemen:

I don't like the way you write your letter of the 13th, quote: "If you contemplate using----". You know darn well we don't want to miss an issue so if we should overlook sending in material, run the last "ad" and talk about it afterwards.

But don't let us miss an issue or you will have some explaining to do.

Very truly yours,
WBNX BROADCASTING CO., INC.
W. C. Alcorn
Vice-Pres. & Gen.Mgr.

WCA:SR

Of course, WBNX doesn't want to miss an issue of BROADCASTING. It ran its first ad January 1, 1935 and hasn't missed since. WBNX finds it's good business to use BROADCASTING consistently. You'll find it's good business to start *your* schedule now!

BROADCASTING
Broadcast Advertising

Radio Big Factor In Infantile Drive

Networks and Stations Active In President's Birthday Fund

RADIO has been used widely during the annual "March of Dimes" campaign for the National Foundation for Infantile Paralysis, which started on Jan. 16 and ended on the night of Jan. 30, when balls were given all over the country in honor of President Roosevelt's 57th birthday.

During the two-week campaign, "March of Dimes" buttons were sold for ten cents each, while direct appeals for the fund to fight the disease were handled in the New York area by a spot radio campaign under the sponsorship of the Greater New York Committee headed by Gen. Hugh S. Johnson. One-minute announcements by celebrated personalities were broadcast in New York on WMCA, WNEW, WHN, WARD, WINS, WBNX, WEVD, WQXR, WHOM, WNYC, WOV and WBBC.

Sunday Observance

The Radio News Division of the Committee for the Celebration of the President's Birthday in New York sent out special news announcements on the drive to all stations in the country for use as fillers on sustaining programs, and various single broadcasts were offered in cooperation with the campaign. Women council members of the Federation met with Mrs. Roosevelt for a round-table conference which was broadcast on NBC. William Green, president of AFL, spoke on MBS on behalf of the drive. On Jan. 25, the *Gang Busters* program, sponsored by Colgate-Palmolive-Peet Co. on CBS, featured a complete case history of infantile paralysis, followed by a plea for citizen cooperation against the disease by Gen. Hugh Johnson.

Sunday, Jan. 22, was observed throughout the nation as "Infantile Paralysis Sunday" by clergymen in their sermons, while that evening Eddie Cantor, chairman of the March of Dimes Committee, presented a unison appeal for the campaign by outstanding stage, screen, and radio personalities on a special coast-to-coast broadcast, carried by NBC, CBS, MBS and relayed to independent stations, including WMCA, WHOM, and WHN, New York, and others.

The program, from 11 p. m. to 12 midnight, featured a talk by Eddie Cantor explaining the purpose of the broadcast and explaining that half of each contribution received by the foundation is returned to the county from which it is sent and the other half distributed among groups engaged in infantile paralysis research. Talks were also heard on the broadcast by Keith Morgan, national chairman of the Foundation, Gen. Johnson of the New York Committee, and Dorothy Thompson, commentator.

"Mile of Dimes"

WRC and WMAL, NBC Washington stations, organized a "Mile of Dimes" campaign. Beneath a red striped canopy a red and blue stand stretched 33 feet in front of the NBC studios. A track was divided into narrow strips to be filled six times to complete the mile. A police guard was stationed at the stand. Within 11 days some 60,000 of the needed 90,514 dimes had been placed on the track.

Contests among State societies and other competitive groups were organized. NBC - Washington announcers had their own contest. First to appear at the canopy was Mrs. Franklin D. Roosevelt.

Long Talent Contract

STANDARD BRANDS, New York (Tenderleaf Tea), has placed Carlton E. Morse, writer, and entire cast of the weekly NBC-Red network serial *One Man's Family* under exclusive contract extending through 1945. Present contract extends through December 1940, with the renewal effective Jan. 1, 1941 to Dec. 19, 1945. *One Man's Family* started under its present sponsorship on Feb. 13, 1935. Contract is radio's second longest, being exceeded in length by Bing Crosby's 10-year agreement with Kraft Phenix Cheese Corp.

Kellogg Bran Disc

KELLOGG Co., Battle Creek, Mich. (Post bran flakes), on Jan. 23 started a five-weekly quarter-hour disc series on WGN, Chicago, titled *Young Dr. Malone*. Agency is Benton & Bowles, New York.

Challenge From Cuba

RENE CANIZARES, who broadcasts the *Esso Reporter* program on CMQ-COCQ, Havana, is questioning the claim of Peter Grant, news broadcaster for WLW, Cincinnati, for the title of the fastest talking announcer on the air. Mr. Canizares claims that, although they both average about 2600 words in the quarter-hour programs, Spanish words have to be spoken a lot faster than the same number of English words in order to squeeze them into the allotted time.

NATIONAL UNION RADIO Corp., Newark, has established a television testing laboratory, for use of receiver firms in gauging the efficiency of circuits and equipment, under joint direction of W. M. Perkins and M. G. Nicholson.

1938 Business of Broadcasting

(*Continued from Page 9*)

limited time clear channel stations of 50 kw. power and up experienced an average gain of about 7%, while unlimited time regional stations, other than high-powered, seem to have increased their revenues no more than 2%.

"Some evidence of a widening of the economic base of the medium is to be found in the fact that all classes of local stations seem to have increased their revenues by more than average amounts. The gain for local stations as a whole was approximately 10% as compared to a general increase of slightly less than 5%.

Regional Trends

"As to geographic distribution, while complete data again is not available on this point, there is ample reason to believe that most of the trends indicated for the period 1935-37 have continued during the year just closed. Only one exception is to be noted; the Pacific and Mountain States, which gained approximately 15% over 1937 following several comparatively dull seasons.

"The second greatest gain was in the case of the East South Central and South Atlantic States, both of which increased their radio advertising volume in the neighborhood of 10%. The smallest relative increases occurred in the New England-Middle Atlantic-East North Central State region, where the average gain seems to have been no more than 1.5% to 2%. Increases in the remainder of the country were approximately average.

"The smallest increase in advertising volume seems to have taken place in cities of 2,500,000 population and over. Available estimates indicate a probable gain of little more than 1.5%. Advertising revenues of stations in cities between 100,000 and 250,000 population rose in the neighborhood of 9% and those in communities of between 25,000 and 100,000 population about 7% to 8%. The greatest relative gain seems to have occurred on the part of stations situated in towns of from 10,000 to 25,000 population. The increase in this instance seems to have been in the neighborhood of 10% to 12%.

"Only scattered gains were experienced in the network field during 1938, though these included the principal categories of network advertisers. Cigar, cigarette and tobacco advertising increased 29.5% over the 1937 level. Drug and toilet goods volume rose 5.4%, foods and food beverages 22.5%, laundry soaps and housekeepers' supplies 25.7%. Other important gains included the confectionery, gum and ice cream, 23.1%; shoes and leather goods, 45%.

"The most important loss was in automotive advertising which declined 46.1%. Other decreases from the 1937 level were as follows: building materials, 47.0%; clothing, 20.5%; financial and insurance, 52.7%; house furnishings and furniture, 26.4%; jewelry and silverware, 65.2%; lubricants *and* petroleum products, 23.1%; paints and hardware, 22.3%; publishers, 37.1%; radios, phonographs and musical instruments, 43.0%.

"A matter of considerable interest is the fact that network sponsorship is concentrating increasingly in a few product categories, principally the tobacco, food, drug, cosmetic and laundry soap fields. In 1938 these represented approximately 80% of network volume as compared to 71.1% in 1937. While these products are undoubtedly of the type which can benefit most from the mass coverage provided by network advertising, a widening sponsorship is desirable to the long run future growth of the medium."

WXYZ Promotes True; Neff Joins Knox-Reeves

HAROLD TRUE, for nine years chief news announcer of WXYZ, Detroit, has been appointed studio manager, it was announced Jan. 25 by H. Allen Campbell, general manager. He replaces Russell H. Neff, who resigned to take an executive position in the radio division of Knox-Reeves Adv. Agency, Minneapolis.

Both True and Neff came to WXYZ from WTAM, Cleveland. True was studio manager for some time after coming to Detroit, but later devoted all of his time to news broadcasts and special commercial programs. He will continue to broadcast his *Day in Review* news program over the Michigan Network each weekday evening, and also *Town Talk*, the station's program of editorial opinion. Neff was a member of the WXYZ staff for more than seven years as program director and studio manager. In appreciation of his long service the company presented him with a watch, and members of the staff gave him a luggage set.

Tryouts Promoted

IN AN ATTEMPT to jog sponsor interest in sustaining talent and production ability, NBC Hollywood has invited agency representatives in that city to sit in judgment on its weekly half-hour "opportunity" series, titled *Idea Mart*, which started Jan. 20 for 10 weeks on the NBC-Pacific Red network, Fri. 6:30-7 p. m. Series will have staff producers Joe Parker, Arnold Maguire, Ted Sherdeman, Joe Thompson, Dave Elton, Bob Moss, Carlton E. Morse, Myron Button, Ted Hediger and Bob Redd producing in sequence. Each will be given "free hand" to show his ability and convert pet production ideas into actual broadcasts. Programs are being recorded and judges will pass on efforts after hearing the entire series. Judges are Joseph Stauffer, Young & Rubicam; Dan Danker, J. Walter Thompson Co. Tiny Ruffner, Ruthrauff & Ryan, Tom Revere, Benton & Bowles, and Tom McAvity, Lord & Thomas, plus representatives of film and radio trade publications.

FTC Stipulations

SEVEN corporations operating as Hemphill Schools Inc. and Hemphill Diesel Schools, and affiliated Vocational Service Inc. Schools including Thermo Air Conditioning Service Inc. and Aero Industries Technical Institute Inc., have agreed to cease alleged overstatements and misrepresentations in their advertising, according to announcement by the Federal Trade Commission. Midwest Radio Corp., Cincinnati, has agreed to cease certain alleged misrepresentations in its advertising. National Biscuit Co., New York, has been ordered to cease certain practices involving exclusive dealer contracts.

MAYOR Fiorello H. LaGuardia of New York City, while traveling from his home to the City Hall by automobile, and the Lord Mayor of London Major Sir Frank Henry Gowater proceeding in his coach of state from London's Mansion House to the Guildhall, carried on a two-way transatlantic radio conversation Jan. 24 on NBC-Blue.



ETE WEAVER (left) of Stillater, Okla., dropped in on Ben ezoff, WKY's news editor, for a nat in WKY's special broadcastg booth in the Oklahoma capitol.

WKY IS HONORED
By Oklahoma Legislature for Comment Series

HISTORY was written in the Oklahoma state legislature in January as the House of representatives unanimously passed a motion requesting the speaker of the house to write to WKY, Oklahoma City, to thank the station for the program *Capitol Comments* conducted by its news editor, Ben Bezoff. The motion put before the House by Rep. Pete Weaver of Stillwater, Okla., was written into the House Journal Jan. 19.

Action by the legislature was a complete reversal of policy, as a heated campaign was conducted prior to the present session to keep all radio representatives out of the chambers. Bezoff, himself a law student, disregarded the warning signs, on the basis that freedom of the air is equally as important as freedom of the press. He had his broadcasting booth erected next to the press box and microphones installed the day before the legislature convened.

Bezoff's *Capitol Comments* effectively removed the antagonism of those opposed to broadcasts from the capitol building. Not one vote blocked the motion.

WOAI Names Riddell

CORWIN RIDDELL has been named news editor and chief newscaster of WOAI, San Antonio, succeeding Ken McClure, who recently resigned to open his own business as public relations counsel in San Antonio. Mr. McClure, recently named one of the three leading newscasters in the country, is now broadcasting on WOAI his own quarter-hour weekly program of commentaries on incidents behind the news. Mr. Riddell, veteran San Antonio announcer, has taken over the night news broadcasts, sponsored on WOAI by the San Antonio Brewing Assn.

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News

is your best bet

TRANSRADIO

•

Canadian Broadcasters' Plans

(Continued from Page 14)

vor of private ownership of broadcasting rather than the present public private ownership.

Practically all broadcasters stated their time was fairly well booked during daytime hours, and that if they could use transcriptions in evening hours, they could sell all their evening time to national as well as local advertisers. Now many of them have to use CBC sustaining programs because there were no more CBC commercial national network programs available, the CBC not being in a position to sell all its evening time commercially. Early changes in regulations were favored by private broadcasters who feel they are hemmed in by too many restrictions. Most of the broadcasters stated that 1938 had been a good year, attributed to a considerable extent to the development of commercial networks by the CBC.

Those Attending

The roster of attendance at the CAB annual convention follows:

J. Annand, CFRC, Kingston, Ont.;
Gordon Anderson, CKOC, Hamilton, Ont.;
W. H. Backhouse, CKY, Winnipeg;
Mr. and Mrs. J. Beardall, CFCO, Chatham, Ont.;
L. Bewick, CHSJ, St. John, N. B.;
M. M. Blink, Standard Radio, Chicago;
Wm. C. Borrett, CHNS, Halifax, N. S.;
H. C. Buchanan, CHAB, Moose Jaw, Sask;
J. D. Buchanan, CKPC, Brantford, Ont.;
E. A. Byworth, Associated Broadcasting Co., Toronto;
J. Baydger, Grow & Pitcher Agencies, Toronto;
Bert Cairns, All-Canada Radio Facilities, Toronto;
J. E. Campeau, CKLW, Windsor, Ont.
Mr. and Mrs. H. R. Carson, CFAC, Calgary, Alta.;
Frank Chamberlain, Trans-Radio Press, Toronto;
George Chandler, CJOR, Vancouver, B. C.;
M. V. Chesnut, CKCK, Regina, Sask.;
Mr. and Mrs. N. P. Colwell, Canadian Facts Registered, Toronto;
Jack Cooke, Northern Broadcasting Co., Ltd., Toronto;
V. Dallin, CFQC, Saskatoon, Sask.;
Tom Darling, CFCH, North Bay, Ont.;
F. C. Dixon, RCA Victor, Montreal;
H. F. Dougall, CKPR, Fort William, Ont.;
Alex Dupont, CKCH, Hull, Que.;
R. Ford, CKOV, Kelowna, B. C.;
G. F. Eaton, Canadian Marconi Co., Toronto;
F. H. Elphicke, CJCA, Edmonton, Alta.;
M. M. Elliott, CFCF, Montreal, Que.;
Mr. and Mrs. M. F. Ellis, Ellis Adv. Co., Buffalo;
Mr. and Mrs. J. R. Ellis, Ellis Adv. Co., Buffalo;
L. Egner, NBC, New York;
T. A. Evans, Canadian Association of Broadcasters, Toronto;
W. C. Gartland, Star Radio, New York;
Dr. G. M. Geldert, CKCO, Ottawa, Ont.;
Vic George, Whitehall Broadcasting Co., Montreal;
Norman R. Goldman, BROADCASTING, Washington;
H. S. Gooderham, CKCL, Toronto;
D. S. Grow, Grow & Pitcher Agencies, Toronto;
E. P. Hardy, CHML, Hamilton, Ont.;
P. S. Hardinge, CKTB, St. Catherines, Ont.;
B. Hall, Whitehall Broadcasting Co., Montreal;
Guy Herbert, All-Canada Radio Facilities, Toronto;
Gordon Hyland, CJIC, Sault Ste. Marie, Ont.;
Dr. Chas. Houde, CHNC, New Carlisle, Que.;
R. W. Keyserlingk, British United Press, Montreal;
L. F. Knight, CFLC, Prescott, Ont.;
Phil Lalonde, CKAC, Montreal;
C. O. Langlois, Langlois & Wentworth, New York;
G. A. Lavoie, CJBR, Rimouski, Que.;
Al Leary, CKCL, Toronto;
Paul Lepage, CKCV, Quebec, Que.;
L. E. Leprohon, CKAC, Montreal;
G. Liddle, CKCR, Kitchener, Ont.;
Gordon Love, CFCN, Calgary, Alb.;
F. A. Lynde, CKCW, Moncton, N. B.;
M. Lefebvre, CHLP, Montreal;
J. H. McGillvra, New York;
Mr. and Mrs. C. P. MacGregor, C. P. MacGregor Inc., Hollywood;
H. R. McLaughlin, CJRC, CJGX, CJRM, Winnipeg, Man.;
M. Mason, CKSO, Sudbury, Ont.;
M. Maxwell, Associated Broadcasting Co., Montreal;
L. Mickles, Jr., Joseph Hershey McGillvra, Montreal;
W. C. Mitchell, CKCR, Kitchener, Ont.;
James Montagnes, Broadcasting, Toronto;
Mr. and Mrs. Robert Moore, Transradio Press, New York;
E. L. Moore, CFRB, Toronto;
Phil Morris, CFPL, London, Ont.;
A. A. Murphy, CFQC, Saskatoon, Sask.;
N. Nathanson, CJCB, Sydney, N. S.;
Vic Neilsen, CFCF, Montreal;
S. Neill, CFNB, Fredericton, N. B.;
J. Pavey, RCA Victor, Montreal;
R. E. Price, CKBI, Prince Albert, Sask.;
G. R. A. Rice, CFRN, Edmonton, Alberta;
Dawson Richardson, Inland Broadcasting Service, Winnipeg, Man.;
Lt. Col. and Mrs. K. S. Rogers, CFCY, Charlottetown, P. E. I.;
E. T. Sandell, CKTB, St. Catherines, Ont.;
Harry Sedgwick, CFRB, Toronto;
G. B. Shellon, CJKL, Kirkland Lake, Ont.;
A. Sherwood, Standard Radio, Inc., Chicago;
Jack Slatter, Toronto;
F. M. Squires, CJCS, Stratford, Ont.;
Ken Soble, CHML, Hamilton, Ont.;
N. H. Stovin, CBC, Toronto;
D. Studin, Star Radio, Chicago;
J. N. Thivierge, CHRC, Quebec;
C. Thomas, CFPL, London, Ont.;
Mr. and Mrs. J. J. Weed, Weed & Co., New York;
N. Weed, Weed & Co., Chicago;
Maurice Wetzel, NBC, Chicago;
Hal Williams, Dominion Broadcasting Co., Toronto;
W. J. Woodill, CKSO, Sudbury, Ont.;
Wm. Wren, CKGB, Timmins, Ont.;
J. C. Whitby, CJIC, Sault Ste. Marie, Ont.

LAMBERT PHARMICAL Co., St. Louis (Listerine) about Feb. 10, will add six stations to the nine Canadian stations carrying the weekly transcription *Drums*. Grow & Pitcher Broadcasting Agencies, Toronto, sold the transcriptions. Lambert & Feasley Inc., New York, placed the account.

Be Sure It's *Fairchild* ...

1. **The Fairchild F-26-2 Recorder, for example, paces the industry. Here's how:**

16" Turntable • Two speeds—78 and 33⅓ r.p.m. • Direct synchronous drive at 33⅓ r. p. m. assures split-second timing. • Crystal cutter head of new design • Improved recording amplifier.

2. **Fairchild tone fidelity and distortion-free range have amazed experts. And—our job is not done until you get maximum results ...**

"... it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

88-06 Van Wyck Boulevard Jamaica, L. I., N. Y.

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING's complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you — reach your next employer through BROADCASTING. Others have done it with success.

Wanted to Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 14 TO JANUARY 27, INCLUSIVE

Decisions . . .

JANUARY 14

MISCELLANEOUS—WKRC, Cincinnati, granted temp. auth. simul. WOSU 5 kw D to determine amount of interference; WJBW, New Orleans, renewal and mod. license hearing continued to 4-18-39.

JANUARY 16

KMPC, Beverly Hills, Cal.—Granted renewal license.

WRBL, Columbus, Ga.—Denied mod. CP to 1330 kc 1 kw unl. directional.

KIRO, Seattle—Granted extension exp. auth. 710 kc 1 kw unl.

KOVC, Valley City, N. D.—Granted auth. transfer control to R. Giselius, H. G. Harrington, Milton Holiday, J. P. Katz, Lloyd H. Lee, M. E. McCarty, Selma Manoles, C. J. Meredith, Karl J. Olsen, E. J. Pegg, O. S. Peterson, B. R. Pfusch, John Piller, J. J. Schmitz, Herman Stern.

KRBM, Bozeman, Mont.—Granted vol. assign. CP to KRBM Bcstrs.

SET FOR HEARING—KSCJ, Sioux City, Ia., CP increase N to 5 kw; NEW, Don Lee Bcstg. Co., San Francisco, CO television station; NEW, Lawrence J. Heller, Washington, exp. auth. synchronous station; WWRL, Woodside, L. I., mod. license to unl.

MISCELLANEOUS—KYA, San Francisco, continued hearing on renewal applic. to 2-27-39; WHOM, Jersey City, license extended 3 months pending report on certain broadcasts; NEW, Clarence A. Berger & Saul S. Freeman, Coeur D'Alene, Idaho, denied as in default mod. CP; WBNX, New York, denied reconsideration and grant renewal applic., set for hearing; KFRU, Columbia, Mo., denied petition further hearing applic. KVOD and KFEL, and motion in opposition filed by KVOD; motion to strike petition to remand, filed by KFEL, and opposition by KFRU, to said motions in opposition and to strike said petitions to remand.

JANUARY 17

WIBG, Glenside, Pa.—Granted CP move trans., new equip., radiator.

WEED, Rocky Mount, N. C.—Granted CP new trans.

WGRM, Grenada, Miss.—Granted license for CP increase D to 250 w.

KBND, Bend, Ore.—Granted license new station 1310 kc 100-250 w unl.

WMMN, Fairmont, W. Va.—Granted license aux. trans.

WILL, Urbana, Ill.—Granted license 5 kw D.

WJLS, Beckley, W. Va.—Granted mod. CP trans., studio sites etc.

ORAL ARGUMENTS—2-2-39; Citizens Voice & Air Show, Provo, Utah; Provo Bcstg. Co., Provo, Utah; KSAL, Salina, Kan.; WFBR, Baltimore; KFRO, Longview, Tex.; WOMI, Owensboro, Ky.

JANUARY 20

MISCELLANEOUS — KOB, Albuquerque, N. M,. granted extension temp. auth. 1180 kc 10 kw to 2-21-39; KEX, Portland, 5 kw 1180 kc to 2-21-39; KGCA, Decora, Ia., granted permission remain silent to 2-20-39; W2XMN, Alpine, N. J., granted temp. auth. frequency modulation tests; WCOV, Montgomery, Ala., denied temp. auth. operate unl.; NEW, Presque Isle Bcstg. Co., Erie, Pa., granted auth. take depositions; WMBO, Auburn, N. Y., granted petition intervene St. Lawrence Bcstg. Co.; NEW, Thomas R. McTammany, and NEW, W. H. Bates Jr., both of Modesto, Cal., granted dismissals without prejudice applics. new stations; KTHS, Hot Springs, Ark., granted dismissal without prejudice applic. change freq. etc.; WFIL, Philadelphia, granted petition dismissal applic. CP increase power, without prejudice.

JANUARY 24

MISCELLANEOUS — WGN, Chicago, granted temp. auth. use WENR transmitter for 30 days; WIRE, Indianapolis, granted license for CP move old trans. for use as auxiliary; KOOS, Marshfield, Ore., granted license new equip.; WOCB, Barnstable, Mass., granted mod. CP trans., studio sites, radiator; WSTP, Salisbury, N. C., granted license new station 1500 kc 100-250 w unl.

JANUARY 25

NEW, Eastern Carolina Bcstg. Co., Goldsboro, N. C.—Granted CP 1370 kc 100 w unl.

WMFD, Wilmington, N. C.—Granted CP increase to 100-250 w unl.

MISCELLANEOUS — KQW, San Jose, Cal., granted mod. CP move trans., change equip., directional antenna; NEW, Crosley Corp., Cincinnati, granted facsimile license experimentally; WREC, Memphis, granted vol. assignment license to WREC Bcstg. Service; WBAL, Baltimore, granted extension exp. auth. Simul.-KTHS and Synch.-WJZ; WTIC, Hartford, granted extension exp. auth. Simul.-KRLD; WESG, Elmira, N. Y., granted extension exp. auth. 1 kw 850 kc D; KRLD, Dallas, granted extension exp. auth. Simul.-WTIC; KTHS, Hot Springs, Ark., granted extension exp. auth. Simul.-WBAL; KWJJ, Portland, Ore., granted extension temp. auth. 1040 kc ltd.; KELO, Sioux Falls, S. D., granted CP increase D to 250 w; WAAF, Chicago, granted leave amend applic. transfer control; WGH, Newport News, Va., granted petition reconsider and grant without hearing applic. transfer control to Daily Press Inc.; KDNC, Lewistown, Mont., retired to closed files applic. mod. CP; KGBU, Ketchikan, Alaska, temporary extension license; KUMA, Yuma, Ariz., W. A. Patterson, Chattanooga, and Port Huron Bcstg. Co., Port Huron, Mich., temporary extension licenses; KUSD, Vermillion, S. D., same; KVOS, Bellingham, Wash., same.

SET FOR HEARING—KRBA, Lufkin, Tex., CP increase D to 250 w; KTRB, Modesto, Cal., license renewal; WESG, Elmira, license renewal; WJAG, Norfolk, Neb., license renewal; KWJJ, Portland, Ore., license renewal; WHKC, Columbus, license renewal; WMAQ, Chicago, license renewal; WLW, Cincinnati, extension exp. auth. 500 kw; WEAU, Eau Claire, Wis., CP increase 1 to 5 kw; WHMA, Anniston, Ala., increase to unl.; NEW, C. T. Sherer Co., Worcester, Mass., CP 1200 kc 100-250 w unl.; NEW, Cabarrus Bcstg. Co., Concord, N. C., CP 1370 kc 100-250 w unl.; NEW, M. C. Reese, Phoenix, Ariz., CP amended to 1200 kc 100-250 w unl.; WMBR, Jacksonville, Fla., CP amended re trans., studio sites, change 1370 kc 100-250 w to 1120 kc 500 w 1 kw D; KFVD, Los Angeles, mod. license to 500 w 1 kw D unl.; NEW, W. B. Greenwald, Topeka, CP 1370 kc 100-250 w unl.; KSAM, Huntsville, Tex., CP increase D to 250 w; WJMS, Ashland, Wis., CP amended to 1370 kc 100 w unl.; NEW, Bellingham Bcstg. Co., Bellingham, Wash., CP 1200 kc 100-250 w unl.; KOVC, Valley City, N. D., CP change equip., change 1500 kc 100-250 w D to 1340 kc 500 w 1 kw D; KTSW, Emporia, Kan., mod. CP D to unl.; WQDM, St. Albans, Vt., mod. license to LS Cleveland; KPLT, Paris, Tex., mod. license to 100-250 w unl.

KROY, Sacramento—Mod. license to 100 w unl.

JANUARY 17

KGCA, Decorah, Ia.—License use KWLC trans., move studio locally.

WIBM, Jackson, Mich.; WMFR, High Point, N. C.; KRLH, Midland, Tex.—License for CP amended re hours.

JANUARY 19

NBC, New York—Extension auth. transmit recorded programs to Canada.

WFAS, White Plains, N. Y.—Mod. license to Shl-WGBB, WBRB.

WGCM, Mississippi City—Mod. license move studio in Gulfport.

WHBF, Rock Island, Ill.—License for CP change freq., power etc.

KMJ, Fresno, Cal.—Extension exp. auth. facsimile.

JANUARY 20

NBC, New York—Extension auth. Canadian transmissions.

KQV, Pittsburgh—Mod. license N to 1 kw.

KDKA, Pittsburgh — CP move trans., amended re site.

WGBF, Evansville, Ind.—CP new trans., antenna, change 630 kc 500 w 1 kw D to 1250 kc 1 kw D, unl.; KFRU, Columbia, Mo., CP change 630 kc 500 w 1 kw D to 1370 kc 100-250 w unl.; KXOK, St. Louis, CP change 1250 kc 1 kw to 630 kc 1 kw 5 kw D.

JANUARY 24

KINY, Juneau, Alaska—CP change 1430 kc 250 w to 740 kc 1 kw.

WJNO, West Palm Beach, Fla.—Mod. license N to 250 w.

NEW, Patrick Henry Bcstg. Co., Martinsville, Va.—CP 1420 kc 100-250 w unl.

KSEI, Pocatello, Idaho—License for new trans.

JANUARY 26

NEW, Brown County Bcstg. Co., Brownwood, Tex.—CP 990 kc 1 kw D.

WCOV, Montgomery, Ala.—License for new station.

KONO, San Antonio—Mod. license Sh. -KMAC to unl.

JANUARY 27

KRBC, Abilene, Tex.—Mod. license N to 250 w.

Examiners' Reports . . .

NEW, J. Samuel Brody, Sumter, S. C.; WIS, Columbia, S. C.—Examiner Bramhall recommended (I-761) that applic. J. Samuel Brody CP 1310 kc 100-250 w unl. be denied; that applic. WIX exp. auth. satellite station at Sumter be granted.

Applications . . .

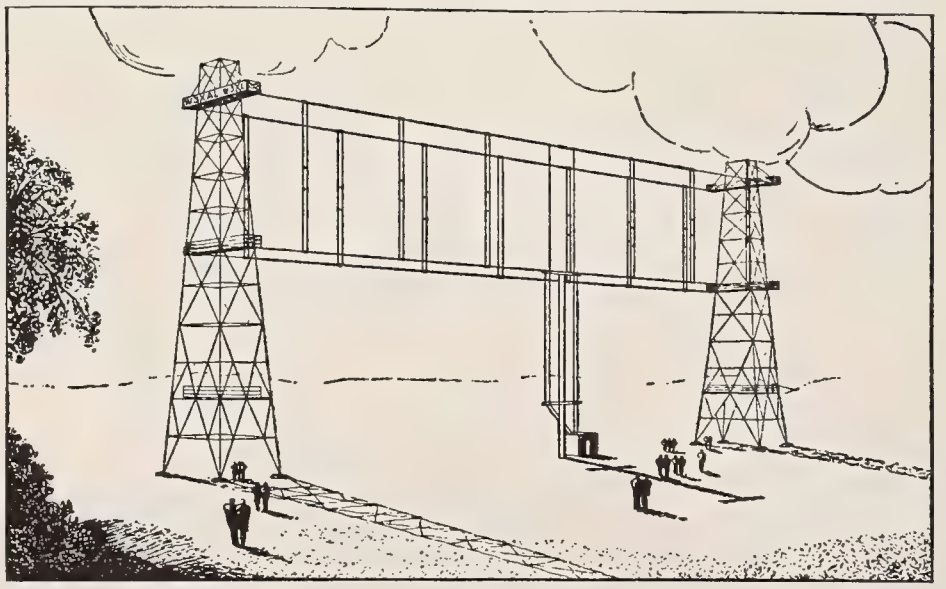
JANUARY 14

NEW, John F. Arrington Jr., Valdosta, Ga.—CP 1230 kc 250 w D, amended to unl.

KGKL, San Angelo, Tex.—Mod. license N to 250 w.

WNYC at Fair

WNYC, New York's municipal station, has set up three master control studios and an auditorium studio to seat 250 persons in the City of New York Bldg. at the New York World's Fair, which houses some of the administrative offices and city exhibits, and will be used after the Fair has closed as an athletic building for city projects.



BROADSIDE TYPE of antenna; a sketch of new directive shortwavers installed at Bound Brook, N. J., for NBC's international stations W3XAL and W3XL, which will concentrate signals of 25,000 watts to Latin America with an effective strength equivalent to 600,000 watts on 9670 and 21630 kc. Two of these transmitters are now operating, each consisting of two 150-foot towers 350 feet apart, so constructed that the center of the beam can be changed to an angle of 20 degrees so as to direct American program signals to various points in South America.

Brussels Radio Session Discusses Proposal for Wavelength Distribution

THE conference held in Brussels under the auspices of the International Broadcasting Union (UIR), which includes among its members almost every broadcasting organization in Europe and principal organizations overseas, ended in latter November under the chairmanship of Monsieur A. Dubois, of Holland. Technical matters were discussed at meetings which were attended by about 125 delegates representing 30 countries.

The technical commission met under the chairmanship of R. Braillard, director of the Centre de Controle Technique of the UIR, to prepare a draft plan of wavelength distribution among the broadcasting organizations in the European region.

The various resolutions taken by the Assembly as well as the draft wave plan drawn up by the committee of experts after submission to the Council of the UIR will be passed to the Governments of the European region through the intermediary of the International Bureau of Telecommunications at Berne. The final wave plan will be discussed and adopted during the European Broadcasting Conference to be held in Switzerland next Spring.

Acoustics Test Device For Studios Developed

TO TEST the acoustics of a studio more easily and accurately than has previously been possible, H. A. Chinn and V. N. James of the CBS general engineering staff have developed a complicated piece of apparatus which is technically described as "a new portable audio frequency measuring assembly for reverberation and other acoustic measurements. In addition the equipment provides means for automatic response versus frequency measurements of audio and acoustic equipment components and of complete audio systems."

In the early days of broadcasting, when studios were either alive with echoes or deadened with heavy draperies and the present day wall and ceiling materials for studios were just being developed, engineers used specially-designed organ pipes to test the acoustical properties. But these pipes could not change pitch very rapidly and so produced "standing waves" of sound which showed a perverse tendency to pile up in certain parts of the rooms. This disadvantage is dispelled by the new apparatus, which produces a flute-like tone that can run through the frequency ranges from the bass thunder of 20 cycles per second to the almost inaudible squeak of 17,000 c.p.s. (4,000 is about tops for a piano) in three seconds.

In addition to recording sound decay, the new machine can be used to show up any noise leaking into the studio from outside.

Network Accounts

All time EST unless otherwise indicated.

New Business

TILLAMOOK COUNTY CREAMERY ASSN., Tillamook, Ore. (cheese) on Jan. 19 starts *Benny Walker's Kitchen* on 5 NBC-Pacific Red stations, Thurs., 9:45-10 a. m. (PST). Agency: Botsford, Constantine & Gardner, Portland.

STANDARD BRANDS, New York (Fleischmanns yeast) on Jan. 16 starts *I Love a Mystery* on NBC-Pacific Red, Mon. thru Fri., 3:15-3:30 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y. on Jan. 20 starts *Woman's Magazine of the Air* on NBC-Pacific Red, Fri., 3:30-3:45 p. m. (PST). Agency: Kenyon & Eckhardt, N. Y.

SOUTHERN STATES FOOD, Dallas, on Jan. 12 started *Bluebonnet Radio Contest* on Texas State Network, Thurs., 9-9:05 a. m., 13 times. Agency: Gandy Adv. Agency, Dallas.

LEBHARDT CHILI POWDER Co., San Antonio, on Jan. 9 started spot on *Women's Page* on Texas State Network, Mon., Wed., Fri., 10:05-10:30 a. m., 52 times. Agency: Pitluk Adv. Agency, San Antonio.

OLD AGE PENSION BUREAU on Jan. 12 started *Hardin Twins* on Texas State Network, Tues., Thurs., till further notice, placed direct.

POSTEX COTTON MILLS on Dec. 6 started spot on *Women's Page* on Texas State Network, Mon., Wed., 26 times. Agency: Tracy-Locke-Dawson, Dallas.

RIO GRANDE CITRUS EXCHANGE, Weslaco, Tex., on Nov. 30 started spot on *Women's Page* on Texas State Network, 26 times until Feb. 13. Agency: Leche & Leche, Dallas.

COMET RICE Co., New York on Jan. 20 started *Comet Potpourri* on Texas State Network, Fri., 10:45-11 a. m., 26 weeks. Agency: Joseph V. Freitag, Atlanta.

SOFENZ SALES Corp., Los Angeles (beauty cream), on Jan. 19 started for 13 weeks, *Beauty Secrets*, on 8 Don Lee network stations Thurs., 10:45-11 a. m. Agency: Richard F. Connor, Manhattan Beach, Cal.

AMERICAN INSTITUTE of Meritism, Los Angeles (economic philosophy), on Jan. 25 started A. I. M. Theatre, dramatizations, on 4 Don Lee network stations (KHJ KFRC KALE KOL), Wed., 9:15-9:30 p. m. (PST). Agency: Darwin H. Clark Adv., Los Angeles.

JOE LOWE Corp., New York (popsicle), on May 1 starts for 26 weeks, *Buck Rogers*, on 28 Pacific Coast Don Lee network stations, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: Biow Co. N. Y.

U. S. RUBBER Co., New York (tires), on Feb. 22 starts Raymond Paige's *99 Men & a Girl* on 82 CBS stations, Wed., 10-10:30 p. m. Agency: Campbell-Ewald Co. of New York.

Renewal Accounts

PHILIP MORRIS & Co., New York (cigarettes), on Feb. 11 renews *Johnny Presents* on 54 CBS stations, Sat., 8-8:30 p. m. Agency: Biow Co., N. Y.

Hopkins vs. Charlie

SECRETARY of Commerce Harry L. Hopkins admits that on the air he has no chance of drawing any considerable portion of the audience held by Charlie McCarthy. At Senate Commerce Committee hearings on his nomination as Secretary of Commerce reference was made to a radio address supporting the President's judiciary reorganization bill. "It was on a nation-wide hook-up, addressed to all the people?" inquired Senator Bailey. "I do not think many people listened to it," Hopkins replied. "As I recall it I got caught on the air that night with Charlie McCarthy. I will never do that again."

GULF OIL Corp., Pittsburgh, on Feb. 19 renews *Hollywood Guild* on 61 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

CUMMER PRODUCTS Co., Bedford (Molle Shaving Cream), on Jan. 30 renews for 52 weeks *Battle of Sexes* on 42 NBC-Red stations, Tues., 9-9:30 p. m. (repeat 12:30 midnight); on April 4 repeat moves to 12 midnight and network is increased to 51 stations.

S. C. JOHNSON Co., Racine, Wis. (floor wax), has renewed *Fibber McGee & Co.* for 52 weeks effective April 11 on 72 NBC-Red stations, Tues., 7:30-8 p. m. EST., having added the following stations Jan. 31 when the show began origination from Hollywood: WSYR KGIR KIDO KSEI KTFA KGHL.

J. G. DODSON Proprietaries, Atlanta (Ironized Yeast), on Jan. 22 renewed for 52 weeks *Original Good Will Hour* on 60 MBS stations, Sun., 10-10:30 p. m. and 18 Texas State Network stations, 10:30-11 p. m. Agency: Ruthrauff & Ryan, N. Y.

EX-LAX MFG. Co., Brooklyn, on Jan. 1 renewed to June 16 239 participations in *Yankee Network News Service* on 17 Yankee stations. Agency: Joseph Katz Co., N. Y.

LANGENDORF UNITED BAKERIES, San Francisco (bread & Cakes) on Jan. 23 renewed for 52 weeks, *Phantom Pilot* on 21 California and Washington Don Lee stations, Mon., Wed., Fri., 7-7:15 p. m.; on Jan. 23 renewed for 52 weeks *News Dramas* on 21 California and Washington Don Lee stations, Tues., Thurs., 7-7:15 p. m. Agency: Young & Rubicam, Hollywood.

PETER PAUL Inc., Naugatuck, Conn. (Ten Crown gum) on Jan. 19 renewed for 10 weeks *Early Morning News* on 12 California Don Lee stations, Tues., Thurs., Sat., 7:45-8 a. m. Agency: Emil Brisacher & Staff, San Francisco.

CROWELL PUB. Co., New York (*Woman's Home Companion*) on Jan. 6 renewed for 52 weeks *Carolyn Pryce*, on 12 California Don Lee stations, Fri., 8:45-9 a. m. Agency. McCann-Erickson, N. Y.

Network Changes

HOUSEHOLD FINANCE Co., Chicago, on Feb. 22 shifts *It Can Be Done* on 30 CBS stations Wed., from 10-10:30 p. m. to 10:30-11 p. m.

Wine Industry Appoints

CALIFORNIA Wine Industry's $2,000,000 national advertising program will be directed by the J. Walter Thompson Co., San Francisco, according to an announcement made by the Wine Advisory Board Jan. 25. It was not stated whether radio would be one of the media used.

J. C. Penny Expanding

J. C. PENNY Co., New York, following its test on WOW, Omaha, is transcribing *The Jangles*, a quarter-hour five-weekly show. It is understood that the series will start on five additional stations in the near future. Blackett-Sample-Hummert Inc., Chicago, has the account.

GENERAL FOODS Corp., New York (Jell-O), on Jan. 22 added CBL, CBM and Maritime, Ontario and Prairie stations of Canada to Jack Benny's program on 86 NBC-Red stations, Sundays, 7-7:30 p. m. Agency: Young & Rubicam, N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 24 added WSYR, KSO, WHK, WKBW, WSAY, WMT and WBNF to *Don't You Believe It* now on 6 MBS stations, Tues. and Thurs., 7:30-7:45 p. m. Agency: Lennen & Mitchell, N. Y.

WHEELING STEEL Corp., Wheeling, West Va., on Jan. 15 added CKLW WAAB WDGY WATL KTAT and WRVA to *Musical Steelmakers* now on 18 MBS stations, Sun., 5-5:30 p. m. Agency Critchfield Co., Chicago.

CARDINET CANDY Co., Oakland, Cal. (candy bars) on Jan. 31 switches *Night Editor* from CBS Pacific network station to NBC-Pacific Red, Tues., 7:45-8 p. m.

WM. WRIGLEY Jr. Co., Chicago on Jan. 23 added 7 stations and on Jan. 30 added 8 to *Scattergood Baines* on CBS, Mon. thru Fri., 11:15-11:30 a. m.

PROCTER & GAMBLE Co., Cincinnati (Chipso) on Jan. 16 added 27 CBS stations to CBS *Road of Life*, Mon. thru Fri., 1:30-1:45 p. m.

F. W. FITCH Co., Des Moines (shampoo), on Feb. 5 switches *Fitch Bandwagon* on NBC-Red from Chicago to Hollywood for three weeks or more.

GENERAL FOODS Corp., New York (Grapenuts), on Jan. 30 switched *Al Pearce & His Gang* on NBC-Red from Hollywood to New York.

SUSSMAN, WORMSER & Co., San Francisco (S & W foods), on Jan. 19 switched *I Want A Divorce* on 7 CBS Pacific Coast stations, from San Francisco to Hollywood and changed from Sun., 7:30-7:45 p. m. to Thurs., 9:30-9:45 p. m., with repeat to KSL, Salt Lake City, the following night, 7:30-7:45 p. m.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

CLARK
FOR
QUALITY
IN
ELECTRICAL
TRANSCRIPTION
PROCESSING
★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



CLARK
PHONOGRAPH
RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

Merchandising & Promotion

Chimes for Prizes—Elastic Brochure—Daily Success Story—Northwest Tinkle—News Ballot

ANYONE with an original program merchandising idea can win a set of chimes from NBC. A contest, announced in the January issue of *Broadcast Merchandising*, published monthly by NBC, asks for additional merchandising plans to the 56 listed with the announcement of the contest. Of these, 22 are ways to reach the consumer, 12 are designed to reach the salesmen and other employes of the sponsor and 22 are plans for reaching dealers. Contest, ending Feb. 25, is based on the idea that while a program may eventually win an audience without merchandising, with it the job can be done better and faster.

* * *

For Feature Foods

ATTRACTIVE red and white 12-page brochure has been released by WLS, Chicago, for its *Feature Foods* program, a six-weekly half-hour morning show featuring food experts Helen Joyce and Martha Crane. Replete with talent and merchandising cuts, the booklet includes charts of promotion results in Chicago's super-mart grocery stores, describes in detail the WLS weekly food clinics. WLS has also released reprints of a recent ad in the *Kansas City Journal Post* concerning the success of its *National Barn Dance* and carrying the banner line, "It's Not a Phenomenon to Us".

* * *

WKY Panogravure

THE THIRD issue of *Men, Methods & Machinery*, promotional series produced by the Oklahoma Publishing Co. for its various properties, is devoted entirely to WKY, Oklahoma City. Released Feb. 1, it presents a panogravure of six pages 12 x 20 inches, portraying factors which have made WKY outstanding and which have won it the soubriquet "The Regional Barnum". It is part of the $100,000 campaign of the company to emphasize things "not on the rate card".

* * *

Grocers Feted

MORE than 500 Southern California retail grocers and their families filled the CBS Columbia Square Playhouse Jan. 20 to participate in the second of a series of Southern California Retail Grocers Nights planned by KNX, Hollywood. On hand to welcome the grocers were Donald W. Thornburgh, CBS Pacific Coast vice-president and George Moskovics, Southern California manager of Radio Sales.

* * *

Cincinnati Safety

WKRC, Cincinnati, has organized the WKRC Safety Patrol, with songs and badges and other appropriate appurtenances. Al Bland is chief of the patrol. Last year WKRC devoted 730 station breaks, 150 100-word safety suggestions and 70 quarter-hour programs to safety, along with other activities.

* * *

Song Books in Demand

SUPERIOR FEED MILLS, Oklahoma City, sponsoring the *Arkansawyers* on WKY, Oklahoma City, last fall offered listeners a song book obtainable at retail feed dealers. Some 80,000 books were given away.

Round About WFBL

SOME 50,000 Central New York listeners received the two-color tabloid newspaper, *WFBL Radio News*, published by WFBL, Syracuse, and timed for release Jan. 23, same day Socony's Mobilgas and Mobiloil began sponsorship of *Socony News Flashes* on the station. Contract, calling for 7½ hours of news weekly on 38 newscasts, is claimed to be the largest radio sale in Syracuse history, and the paper plays up the series. With 72 pictures and feature stories on radio presentations, news, sports, comedians, dramas and the general early-year schedule, it also features a reprint from the NAB booklet, *The ABC of Radio*, appearing under the headline: "Americans hear world's finest programs because freedom of U. S. air waves makes it possible".

* * *

Stretching a Point

HOW BIG Is a Rubber Band? asks Mutual's latest promotion piece, addressed to "the business man who would like to begin network broadcasting but feels his appropriation may not be big enough to buy a profitable share of radio success." With numerous examples of experiences of Mutual advertisers, book stresses the point that "both the rubber band and MBS are always precisely as big as you want them to be." Attractively printed and illustrated, book contains a pocket in its back cover which carries a small folder of statistics, while across the front cover are stretched two real rubber bands.

* * *

Grocer Likers

SURVEYING the average housewife's expectations of her favorite grocer, WAAW, Omaha, is running a contest on the Jenny Lind Pancake Flour series for best letters on "Why I like to trade with my favorite grocer". Awards to winners and their grocers will total over $200. All entries are to be turned over to the Omaha Retail Grocers Assn. as an index to buyers' likes and dislikes in tradespeople. Any grocer may study results of the survey.

* * *

Snow White's Party

KXOK, St. Louis, is releasing a promotional brochure containing a breakdown of phone calls and customer inquiries for its *Snow White's Telephone Party*, five-weekly all-request musical quarter-hour sponsored by Manewal Bread Co.

* * *

News of the Globe

FEATURIZED news program, *The World in Review*, was given its first audience test recently after a year and a half on WSM, Nashville, with an offer of a pamphlet, "Prevue of 1939", a reprint of the Jan. 2 broadcast, to all listeners requesting it.

* * *

Times for Time Buyers

NEW CALENDAR for radio time buyers, with tables for rapid calculation of expiration dates for radio contracts of varying duration, has been published by NBC.

More About the Coast

AN AMPLIFICATION of the CBS network's "business state" story outlined in the eight-page brochure, *California Is an Island*, recently mailed to 3,200 advertising executives, a new four-page orange and white mailing piece explaining *How CBS Serves These Five Business States* has been sent to the same list. Mapping the "business states" trading areas of drug and grocery wholesalers, the new brochure shows position of the 12 CBS West Coast stations. Areas served and CBS primary coverage day and night are also indicated.

* * *

Notions of TSN

TEXAS State Network has inaugurated a weekly presentation, titled "Tested Selling Notions", to assist its member stations in selling the network's sustaining programs locally. The following data will be included in each presentation: Program, time, suggested merchandising, talent cost, and publicity items. The presentations are prepared under direction of Benton Ferguson, of TSN's promotion and merchandising staff.

* * *

KIRO Bulletins

KIRO, Seattle, is publicizing its daily programs with mimeographed sheets, which are distributed to YMCA's, schools and similar institutions. This message accompanies the program listings: "May we suggest that you post the enclosed notice on your bulletin board for the benefit of interested persons who may be free to hear the broadcast to which it refers. Thank you! Vera E. Jedlick, publicity director."

* * *

McClatchy Valleys

HEADED *News From McClatchy Land*, a mailing piece recently was sent out by KFBK, Sacramento, Cal., calling attention to its wide listening area. KFBK and the other McClatchy stations are situated in the interior of the state, serving the Sacramento and San Joaquin Valleys.

* * *

Expiration and Renewal Dates

WHIO, Dayton, O., is distributing "see it at a glance" contract calendars, with expiration times showing through a slot in a celluloid jacket containing monthly cards.

Success at Noon

KWLK, Longview, Wash., at noon every day broadcasts a success story telling of an outstanding achievement of the station. One success story tells of a house-to-house canvass made by the station, proving that 93% of all people within a radius of ten miles listen to three or more KWLK programs regularly. Another story tells of a mail response of over 300 letters and cards a day on a five minute theater contest program. Further advertising is gained through a program called *The Sponsor's Voice* featuring the dramatized business history of a different sponsor on each program, concluding with the sponsor's personal message attesting to the part KWLK has played in development of his business.

* * *

A Decade of KGIR

TO CELEBRATE a decade on the air, Ed Craney, operator of KGIR, Butte, Mont., mailed to the trade a striking copper scroll embossed in silver. The scroll stated that KGIR would observe the decade (Jan. 31, 1929-Jan. 31, 1939, a total of 52,109 hours on the air) with special programs.

* * *

Tinkle, Tinkle

A GENUINE salmon bell with clapper was mailed with tag attached by CKWX, Vancouver, B. C., to commemorate the New Year and the Yuletide, as well as Easter, along with several stanzas of verse. Winding up the poetry is this message: "So remember, my friend, when you've things to sell, CKWX in Vancouver, B. C., rings the bell."

* * *

Choice of News

TO DETERMINE news preferences and tastes of listeners KSFO, San Francisco, is conducting a survey through printed ballots. The plan, originated by News Editor Herbert Lyser, was launched with announcements during news broadcasts of the availability of ballots.

* * *

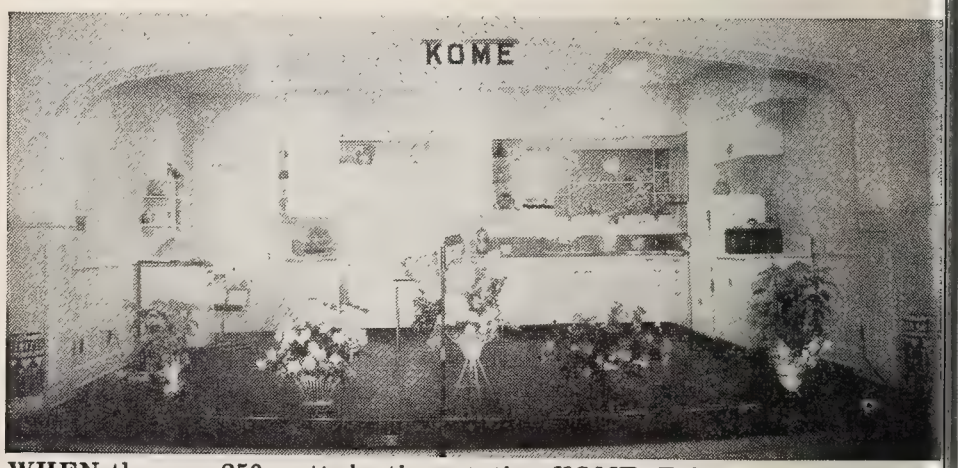
Too Many Replies

WCFL, Chicago, recently offered a free subscription to the music magazine *Bandstand* on its *Make Believe Ballroom*, a daily afternoon series. Offer had to be pulled because 15,026 listeners wrote in after 12 announcements had been aired.

* * *

Tillamook Freshener

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., is offering a three-piece set of "Tillacovers" to keep cheese fresh, during its broadcasts over KPO, San Francisco.



WHEN the new 250-watt daytime station KOME, Tulsa, went on the air last Christmas Day, it inaugurated this new all-electric kitchen, occupying one end of its auditorium studio, which seats 200. Jane Austin, the KOME home economist, conducts a cooking school each weekday morning under participating sponsorship of food and electric appliance dealers.

in SEPTEMBER 1938 we said....

"**WLW** now originating many network hits! Some agencies now obtaining maximum audience for network appropriations by economical production without sacrificing big time showmanship, such as: H. W. Kastor & Sons Advertising Co., Inc., Russell M. Seeds Co., Inc., Henri, Hurst & McDonald, Inc., Lambert & Feasley, Inc."



Today, WLW Originates 200% More Network Programs than in September . . . . .

WE THINK this is significant because it proves that more and more national advertisers are turning to the Nation's Station for network originations at decidedly lower costs. Great network shows such as "Peter Grant's Sunday Evening News Review" for Boscul Coffee, "Plantation Party" for Bugler Smoking Tobacco, "Avalon Time" for Avalon Cigarettes, "True Detective Mysteries" for Listerine, and "Vocal Varieties" for Tums are the result of careful planning, judicious selection of talent and PRODUCTION as found only at The Nation's Station.

If you are planning a radio campaign whether national or regional . . . learn just how much WLW can offer at decidedly lower production costs.

CLIENTS FOR WHOM WLW ORIGINATES NETWORK PROGRAMS INCLUDE . . .

Tums, Ballard & Ballard, Acme White Lead and Color Works, Bugler Smoking Tobacco, Big Ben Smoking Tobacco, Boscul Coffee, Listerine, Avalon Cigarettes.





FUNCTIONAL DESIGN OF RCA 2-STUDIO SPEECH INPUT ASSEMBLY

Steps up Efficiency!

The RCA 78-B-1 Rack Assembly, a sturdily constructed unit, contains an RCA 41-C pre-amplifier, a 40-D program amplifier, a 94-D 17-watt monitoring and audition amplifier, and two 33-A double jack strips. Meter indicates plate currents of all tubes in program channel. Trim is satin finished chromium.

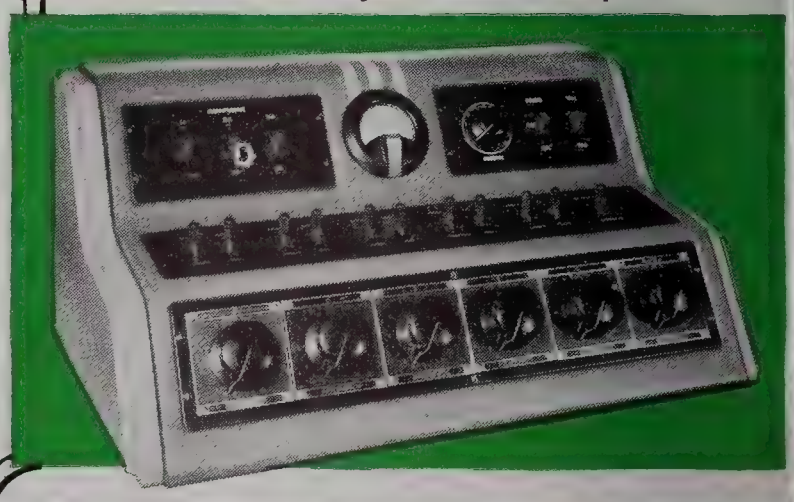
This fine unit also provides you with amazing flexibility in location and new operating convenience—at moderate cost.

RCA Type 78-B-1 Speech Input equipment is excellent for use in the usual control room for two studios. A factory assembled grouping of RCA de luxe panels, it consists of three units — a cabinet rack containing amplifiers and jacks . . . control console with sloping front containing all mixing and switching controls . . . and a small relay power supply for wall mounting.

With this equipment you not only get the finest in mechanical construction and transmission fidelity — but because of its functional design, it provides unusual efficiency in application, flexibility in location and convenience in operation. Full details will be supplied on request.

The RCA 78-B-1 Console

Has switches for connecting pre-amplifier inputs to microphones in either of two studios and for connecting the outputs of the mixers to the broadcast or audition channels. Also has mixers for turntables and remote lines. A master mixer is included. The V.I. meter is illuminated and may be set for "peak" or r.m.s. readings.



Use RCA Radio Tubes in your station—for finer performance

RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue • Chicago: 589 E. Illinois Street • Atlanta: 530 Citizens & Southern Bank Building
Dallas: Santa Fe Building • San Francisco: 170 Ninth Street • Hollywood: 1016 N. Sycamore Avenue

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 4

FEBRUARY 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

250 WORDS OF COPY PULL 17,279 LETTERS FOR INTERNATIONAL HARVESTER

An Average of One Reply for Every 47 Radio Homes in Iowa!

REPLIES FROM 1277 OF THE 3070 COUNTIES IN THE U. S.!

Maybe you like "barn dance" entertainment —maybe you don't. But listen!

'Twas the week before Christmas, when all through the land, the listening audience is supposed to be at lowest ebb. At that unfavorable time, International Harvester — a sponsor on our regular Saturday-night Iowa Barn Dance Frolic—offered a simple little booklet containing pictures of the cast. Just 250 well-chosen words were spoken. *But 17,279 people sat right down, and wrote!*

YOU figure how many listeners it takes to make 17,279 *writers!* YOU figure why *every third county* in the U. S. was represented! YOU figure what station other than WHO could do such a job for *YOU!*



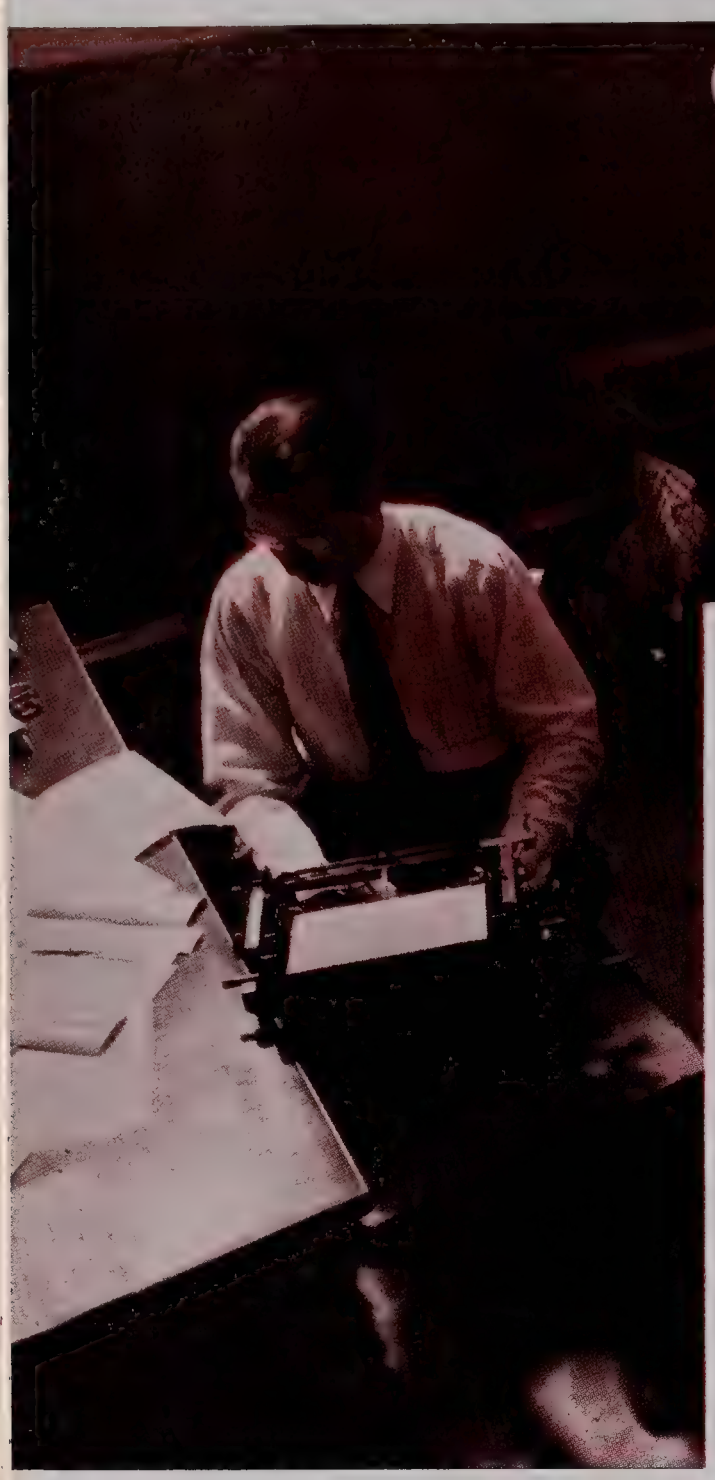
WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

KLZ GIVES DENVER THE *News*

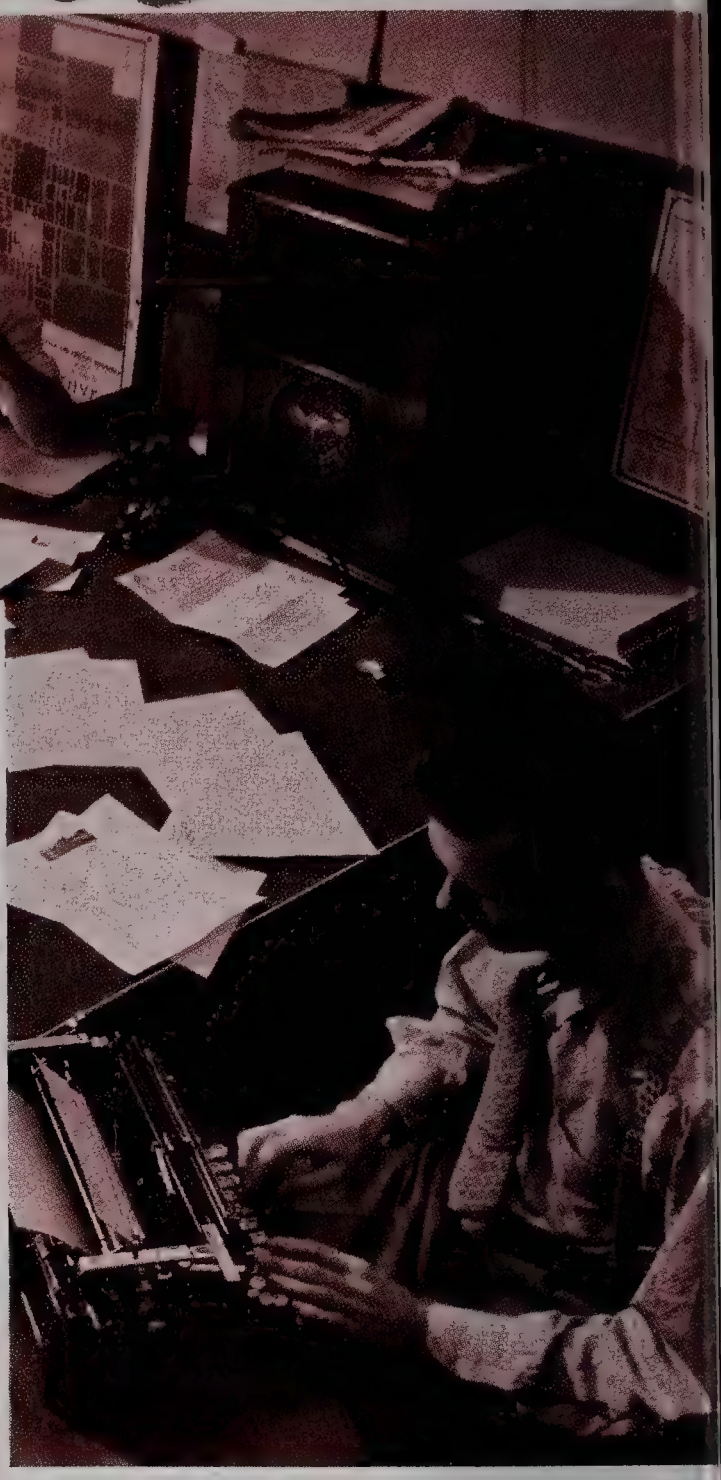




● KLZ adds Wm. A. Green, A. F. of L. president and Colorado's Governor to long list of newsworthy interviews.

● Colorado's Carnegie hero Clarence Martella, was interviewed by KLZ hours before any other radio station or newspaper made the announcement of the award.





Completely, Authentically . . . With the Speed of Light!

• Denver and the Rocky Mountain area have found out that it takes more than a slot desk and a press to render top-flight news service. For Denver has KLZ . . . and KLZ is the fountainhead of news in this vast region.

News dissemination is a major activity with KLZ. Its news department is staffed with newspaper-trained men. Its management is news-minded. As a result, scoops over newspapers, wire services and even the networks have become common occurrences with KLZ . . . have elevated KLZ to a unique position in American newscasting history.

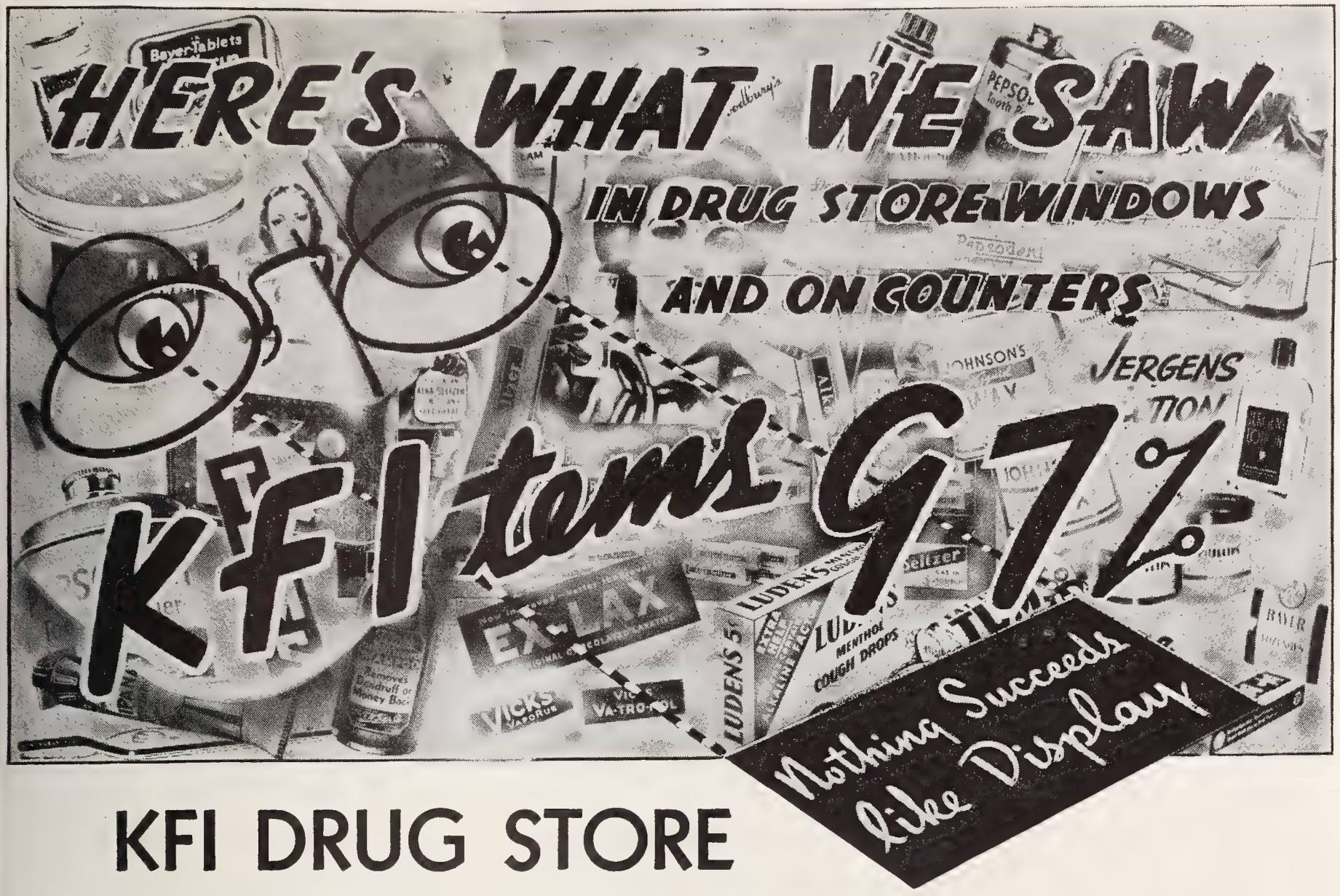
Colorado has formed a habit of listening to KLZ for its news. Colorado has likewise formed a habit of thinking of KLZ first when newsworthy events break. Adequate as KLZ's news set-up is, it would be far less effective if it were not for the constant vigilance and voluntary cooperation of both private and official sources of news throughout the region.

KLZ has acquired an earnest devotion from listeners . . . earned by an unparalleled ability to serve public interest, convenience and necessity . . . proved by the fact that KLZ newscasts have never lacked sponsorship since their inauguration . . . reflected by outstanding sales records for products exploited through its facilities.

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KFI DRUG STORE DISPLAY SURVEY

WE'VE been peeking again — this time on the counters and right into the window displays of 210 retail drug stores in Los Angeles. We wanted to find out if KFI advertised Drug Store items were given preferred display. THEY WERE! We wanted to know if druggists realized the terrific sales power in displays of fast-turn-over KFI advertised items. THEY DID.

In our own curious way we wanted to see if KFI did as effective a selling job to the retail druggist as we modestly feel we do with the public; so—

FAX-FINDERS found 97% of the 210 drug stores prominently displayed up to 19 drug store items on KFI.

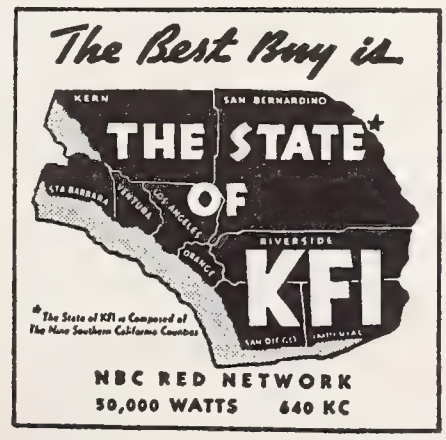
NOTE—FAX-FINDERS checked 1137 items in 210 drug store counters and windows—excluding soda fountains, cases and shelves.

—and in the highly competitive drug store business of Los Angeles, valuable top-of-counter and window space is rigidly reserved for quick selling productively advertised items.

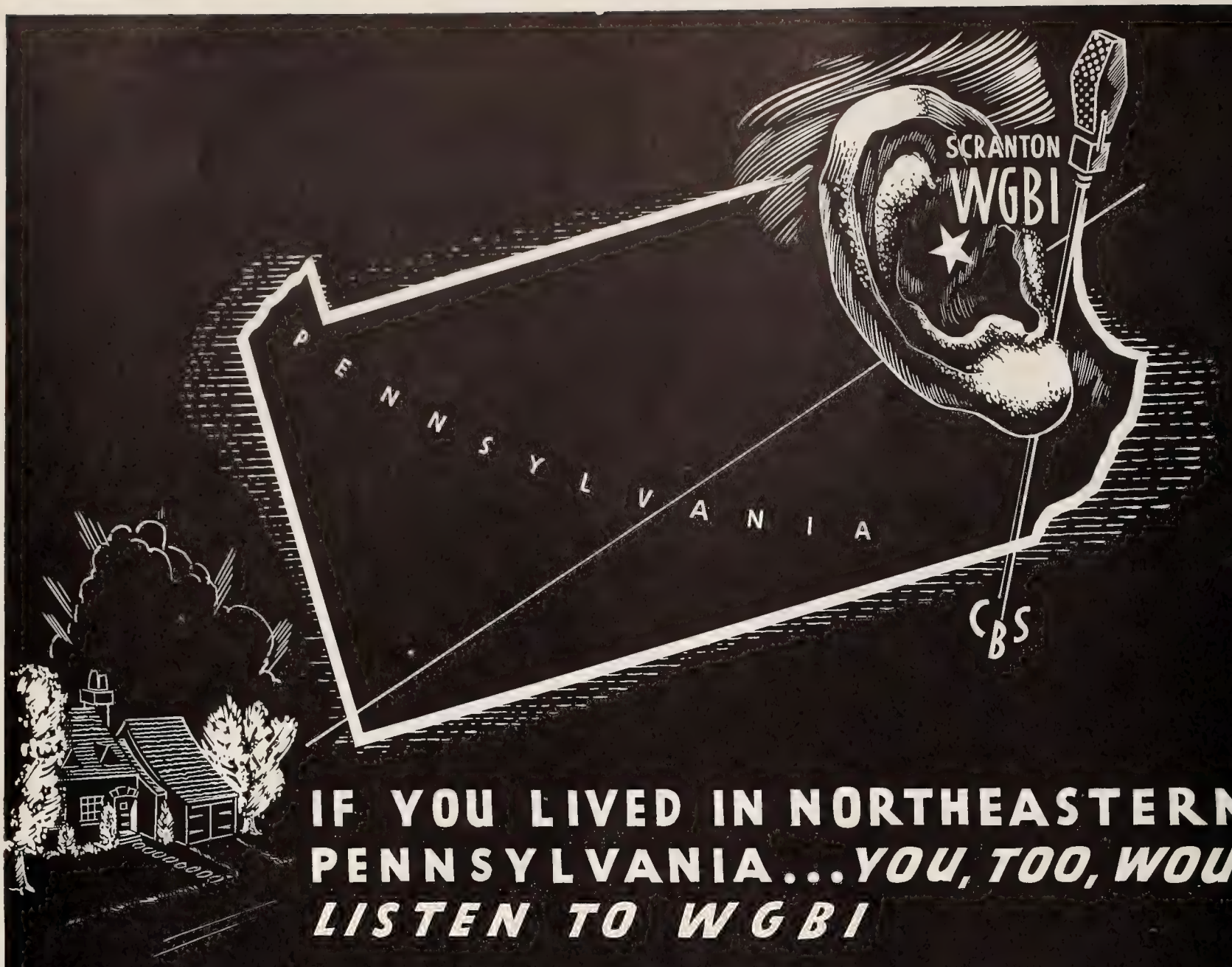
KFI drug store items are preferred as drug store display items. That's our story, verified by FAX-FINDERS survey.

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A recent Starch personal-interview survey confirmed the fact that WGBI is the ONLY station which delivers a consistently satisfactory signal throughout Northeastern Pennsylvania. (This primary service area includes such cities as Scranton and Wilkes-Barre . . . such counties as Luzerne, Lackawanna and Wyoming.)

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500 WATTS
NIGHT
•
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76% FOR WCCO—21% FOR STA. B

Out of a clear Northwestern sky, the other day, a juicy plum fell into our lap. We split it with a delighted agency and client. It all came about when the agency wanted to find out which of the two big Minneapolis-St. Paul stations was dominant. The agency ordered a coincidental telephone survey Monday night, January 9th, *when both stations broadcast "news" at the same time:* 10:15 to 10:30 p.m. They found:

- 41% OF ALL RADIOS WERE IN USE
- WCCO LED ITS NEAREST COMPETITOR by 4.7 to 1 in Minneapolis (home of WCCO), by 2 to 1 in St. Paul (where the competing station is located). The population of Minneapolis is 496,000; St. Paul is 286,000.

HERE'S THE WAY THEY STACKED UP:

	WCCO *(news)*	Station B *(news)*	Station C *(orchestra)*
MINNEAPOLIS	71%	15%	3%
ST. PAUL	47%	23%	3%
Weighted Audience Average (on basis of set ownership: three stations = 100%)	76%	21%	3%

Name of agency and details, including other studies made in Northwestern towns and rural communities with practically the same percentage of sets tuned in and where the percentage listening to WCCO was even greater, will be sent on request.

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Wheeler Moves for Action on Radio Bill

By WALTER BROWN

Opposition Develops as White Plans Own Measure; Senate Hearings on 3-Man Bill to Start About March 1

SWEEPING legislation to abolish the FCC and set up a new three-man body to be known as the Federal Communications & Radio Commission, with administrative supervision resting in the chairman, was introduced in the Senate Feb. 9 by Chairman Wheeler of the Interstate Commerce Committee.

The bill (S-1268), which authorizes reorganization of the present Commission from top to bottom, was drafted by Senator Wheeler in collaboration with Chairman McNinch and is backed by the Administration.

Repercussions to the broad proposal to legislate the present seven FCC commissioners out of office and centralize the federal power over the radio, telephone and telegraph industries in the hands of three men to be appointed by President Roosevelt and confirmed by the Senate, indicated a bitter battle on Capitol Hill before the Wheeler bill can be enacted.

White Opposed; Hearings in March

Senator White (R-Me.), long recognized as the outstanding Congressional authority on radio legislation, immediately announced his opposition to the Wheeler bill in no uncertain terms and as a counter move began drafting a measure of his own. He intends to introduce his bill for consideration along with the Administration measure.

Open hearings on the proposed legislation are slated to start around March 1 before an Interstate Commerce subcommittee of probably five members headed by Chairman Wheeler, who has indicated he will personally lead the fight for the bill. Senator White, the ranking Republican on the committee, is expected to be a member of the subcommittee. Chairman McNinch, members of the Commission, representatives of the industries affected and other interested parties will be heard.

While Senator Wheeler has indicated his desire to speed FCC reorganization legislation through the Senate, hearings may run several weeks. The hearings in themselves may prove a tug of war between conflicting views on the proposed legislation. Since all controversial legislation is a matter of compromise, the bill which the subcommittee reports to the full committee may be changed in many respects from the original Wheeler bill. This, of course, will depend on the facts developed at the hearings.

Nine of the 21 members of the Senate Interstate Commerce Committee are militant New Dealers. With the chairman, who broke with the President on the Court and Government reorganization bills, sponsoring an Administration measure, it has better than an even chance to get out of committee, at least in amended form.

Because of his independent course in past relations with the White House, Senator Wheeler's sponsorship will unquestionably be a strong factor when the legislation reaches the Senate floor. Senate sentiment on the bill will not begin to crystallize until the hearings are held. At this time any prediction as to the chances of the FCC reorganization bill to pass would be a mere guess.

It is worth noting, however, that the FCC bill reached the legislative hopper at a time when the relationship between the President and Congress, especially the Senate, was anything but friendly and cooperative. This strained feeling began with the attempted purge in Democratic primaries last summer, and developed vividly during recent controversies over relief and economy and the clash between the President and the Senate over the constitutional right of the Senators in appointments.

With the Republicans solidly opposing the Wheeler bill, as all indications now point, and the certainty they will raise the cry of a "radio dictatorship" by "liquidation" of a seven-man quasi-judicial body, it is safe to predict the FCC reorganization proposal is in for rough sailing. On the other hand the Wheeler sponsorship, coupled with a widespread feeling on Capitol Hill that the present FCC is shot through with dissension and that corrective Congressional action is needed, will develop strong support for the legislation.

Chairman Lea, of the House Interstate & Foreign Commerce Committee, has on his desk a companion measure to the Wheeler bill but he has not said when he will introduce it or what changes he intends to make. He stated that his committee would await Senate action before considering communications legislation. Possibly bearing on Mr. Lea's attitude is the fact that he has introduced a bill for a 19-member ICC, as against the President's proposal for a 16-member board.

The Wheeler bill deals strictly with administrative reorganization. The Montana Senator said he expected to follow his reorganization proposal with another bill dealing with policies for the guidance of the Commission.

Seek Public Support

Both Senator Wheeler and Chairman McNinch swung into action to create public sentiment for the reorganization measure immediately after it was introduced. The Montanan, who was a candidate for Vice-President on the Progressive ticket with the elder Bob La Follette in 1924, issued a statement urging passage of his bill to "center responsibility" and "get results" at the FCC. He said small commissions promote efficiency.

Chairman McNinch, over an MBS network from Baltimore, pleaded for passage of the Wheeler bill in a similar vein [see page 13]. "I believe this reorganization measure, if enacted by the Congress, will

SALIENT FEATURES OF WHEELER BILL

FOLLOWING are the principal provisions of the Wheeler Bill (S-1268) introduced by Chairman Wheeler of the Senate Interstate Commerce Committee at the behest of President Roosevelt, and embodying suggestions advanced by FCC Chairman Frank R. McNinch:

1. Abolition of the FCC and its seven members, and creation of a three-man board to be known as the Federal Communications and Radio Commission. Members of the bi-partisan board (not more than two of the same party) would be named by the President subject to Senate approval.

2. The chairman would be named by the President and become principal executive officer, as against the implied co-equal status of commissioners under existing law. Members would be appointed for two, four and six-year terms with successors appointed for six years in lieu of present seven-year terms. Salaries would be $10,000 per year as at present.

3. The Commission would appoint and prescribe non-judicial functions for three administrative assistants, appointed at $9,000 per year, one for broadcasting, the second for communications carriers, and the third for international radio and communications. All would report to the chairman.

4. The existing departmental structure of a secretary, chief engineer and three assistants, chief accountant and three assistants, and general counsel and three assistants, would be augmented by a department of research and information with a director at $8,000 per year and two assistants at $6,000 each, to deal with social and economic matters. In broadcasting it would encourage listener responses to programs, pro and con—making possible what Chairman McNinch calls a "close contact" with listeners as a "guide and corrective".

5. Authorize appointment of attorneys without regard to civil service. Transfer all regular employes from the FCC without change of classification for 60 days, and following that for a temporary period of not more than four months during which "adjustments" would be made and undesirables released.

6. Without regard to Civil Service authorize each commissioner to appoint an assistant at $5,000 per year as against the present limit of $4,000, and a secretary at not more than $3,000, whereas now such secretaries must be under Civil Service.

7. All other provisions of the Communications Act of 1934, and all other functions of FCC would be assumed by new agency. The new Act would become effective as soon as members have taken office.

Radio a Whipping Boy for the FCC's Sins? — *An Editorial*

FOR THE SINS and omissions of its Governmental regulators, rather than because of any inherent wrong in itself, radio is about to go on trial before Congress. Unless there is clear thinking and resourceful preparation by the broadcasting industry, the American public may suffer more political hamstringing of the most virile and concededly the best broadcast service in the world.

Extravagant as these statements may seem, those close to the Washington scene can vouch for their validity. Radio finds itself in the vortex of the utter confusion that reigns on the FCC, which the Administration wants to behead immediately. A near frenzy prevails, and in such a situation anything can happen —and radio itself very likely will be made the goat, for politicians and bureaucrats certainly are not inclined to admit their own errors.

Already there is sniping from many sides, and the whole "mess," as President Roosevelt himself once called it, is likely to be aired, personalities and all, when hearings begin soon before a Senate subcommittee on "ripper" legislation proposing to liquidate the membership of the seven-man FCC and substitute therefor a three-man board. The Wheeler bill to accomplish this is the Administration's suggested answer to the immediate problem of regulation. It is in effect the Administration's apology for the strife created by its own selections of FCC personnel rather than an attempt to correct the law itself. For our part, we think the law is generally basically sound; its administration and administrators have been at fault.

Chairman McNinch, author of the three-man commission plan, hasn't ameliorated conditions any since introduction of the Wheeler bill. His Feb. 10 radio address, despite his protestations against radio censorship, was singularly provocative of that very issue. The idea of setting up a bureau to solicit listener complaints (and plaudits) with respect to programs certainly appears to transcend present or contemplated FCC jurisdiction over programs.

We fail to see where over-regulation will serve the public interest. We have heard no outcries from responsible sources of basic dissatisfaction with radio programs. The pending hearings, of course, will give the congenital complainants a chance to revel in a field day of recriminations, but more freedom for radio rather than less should be demanded by those who truly believe in democracy.

In its present form, the Wheeler bill is fraught with danger. The size of the board isn't as important as the character of the men who comprise it. It is only one proposed bill, of course, and others will be introduced and compromises r e a c h e d. Senator White (R-Maine) will press his own ideas, oft-expressed, for objective scrutiny and revision of the Communications Act. He will ask for a larger board. He feels as do many others, that selection of the right men is of basic importance.

Senator Wheeler has openly deplored the presence of "political hacks" on governmental agencies. Whether the Commission has three, five or 15 members makes little difference so long as they are qualified, conscientious and willing to work. The trouble with the FCC, unlike the Securities & Exchange Commission, is that it got off to the wrong start, its main membership having been selected largely for political considerations rather than ability, experience and background.

There is serious question whether the new commission should retain all-inclusive communications jurisdiction. There are good reasons why an exclusive *broadcasting* commission appears justified, handling only broadcasting and related non-common carrier matters. Chairman McNinch, both in his testimony before the House Appropriations subcommittee and in his radio address, pointed out that broadcasting commands 90% of the Commission's time. Yet the telegraph industry, which it purports to regulate, is on the verge of economic ruin while the telephone industry, after a $1,500,000 investigation, still waits for the FCC to transform what has been branded a fiasco into something like an intelligible report.

Broadcasting requires a regulatory technique utterly different from that needed for common carriers. As Mr. McNinch pointed out again in his radio address, broadcasting is not a common carrier and has no rate problem. Yet the FCC has an accounting department, expensive and expansive, which is supposed to figure tariffs and schedules and inventories for its common carrier licensees. But that department, apparently to justify its existence under the 90% broadcasting functions of the FCC, has devoted its attention to conjuring up questionnaires by the h o g s h e a d covering broadcasting. Meanwhile, admittedly, telephony and telegraphy are all but ignored.

It appears certain that no speed records will be shattered in the enactment of new legislation. Congress is busy with many other matters, some vastly more important. Opposition to the Administration proposal has already cropped up. While we welcome the investigation, exposure of personalities and all, broadcasting must gird for battle against taking the rap for what is generally regarded as one of the Federal Government's worst administrative hodgepodge.

* * *

On one other point, freedom of the radio, we cannot resist adding comment. We hold brief neither for the Government's growing demands for radio time nor for the implied exercise of political control over radio. Accordingly, with much of what Stanley High states in the Feb. 11 *Saturday Evening Post* under the title of "No-So-Free Air," though it is a rather superficial summary, containing many errors of fact, we are in agreement despite the thread of sarcasm and irony that runs through the article so far as the New Deal Administration is concerned.

He does make one point, however, which needs refutation in the interest of fairness and of keeping the record straight, since it is the nub of his approach to the big subject of political threat, persuasion and censorship. "Technically," he states, "the air is as free as it ever was. Mr. Roosevelt has made no public declaration against such f r e e d o m. Neither has he made any public statements in which, in so many words, he specifically stated his belief in private radio and freedom of the air."

Mr. High's researches overlooked two letters addressed to the radio industry through BROADCASTING in the occasion of recent NAB conventions. On June 17, 1935, President Roosevelt wrote to our editor (and we reproduced his letter): "I have previously expressed my great faith in the American system of broadcasting. Recent events have increased rather than diminished that faith. Censorship has not and can not invade the ether lanes. It is not the American way." On June 16, 1936, he wrote us again: "On several occasions I have expressed my faith in American broadcasting and in American broadcasters . . . There should be no monopoly in the moulding of public opinion, either Government or private."

We hope Mr. Roosevelt and Congress won't forget these words in the consideration of new legislation.

---

be the greatest advance we have yet made in the regulation of the broadcasting, telephone and telegraph industries," he asserted.

Senator White met the contentions of Senator Wheeler and Mr. McNinch with a bristling statement that the reorganization measure was not to promote Government efficiency but "political efficiency". He contended legislation dealing with the FCC should follow a broad study of the whole subject of radio and communications rather than precede it.

Pending action on FCC reorganization, the House, acting on the request of its Appropriations Committee, passed the Independent Offices Supply bill Feb. 8 with no appropriation for the Commission [see page 26]. Rep. Woodrum (D-Va.), chairman of the committee, said there was no intention to rebuke the FCC by eliminating its appropriation but the action was based merely on a desire to see what was going to be done in the way of reorganization before appropriating money to run the agency during the next fiscal year.

Power of Chairman

Chairman Wheeler introduced his bill setting up a three-man commission, with administrative assistants for broadcasting, communications carriers, and international radio and communications, after a series of conferences with Mr. McNinch, beginning immediately after President Roosevelt requested legislation to reorganize the FCC. [BROADCASTING, Feb. 1]

Aside from reducing the number of commissioners from seven to three, the Wheeler bill contains many other important provisions. The chairman of the "board", composed of the three commissioners, is designated by the President and is "the principal executive officer of the commission". This means all administrative power rests with the chairman, leaving to the full Commission the duty of determining policies in accordance with Congressional direction, and passing on all matters requiring action judicial in character.

Members of the board are to be appointed for terms of six years, except the first appointments which will be staggered in terms of two, four and six years. Not more than two members of the board shall be of the same political party. (The President could appoint two Democrats and a Progressive, following his precedent in appointing Thomas R. Amlie, Wisconsin Progressive, to a Republican vacancy on the Interstate Commerce Commission.) Their salary will be $10,000 per annum, the same received by the present commissioners, and two

members shall constitute a quorum.

The board is authorized by its order to assign any portion of its work, business or function to an individual member of the board or to any of its employes. This authority, however, does not apply to final decisions in contested proceedings.

Research Department

A department of "research and information" would be established with a director at a salary of $8,000 and two assistants at $6,000. Duties outlined for this new unit apparently would broaden the scope of Commission scrutiny of programs and social and economic phases.

The three administrative assistants, at $9,000 per year, have far broader powers than the directors of the three divisions in the old FCC setup who were eliminated by Chairman McNinch soon after President Roosevelt detailed him to "clean house" at the Commission. The bill says they "shall be responsible for the efficient and expeditious handling and presentation to the board of all matters relating to or connected with" their respective divisions.

All these employees plus attorneys now under Civil Service are to be appointed without regard to civil service. Subject to civil service laws, the board may appoint such officers, engineers, accountants and other employes as are deemed necessary.

All officers and employes of the present FCC, who number around 600, would be transferred to the new Commission on a temporary basis for not less than 60 days and not more than four months. While the present personnel shall have preference for permanent appointment with the new Commission, the board is given full authority not to reemploy those employes it does not regard qualified or needed. All other property, records and unexpended appropriation of the present "Commission are transferred to the new Commission.

All orders, rules, regulations, licenses and other privileges issued by the old Commission remain in effect until modified, terminated, superseded or repealed by the new Commission, which begins to function immediately after the new commissioners take office. The new Commission will pick up current business where it is left by the old Commission. No legal proceeding against the old Commission is abated by reason of the new law, but will continue against the new Commission. Proceedings to enforce or set aside orders of the new Commission as well as appeals shall be the same as in the 1934 Act.

Wheeler's Views

In his prepared statement, Senator Wheeler said the intent of his bill was "to correct looseness and uncertainty to functioning and diffused responsibility".

"My observations over a long period of years convince me that the big commissions are a mistake," he declared. "Personal responsibility is lost. Often we know that matters are badly handled, but we can't tell where or how the mishandling starts, or where to put the blame. Commonly, too, a big board lacks

(*Continued on page 85*)

McNinch Boosts Wheeler Bill; Hits Lack of FCC Cohesion

Airs FCC's Linen on Network; Raps Article By Stanley High; Infers Payne Was Source

CARRYING his case in favor of the Wheeler FCC reorganization bill to the radio audience itself, FCC Chairman McNinch delivered Feb. 10 a bristling address over MBS during which he also sharply attacked Stanley High's recent article in the *Saturday Evening Post*, [see page 32] upbraided members of the FCC for lack of cooperation, and inferentially cracked at Commissioner Payne, his chief adversary on the FCC.

Declaring himself 100% in favor of the Wheeler bill to reduce the FCC from seven to three members, cloak the chairman (who would presumably be himself) with unquestioned executive authority, and pave the way for a complete personnel upheaval, Chairman McNinch in effect called for more stringent regulation of broadcasting. The address was delivered in Baltimore before the North Carolina Society of that city, and keyed to MBS by WBAL.

Chairman McNinch did more than admit dissension on the FCC. He said he had recommended the reorganization to the President because the internal controversy has persisted. While he said he was glad to testify publicly to the cooperation of "most of the commissioners with each other", he declared these efforts have been discounted or even cancelled at times "by the hostile tactics of other members".

Danger of Bigness

A commission of seven creates opportunity for and incitement to individual struggle for power and collective strife, Mr. McNinch declared. The bigger the Commission the less effective and less efficient it is apt to be, he contended. "The ultimate result is likely to be a breakdown of regulation, playing into the hands of the industries to be regulated and leaving the public interest unprotected," he asserted.

Political influence also figured in the chairman's speech. Where there is temptation to exert such influence upon a commission, he said, it is multiplied by the number of members, and "there is the multiplied difficulty of locating and fixing responsibility." He said nothing could be deadlier or more unfair than political influence from any source, whether "party or commercial, high or low," upon a quasi-judicial commission.

Messrs. High and Payne were treated by the chairman in the same connection. Declaring he was amazed when he read Mr. High's article on the "Not-So-Free Air," because of "certain glaring and inexcusable misstatements and false statements" it contained, he said he had known the writer was inquiring into the FCC but that High had not talked with him.

"I understand that he contacted a number of people outside the Commission, and that he talked with at least one member of the Commission, Commissioner Payne," he continued. "It is significant that Mr. High writes little about Commissioner Payne, but writes expansively about the White House, about the Administration in general, and about me."

Chairman McNinch, who has been at loggerheads with Payne practically since he became FCC chairman, dissected certain portions of the article to show where it was in error, particularly in connection with the Eugene O'Neill *Beyond the Horizon* incident; the Welles-Martian program, and the allegation that, in his conversations with network officials on news broadcasts, he had mentioned Boake Carter and Gen. Hugh Johnson as the "worst examples" of news commentators who were not impartial. In the latter connection he said he had talked with Harry C. Butcher, CBS Washington vice-president, about providing opportunity for speakers to present contrary views on controversial subjects. He also quoted Gen. Johnson as denying that the radio had been closed to him.

Regarding Mr. High's statement that Thomas Corcoran got the job of FCC general counsel for William J. Dempsey as "one of his men", Mr. McNinch said it was utterly unfounded, that he himself had proposed Mr. Dempsey because of his ability and familiarity with FCC work, including radio.

Opposes Censorship

Once more Mr. McNinch said he was unalterably opposed to Government censorship of broadcasting, declaring the Government should neither directly or indirectly dictate what shall or shall not be said, or who shall or shall not speak over the air. He again made a plea for a definite policy under which a complete and rounded discussion of all aspects of any controversy would be given for the benefit of the listeners.

In explaining his FCC work, Mr. McNinch said that since the President appointed him 16 months ago there has been substantial improvement in the Commission's procedure and "if there had been a spirit of cooperation on the part of all members of the Commission, yet further advances doubtless would have been made."

One of the most important provisions of the Wheeler bill, he said, sets up machinery to handle the three great subdivisions of the Commission's work—broadcasting; telephone and telegraph, and international radio and communications. The three administrative assistants to the board, he explained, would be responsible initially for these subdivisions but would not make decisions on any quasi-judicial matters. They would follow through all applications, petitions, tariffs and other matters in their particular field, from the time of their filing until they were presented to the Commission in completed form for decision.

Research Proposal

"There will be no divided responsibility as between the three members of the board, and no difference in authority except that the chairman, besides being the presiding officer, will be the principal executive officer. Good practice requires that, and the statutes under which most Commissions function provide for it. The Communications Act did not provide specifically for a principal executive officer, and that is one of the lesser reasons why the Communications Act has been imperfectly administered. * * * Remember, however, that under the new plan, on every matter requiring Commission action, each of the three members of the board shall be under the duty of informing himself and casting his vote in making every decision, which shall immediately become a matter of public record."

Discussing the proposed department of research and information, to be headed by an $8,000 per year executive, Mr. McNinch said its

(*Continued on page 85*)



Drawn for BROADCASTING by Sid Hix

"He Won't Chirp Any More Unless He Gets $15 for Rehearsals!

NAB Shifts Convention to East And Selects a Late Spring Date

Executive Committee Discusses Legislation; Takes Steps to Collect Education Fund

TRANSFER of the 1939 NAB convention to the East, either Atlantic City or Washington in June rather than San Francisco in July, was agreed upon by the NAB Executive Committee at its meeting in Washington Feb. 11. About half of the full board membership already has agreed to shift with the actual place and dates to be designated later by President Neville Miller.

Action was taken in the light of the Federal legislative situation and of the desirability of keeping the membership in proximity to Washington, rather than 3,000 miles away.

The Executive Committee, however, definitely committed itself to a San Francisco convention in 1940, assuming their are no extenuating circumstances.

At its meeting in Washington last December, the full board of 23 members selected San Francisco for the convention and designated July as the month. Dissatisfaction expressed by smaller stations in the East and South first caused difficulties. Then, with the introduction of Administration-sponsored legislation to rewrite the statute governing broadcasting, it was decided it would be discreet to move the convention eastward and also to move up the time.

Others Consulted

After a motion by Director Walter J. Damm, WTMJ, Milwaukee, for the change had been adopted by the executive committee, Mr. Miller phoned five western directors to ascertain their views. They were C. W. Myers, KOIN-KALE, Portland; D. W. Thornburgh, CBS Pacific Coast vice president; Ralph R. Brunton, KJBS, San Francisco; O. L. Taylor, KGNC, Amarillo, and Gene O'Fallon, KFEL, Denver, who tactily agreed to the shift. At the executive committee meeting, in addition to Mr. Damm, were John Elmer, WCBM, Baltimore; Herb Hollister, KANS, Wichita; Edwin W. Craig, WSM, Nashville, and F. M. Russell, NBC Washington vice-president. Only Mark Ethridge, WHAS, Louisville, was absent, due to illness.

Other members of the board are being canvassed, with the selection between Atlantic City and Washington and the precise dates to be left to Mr. Miller. It is possible the convention might be called in May rather than June, if more desirable dates are available, though the later month appears to be favored. Moreover, Atlantic City appears to be favored over Washington.

The executive committee reviewed the legislative situation. A delegation, comprising Messrs. Miller, Russell, Hollister and Elmer, flanked by Legislative Committee Members Harry C. Butcher, CBS Washington vice-president, William B. Dolph, general manager of WOL, Washington, and John A. Kennedy, WCHS, Charleston, its chairman, called on Senator Wheeler (D-Mont.) author of the FCC reorganization bill, discussing legislation, particularly hearings tentatively set to start about March 1 before a subcommittee headed by Senator Wheeler.

The executive committee tentatively agreed that the first convention day (Monday) should be devoted to group meetings, such as those of Independent Radio Network Affiliates; National Association of Regional Broadcast Stations; Clear Channel Group, and the independents, along with sales managers and other Committees. The main convention itself would run only two days—Tuesday and Wednesday—for the handling of definitely scheduled business. Rather than "name" speakers from outside the industry, it was thought desirable to report in d e t a i l, through qualified industry representatives, on immediate problems such as libel and slander, copyright and the like.

Among other actions, the executive committee instructed Mr. Miller to re-negotiate with Langlois & Wentworth, tax-free transcription producers, a contract for leasing of the NAB transcription library of public-domain music, which was accomplished on the original terms Feb. 12 [see story on this page]. This was done in the light of the withdrawal of the previous offer of E. V. Brinckeroff & Co., which had been accepted last December by the board.

The executive committee discussed the proposal of Rep. Emmanuel Celler (D-N. Y.) for a Federal libel and slander statute relieving stations of liability for statements uttered over their microphones. A committee of Washington attorneys, headed by Andrew W. Bennett, NAB counsel, which has the matter under consideration, will discuss it with Mr. Celler in the near future.

Copyright was discussed in detail and President Miller will appoint an advisory committee to consider the subject, including negotiation of a new ASCAP scale.

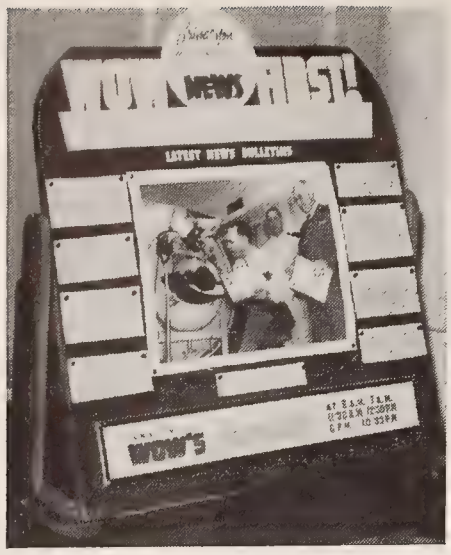
Educational Fund

The executive committee also discussed the Federal Radio Education Committee fund, to which the industry is pledged to contribute $83,000 towards a $250,500 fund for furtherance of specified educational broadcasting projects. Broadcasters have pledged only about $40,000 of the $83,000 required, and paid in about $32,000 of the abount pledged. The contributions were pro-rated among the stations on a basis equal to three times the highest quarter-hour rate as of Jan. 1, 1938. The Rockefeller and Carnegie Foundations already have contributed $151,000 for studies being undertaken at Princeton and Ohio State, and have indicated an interest in underwriting a continuation of the studies after the initial two years at an additional cost of $204,000, bringing the total of their contributions to $355,000.

After the meeting, Mr. Miller on Feb. 14, sent to all stations a special bulletin on the FREC situation, including recent correspondence between Chairman McNinch of the FCC and Dr. John W. Studebaker, Commissioner of Education, and chairman of FREC, as well an outline of the 10 projects which would be undertaken with the funds pledged. Dr. Studebaker stated, in a letter to Mr. McNinch Jan. 13, that the projects cannot be undertaken until the $83,000 fund is assured. Mr. Miller sent to stations a pledge under which they would agree to contribute their pro rata share.

A membership report submitted to the committee showed 13 additional stations since the board meeting in December, along with 11 "deductions". The current membership is 398. Additions, including Western Electric as a new associate member, are W V F W, W T E L, WOLS, WCSC, WRUF, WMPS, KTAT, KRIS, KAND, WOAI, KMJ, WIBG.

The legislative committee, headed by Mr. Kennedy met Feb. 9 and submitted its report to the executive committee meeting. Reviewed were two-dozen bills or resolutions in Congress affecting broadcasting, along with more than 100 measures introduced in State Legislatures.



NEWS merchandising is the latest twist at WOW, Omaha, but it requires a main-drag street-level show window to accomplish it. Here is the window of WOW's news room which fronts on Omaha's busiest downtown thoroughfare. On the bulletin board are actual news bulletins, typed on a jumbo typewriter, which are brought up to date every hour. In the center of the board each week is a 20 x 30 blow-up of the WOW special events picture of the week. This one shows Foster May, ace announcer, interviewing Fred Snite Jr., at his home in Miami, for the infantile paralysis drive. The board also features times of WOW's regular newscasts.

THE FCC has ordered a hearing on the application of WREN, Lawrence, Kan., to move its studio to Kansas City and to move its transmitter from south of Tanganoxie, Kan., to a point southwest of Kansas City, Kan., where it proposes to install a directional antenna.

KGLO, Mason City, Ia. local, has applied to the FCC for authority to shift to 1270 kc. and to increase its power to 1,000 watts full time. It asks for the facilities now assigned KWLC and KGCA, Decorah, Ia. time-sharing stations.

Lang-Worth Gets NAB Disc Library

Offer Taken as Brinckeroff Withdraws His Proposal

A CONTRACT with Langlois & Wentworth, New York transcription and program firm, to take over the NAB public domain transcription library and build 300 hours of tax-free music for radio, was announced Feb. 13 by NAB President Neville Miller.

The pact was signed after E. V. Brinckerhoff, of New York, had withdrawn his company's offer, originally accepted by the NAB board last December over the competitive proposal of Lang-Worth. The NAB Executive Committee in Washington Feb. 11 authorized Mr. Miller to renegotiate with Lang-Worth, and the original proposal was accepted Feb. 12 in conferences with C. O. Langlois and Ralph Wentworth.

Mr. Brinckerhoff had agreed to a $25,000 cash offer to NAB for the 20 hours of public domain already recorded, plus a percentage of receipts from additional sales to reimburse the NAB for its $60,000 investment since 1935. In a letter to Mr. Miller Jan. 16, Mr. Brinckerhoff withdrew his bid, presumably after concluding that he could not fulfill the monetary requirements. His request to make another bid was refused.

The New Arrangement

Lang-Worth, already in the tax-free music field, using RCA recordings, does not make any cash guarantee but will pay to NAB a portion of the receipts. NAB stands to realize possibly one-half of its $60,000 investment, and may recapture its entire investment.

The transcription library was launched by the NAB to build a reservoir of public domain and tax-free music, both recorded and in sheet form, against possible withdrawal of copyrighted music from radio or failure to negotiate equitable contracts with ASCAP.

Under the Lang-Worth plan, NAB leases its 20 hours of recorded music to Lang-Worth for five years and turns over arrangements for some 30 additional hours of public domain material. The NAB Bureau, a corporation, is not disposing of its assets. Lang-Worth agrees to supply 80 additional hours of recorded tax-free music to the some 115 NAB Library subscribers at $10 per hour, fulfilling NAB's contractual requirements. The station subscribers will have 90 days in which to cancel their orders or take the 80 hours. During the 90-day period, all stations can contract for the 100 hours at the $10 rate.

Lang-Worth also agrees to produce 200 additional hours on a staggered schedule, depending upon the number of subscribers, the cost to run about $15 per hour or $10 basic, plus an overage on increased production costs.

An NAB Advisory Committee will be named to assist in selection of material and to supervise production quality. Sheet music will be available at cost plus 10%. NAB will receive 30% of the receipts from Lang-Worth's sale of the first 80 hours to NAB subscribers and 50% of the receipts derived from new sales of NAB's first 20 hours. The Lang-Worth Library will be protected by L l o y d ' s insurance against infringement, it was stated.

Network Programs Almost 100% AFRA

Agencies Studying Pact to Learn Its Effect

By BRUCE ROBERTSON

NETWORK radio at key originating points is functioning almost 100% under the terms of the new code of fair practice negotiated by NBC and CBS with the American Federation of Musicians, after a general strike had been averted Feb. 2 by signing of the compact. The Code is a two-year contract effective Feb. 12.

Provisions of the Code signed by the two networks had been accepted by agencies placing practically all of the network business when the Feb. 12 deadline laid down by AFRA covering the new code of wages and conditions had been reached. This means that in almost every instance actors, singers or announcers employed on network commercials are receiving the benefits of the code. (See code analysis in adjoining column.)

The major networks eliminated the strike threat Feb. 2 when, after three days of almost continuous negotiations, the union's code was signed and its provisions promptly accepted by agencies placing three-quarters of all network business. Other agency signatures trickled in almost daily.

Future Plans Uncertain

Asked what action would be taken against agencies not accepting the code by that date, Emily Holt, AFRA executive secretary, refused to make a definite answer, saying only that "AFRA will take what steps it deems honorable and necessary to enforce its demands."

Mrs. Holt likewise declined to make any statement regarding the union's future plans. Asked specifically whether the union would present a similar code covering artists employed in making transcribed programs for sponsors, she said that she thought she was entitled to a vacation before entering into another series of negotiations.

Only a handful of agencies were outside the code Feb. 13 and AFRA gave them time to work out details with no threat to crack down. Mrs. Holt said upon leaving for Hollywood Feb. 11 that she would stop over in Chicago to clear up details there.

Negotiations were started Feb. 11 between AFRA and WOR, New York. Mutual key stations will sign individually and not as a network, it was stated.

Meanwhile, with the strike threat lifted, agencies and sponsors were studying the code under which they must henceforth operate to determine its effect on their particular programs and especially on the costs of those programs. While scarcely anyone was willing to predict the ultimate effect of the new scales, the general feeling was that the big evening shows would be the least affected and the daytime quarter-hour serials the hardest hit.

Most of the artists on the evening hour and half-hour programs receive much more than minimum scale and would not be affected. But the bit players on the daytime serials will in many cases be paid from 50% to 100% more than they have been getting, which will mean an appreciable rise in costs for their sponsors. Whether this will mean smaller casts for these programs, or fewer daytime serials, or whether the returns of this type of advertising are large enough to make such shows good investments even with the increased costs is a question that can be answered better six months from now.

In answer to one agency criticism, that with the new minimum wages only experienced actors will be employed thus depriving the newcomers of an opportunity to work, AFRA answers that the young, untried talent still has the whole field of sustaining programs and of independent stations in which to gain experience, just as young actors in the theatre get their training in stock and summer theatres before stepping into Broadway hits. If, however, a youngster is good enough for Broadway or for a network commercial program, then he is good enough to earn the union scale, AFRA argues.

Between Jan. 27, when AFRA executives were prepared to call a strike at any moment, and Feb. 2, when the AFRA code was signed by NBC and CBS, things happened rapidly. On Jan. 27 a group of national advertisers, sponsors of more than 70% of the total business on the national networks, who had been meeting daily for nearly a week, formed a Committee for Advertisers and authorized it to negotiate with AFRA.

Members of this committee were Chet La Roche, president of Young & Rubicam, chairman; J. G. Sample, president of Blackett-Sample-Hummert; John U. Reber, vice-president and radio director for J. Walter Thompson Co.; Chester B. Bowles, chairman of Benton & Bowles; W. B. Ruthrauff, vice-president of Ruthrauff & Ryan; Leonard T. Bush, vice-president of Compton Advertising, and Don Francisco, president of Lord & Thomas. The seven agencies represented on the committee were the seven leaders in amount of business placed with the national networks in 1938 [BROADCASTING, Jan. 15].

Halting their plans for a nationwide walkout of radio talent, AFRA agreed to meet with this committee on the following Monday, Jan. 30, and "to confer without recess until a conclusion has been reached", according to the AFRA statement, which added that this decision was made only after an urgent appeal had been received from NBC and CBS that nothing be left undone to effect a settlement without strife.

At 2 p. m. on Jan. 30 the two committees met in a session that lasted until 5 the following morning. Resuming at 2 p. m. of the 31st, they continued until 6 a. m. the next day, at which time they had reached a tentative agreement, subject to the approval of the AFRA national board. At 5 p. m. Feb. 1 the 45 AFRA board members assembled in simultaneous meetings in New York, Chicago and Los Angeles, which resulted in approval of the amended code.

Closed Shop Clause

Chief cause for delay was the insistence of AFRA that the preferential shop clause remain in the contract and the insistence of the agencies that neither they nor their clients could accept such a clause. Pointing out that whatever they might be in practice the agencies are not legally the employers of radio talent, the agencies said that they could not sign the contract as principals.

Furthermore, they argued, if

(*Continued on page 80*)

AFRA SIGNERS AS OF FEB. 13

AGENCIES

N. W. Ayer & Son
Badger & Browning & Hersey
Batten, Barton, Durstine & Osborn
Benton & Bowles
The Biow Co.
Blackett-Sample-Hummert
Blaker Adv. Agency
Bowman & Columbia
Brown & Tarcher
Franklin Bruck Adv. Corp.
Buchanan & Co.
Campbell-Ewald Co., of New York
Cecil & Presbrey
Clements Co.
Compton Advertising Inc.
Sherman K. Ellis & Co.
Erwin, Wasey & Co.
Wm. Esty & Co.
Gale & Pietsch
Gardner Adv. Co.
Glicksman Adv. Co.
Henri, Hurst & McDonald
Frances Hooper Agency
Charles W. Hoyt Co.
Hutchinson Adv. Co.
H. W. Kastor & Sons Adv. Co.
Kenyon & Eckhardt
H. M. Kiesewetter
Abbott Kimball Co.
Knox Reeves Adv.
Arthur Kudner Inc.
Lennen & Mitchell
Lord & Thomas
Hays MacFarland & Co.
Marschalk & Pratt
J. M. Mathes Inc.
Maxon Inc.
McCann-Erickson
McKee & Albright
Frank A. McMahon
Morse International
Newell-Emmett Co.
Needham, Louis & Brorby
Neisser-Meyerhoff
Peck Adv. Agency
Pedlar & Ryan
Presba, Fellers & Presba
L. W. Ramsey Co.
Roche, Williams & Cunnyngham
Ruthrauff & Ryan
Russell M. Seeds Co.
Stack-Goble Adv. Agency
Sweeney & James Co.
J. Walter Thompson Co.
Wade Adv. Agency
Warwick & Legler
Ward Wheelock Co.
Young & Rubicam

PRODUCERS

Himan Brown
Grombach Productions Inc.
Phillips H. Lord Inc.
Carson Robison
Henry Souvaine Inc.
Transamerican Broadcasting & Television Corp.
Wolf Associates Inc.

Little Change Made in Original Code As Submitted by AFRA Last December

PROVISIONS of the final code negotiated Feb. 2 by NBC and CBS with the American Federation of Radio Artists closely resemble those of the code first submitted by AFRA Dec. 8 [BROADCASTING, Dec. 15], though a number of concessions were won by the agency negotiations, chiefly a scale of discounts applicable to talent guaranteed 13 weeks continuous work. Rebroadcast fees for singers are considerably reduced and special rates set for signature numbers. Special rates are also set for announcers on five-minute news broadcasts, for signature voices on dramatic shows and for extras and supernumeraries. Extra changes for off-the-line recordings are also generally eliminated.

Minimum Payments

Code calls for payment to actors of a minimum of $15 for a 15-minute program, with a $10 rebroadcast fee. For a half-hour show the minimum fees are $25 and $12.50, and for an hour program, $35 and $17.50. Rehearsals are $6 an hour and $3 for each additional half-hour. If the actor is engaged for five quarter-hour programs a week, rehearsal rates are $5 the first hour and $2.50 each additional half-hour.

If the producer gives the actor a non-cancellable contract for 13 weeks' continuous work on a quarter-hour dramatic script show, he may discount his wages 5% for three performances weekly, 10% for four, and 15% for five, providing that the minimum payment totals $80 per week for three programs, $100 for four and $105 for five. For broadcast and repeat shows the same discounts apply, with the minima increased to $100 for three programs and repeats, $125 for four and $140 for five.

For making advance recordings plus the live network appearances the discounts are the same and the guaranteed minimum wages are $115 for three programs, $145 for four and $160 for five. Rehearsals at a base rate of $6 per hour apply and are figured in when applying the discounts. Performer under 13-week contract is paid his wage less discounts or the minimum fee, whichever is higher.

On half-hour shows, a 13-week

(*Continued on page 87*)

NBC Now Using AP Reports, Supplied Net Without Charge

Bulletin Service Included in New Arrangement; CBS Said to Be Dickering for Similar Plan

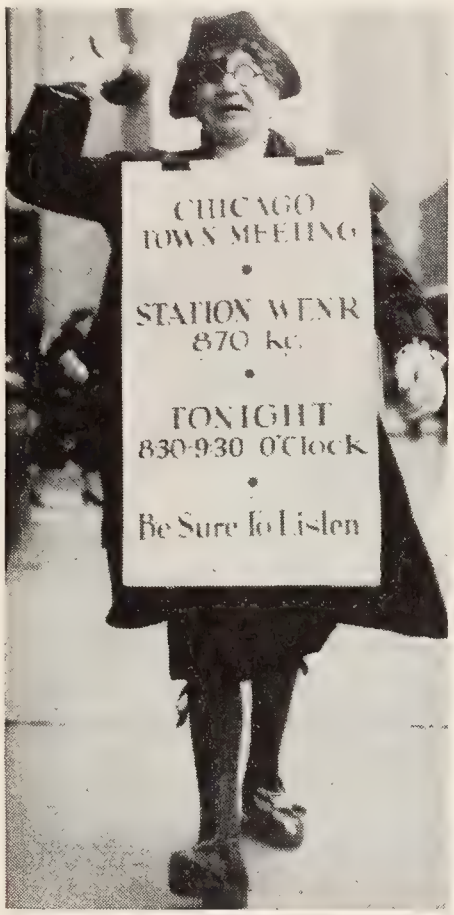
THE FIVE-MINUTE news periods broadcast morning and night on NBC now include the statement, "This news comes to NBC from the Associated Press." This credit line was first broadcast Feb. 9, signalizing completion of negotiations [exclusively disclosed in BROADCASTING, Feb. 1] which were begun shortly after NBC had dropped the service of the Press Radio Bureau in late December.

Associated Press is supplying the news without remuneration as a public service, and the twice-daily periods are not available for sponsorship but will continue on a sustaining basis as they were under the old Press Radio agreement.

AP will also supply bulletin service to the network, which now has access to the news of all three major news-gathering agencies since it purchases the United Press and International News Service reports. Unlike UP and INS, AP is unable to sell its news for broadcasting, the proposal that it do so having been voted down by its newspaper owners as recently as last spring.

Questioned regarding the new setup, NBC made the following statement: "The Associated Press has furnished news bulletins to NBC for several years as a public service indirectly through the Press Radio Bureau. It is now furnishing them directly to NBC on the same basis of public service and without remuneration. This Associated Press news is used by NBC in the morning and evening news programs in place of Press Radio news and also for bulletin service."

CBS, which dropped Press Radio service simultaneously with NBC, is currently using UP and INS news for its bulletins, but it is understood that CBS is also negotiating with AP and that an arrangement at this network similar to that at NBC will begin as soon as details have been settled.



CHICAGO eyes couldn't believe themselves Feb. 7 when they saw Actor Richard Burton parade around the Loop as a Town Crier, voice tense and bell aclanging. This was a part of the promotion carried out by NBC-Chicago for its *Chicago Town Meeting*, an hour program on Tuesday evening designed after the well-known *America's Town Meeting of the Air*, but slanted for the local listener. With Dr. S. N. Stevens of Northwestern U. as moderator, the weekly series on WENR, features discussions of Chicago's government, its taxes, its local housing problems. The studio audience of 400 is at liberty to cheer, boo, heckle or question the speakers who are prominent business and civic leaders. To launch the series, Emmons Carlson, NBC-Chicago sales promotion manager, designed a folder bearing the imprint of a Town Crier on its cover, explaining the program series.

Oldest Program

EVEN longer lived than the *Cities Service Hour*, commercial patriarch of the networks which started Dec. 29, 1925, became a regular feature Feb. 18, 1927, and has been on NBC consistently ever since, is the *Crescent Hour of Music* on WHO, Des Moines. Its Feb. 11 broadcast, sponsored every Sunday morning by Crescent Cracker & Macaroni Co., Davenport, Ia., marked 902 consecutive broadcasts since it started April 25, 1924.

Hoosier Radio Poll

HOOSIER Radio Workshop at Indiana University is conducting a state-wide survey of listener habits and educational programs under a $60,000 grant from the U. S. Office of Education, it has been announced by Robert E. Allen, director of University radio programs. Following the technique of the Gallup polls, the survey includes selective questioning of 250,000 individual listeners and analysis of the listening areas and relative popularity of programs for all Indiana stations. In areas with a large foreign-born population the survey will seek to determine the extent radio influences customs, language and citizenship.

Rural Audiences Have Tastes Similar To City Listeners, CBS Survey Shows

THE PROGRAMS built primarily for city audiences are equally popular with farm families, according to *Columbia's RFD Audience*, a study of rural listeners just published by CBS. The radio listener in a farm or small town home is very little if at all different from his city cousin, with just about the same listening habits, program preferences and susceptibility to radio advertising, this report concludes.

Conducted in March, 1938, six months after the rural study of the Joint Committee on Radio Research, which was cooperatively financed by NBC and CBS [see BROADCASTING *1939 Yearbook*], and which showed 69% of rural homes with radios as against 91% of urban, the CBS survey used the identical formula of the previous study. The same investigators of the Hooper-Holmes Bureau (ignorant of the fact that they were working for CBS) personally interviewed the same families in the same 96 typical counties which had been covered by the Joint Committee survey.

Typical Selections

The chief difference was that where the former piece of rural research found the percentages of set ownership among farmers and residents of small towns and their broad listening habits, CBS also investigated station preferences of this audience, a competitive question which for obvious reasons was outside the province of a cooperative survey.

To find the program preferences of the rural listeners, the investigators submitted a list of typical programs and personalities, "studiously avoiding the inclusion of any program or star which might be said to have a strictly rural appeal" and even including a few "which might be said to have 'exclusive' urban appeal". They found that 80.9% of all families interviewed reported listening to Major Bowes, 71.8% to Eddie Cantor, 57.8% to Kate Smith, 55.5% to *Hollywood Hotel*, 54.6% to *Lux Radio Theatre*, 45.3% to *Professor Quiz*, 35.3% to *Big Sister* and 26.7% to the New York Philharmonic Orchestra.

By Income Groups

When the audiences to these programs are broken down by income groups the percentage of listeners from the high income bracket is the largest and from the low income group the smallest for every program except *Big Sister*, a daytime show. The differences are especially pronounced for *Professor Quiz*, which was listened to by 51% of the high income families, 49% of the middle income group, but only 36% of families in the low income bracket, and the New York Philharmonic, which reaches 35% of the upper income group, 27% of the middle and only 18% of the low income homes.

These findings are in line with those of the Joint Committee that the wealthiest farmers listened the most. This close correlation between the results of the two surveys was also shown in the answers to the two questions asked by each: How much do they listen? and How much advertised merchandise do they buy? Average de-

(*Continued on page 78*)

M-G-M to Cease 'Good News' Series

New Coast Program Planned; Colman Returns to *Circle*

METRO-GOLDWIN-MAYER Studios will end its radio alliance with General Foods Corp. (Maxwell House coffee) and retire from studio production of NBC *Good News of 1939* program following the June 29 bradcast, instead of March 30 as originally announced. The series started in November, 1937.

Decision followed careful consideration of exhibitor criticism aimed at Hollywood for taking a major position in network radio, according to Louis K. Sidney, M-G-M radio executive. Action, it is believed, closes that chapter of Hollywood radio in which film studios participated as a unit in setting up a program. [See earlier story on page 34].

Retirement of M-G-M from radio participation occurs at height of the program's success. It has risen steadily under Sidney's supervision and General Foods Corp. is reported to have found the program remarkably effective in selling coffee. Studio was also able to derive heavy exploitation for its pictures and talent.

To Build New Program

Change in date of M-G-M's withdrawal from radio was made at request of General Foods Corp. and granted so that the sponsor may have time to build a new Hollywood show as successor to the *Good News* series, it was said, building the show around freelance artists and retaining Fannie Brice and Meredith Willson.

Internal discord which threatened to disrupt the NBC *Circle* Hour, sponsored by Kellogg Co., has been cleared up and Ronald Colman, film actor, who withdrew may return to the program within the next few weeks, if not before, according to J. Walter Thompson Co., Hollywood executives. It is understood the breach resulted from disagreement over material written, and temperament.

Boys Vote on Radio

RESULTS of the fourth annual preference study of programs and stars conducted by the Boys' Athletic League, New York, among 49,343 New York children show the girls' preferences in programs to be the *Lux Theatre*, Eddie Cantor's program and Kate Smith's hour, all CBS broadcasts. The boys chose *Gang Busters* on CBS, and the two MBS shows, *Lone Ranger* and *The Shadow*, as their favorite programs, and selected Eddie Cantor, Jack Benny and Joe Penner as the best stars. The girls preferred Kate Smith, Bing Crosby and Eddie Cantor as the top three in the list of selected stars.

RCA Specimen Spots

RCA VICTOR has prepared a handbook of specimen spot announcements to aid music dealers in tying together their radio and newspaper advertising. The sample announcements are designed to capitalize on the big names in the phonograph recording field, tying in with local personal appearances by recording artists and featuring the "record society plan" and descriptions of Victrolas.

Network Competition Described by MBS

Lack of Facilities In Some Markets Explained

AS RADIO'S only cooperative enterprise, Mutual Broadcasting System has made healthy strides, though it is "blocked out" of important cities by lack of adequate facilities and the existence of restrictive or exclusive contracts with other networks, executives of MBS told the FCC Network Inquiry Committee in testimony Feb. 7-10.

Although MBS indulged in no direct criticism of competing networks, witnesses commented on time and frequency discounts, ranging up to 25%, allowed by NBC to its advertisers, which they said was competition with which MBS could not cope. With 110 outlets and with a nationwide network by virtue of the alignment of several regional groups, MBS is performing a national service, its witnesses brought out.



MBS SPOKESMEN as they huddled during the FCC Network Inquiry. Left to right: T. C. Streibert, MBS and WOR vice-president; Frank D. Scott, WOR-MBS counsel; Louis G. Caldwell, WGN-MBS counsel, and Alfred J. McCosker, chairman of MBS and president of WOR. Standing beyond Mr. Streibert is Lester Gottlieb, MBS publicity coordinator.

McNinch Sees Need of Facts

As the FCC inquiry into networks, station ownership, alleged monopolistic tendencies and general competition entered its fourth month, indications were given that it anticipated finding conditions of an objectionable nature. This was vouchsafed by Chairman Frank R. McNinch, of the FCC and also of the Inquiry Committee, in testimony before the House Subcommittee on Appropriations released Feb. 6. Answering questions of committee members, he said that monopoly in broadcasting could exist "by undisclosed interlocking directorates and other interests which we are rather anticipating we may discover."

Asserting he felt the Commission heretofore has not had the facts, he said the objective of the investigation is to find out "every ramification, holding company, subsidiary, affiliation, interlocking directorate or whatnot; because through this means we will ascertain if there is control which does not appear in the papers directly when the report is submitted to the Commission."

Little in the way of sensation has developed at the hearings thus far. It appears now that the FCC will lay particular emphasis on the results of the far-reaching questionnaire on station ownership, operation, policies and personnel, which was sent to all licensees last month and which now are being tabulated. This testimony, however, at the pace now being maintained, probably will not be introduced until April, at which time the FCC plans to place in the record testimony in rebuttal to that offered by the major networks and the regional networks to appear next.

Highlighting the MBS presentation thus far were statistics relating to operating income and disbursements [see tabulation on this page]. These disclosed that more than 50% of MBS billings in 1938, aggregating $2,272,661, or a total of $1,165,131 represented net revenue. Affiliated stations of the network, aside from those in the participating category, received in revenue 45.17% of the advertiser's dollar. This compared to the CBS figure of roughly 25% in 1938 and an NBC average of almost a corresponding amount.

In discussing the restrictive contract situation, Fred Weber, MBS general manager, pointed out that MBS serves 32 stations having other network affiliations and declared that fundamentally a restrictive contract acts to deprive certain areas of "a valuable additional service in choice of programs", and from an economic standpoint prevents stations from carrying commercial programs, at their full card rates, which they could otherwise broadcast.

Restrictive Contracts

To overcome the ill effects of restrictive and exclusive arrangements, as between networks and affiliated stations, he urged that consideration be given the length of time over which the exclusive agreements remain in force and the danger of hindering normal development in areas served by stations bound by restrictive contracts.

Of the ten scheduled witnesses for MBS, five had testified when the hearings were recessed Feb. 10 until Feb. 14. Those who had testified were Andrew Poole, traffic manager; E. M. Antrim, executive secretary and treasurer and assistant business manager of the *Chicago Tribune*; Miles E. Lamphiear, auditor; Mr. Weber, general manager, and Adolph Opfinger, program service manager. Remaining to testify were George Davis, consulting engineer; Julius F. Seebach Jr., director of program operations of WOR; Myrtle E. Stahl, office manager of WGN; W. E. Macfarlane, president of MBS and business manager of the *Chicago Tribune*, and Alfred J. McCosker, chairman of MBS and president of WOR.

Regional Nets Start Feb. 21

The Network Inquiry Committee tentatively has set Feb. 21 for the beginning of the presentations by regional networks. Only a tentative order of appearances had been established, with Don Lee to begin the presentation, followed by Yankee and Colonial Networks and Michigan Radio Network. Also slated to appear in the following tentative order were Virginia Broadcasting System, California Radio System, Wisconsin Radio Network, Pacific Broadcasting Co., Texas State Network, North Central Broadcasting System, Arrowhead Network, Empire State Network, Inter-City Broadcasting System, Oklahoma Network, Pennsylvania Network (WCAU, key), Quaker Network (WFIL, key), and Texas Quality Group. From the original list of those notified last September to present testimony have been deleted the WLW Line Group, Hearst Radio Inc., New York Broadcasting System and Pennsylvania Broadcasters.

Opening the Mutual Broadcasting System presentation Feb. 7 before Commissioners Brown and Sykes, in the FCC network inquiry, MBS Counsel Louis G. Caldwell called Andrew L. Poole, traffic manager of the network, to explain a series of exhibits outlining MBS coverage and contractual relations with AT&T for wires.

Pointing out that in his capacity as traffic manager he purchases and generally arranges wire facilities for the network, Mr. Poole said that MBS now serves 110 stations from coast-to-coast, divided into seven general groups: Colo-

(*Continued on page 73*)

MBS Gross Billings and Net Revenues: 1935-38

(Years Ended December 31)

Based on Tables Submitted to FCC Network Inquiry Feb. 8

	1935			1936			1937			1938		
Station or Network	*Gross Billing*	*Net Revenue*	*% of Gross Billing*	*Gross Billing*	*Net Revenue*	*% of Gross Billing*	*Gross Billing*	*Net Revenue*	*% of Gross Billing*	*Gross Billing*	*Net Revenue*	*% of Gross Billing*
WOR	$170,264.00	$77,571.14	45.56	$404,990.02	$254,854.24	62.93	$364,067.14	$174,030.05	47.80	$461,057.09	$280,751.01	59.35
WGN	94,522.08	15,863.77	16.78	248,158.05	129,904.80	52.35	264,455.23	92,141.79	34.83	272,725.44	121,066.31	43.41
CKLW	20,280.26	(2,712.45)	(13.37)	69,226.35	(14,020.12)	20.25	69,379.99	(184.27)	(.27)	70,348.68	2,884.54	4.10
Colonial Network	.....	.....	.....	45,308.78	24,743.97	54.61	127,764.12	75,529.49	59.12	215,954.99	141,336.04	65.45
Don Lee Network	.....	.....	.....	.....	.....	.....	179,678.67	60,628.08	33.74	305,482.53	129,752.77	42.47
United Broadcasting Co.	.....	.....	.....	.....	.....	.....	14,986.85	2,195.65	14.65	46,787.63	(727.73)	(1.56)
Crosley (WLW-WSAI)	155,098.85	60,870.16	39.25	158,790.73	67,176.65	42.31	219,083.11	165,557.95	75.57	299,314.14	218,585.52	73.03
WXYZ	16,193.75	(26,344.21)	(162.68)	.....	.....	.....	.....	.....	.....	.....	.....	.....
Affiliated Stations	7,498.05	3,169.62	42.27	184,137.02	83,408.05	45.30	411,109.58	166,757.87	40.56	600,991.49	271,483.44	45.17
TOTAL	$463,856.99	$128,418.03	20.76	$1,110,610.95	$546,067.59	49.17	$1,650,524.69	$736,656.61	44.63	$2,272,661.99	$1,165,131.90	50.78

Figures enclosed in parentheses are red, *i.e.*, minus.

Gross Billing column presents gross billings done by Mutual only for 1935 and 1936 and gross billing representing both that done by Mutual offices and stations for the years 1937 and 1938. The combined billing is not available by stations for 1935 and 1936.

P. & G. to Expand Baseball Activity

Sharing New York Broadcasts; Atlantic Refining Booking

PROCTER & GAMBLE Co., Cincinnati, for Ivory soap, will not only share sponsorship of New York Giants-Yankees and Brooklyn Dodgers baseball play-by-play but will resume its test of baseball by continuing coverage with General Mills of the Oklahoma City Texas League games on KTOK.

While sales are understood to have soared in the 1938 Oklahoma test, P & G is said to believe a second season is necessary to complete the test.

Details of the New York campaign have not yet been completed by Knox Reeves, General Mills Minneapolis agency in charge of baseball placements. Socony-Vacuum Oil Co. is the third New York sponsor. Stations for the Giants-Yankees and for the Dodgers broadcasts have not been announced.

Atlantic Refining Plans

General Mills has signed to sponsor home and away games of the Atlanta team on WAGA, Atlanta. Last year WAGA carried home games only, with WATL carrying games out-of-town.

Atlantic Refining Co. is planning extensive baseball coverage but plans have not been disclosed by N. W. Ayer & Son, Philadelphia, the Atlantic agency. In Syracuse, WSYR will carry games of the Chiefs, local International League team.

P. Lorillard Co. (Old Golds) again will sponsor Sacramento games on KFBK. Lennen & Mitchell, New York, is agency.

Among first to announce plans to cover spring training camps was KMOX, St. Louis, which is assigning France Laux and Charles Casper, formerly St. Louis Browns publicity director, to take recording equipment to Cardinals and Browns camps.

Heads Farnsworth

E. A. NICHOLAS, formerly with RCA, New York, on Feb. 9 was elected president of the recently reorganized Farnsworth Television & Radio Corp., which has just announced plans to raise several million dollars of new capital as a result of registration statement filed with the SEC for 600,000 shares of its common stock. This new capital will be used to acquire the business and assets of Capehart Inc., Fort Wayne, Ind., whose plants and equipment will provide facilities for the production of special radio, television and allied electrical apparatus. Also contemplated is the acquisition of the radio plant of the General Utilities Co. of Marion, Ind. The new firm of Farnsworth is capitalized at 2,000,000 shares of $1 par capital stock, to be underwritten by E. H. Rollins & Sons.

ALTHOUGH it is affiliated through common ownership with the *Fort Worth Star-Telegram*, KGKO has signed as one of its features the news commentaries of Eddie Barr, popular *Dallas Dispatch-Herald* columnist, starting Feb. 14 under sponsorship of the Davis Hat Co., placed through Grant Adv. Agency, Dallas.

Kirkman Ponders

KIRKMAN & SONS, Brooklyn, has been running a campaign of thrice-weekly spot announcements for its soap flakes on WOR, Newark, since Jan. 2. More stations may be added at the close of the present contract on March 27. N. W. Ayer & Son, New York, placed the account.

Candy Account on MBS

SWEETS CO. OF AMERICA, New York (Tootsie Rolls), on Feb. 13 started a new series of programs based on the well-known comic by Jack Johnstone, features a strip *Smilin' Jack* on three MBS Stations, WOR, WGN and WAAB. The thrice-weekly series includes a "naming jamboree" for young listeners with prizes of dolls, cameras, skates and toys given away each week under direction of Radio & Publications Contests, New York. Series, heard Mondays, Wednesdays and Fridays, 5:30-5:45 p. m., was placed by The Biow Co., New York.

Pure Oil in Minnesota

PURE OIL Co., Chicago, on Feb. 28 starts *Pure Oil Pep Parade*, a half-hour Tuesday evening show on a special four-station network consisting of WCCO, Minneapolis; WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn. Keyed from WCCO, the variety series features Cedric Adams, newspaperman, in *Chuckles in the News* Tuesdays 6:30-7 p. m., CST. Leo Burnett Co., Chicago, has the account.

CARMICHAEL TAKES COSBY POST AT KWK

COINCIDENT with the resignation of Clarence G. Cosby as general manager of KWK, St. Louis, effective Feb. 1, Robert T. Convey, president, announced the promotion of V. E. Carmichael from the sales staff to sales manager.



Mr. Carmichael



Mr. Cosby

Mr. Cosby, general manager of KWK since 1929, has not made known his future plans. He formerly was advertising manager of the Baldwin Piano Co. and is a onetime concert artist, baseball player and soldier.

Mr. Convey himself takes over executive direction of the station, with Mr. Carmichael directing sales activities. The new sales manager is 34 and has been with KWK since 1931. He was educated at Missouri State and West Point and in 1938 topped the entire sales force in dollar volume.

RALSTON PURINA Co., St. Louis (cereals), on March 7 or 14 is reported to be preparing to shift *The Inside Story* from seven CBS pacific stations, Thursday, 8-8:30 p. m. (PST), to an NBC network of about 65 stations. Agency is Gardner Adv. Co., St. Louis.

New WHN Executives



Mr. Pettey



Mr. Lebhar

APPOINTMENT of Bertram Lebhar, JR., commercial manager of WMCA, New York, as vice-president in charge of sales of WHN, New York, beginning Feb. 20, was announced Feb. 13 by David Bernstein, vice-president and treasurer of Loew's Inc., owner of WHN.

Herbert L. Pettey, who has been acting in the dual capacity of station director and commercial manager, continues as the executive head, but turns his sales duties over to Mr. Lebhar. Mr. Pettey, former secretary of the FCC, became associate manager of WHN May 1, 1936. Since the transfer of Louis K. Sidney to Hollywood last year, Mr. Pettey has been the active head of the station, also continuing his duties as sales manager.

Mr. Lebhar has been sales director of WMCA for several years. He was formerly with the sales department of CBS and with the Hirsh Advertising Agency as head of its radio department. In 1931, he joined the sales staff of WOR, remaining there for five years, after which he joined WMCA.

Oliver at Dawn

OLIVER FARM EQUIPMENT Co., Chicago, on Feb. 20 starts *Salt of the Earth*, six weekly series, 6:30-7 a. m., on WMAQ, Chicago. Contracted for 52 weeks, the show will feature Everett Mitchell in farm news, weather reports, etc. Hour of the program makes it necessary for WMAQ to take the air a half-hour before its previous opening time. Buchen Co., Chicago, handles the account.

Consolidated Starts

CONSOLIDATED Drug Trade Products, Chicago (Peruna tonic, Kolor Bak restorer), has started *Pat Buttram's Afternoon Special*, a variety show on WLS, that city, six days weekly, 2-2:30 p. m. Firm is also using five weekly half-hour shows on KXOK, St. Louis, and KFRU, Columbia, Mo., titled *Hank's Dude Ranchers*, 3:15-3:45 p. m. Benson & Dall, Chicago, is agency.

Cluett Peabody Adds

CLUETT PEABODY Co., New York, currently conducting six shopping talks weekly for Sanforized-Shrunk shirts on WCAU, Philadelphia, WWJ, Detroit, and WGN, Chicago, will start a similar program on KNX, Los Angeles, on March 1. The KNX program will be heard from 8:30-8:45 a. m. and will give style hints and price details to shoppers in Los Angeles department stores. Young & Rubicam, New York, handles the account.

AGENCIES INCLUDED IN FTC PROCEDURE

EXTENDING its Radio & Periodical Division's scrutiny of advertising copy to agencies as well as advertisers, the Federal Trade Commission has enlarged the scope of its civil procedure under the Wheeler-Lea Act to cover any advertising agency preparing false or misleading copy and the vendor using the advertisement, it was learned Feb. 11.

The Commission has approved a plan under which the Radio & Periodical Division may ask a vendor, whose advertising is under observation, whether an agency prepares his copy. If he uses an agency, the Division may question the agency on the extent to which it participated in preparing copy.

If the agency is found materially responsible for copy preparation, the FTC plans to move against it with the same civil procedures it uses against the vendor, although both will be conducted separately. However, it was made clear the agency would not be liable under the criminal provisions of the law.

Although questionnaires have been sent to vendors, none have gone to agencies. Commission officials believe the new procedure will bring stricter agency surveillance of copy writing.

Fire Destroys KINY

A THREE-alarm fire which on Feb. 8 completely destroyed the Goldstein Bldg., Juneau, largest office building in Alaska, wiped out the studios and offices of KINY, located on the fifth floor. The fire started in the basement and burned for three days, nothing whatever being saved. Programs from KINY were not interrupted as controls were immediately shifted to auxiliary studios at the transmitter plant a mile south of town. Construction of new enlarged studios in the new Baranof Hotel has already started.

For Local Sponsorship

SOME 400 stations will receive in latter February sample pressings of *People, Just People*, quarter-hour transcribed series produced by Radio Productions Inc., a new firm which has opened offices at 597 Madison Ave., New York. Aimed at the feminine audience, the program features Zoe Beckley, newspaper woman and syndicated columnist, who relates in intimate fashion the way in which famous men and women have overcome the same problems that are faced by millions of other people. Programs, recorded by WBS, are offered to stations for sale to local sponsors and each disc includes musical backgrounds for three commercials, opening and closing plugs of 60 seconds each and a 45-second break in the middle of the quarter-hour program.

INTERNATIONAL HARVESTER Co., Chicago, on Feb. 20 starts *Rural Crime Reporter* on WLS, Chicago, Wednesdays, 7-7:30 p. m., through Aubrey, Moore & Wallace, Chicago. Other spots are to be placed in the near future.

WKBN, Youngstown, O., has been authorized by the FCC to increase its daytime power from 500 to 1,000 watts on 570 kc.



There's Something New about

NEWPORT NEWS

Things are happening in the Newport News area.

For one thing, radio station WGH is under the new ownership and operation of the Newport News, Daily Press and Times-Herald.*

For another, new shipbuilding contracts now in hand give the Tidewater Virginia area an added $200,000,000 income and an added 10,000 workmen.

That's a new sales opportunity for discerning national and regional advertisers. Climb aboard, sailor!

*Under new ownership and operation, but with the same old management and staff, and the same high program and engineering standards.

COMPLETE COVERAGE OF THE TIDEWATER AREA ★★★

NEWPORT NEWS VIRGINIA

WGH

NORFOLK VIRGINIA



ICONOSCOPE images photographed at National Press Club demonstrations, here reduced from their 9x7½ inch frames. In left photo William Crago, WRC-WMAL announcer (left), is shown with George Porter, FCC assistant general counsel. Center picture shows little Jackie Russell, son of Frank M. Russell, NBC Washington vice-president, engaging in conversation with his daddy at the Press Club. Right photo shows Gordon Hittenmark, WRC-WMAL announcer, with FCC Commissioner Paul A. Walker.

Television's First Roadshow Proves a Hit

Federal Officials Much Impressed By NBC-RCA

By MARTIN CODEL

TELEVISION's first road show, a seven-day stand in Washington, ended Feb. 2 with capital officialdom still enthusing over the "marvel" they witnessed and with RCA-NBC officials highly gratified over the public reaction. At least 5,000 persons, chiefly Government officials, diplomats and journalists, saw the demonstrations at both the sending and receiving ends and the comment invariably was favorable.

In fact, though the executives in charge of the mobile television unit had to turn down invitations to bring it to other cities since it is needed in New York for World Fair preparations, they did promise to televise the next inauguration of the President of the United States in January, 1941—not far away as television time is measured.

A Washington Station?

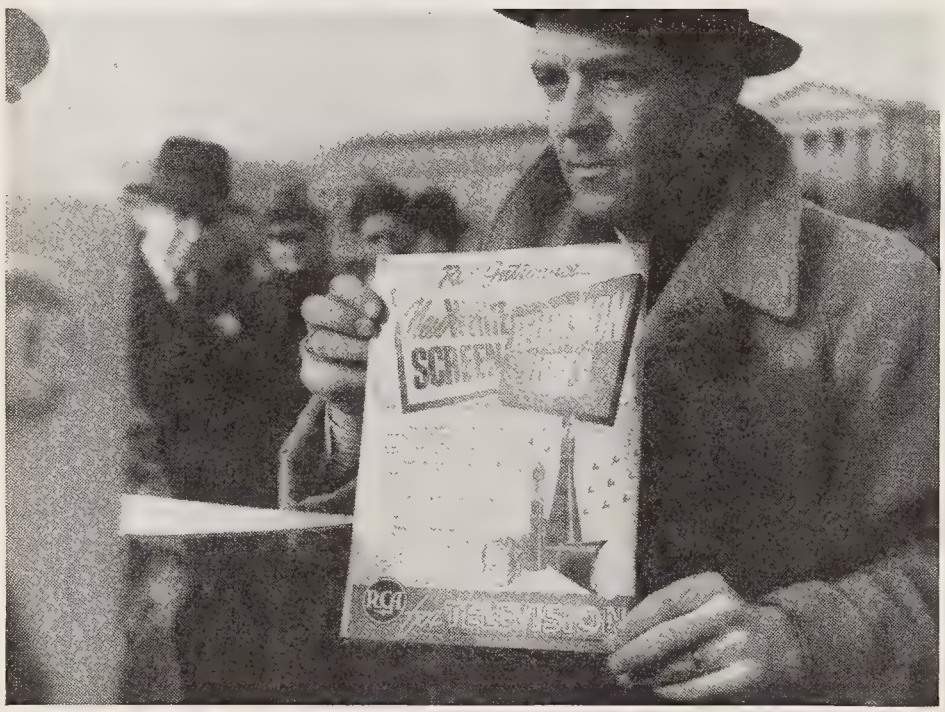
There were many, however, who believed that Washington would get a local television station well ahead of that date in view of the importance of the capital as an originating point and in view of the tremendous success of the Jan. 27-Feb. 2 demonstrations. RCA-NBC will inaugurate public television with the opening of the New York World Fair April 30 and receiving sets will be placed on the New York market at that time. The service, due to the peculiar characteristics of the ultra-shortwaves, will be entirely local at the outset, the RCA-NBC emanations from the transmitter atop the Empire State Bldg. and the CBS transmitter atop the Chrysler Bldg. being receivable for a dependable radius of only about 50 miles.

Just as it has authorized its receiver manufacturing licenses to manufacture video sets under its patents, RCA has also authorized the manufacture of transmitter apparatus and has announced the availability of a new 1,000-watt visual broadcasting unit costing about $60,000 which can be purchased by any firm having FCC authorization to experiment with television [BROADCASTING, Oct. 15, 1938]. Thus far, though many tentative orders are said to have been placed, the only one definitely announced in addition to the RCA installation for CBS is that of WTMJ, Milwaukee.

The fact that capacity of the shortwave spectrum reserved for television is limited because of the width of the bands required, and the fact that television at the outset must necessarily be a purely local service due to naturally restricted ranges of transmission, are expected to retard any sudden blossoming of television on a nationwide scale. However, about a score of television broadcasting outlets have already been authorized by the FCC [BROADCASTING, *1939 Yearbook*, page 325] and these, at least, are expected to proceed with renewed vigor and enthusiasm as a result of the Washington experiments and especially after the public reaction in New York can be guaged.

New York Proving Ground

In other words, New York—and perhaps the several other cities which have television broadcasting this year—will be the proving grounds for the future course of American television. That there will be competition in the developmental phases at least, despite the restricted bands available, is assured in New York by the fact that both RCA-NBC and CBS will have stations operating and in other cities by the fact that such organizations as Allen B. DuMont Laboratories, Farnsworth Television Inc., General Electric Co., Philco Radio & Television Corp., Zenith Radio Corp., Don Lee Broadcasting System, First National Television Inc. and several universities have or will have transmitters in operation.



FIRST from all angles was this television "ad". Showing the RCA advertisement for television cathode ray tubes as published on the back cover of the Jan. 15 BROADCASTING (the first ad of its type ever published), it was scanned by the RCA-NBC television camera during the Washington demonstrations, and flashed on the battery of televisors in the National Press Bldg., where it was witnessed, among others, by FCC officials, who promised no punitive action, though regulations prohibit advertising in experiments. The human "easel" is Gordon Hittenmark, NBC Washington announcer, who helped in demonstrations.

Network television, it was indicated during the Washington demonstrations, may not be dependent upon the highly expensive coaxial cable but may develop from ultra-shortwave relays now the subject of experiments by RCA. Nor does television expect to rest its programming problem on films; the Washington demonstrations and the tests being conducted in the New York, Camden and other laboratories have proved that television can do on-the-spot and studio pickups of its own with remarkably good results.

What the cabinet officers, members of Congress and others saw in Washington during the RCA-NBC demonstrations were 9 x 7½-inch images reflected on upright mirrors on a half-dozen receiving cabinets set up in a darkened anteroom of the National Press Club. The Kinescope images were of 441 lines framed at the rate of 30 per second, interlaced to provide 60 exposures per second. This is the standard for cathode ray television which the Radio Manufacturers Assn. recently agreed upon and has asked the FCC to fix.

Sets Already Obsolete

The cabinets were laboratory models, which engineers said were already practically obsolete, and each contained 38 tubes besides the 12-inch cathode ray tubes on which the images were formed. Assembly lines at Camden are preparing for the production of a variety of receiving sets framing images of varying sizes, according to the size of the tube, the largest at first to be the 12-inch tube demonstrated in Washington. A booklet distributed at the Washington demonstrations said the price of home receivers would probably range from $100 to $1,000, although the 9 x 7½ inch picture is expected to come in a set costing something less than $500. Company executives say frankly they cannot even guess what the New York market will be, informal predictions varying from 10,000 to 50,000 sets for the remainder of 1939 after service of

one or more hours per day is offered starting with the opening of the World Fair.

The only precedent they have to guide them is London, where for several years the British Broadcasting Corp., using EMI (Electrical & Music Industries Ltd.) apparatus of practically the same type as that developed by RCA, has been offering visual programs several hours each weekday and where less than 10,000 receiving sets have been sold. Most of these, it is said, are in hotel lobbies and other public places. Those who have seen the RCA-NBC pictures and the London pictures say there is little to choose between them.

Clear Despite Rain

The pictures shown in the National Press Club were extremely clear, even during the several days of cold and rain—so clear, in fact, that they drew excited "oh's" and "ah's" from the viewers as they saw persons they knew step before the microphones to be interviewed and as they saw clear panoramas of Washington's famed Mall, the Washington Monument and passing automobiles. The Feb. 1 program included shots of a platoon of cavalry from Fort Myers going through maneuvers on the Mall within range of the Iconscope camera, and the pictures were so good that they augured good possibilities in the televising of sports and other outdoor activities.

The demonstrations were by invitations issued by NBC officials in Washington. First the invitees viewed the received images in the Press Club for 10 minutes; exactly 92 of these demonstrations were staged during the seven days. Then they were handed carnations which were badges entitling them to a free taxicab ride to the Mall, a half-mile away, where the two mobile units were located just in front of the Dept. of Agriculture Bldg.

There they were able to see how the scanning was done, and there, starting with Speaker Bankhead of the House of Representatives the first day, several hundred persons including members of Congress, the FCC and other notables, went before the Iconoscope and the microphone to be interviewed for those in the Press Club to see and hear. Each demonstration included a telephone conversation between a person being televised and someone in the Press Club viewing room.

One of the two mobile units carried the scanning apparatus and the other the transmitter, but these stood about 200 feet away from the actual scanning setup. Ordinarily the two telemobiles, as they are called, are to be used for remote pickups, such as man-on-the-street interviews, to relay to a central transmitting point—in the case of New York to the Empire State Bldg.

No Video Interference

In this instance the mobile transmitters, operating on 177 mc., transmitted direct to the specially constructed antenna atop the National Press Bldg., which was in line of sight of the antenna on one of the mobile units. Accompanying sound was alternated on 37.6 and 40.6 mc., according to conditions, and it was a peculiar fact that diathermy interference was experienced occasionally only on the audible frequencies and not on the u.h.f. visual relay band which was 6000 kc. in width.

Even during the heavy rains the images came through clearly. During three of the days the scanning had to be done under protective



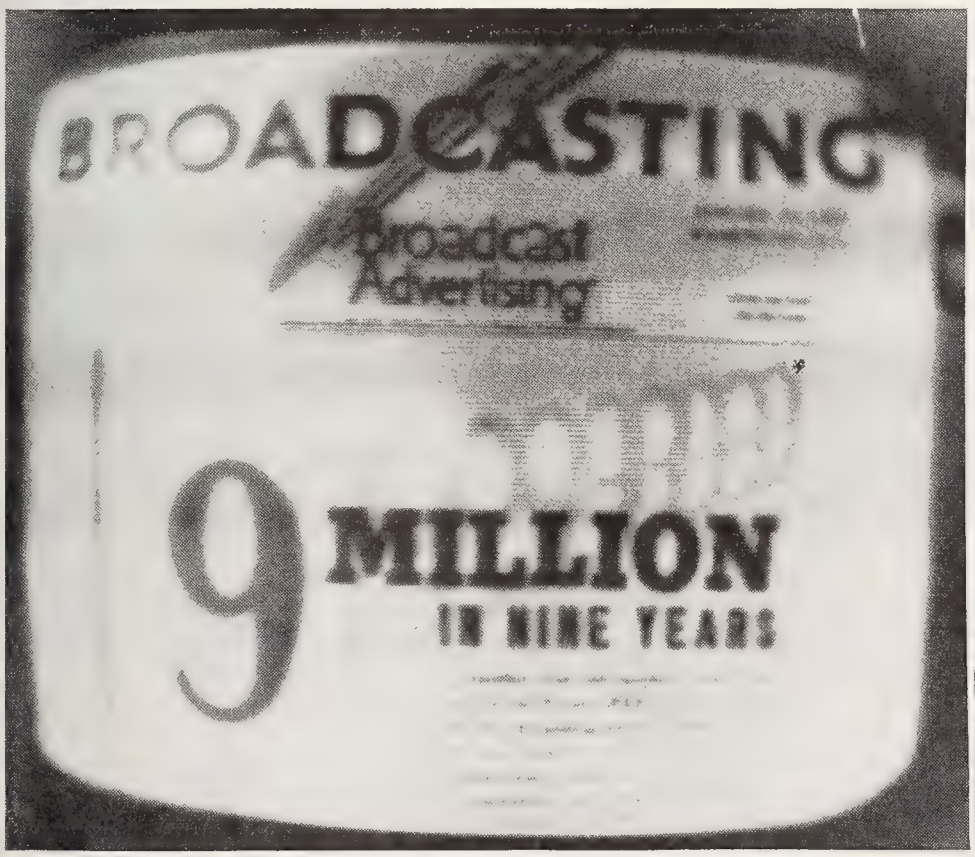




RAIN AND COLD proved no deterrent to the television crew. Upper left photo shows crowds huddled under canopies to watch the video pickups; note the batteries of lights erected for the scanning during days of overcast skies. At upper right "Cameraman" Dick Pickard is wrapped, along with the Iconoscope, in oilskins as protection against the rain. Lower right shows Frank Mullen, RCA director of public relations, standing before the Iconoscope and an oilskin-protected mike to be televised as he talks on the telephone with a viewer of his image on the receivers in the National Press Club.

Enter 'Videoscope'

ENTER *Videoscope*, which is destined to be for television what the microphone is for aural radio. At least that appears to be the likely name selection for the television camera, which really isn't a camera at all. RCA-NBC engineers, who have been calling the device an "Ike" until a more appropriate name could be agreed upon, asked BROADCASTING to give it an etymological hand. Up popped the idea of *Videoscope*, which is faithfully descriptive of the apparatus. Thus, it appears, it will be *Videoscope* from now on—or just "Vid" for short.





THE MASTHEAD and part of the cover page of BROADCASTING were televised during the RCA-NBC demonstrations in Washington. At right Gordon Hittenmark, NBC Washington announcer, is shown holding the magazine in front of the Iconoscope; great care had to be exercised to place it in precise position before the scanner. At left is an unretouched photograph of the reproduced image as it appeared on the Kinescope. Some of the detail was lost in the photographing and in making this cut. Exact size of the reproduced image was 9 x 7½ inches.

canopies before batteries of lights, and announcers, apparatus, interviewees and all had to be clad in raincoats for protection against the weather. The announcing burden was borne by members of the NBC Washington staff, chiefly by Gordon Hittenmark, William Crago and Bryson Rash with occasional relief from Dorian St. George, George Wheeler, Ed Rogers, George Gunn, Jack Roney and Bud Barry.

No makeup was used and the directors, headed by Warren Wade with Thelma A. Prescott as his aide and Carleton Smith of the Washington executive staff making arrangements, were able to study scanning and production technique under all sorts of conditions. Exceptionally adapted to televising, it was found, were the features and personality of Gordon Hittenmark, whose informal and pleasing manner augur well for his future when television becomes a regularly established service.

Both RCA and NBC sent large contingents of officials to watch the reactions to the demonstration, and of course large crews were needed to man the apparatus, which went through all seven days without a breakdown. Heading the technical crew was O. B. Hanson, NBC vice-president and chief engineer, flanked by R. M. Morris, development engineer; R. E. Shelby, television supervisor; H. C. Gronberg, television engineer; T. Buzalski, chauffeur-mechanic, and the engineers attached to the telemobile units—Harold See, A. E. Jackson, R. W. Pickard, S. L. Peck, R. J. Plaisted and E. C. Wilbur.

On hand for nearly all of the tests were C. W. Farrier, NBC television coordinator; N. E. Kersta, his assistant, and T. H. Hutchinson, manager of television programs. With them from New York came Frank Mullen, RCA director of public relations; Clay Morgan, NBC director of public relations; Vance Babb, NBC press division manager; Leif Eid, press division; Burke Crotty, photo editor, and William Haussler and Sidney Desfor, photographers.

The Washington staff of both RCA and NBC devoted much of their time to the demonstrations, including Frank M. Russell, NBC vice-president; Oswald F. Schuette, RCA; Kenneth H. Berkeley, manager of WRC-WMAL; Carleton Smith and Fred Shawn, assistant managers; Stanley Bell, in charge of the Press Club crowds; Mary Mason, home economics specialist, and Phoebe Gale, publicity.

Blackstone May Add

BLACKSTONE PRODUCTS Co., New York (Aspirin) is using six weekly spot announcements on WSB, Atlanta, on a 52 week schedule. Radio plans for some of the company's other products are now being considered. Randall Co., New York, handles the account.

Tums Expands on Blue

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Feb. 17 will expand its program of *Liberty* short stories, featuring Bert Lytell, now on WJZ, New York, to a network of 42 NBC-Blue stations. The program is heard Fridays, 7-7:15 p. m. H. W. Kastor & Sons Adv. Co., Chicago, handle the account.



OUTSIDE AND IN during the RCA-NBC television demonstrations in Washington. In upper picture, FCC Chairman McNinch is shown being televised on the Mall; note Washington Monument in background, to which the Iconoscope was pointed at the outset of each 10-minute demonstration. Lower photo shows part of the crowd viewing received images on some of the Kinescope receivers set up in the National Press Club, where thousands observed the sight and sound broadcasts.

'WE WERE VERY SUCCESSFUL'

Statement by C. W. Farrier, NBC Television Coordinator

In this pioneer demonstration of television, we have subjected our field staff and the mobile television station to their severest tests. We made pickups and broadcasts under the most adverse of weather conditions, ranging from the bitterly cold winds of the first two days through the downpours that succeeded. Light was seldom stable for more than a few minutes at a time. After the first heavy rain, the NBC staff hurriedly bought large, varicolored beach umbrellas to protect announcers and televised guests from the inclement weather. Our camera was put under an oiled silk hood and the microphone was protected by a cellophane envelope.



Mr. Farrier

The field crew of seven engineers had their first experience in setting up their equipment and televising under far from ideal conditions, any one of which may be encountered once we go on the air regularly. Outdoor television like radio, must be on the spot when news is in the making and the program must go on the air regardless of weather conditions. Our equipment was remarkably stable throughout two weeks of tests and demonstrations. Not one minute was lost through equipment failure.

If we can judge by crowd reaction, we were very successful here. The most common comment we heard was that the images were very much brighter and clearer than had been anticipated; some persons were very surprised to learn that today's television images were not streaked with light. Evidently the common impression of television is that it is still a stunt rather than a medium ready to give wide public service in entertainment and information. I hope we have dispelled that idea.

Looked It Over

BROADCASTERS visiting Washington for FCC hearings, or coming especially for the occasion, were prominent among those viewing the RCA-NBC television demonstrations and in several instances were themselves televised. Among those seen at the demonstrations were Earl J. Glade and Eugene Pack, KSL, Salt Lake City; E. K. Cargill, WMAZ, Macon, Ga.; Hope Barroll and Robert Maslin, WFBR, Baltimore; Harold C. Burke, Leslie H. Peard Jr., R. C. Embry, William Herson and Edward Codel and Rev. G. E. Lowman, WBAL, Baltimore; George E. Heiges, WPIC, Sharon, Pa.; Paul Porter and James Middlebrooks, CBS. In addition, most of the staff of the FCC attended the demonstrations and many were televised, including several commissioners, attorneys and engineers. For most of the FCC personnel, it was their first glimpse of television.

FOREIGN PROGRESS IN VIDEO SHOWN

PROGRESS toward the adoption of common standards for television services is reported in a review of television abroad during 1938 issued Feb. 3 by the International Telephone & Telegraph Co. on the basis of data gathered by its associated companies in Europe.

Great Britain, France and Germany, it is stated, all adopted positive modulation and uniformity of synchronizing signals but the number of lines used in building up the cathode ray images varies—405 in England, 455 in France, 441 in Germany and 441 in Italy. The British Broadcasting Corp. is offering a four-hour daily service in London, and England at present is the only country with a regular television service and with sets actually on the market.

Paris has a new Government station operating from the Eiffel Tower, transmitting about two hours each weekday and using studio and film subjects. Italy has ordered a Fernseh scanner from Berlin, where last August the new standard was the basis of showings at the Radio Exhibition. About 70 video receivers were in operation in Berlin during the show, most of them by Fernseh.

New Video Film

PARAMOUNT PICTURES Corp., Hollywood, has developed a special soft process negative for television reproduction. It will replace the present ordinary movie film which is said to be too heavy for that purpose. Belief was expressed that sepia tints or mauve will eventually replace black-and-white for telecasting.

RKO Pictures in Hollywood has completed a 1,000-foot synopsis of its current film hit "Gunga Din", consisting chiefly of closeups and medium closeup shots, with special sound effects, to be used for television. It will be shipped to NBC in New York for tests and then televised over the RCA-NBC station.

Now, let me see...



Ah, I have it!

It was three weeks ago—on a Sunday afternoon.

Nurse brought me into the library after Dad's guest had gone and sat me on a cushion near the fireplace. It was good to be warm and in the house and watching the flames pop up and disappear into the chimney.

Mother said: "The darling!" as if she'd never seen a baby. Mother ought to have better sense. If there's one thing I don't like, it's having a fuss made over me. Anyway—I remember Dad was talking. He didn't look very happy and hardly noticed me. Something's wrong, I said to myself.

"Well, he's gone," said Dad with a sigh. "We got rid of him nice!"

"WE?" snapped Mother. "What do you mean WE got rid of him? YOU got rid of him. And why? Because from the moment Dickson came in until the moment he left you talked WOR. One would think there wasn't any station but WOR."

"It's the only station for Dickson," Dad said.

"You see," Mother said, wearily. "You ARE the stubborn person!"

Dad didn't say anything for a moment. He just pursed his lips, looked at Mother, then at me and took a deep breath. At last—he smiled.

"All right," Dad agreed. "I'm stubborn. Maybe I'm always stubborn when it comes to WOR. I'm particularly stubborn about seeing that Dickson uses WOR.

"You see, Evelyn," Dad explained patiently to Mother, "in the first place Dickson wants to crack the New York market FAST. He doesn't want to spend a lot of money. He wants to make mothers ask for his baby food . . ."

"So I've gathered," added Mother.

"Well, WOR is the fastest thing I know to put a product over in the Country's Greatest Market . . . not only with the people who buy it, but dealers and wholesalers, too. It reaches all classes and all places in the most densely populated parts of seven states. WOR smears the sweetest sound you ever heard over more than 4,250,000 radio homes. And if you want to know what food advertisers think of it, take a look at the names it carries every day. Another thing, more than 73% of its sponsors are among this country's greatest national advertisers."

"You forgot that WOR carries more national spot placements than any station anywhere," prompted Mother, catching some of Dad's enthusiasm.

"That's right. And WOR can PRODUCE. A glance at its file of case histories would back that. WOR's got a greater mass of big-time success stories than any station now offering time to be bought."

Well, Dad certainly sold Mother on WOR. What's more, he sold Dickson a 52-week contract. Of course, Dad's a smart salesman. But even a baby knows WOR's one of the greatest buys ever offered any advertiser.

WOR

Appeal Pondered In Jolson Ruling

Network Is Absolutely Liable Under Pennsylvania Ruling

FOUR WORDS ad libbed by Al Jolson during an NBC broadcast will cost NBC $15,000, according to a ruling of the Common Pleas Court of Tioga County, Pa., which sustained the jury verdict awarding damages to the Summit Hotel of Allentown, Pa. Opinion, returned by Judges W. Heber Dithrich, John W. Kennedy and Thomas Crichton, on Jan. 31, held NBC liable for the allegedly slanderous remark of Jolson.

This decision, placing upon NBC the full responsibility for statements ad libbed by Al Jolson, constitutes a dangerous precedent for the broadcasting industry, according to A. L. Ashby, NBC vice-president and general counsel. "The decision," he said, "applied to broadcasters the rule of absolute liability for defamation imposed upon newspapers and said that such responsibility attaches whether or not the broadcaster had an opportunity to require the deletion of the remarks. NBC and the agency are giving consideration to the advisability of taking an appeal."

Suit of the hotel company was based on an utterance made by Jolson on a *Shell Chateau* broadcast on NBC June 15, 1935. Jolson was interviewing Sam Parks, then national open golf champion and employed by the hotel as golf professional, and when Parks mentioned the Summit Jolson is alleged to have responded, "That's a rotten hotel." Claiming this remark had damaged its reputation and resulted in the loss of thousands of dollars of business, the hotel sued NBC.

Radio Is Responsible

Despite the network's defense that since Jolson's remark was not in the script it had no means of preventing its utterance and therefore should not be held responsible, the court held that a broadcasting company is under the same libel responsibility as a newspaper. In his decision Judge Dithrich said: "This opinion makes the radio company's position analogous to that of the publisher of a newspaper. In other words, the company is responsible for what is broadcast."

If this decision is not overruled by the State Supreme Court it will establish the same absolute liability of a broadcaster in Pennsylvania as already holds in Nebraska. In the case of Sorenson vs. Wood and the KFAB Broadcasting Co. in 1932, in which Wood was charged with libeling Sorenson, who was running for state's attorney, during a political broadcast on KFAB in the 1930 campaign, the jury found for the plaintiff but exonerated the station. The plaintiff appealed, however, and the State Supreme Court held that a radio station is like a newspaper and there is no legal reason for favoring one over the other.

Similarly a New Jersey court last December, in the case of Kate Bradley vs. John S. Hackett and WCAM, struck out the defense of the broadcaster that since he did not personally broadcast the remarks himself he was not liable. With these precedents, and also with the differences in state laws, making a remark harmless in one state but libelous in another, leading legal authorities on broadcast law believe that the broadcasters' best means of protection lies in the passage of a Federal law which would supersede existing state laws and which would recognize the fact that an ad lib remark is beyond the power of the broadcaster to control, no matter how diligently he examines the script in advance.

Louisville Granted Local; Wisconsin Outlet Denied Due to Absentee Control

AFTER rejecting two other applications for similar facilities some months ago, the FCC on Feb. 8 authorized issuance of a construction permit to Kentucky Broadcasting Co., Louisville, for a new station in that city to operate with 100 watts night and 250 day on 1210 kc. Chief stockholder of the applicant corporation is D. E. (Plug) Kendrick, now manager of KITE, Kansas City, and at one time manager of the old WFIW at Hopkinsville, Ky., which is now WAVE in Louisville.

The grant, one of the few in recent years covering a new outlet in a major market, was made on the grounds that need exists for the service; that sufficient commercial support is available; that Louisville will be provided a "better balance" of facilities, and that the new station is not expected to have "any detrimental effect" upon the operation of WHAS and WAVE in Louisville and WGRC, across the river in New Albany, Ind.

Mr. Kendrick is listed as president of the corporation, holding 260 of the 500 shares of authorized stock. A. C. Van Winkle, attorney, is vice-president, with 120 shares; Oldham Clarke, attorney, vice-president, 70 shares; Mary K. McCarten, formerly with Mr. Kendrick at WFIW and at WIRE, Indianapolis, secretary-treasurer, 50 shares. Call letters will be WINN.

Others Seek 880 Kc.

Applications for local facilities in Louisville filed by the *Louisville Times*, operating WHAS, and by S. O. and P. C. Ward, had previously been denied by the FCC. An application for a new 500-watt outlet on 880 kc. in Louisville, filed by Gateway Broadcasting Co., has been ordered scheduled for hearing in Washington Feb. 15. It was indicated that Gateway, one of whose stockholders is George Norton, chief owner of WAVE, will ask the FCC for a rehearing of the Kendrick grant in connection with the Gateway application.

Also seeking 500 watts on 880 kc. is WGRC, New Albany, now operating with 250 watts daytime only on 1370 kc.

1010 Kc. Applications Denied

The FCC on Feb. 6 denied the application of WSBT, South Bend, Ind., asking to shift to 1010 kc. with 1,000 watts in lieu of its present assignment on 1360 kc. with 500 watts, sharing with WGES, Chicago. King-Trendle Bradcasting Corp., operating WXYZ, Detroit, and WOOD-WASH, Grand Rapids, Mich., was simultaneously denied its application for a new 250-watt outlet on 1010 kc. in Grand Rapids.

Reject Absentee Ownership

An application for a new local in Wisconsin Rapids, Wis., with 100 watts night and 250 day on 1500 kc., was denied by the Commission on the grounds that interference would result and that "it is the apparent intention of the applicant to operate the proposed local station under the supervision and management of persons who are not associated with community interests." Principals in the corporation are Wayne Cribb, manager of WSAU, Wausau, Wis.; Donald R. Burt, program director of WSAU; W. E. Walker, commercial manager of WIBA, Madison; M. F. Chapin, WIBA chief engineer, and others.

Vallee Ruling Upheld

DENYING the appeal of Ruvall Orchestra Corp., the Appellate Division of the New York Supreme Court on Feb. 3 upheld a lower court ruling dismissing the suit against Rudy Vallee and NBC. Plaintiff was suing for damages of $217,200 from Vallee and $303,950 from NBC, Vallee's agent, for alleged conspiracy to break a contract for Vallee and his orchestra to appear at the Villa Vallee, formerly operated by the plaintiff in New York City. Ruling of Judge Timothy A. Leary in dismissing the case in June, 1936, sustained the defense that since the *Villa Vallee* was closed and the plaintiff did not open another restaurant, Vallee was under no further obligation, although his contract with Ruvall Corp. still had a year to go.

Petersen and Kaufman Sign to Manage KFNF

A MANAGEMENT contract for three years, covering the commercial operation of KFNF, Shenandoah, Ia., has been made by Henry Field, owner of the station, with Marvin H. (Pete) Petersen and Jesse Kaufman. Mr. Petersen in mid-February becomes active manager. This was announced by Mr. Petersen, formerly of NBC, later head of the Hearst Radio Inc. New York office and more recently radio director of H. W. Kastor & Sons agency in Chicago.



Mr. Petersen



Mr. Kaufman

Mr. Kaufman, head of Jesse L. Kaufman Inc., New York program and production firm, formerly was manager of WCAE, Pittsburgh. It was not indicated whether he will give up his New York business and work in Shenandoah. Mr. Field will remain actively associated with KFNF but will devote most of his time to his seed business. KFNF operates on 890 kc. with 1,000 watts day and 500 night.

Ford Spot Series Rotates Program

Discs Placed on 88 Stations; Complete Comedy in Minute

ON THE theory that a one-minute announcement can hardly be expected to sell an automobile but can stir up conversation about the product and create a desire to learn more about it, Ford Motor Co. has started a series using three distinct types of transcribed spot announcements on 88 stations in 84 cities to promote the new Mercury 8. N. W. Ayer & Son, Philadelphia, created and placed the campaign.

First type of spot used actual testimonials received by the Ford company, folksy and conversational letters being selected. The testimonials are read by actors rather than announcers in an effort to obtain realism.

The second type is built around a popular song, the sales message growing out of the song title. The informality motif prevails and actors again do the reading so an announcerial manner may be avoided.

Laughs are sought in the third type of one-minute Ford spots, with each one a complete production including overture, exposition, denouement, pay-off line, exit music. Selling is done casually and topped with a blackout line. The three types of announcements are used in rotation.

Stations are: WADC WOKO KOB WSB WPG WFBR WLBZ WNBF WAPI WNAC WICC WKBW WMT WCSC WBT WKRC WTAM WIS WFAA WOC WHIO KLZ WJR WWJ WHO KDAL WDNC KTSM WDAY WOWO KARM WFBC WHP WTIC KTRH WIRE WJAX KMBC KLRA KECA KFI WHAS WMAZ WFEA WMC WQAM WISN WALA WSFA WSM WSMB WMCA WHN WTAR WKY WOW WMBD WCAU KYW KTAR KDKA WCSH KOIN WJAR WPTF WRVA WHEC KWK KSTP KSL KTSA KGO WGY KIRO WSBT KFPY WSPR WFBL WIBW KVOO WRC WWVA KFH WDEL WSJS WTAG WNAX WKBN.

Seven-Year Appointment Of Gov. Case Affirmed

WITHOUT debate or a record vote, the Senate Feb. 6 confirmed the nomination of Norman S. Case, former Governor of Rhode Island, to serve on the FCC for a seven-year term retroactive to last July 1. He was appointed by President Roosevelt to the FCC upon its creation in 1934 and has been serving under recess appointment since last July.

Gov. Case's nomination had been favorably acted upon by the Senate Interstate Commerce Committee Jan. 27, but held up temporarily when a Senator, not a member of the Committee, had made such a request. The request subsequently was withdrawn and the nomination reported to the Senate. Gov. Case is a Republican.

The next expiration will be that of Commissioner Paul A. Walker, Oklahoma Democrat, on July 1, 1939. The fact that the Administration is pressing legislation for reorganization of the FCC, and reduction in its membership from seven to three, may have a bearing upon this appointment, however.

Frigidaire Plans Spots

FRIGIDAIRE Division, General Motor Sales Corp., Dayton, O., is planning a series of one-minute spot announcements on an undetermined number of stations. Campaign may get under way in late February. Lord & Thomas, Chicago, is agency.

Appeal in WLW 500 kw. Denial Likely

Economic Effect Upon Other Stations Not Considered

DISREGARDING entirely the issue of possible adverse economic effect of "superpower" upon other stations, the FCC Feb. 8 formally announced its decision denying WLW extension of its special experimental authorization to use 500,000 watts during regular operating hours. The decision is effective March 1.

In a decision and order, rather than its usual formal statement of facts setting forth customary grounds for its conclusions, the Commission held that WLW had "utterly failed" to show that use of 500 kw. unlimited time is necessary to accomplish its proposed program of experimentation. The Crosley Corp., it held, now has sufficient opportunity to experiment under its 500 kw. midnight-to-6 a. m. non-commercial experimental license held for W8XO, which is the WLW 500 kw. transmitter.

The Commission's action was by unanimous vote of the six commissioners who participated, with Commissioner George H. Payne, who initially provoked the issue, not participating.

Appeal Expected

No formal word has been forthcoming from Crosley Corp. or its attorneys with respect to the course it will pursue. It is expected, obviously, that the company will seek legal means to restrain the FCC from making its order effective until an appeal has been adjudicated. Prior to March 1, WLW is expected either to petition the Commission for reconsideration of its action or go direct to the courts with a request for injunctive relief in the nature of a restraining order which would prevent the Commission from forcing the power reduction by March 1.

In its decision the Commission relied upon the fact that since WLW began operating with 500 kw. in 1934, its special experimental authorization has carried a clause specifically stating that the license may be terminated at any time without advance notice or hearing. In other words, the Commission presumably feels that WLW, by virtue of that clause, has no appealable interest and cannot expect relief in the courts. For that reason, the Commission presumably avoided issuance of a formal statement of facts and grounds for decision, the course usually followed in deciding cases involving regular grants as distinguished from special experimental grants.

It is also obvious that the FCC has prepared for a legal fight. If WLW succeeds in procuring a restraining order from a lower appellate court, the FCC probably will resist it with a motion to dismiss. Failing in that, it is expected the FCC will seek Supreme Court review on the ground that the license for 500 kw. was never issued on any basis other than a temporary experimental authorization, despite the fact that the experiment has been permitted to continue since 1934.

WLW's primary contention of loss of service to rural and remote listeners if it were forced to reduce power was ignored by the Commission in its conclusions. Likewise, the Commission made no mention of the possible adverse economic effect of the superpower operation upon regional and local stations in its service areas. Nor did it comment upon the recent findings by the FCC Superpower Committee that WLW's operation with higher power curtailed normal service of WOR on the adjacent frequency.

The Commission brought out that the only issue involved was that of renewal of the special experimental authorization to use the additional 450,000 watts power during regular program hours. It pointed out WLW has pending an application for amendment of existing rules to authorize the station to operate with 500 kw. on a regular basis, as have a dozen other clear channel stations. Moreover, it held that the Crosley Corp. can carry on its superpower experiments over W8XO during early morning hours since the outstanding license for that station does not expire until May 1, 1939.

How It Started

It pointed out that on Jan. 20 the Commission on its own motion designated the experimental application for hearing for the purpose of developing information to aid it in determining whether the extension should be granted. The Commission made no mention, however, of the fact that Commissioner Payne, outspoken critic of Crosley, had set down the application for hearing as a routine matter while he was commissioner in charge of routine broadcast applications.

The hearing on the experimental renewal was held before the so-called Superpower Committee of three members from July 18-29 last year. Last fall the committee unanimously recommended that the extension be denied, and in its report raised the social and economic issues together with the technical considerations. Oral arguments were heard by the full Commission, Payne again not participating, on Dec. 22.

The Commission brought out that with its increased power from 50 to 500 kw. WLW, according to a 1935 survey, was enabled to increase its ½ millivolt daytime service area by about 90%, adding to its coverage some 2,377,000 radio homes with a population of some 9,500,000. and with a total population in the added area of approximately 11,500,000. Field studies further show that, in 1935, the area receiving service from skywave signal of an intensity greater than ½ millivolt with WLW operating with 500 kw., as compared to 50 kw. means an increase in the number of radio homes of approximately 18,721,000 with a population of 74,000,000 and a total population of the entire area of approximately 90,500,000. Pointing out those conditions obtained under 1935 surveys, the Commission then discussed the sunspot activity and said that the service rendered by WLW with 500 kw. in the spring of 1938, particularly in the secondary area, was approximately the same as that which could have been rendered by that station with a 50 kw. output in 1935.

Technically Successful

The Commission admitted that during the experiments WLW had demonstrated that a 500 kw. transmitter is feasible from a technical standpoint and that such power can be used to render a regular broadcast service. It has demonstrated also that with 500 kw. listeners in some rural areas and small towns have been rendered an improved or additional broadcast service by WLW.

In substance, the FCC held that the experiments proposed do not require WLW to operate during all hours at 500 kw. Consequently, it said that the application amounts in effect to one for a regular license. It concluded that the program of experimentation could be carried on without 500 kw. during regular hours and with 500 kw. over W8XO as its midnight-to-morning experimental transmitter.

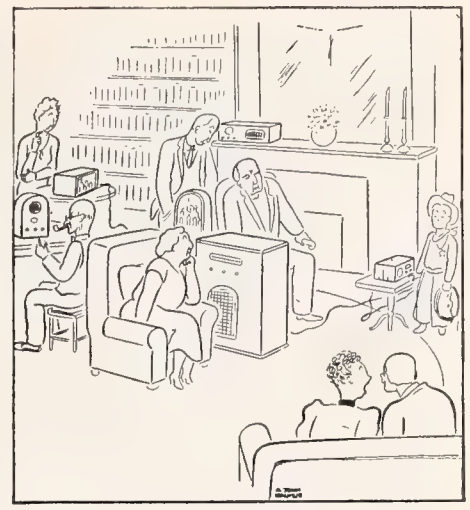
Text of FCC Conclusions in WLW Case

1. To the extent that a power output of 500 kw. may be necessary to carry out the applicant's proposed program of experimentation, in so far as it contemplates further investigation into the technical aspects of transmitter equipment, the applicant has sufficient authority to experiment in this field under its experimental license for Station W8XO, and the extension of the special experimental authorization of Station WLW for this purpose is not justified.

2. In so far as the proposed program of experimentation contemplates studies in the secondary service area of Station WLW requiring a power output of 500 kw., the experimentation can be carried on only during the nighttime, and the extension of the special experimental authorization of Station WLW permitting unlimited hours of operation on 500 kw. for this purpose is not justified.

3. In so far as the proposed program of experimentation includes studies of daytime service, a power output of 500 kw. for station WLW is not necessary, and therefore the extension of the special experimental authorization of Station WLW for this purpose is not justified.

WHEREFORE, IT IS ORDERED that the application of The Crosley Corp., formerly The Crosley Radio Corp. (WLW) for extension of its special experimental authorization to operate on the frequency 700 kc. with power output of 500 kw, unlimited time, be, and it is hereby denied, effective 3 a. m., EST, March 1, 1939.



Promenade

"The radio survey people didn't believe us."

Sales Managers Meet With General Managers At Minneapolis Session

FORTY general managers and sales managers, representing all the radio stations in Minnesota, Wisconsin, and the two Dakotas attended a meeting of the 11th NAB district Feb. 3 at the Minneapolis Athletic Club. This is the largest meeting of the district to date. General managers and sales managers met in separate groups in the morning, had lunch together, and a joint session followed.

The business of the meetings was not released, but copyright, transcription broadcasts and educational programs were among the subjects covered. After the joint session the group inspected WCCO's new studios.

Earl H. Gammons, general manager of WCCO, Minneapolis, and director of the NAB district, appointed a nominating committee consisting of E. C. Reineke, WDAY, Fargo, as chairman; Edgar L. Hayek, KATE, Albert Lea; Wallace Stone, KSOO, Sioux Falls, S. D., and Gregory Gentling, KROC, Rochester, Minn. They will select candidates for a director to be elected at the May meeting when Mr. Gammons' term expires. The May meeting will be held in Rochester at Mr. Gentling's invitation.

'Hams' at the Fair

HUNDREDS of radio amateurs from all over the country are planning to play an important role in the New York World's Fair to demonstrate to the public the availability and utility of amateur radio communication. Functioning as the World's Fair Radio Club, a group created jointly by the American Radio Relay League, the American Institute of Science and the Fair itself, the "hams" will cooperate in operating a high-powered, fully-equipped station from the grounds, and in sponsoring an exhibit showing how invaluable amateurs have proved in time of emergency. The station has already been functioning for the past month on an experimental basis, with the call letters W2DKJ2 and a power of 400 watts. Further plans developed by the station will be announced later. Charter members of the club are A. L. Walsh, Lawrence J. Dunn, C. B. Cooper, all New York amateurs; John S. Young, Fair radio director, and Arthur H. Lynch, operator of W2DKJ2 and managing director of the club's station.

FCC May Find Itself Without 'Sponsor'

No Provision Is Made In Appropriation Measure

ADDING TO its burden of Congressional troubles, the FCC faces the extraordinary plight of being without funds after June 30, unless it is reorganized under proposed new legislation.

Indicating the disfavor with which House members look upon the present FCC, the subcommittee of the House Appropriations Committee handling independent offices funds entirely eliminated the agency from its bill, introduced in the House Feb. 6, which passed the measure Feb. 8 without the funds. It now is before the Senate. This unusual action was taken by the subcommittee after it had held hearings behind closed doors on the proposed FCC appropriation of $2,038,175 for the 1940 fiscal year, which begins next July 1—an increase of approximately $300,000 over the current appropriation.

The subcommittee, in fact, conducted a miniature inquiry into the FCC in questioning Chairman McNinch and other members and officials at the hearings, which were held last Jan. 23. The transcript of the hearings was released with introduction of the bill.

The subcommittee simply stated in its report that the FCC appropriation would be considered in a subsequent appropriation measure and that it had been omitted pending action by Congress on President Roosevelt's recommendation for reorganizing the Commission. Thus, the issue was passed directly to Congress to enact the new legislation, although it was freely stated that funds could be appropriated in the event the reorganization legislation struck insurmountable obstacles.

McNinch Quizzed

Chairman McNinch bore the brunt of the committee's examination, with Reps. Wigglesworth (R-Mass.) and Dirksen (R-Ill.) asking most of the questions.

Anything but a bright picture for future regulation of broadcasting was painted in the testimony. Chairman McNinch, for example, stated that a license fee for broadcast stations might be worked out through the Treasury Department; that in his opinion a majority of the Commission did not favor a longer license period than six months despite the recent recommendation of the so-called Superpower Committee for a one-year license, with three members voting unanimously for it; that he anticipated the FCC, in its network inquiry, might discover "undisclosed interlocking directorates" indicating monopoly, and that the Commission intends to study the whole question of newspaper ownership.

Introduction of the independent offices bill in the House Feb. 6 immediately brought a new demand from Rep. Wigglesworth for a far-reaching Congressional investigation. In an address to the House he discussed Chairman McNinch's testimony in which he said Mr. McNinch himself had expressed the view that a thorough and full examination of the Commission would develop with the consideration of new legislation. This assertion by Chairman McNinch came before President Roosevelt on Jan. 24 had asked Congress to consider immediate reorganization of the FCC.

Surprisingly enough, Rep. Wigglesworth, who has been an outspoken opponent of what he has described as network monopoly and of the present order in the broadcasting industry, declared in the House he was inclined to think it might be advisable to issue broadcast licenses for a longer period.

Woodrum Explains

Chairman Woodrum, explaining the action of his subcommittee in eliminating the appropriation, told BROADCASTING Feb. 6 that there was no intention to rebuke the Commission but merely a desire to see what was going to be done on reorganization before appropriating any money.

Asked if that was not unusual, in view of the fact that regardless of whether the FCC was reorganized it would have to have an appropriation, he said: "It may be unusual but we think it is sensible. A Commission comes in and says it needs so much money and at the same time admits a proposal is under consideration to abolish the Commission and set up a new one. We were advised that there would be prompt action on this legislation and we decided to wait and if a new Commission is appointed to call it in before making the appropriation."

Mr. Woodrum explained the hearings already conducted could be used by the sub-committee when it considers appropriations for the agency, whether or not it is reorganized. The appropriation could be carried in a special bill or on a deficiency bill and there would be no difficulty in providing the money before the next fiscal year begins, he said.

Meanwhile, members of the House were talking about a Commission even larger than the seven-man board—probably of 9 or even 11 members. This was premised largely on the contention of Chairman McNinch and other FCC officials that the FCC is greatly overworked and that all departments are carrying a work load which necessitates much overtime. If a seven-man Commission is unable to carry the burden, these Congressmen asked, how can a three-man unit, as proposed, do the job? There was talk about dividing the Commission into separate autonomous divisions as a means of distributing the work load.

Questioned by Rep. Wigglesworth regarding the propriety of having licensees contribute something to Federal revenues in view of the "enormous profits which they have been able to make out of the frequencies", Mr. McNinch said there had been discussions as to the basis on which a tax measure should be proposed. He stated:

"It is perhaps primarily a matter for the taxing department, the Treasury Department, rather than this Commission; but I am not certain but this Commission may propose, possibly through the Treasury Department, some measure that would look in the direction of a contribution on their part."

Dirksen's Insight

Rep. Dirksen, who revealed a rather intimate knowledge of FCC operations, inquired whether it was not a fair inference that if a monopoly exists in radio, it exists because of the actions of the FCC, since that agency issues the licenses.

Holding this was not a fair inference, Mr. McNinch declared that he thought the Commission heretofore has not had all the facts but that it is trying to find out every ramification, holding company, subsidiary, affiliation

(*Continued on page 71*)



BEAUTIFUL Colonial building in keeping with the numerous historic structures which line the James River between Richmond and Jamestown houses the new 50,000-watt transmitter of WRVA, Richmond, now in test operation. The site at Varina, historic estate near Richmond and scene of Civil War fighting, is a grove of pine trees on a 40-foot bluff overlooking the James. Nearby stand the two 470-foot steel towers.

New Transmitter Is Tested by WRVA

Formal Dedication of 50 kw. Planned in March

THE NEW 50,000-watt transmitter of WRVA, Richmond, is now in test operation and will be formally dedicated early in March, according to C. T. Lucy, general manager. Equipment tests of the Western Electric apparatus and two 470-foot Blaw-Knox radiators at Varina, historic estate 15 miles southeast of Richmond, started Jan. 12 under the direction of David Woods, WRVA chief engineer; Paul Godley, consulting engineer, and John Morrison and John Herber, Bell Laboratories engineers.



Mr. Lucy

By the end of February it is expected the field intensity measurements will have been completed by Mr. Godley for submission to the FCC for final approval.

The site chosen was the last of 22 surveyed to give directional coverage of Richmond and the Tidewater area and conform to the Havana Treaty, under which WRVA will eventually shift from 1110 to 1140 kc. FCC approval of the site was secured last September, and ground was broken, the building erected and the masts put in place in the record time of four months.

A Historic Site

The 100-acre site of Virginia's first 50,000 watter overlooks the James River and is known as *Edgeworth*. It adjoins the Colonial estate of Varina, early home of John Rolfe and his Indian Princess Pocahontas. During the Civil War General Grant's line of fortifications ran through the present WRVA property, serving as protection for the thousands of Federal troops crossing the James River at this point. Many relics of the war were dug up during the construction; muskets, bayonets, belt buckles, epaulets and scores of other items have been gathered for a museum to be installed in the building.

The building is of brick and its architecture is James River Colonial. It was designed by Marcellus E. Wright Sr., Richmond, and is set in a pine grove on a 40-foot bluff overlooking 20 acres of marsh and the James River.

WRVA's early field tests of its directional indicate a primary area that will include practically all of what is known as Tidewater Virginia. Manager Lucy, for 12 years advertising manager of Larus & Bros., Richmond (Edgeworth tobacco), last year began devoting all of his time to supervision of the station. P. L. Reed, president of Larus & Bros., licensee of the station, fathered the original installation of a 1,000-watt WE transmitter in 1925.

Illinois Bell Spots

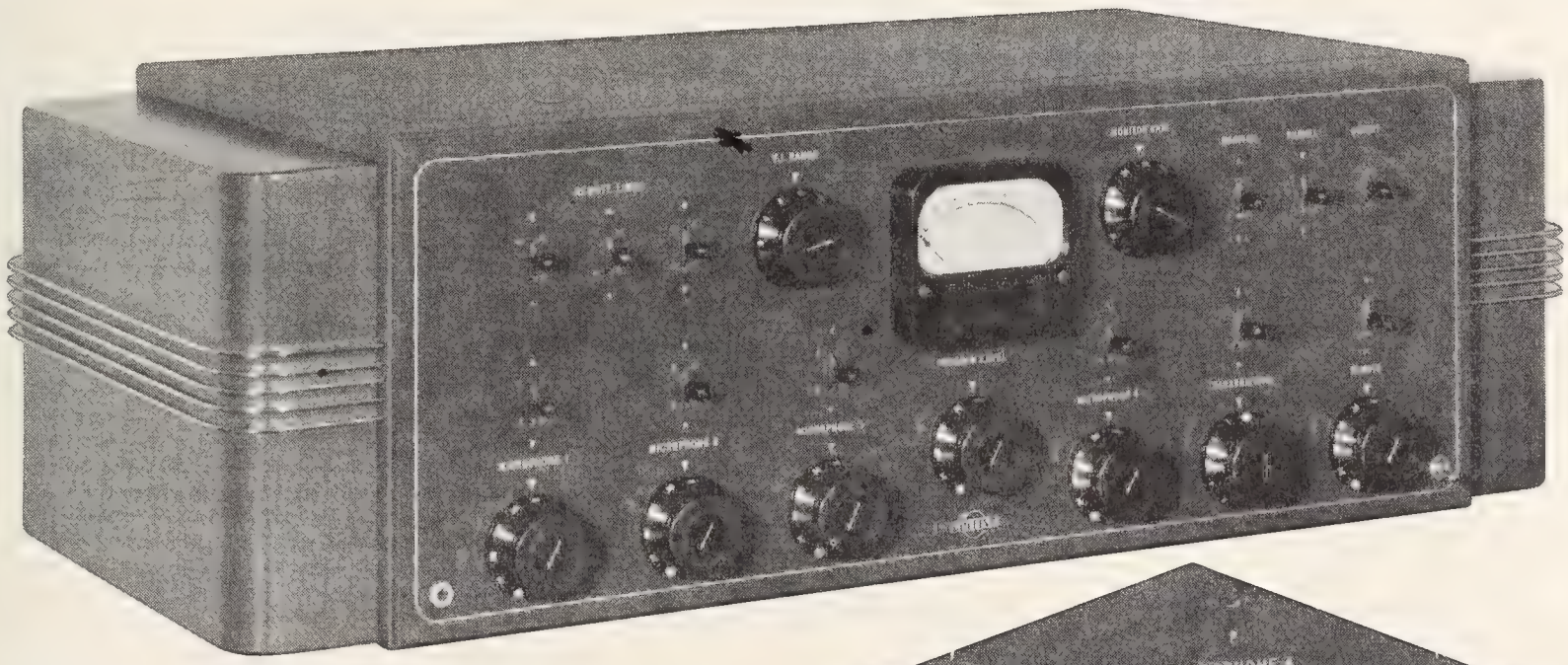
ILLINOIS Bell Telephone Co., Chicago, will start a series of one-minute spot announcements in mid-March on Chicago stations and a number of stations in cities of Indiana and Illinois within its service area. N. W. Ayer & Son, Chicago, is agency.

Two Years Ahead of the Game

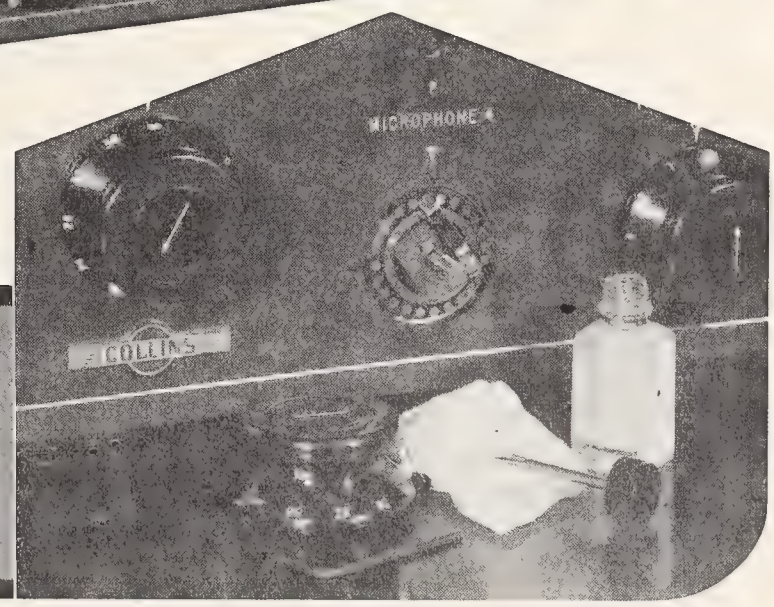
We have been building 12H Speech Consoles for a long time — and we're mighty proud that we've sold a lot of them. In fact, we've set the style — a style which will be as good 4 years hence as it was in 1936.

The 12H has been so widely recognized b e c a u s e every detail was technically RIGHT. There was not a single cheap thing about it. We did a painstaking job of the original design—a design we have not changed until we had some really important improvements fully worked out. The NEW, improved 12H is now ready to do an even better job for you.

- front-of-panel-access attenuators
- complete tube circuit metering using separate d-c instrument
- extended response, lower noise, less distortion
- finer finish
- illuminated, specially damped V.I.
- many other conveniences



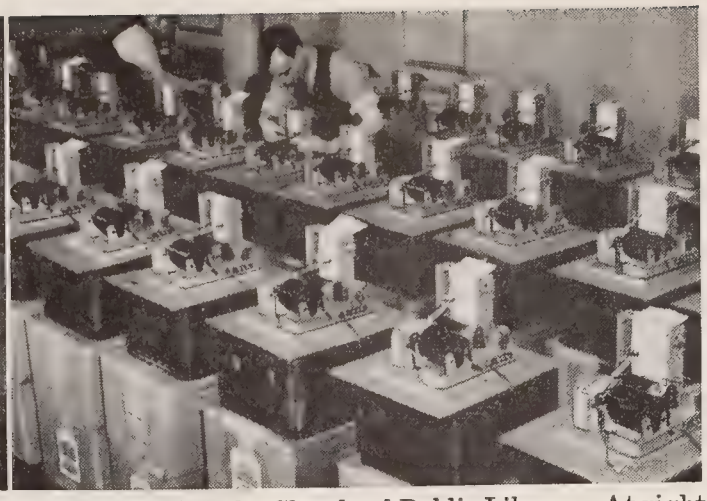
Stay Ahead buy Collins



COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA
NEW YORK, N. Y: 11 WEST 42 ST.





FACSIMILE made its Cleveland debut Feb. 6 with a demonstration in the office of Mayor Burton presided over by H. K. Carpenter, general manager of WHK-WCLE which has inaugurated service on the regular WHK frequency daily from 5 to 6 a. m. and on its shortwave adjunct W8XE (38.6 mc.) daily from noon to 1 p. m. In photo at left are (l to r) Mr. Carpenter, Mayor Burton and Chief Engineer E. L. Gove watching the first transmission over W8XE, the first copy being received at City Hall and presented to the Cleveland Public Library. At right Engineers Hugh Okeson and Al Draper are shown adjusting some of the 50 Crosley *Reado* receivers, manufactured under Finch patents [BROADCASTING, Feb. 1] which will be installed at strategic points throughout the city. John T. Vorpe, WHK advertising manager, has been placed in charge of preparing facsimile copy, with Mr. Gove aided on the technical side by Price Fish and R. A. Fox.

Five Stations Get Regular Renewals

Citations Dropped but Legal Issues Are Not Settled

PROGRAM citations against five stations operating with temporary licenses pending investigation have been dismissed by the FCC after legal questions had been raised in certain instances as to the FCC's jurisdiction. Counsel for several of the stations had contended that the FCC lacked authority on matters involving alleged lottery or profane broadcasts and that local authorities in the district in which the alleged offense was committed must initially take steps.

While the FCC in dismissing the decisions did not announce that it concurred in this contention, it nevertheless had it under advisement. Temporary renewals issued WMBC, Detroit, and WMIN, St. Paul, involving alleged lottery broadcasts, were among those countermanded. Their license renewals had been designated for hearing. The FCC announced that the programs in question no longer are being carried and as a consequence regular renewals were authorized.

Others Renewed

KFOX, Long Beach, Cal., likewise was given a regular renewal, and its hearing cancelled because certain programs allegedly involving fortune telling and misleading medical advertising had been discontinued. WHBI, Newark, was given a regular renewal after it had been ascertained that a complaint referred to the Federal Trade Commission regarding a particular program actually had not been broadcast by the station. KYA, San Francisco, was given a regular renewal, the FCC said, because certain point-to-point communications, in alleged violation of the license, had been discontinued and because "full announcements are now being made regarding the sponsorship of certain programs where formerly there was no announcement of sponsorship, as required by the Act."

KGLU, new local station at Safford, Ariz., has been added to the Arizona Network, bringing its affiliates to four. The other three are KOY, Phoenix; KGAR, Tucson; KSUN, Lowell.

Benny Leader in World-Telegram Poll; 'Information Please' Soars Toward Top

JACK BENNY regained his old position of leading comedian of the best program on the air today in the eighth annual radio poll of United States and Canadian radio editors conducted by the *New York World Telegram*. Although voted the best comedian for the past six years, Jack Benny's program lost to Charlie McCarthy's program, the *Chase & Sanborn Hour*, last year, which takes second place this year. Bing Crosby's program ranks third on the list of favorite programs, while the star singer himself was voted the leading male singer for the fifth consecutive year.

In the comedian field, Fred Allen again ranks second to Jack Benny while Charlie McCarthy drops to third place, and Bob Hope rises from sixth to fourth place this year. Outstanding in the new types of programs is the rise of quiz broadcasts with *Information Please*, first choice, gaining exactly double the votes of its nearest competitor *Professor Quiz*. Guy Lombardo for the eighth consecutive year won top honors for the leading light orchestra with Kay Kyser and Horace Heidt chosen as second and third favorites.

Welles, Robinson Rise

Participating in the poll were 156 radio editors of United States and Canada, whose votes were counted on a point system, three for a first choice, two for a second, one for a third with each editor who answered the questionnaire which was composed by Alton Cook, *World-Telegram* radio editor.

Orson Welles' dramas and Edward G. Robinson's *Big Town* programs have gained importance in the field of new dramatic programs taking second and fourth place respectively in this year's poll. Ted Husing again leads all sports announcers, a position he has held since the first year of the poll, while Don Wilson maintains his third straight triumph among studio announcers. Arturo Toscanini leads symphonic conductors, while Nelson Eddy regains his leadership of singers of classical or operatic music, a position he lost last year to Lawrence Tibbett, who ranks second this year.

In the editors' judgment the only rival to the Czech crises news coverage as a major radio event of 1938 was the *War of the Worlds* program, with which Orson Welles sent frightened listeners fleeing from Martian invaders. NBC and CBS divided 14 first places evenly, another winner, Guy Lombardo, being heard on both networks this season.

Listed are the ten leaders in each group, as selected by the editors, listed in order of their ranking and showing the votes received.

FAVORITE PROGRAMS—Jack Benny, 159; Charlie McCarthy, 138; Bing Crosby, 119; Information Please, 97; Fred Allen, 72; Metro, 54; WABC Radio Theater, 46; Orson Welles, 37; One Man's Family, 30; Kay Kyser's Kollege, 28.

COMEDIANS—Jack Benny, 269; Fred Allen, 177; Charlie McCarthy, 169; Bob Hope, 51; Fibber McGee, 42; Burns & Allen, 32; Robert Benchley, 25; Fanny Brice, 19; Amos 'n' Andy, 18; Frank Morgan, 16.

QUIZ PROGRAMS—Information Please, 316; Professor Quiz, 158; Kay Kyser's Kollege, 139; What's My Name, 53; Ask-It-Basket (Jim McWilliams), 44; Vox Pop, 34; Battle of the Sexes, 30; True or False, 29; Uncle Jim's Spelling Bee, 17; Paul Wing's Spelling Bee, 10.

LIGHT ORCHESTRAS—Guy Lombardo, 274; Kay Kyser, 86; Horace Heidt, 73; Artie Shaw and Benny Goodman, 66; Tommy Dorsey, 60; Wayne King, 37; Richard Himber, 33; Paul Whiteman, 27; Larry Clinton and Andre Kostelanetz, 26.

WOMEN POPULAR SINGERS—Frances Langford, 206; Kate Smith, 174; Connie Boswell, 102; Jane Froman, 77; Dorothy Lamour, 45; Maxine Sullivan and Bea Wain, 26; Mildred Bailey, 21; Na Wynn, 15; Lucille Manners, 14; Martha Tilton and Virginia Simms, 13.

MALE POPULAR SINGERS—Bing Crosby, 341; Kenny Baker, 228; Frank Parker, 64; Lanny Ross, 51; Nelson Eddy, 44; Jerry Cooper, 18; Rudy Vallee, 17; Buddy Clark, 16; Frank Munn, 15; Tony Martin, 12.

DRAMATIC PROGRAMS — WABC Monday Radio Theater, 269; Orson Welles, 198; One Man's Family, 94; Edward G. Robinson (Big Town), 57; Columbia Workshop, 54; Silver Theatre, 32; First Nighter, 26; Tyrone Power and Star Theatre, 20; Gang Busters, 15.

SPORTS ANNOUNCERS—Ted Husing, 301; Bill Stern, 229; Clem McCarthy, 93; Red Barber, 27; Bob Elson, 21; Graham McNamee, 20; Tom Manning, 17; Paul Douglas, 14; Bill Slater, 10.

STUDIO ANNOUNCERS—Don Wilson, 152; Ken Carpenter, 84; Harry Von Zell, 48; Milton Cross, 42; David Ross, 18; Paul Douglas, 15; Ben Grauer and Graham McNamee, 12.

SYMPHONY CONDUCTORS — Toscanini, 333; John Barbirolli, 116; Frank Black, 82; Jose Iturbi, 42; Alfred Wallenstein, 41; Leopold Stokowski, 36; Andre Kostelanetz, 32; Artur Rodzinski, 23; Howard Barlow, 22; Fritz Reiner, 19.

CLASSICAL SINGERS—Nelson Eddy, 150; Lawrence Tibbett, 138; Richard Crooks, 117; Lily Pons, 93; Kirsten Flagstad, 72; Margaret Speaks, 47; Lucille Manners, 44; John Charles Thomas, 41; Gladys Swarthout, 24; John Carter, 19.

QUARTER-HOUR PROGRAMS—Amos 'n' Andy, 99; Lum 'n' Abner, 78; Easy Aces, 60; Lowell Thomas, 53; Walter Winchell, 51; Vocal Varieties, 36; Edwin C. Hill, 26; Vic & Sade, 21; Jimmy Fidler, 20; Sophie Tucker, 14.

CHILDREN'S PROGRAMS—Let's Pretend, 130; Ireene Wicker, 122; Lone Ranger, 72; Little Orphan Annie, 68; American School of the Air, 44; Dick Tracy, 27; Howie Wing, 23; March of Games, 19; Jack Armstrong and Kaltenmeyer's Kindergarten, 17.

OUTSTANDING BROADCAST — Orson Welles, 296; Tommy Riggs, 27; Clifton Fadiman, 23; Bob Hope, 21; Kay Kyser and H. V. Kaltenborn, 12.

KSD Filmed Again

KSD's shortwave facsimile adjunct, W9XZY, subject of a Paramount newsreel when recently inaugurated [BROADCASTING, Dec. 15], made the movies again in early February when a 20th Century Fox news cameraman photographed the process of publishing a picture by radio from start to finish. Occasion was the visit of Aviatrix Ruth Nichols to St. Louis. A *St. Louis Post-Dispatch* photographer snapped her picture, the newsreel followed the negative to developing room, to facsimile transmitter in the KSD studio, and through the receiver.

CBS $3,541,700 Net

DURING 1938 CBS made a net profit of $3,541,700, equaling $2.07 per share, according to a preliminary consolidated income statement released at a meeting of the CBS board of directors in New York Feb. 8. This shows a decrease from the previous year, during which CBS netted $4,297,600, or $2.52 per share. Per share earnings are based on the 1,708,147 shares of $2.50 par value stock either presently outstanding or which will be outstanding when all the old $5 par value stock has been exchanged. The directors declared a quarterly cash dividend of $.25 per share on present Class A and Class B stock of $2.50 par value, payable March 10 to stockholders of record Feb. 24.

United Fruit's Spots

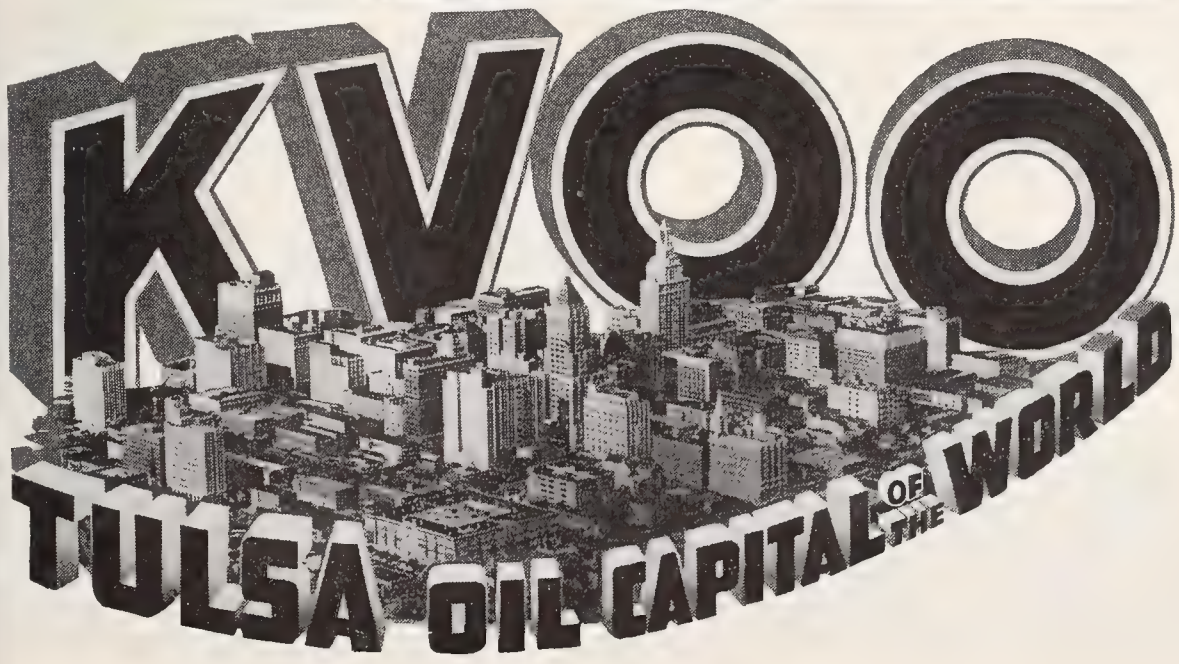
UNITED FRUIT Co., New York, on Feb. 13 started an institutional campaign series of 240 spot announcements to run through June 2 on six New England stations—WNAC, WJAR, WTAG, WORC, WEEI and WPRO. BBDO, New York, placed the account.

LOOSE-WILES BISCUIT Co., Long Island City., N. Y. on Jan. 30 began sponsoring for 39 weeks a new quarter-hour program, *Women in the News*, on KDKA, Pittsburgh. Heard five times weekly, the show features Charlie Urquhart and Bernie Armstrong. Newell-Emmett, New York, handles the account.

LOCAL AUDIENCE ?







Five Tulsa retailers participated in a fifteen minute program directed to Tulsa's Retail Trading Area. A simple contest was featured, which drew 12,492 replies from 26 programs, an average of 490 replies per program. Of this number 48% (5,957 replies) came from Tulsa and Tulsa County! 85% came from Tulsa's Retail Trading Area!

❖ ❖ ❖ ❖

A breakdown of 60,610 pieces of mail, divided between National and Local Advertisers, showed that Tulsa County produced 20% of the mail for National Advertisers and 48% of the mail for Local Advertisers. KVOO pulls *where* and *as* you want it to pull! 25,000 watts. Both N. B. C. Networks. Oklahoma's Most Powerful Station.

EDWARD PETRY AND COMPANY
National Representatives

RCA's SERVICE TO *Motion Pictures*

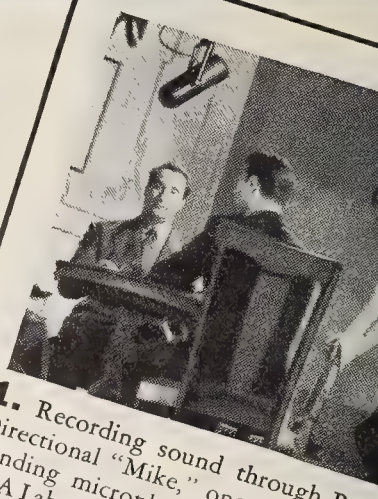
YOU enjoy movies more because of radio. Radio helps make movies so interesting that the annual attendance in the United States equals twice the population of the world. Yet few realize that the reproduction of voices and the whole range of sound that makes pictures live — is a laboratory product based on research in radio and sound.

Because the recording and reproduction of sound involves so many principles which have grown out of radio, research in RCA Laboratories has been, and continues to be a big factor in creating finer motion picture sound entertainment. This work is closely connected with research and actual practice in making Victor Records and operating the National Broadcasting Company.

Here is another example of the way in which RCA uses research to develop services of benefit to the whole world. It was research that built the world-wide radio message service of R.C.A. Communications, Inc. ...research that developed the RCA "direction finder" and other safety devices for ships at sea which the Radiomarine Corporation of America supplies . . . research that has made RCA Victor Radios and RCA Victrolas outstanding in the field of radio and record entertainment.

The very fact that the Radio Corporation of America is engaged in every field of radio is to the advantage of all who are engaged in broadcasting or who are in any way connected with broadcasting stations. In the final analysis, audiences can be held only by good transmission of programs, and the present high quality of broadcasting is largely due to RCA research and to RCA equipment.

RCA Contributions to Three Important Phases of Making Talking Pictures



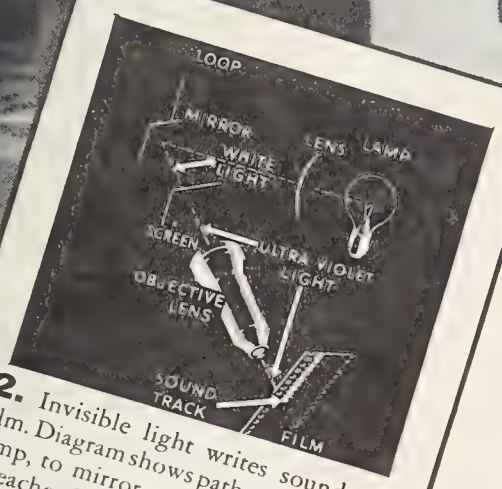
1. Recording sound through RCA Directional "Mike," one of the outstanding microphones developed by RCA Laboratories. RCA microphones are used in Radio City, in film and radio studios all over the world, and in making Victor Records.

RCA

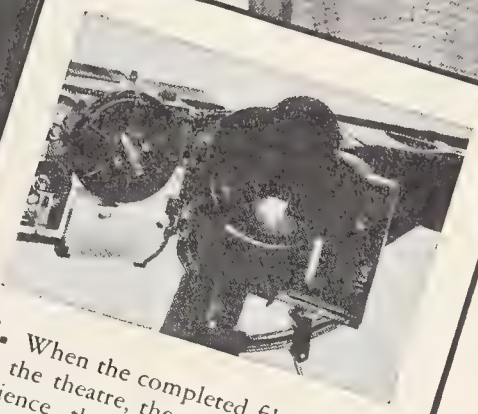
Radio Corporation

RCA Manufacturing Co., Inc.
RCA Institutes, Inc.





2. Invisible light writes sound on film. Diagram shows path of light from lamp, to mirror, to film. Just before it reaches film the light passes through filter that shuts out all but the invisible ultra-violet rays. RCA Laboratories developed this ultra-violet recording method used by RCA Photophone.



3. When the completed film is ready for the theatre, the sound reaches the audience through RCA Photophone Reproducing Equipment such as is in use in more than 5,000 theatres. To insure good sound the movement of the film must be at a perfectly constant speed. RCA engineers accomplish this by the unique and ingenious rotary stabilizer.

PHOTOPHONE
RCA
HIGH FIDELITY SOUND

When you go to the movies, look for the RCA Photophone plaque — the sign of the best in sound reproduction.

of America RADIO CITY, NEW YORK

National Broadcasting Company **R.C.A. Communications, Inc.**
Radiomarine Corporation of America

Press Ownership Praised by Ewing

McNinch Present at Asheville Dedicatory Ceremonies

STRONG support for newspaper ownership of radio stations was voiced by John D. Ewing, publisher of the *Shreveport Times*, operator of KWKH and KTBS, and president of the Southern Newspaper Owners Assn., speaking Jan. 28 at the dedicatory banquet acclaiming the new plant of the *Asheville* (N. C.) *Citizen* and *Times* and its subsidiary radio station, WWNC.

Mr. Ewing's words were regarded as particularly significant in view of the presence at the banquet of FCC Chairman Frank R. McNinch, who was introduced by Don S. Elias, vice-president of the *Citizen-Times* company and lauded the newspaper organization and its radio station for their progressiveness. There have been indications that the Administration looks askance upon newspaper ownership of radio stations and in fact that is one of the subjects suggested for possible legislative action in the current Congress.

Seeks Longer Licenses

"I believe," said Mr. Ewing, "that the radio stations owned by newspaper interests in the South are rendering better service than stations owned by individuals. The people who run our newspapers have learned through years of experience that the public demands certain things in public service of any institution like a newspaper or radio station. Some of the individual owners do not know that.

"We used to have a radio station like that in Shreveport. I guess some of you heard it or have heard of it. I have that station now and I know that we are giving service it never rendered before. In the five years it has been operated by the company that now has it I doubt if there has been a single kick from any listener that it has been unfair or is not giving the service it should.

"I think that the Government should make it easier for the owners of radio stations to go to bed at night knowing that the $50,000 or maybe only $10,000 that they have tied up in equipment for the station is not going to be made useless in six months. There is nothing that will give any business a chance to serve like confidence that it is going to be allowed to continue, there is nothing like a feeling of security.

"Way back in the Harding administration there was a law passed putting every station on six months' probation with the provision that if they were 'good little boys' they would be allowed to have a three-year license when the six months probation period was up.

"Now we have to finish filling out a blank and the next day get another to be filled out for the following six-month period. I believe that it is a matter of public convenience and necessity for the radio stations to have confidence that their investment is protected as long as they render service."

WCNW, Brooklyn, celebrating its 13th anniversary, opened new studios Feb. 11 at 101 Park Ave., Manhattan. It will continue its Brooklyn studios but all sales and production will be handled from the Park Ave. studios.

Stanley High Claims Ominous Interest By Administration in Power of Radio

THAT American radio is "not-so-free" and that the present Administration is showing an "ominous interest in its political possibilities" is the thesis of an article titled "Not-So-Free Air" in the Feb. 11 *Saturday Evening Post*. Its author is Stanley High, once high in the councils of the New Deal and former NBC director of talks, who reviews various efforts of the Government, notably through the FCC, to impose censorship upon stations and networks.

After reviewing the increasing demands for time from Government agencies and members of Congress Mr. High places on the head of FCC Chairman Frank R. McNinch —whom he called "The New Deal's greatest gift to the FCC . . . takes to the reform of radio like a duck to water"—the onus for much of the Commission's recent censorial activity notably in the *Mae West* and *Beyond the Horizon* "incidents". He cites the threat of six-month license renewals and asserts the industry is in such a constant state of jitters that, despite the apparent prosperity of the industry, station owners "are inclined to be on edge even in the best of times."

The Carter Case

Mr. High reviews the case of Boake Carter and lays his absence from the air directly to Administration persuasion. He cites Tommy Corcoran's alleged influence over the FCC, making the point that Hampson Gary's recent discharge as general counsel was an outgrowth of his upholding Commissioner Payne in citing the WLW renewal for hearing. Corcoran thereupon "moved in" and placed one of his own men, William J. Dempsey, at the head of the law department, according to the High version. He also states that Ben Cohen, his legal associate is reported working on a proposed law to "replace the present seven-man commission with a one-man commission" and says "such a law certainly would provide a painless way of getting rid of Commissioners Payne and Craven — whose heads are wanted by Corcoran."

With respect to Government agencies' use of the radio, Mr. High cites Robert Berger, former radio director for the Democratic National Committee, as the "White House man" on the National Emergency Council who is attempting to unify all the Government's radio activities.

"Since both the number of frequencies and the amount of broadcasting time per day are limited," his article states, "it is clear that there is a point beyond which private radio cannot carry the increasing burden of Government programs. When that point is reached, the Government, presumably, will be obliged to curtail its radio activities or go into broadcasting on its own account.

"There is every indication that the Government's invasion of the air will expand. The programs already on the air are only a small part of the programs under discussion or already in the works. In anticipation of this bigger and better future, the Department of the Interior has constructed complete and up-to-the-minute studios in the penthouse of its new building. Although very little actual broadcasting has been done from them, the setup is perfect, the files of the department are loaded with usable radio material and, when I visited the place, nightly auditions were being held in order to obtain a unit of available radio musicians, actors and actresses."

"All we lack," one of the officials is quoted as saying, "is a station."

New Watch Account

GOLD STANDARD WATCH Co., Newton, Mass., is starting a test campaign the middle of February of two-minute spot announcements weekly on a list of 15 stations which will be increased later in the month. Roberts & Reimers, New York, is placing the account.

Look Presents Article On Censorship of Radio

UNDER the title "Do You Want Radio Censorship?", the Feb. 14 issue of *Look* magazine presents six pages of photos, cartoons and quotations from radio personalities whose style has been cramped by broadcasters or regulators. The Mae West, Mars and similar incidents are cited.

Pictures of Norman Baker, Rev. R. P. Shuler and Dr. J. R. Brinkley are shown under the caption "FCC Kicked These off the Air". Walter Winchell, Boake Carter, Alexander Woollcott, Gen. Smedley Butler and "Adams Bellows, former FCC member", are quoted for remarks about censorship. W. C. Fields, comedian, is quoted as saying that "you can't say a damn thing on the air". The magazine says full Government censorship of radio is desired by 30 Senators and Representatives, most articulate of whom is Senator Herring (D-Iowa).

SEES FCC FLAWS
Rep. Dirksen Traces Trouble To Personnel

"GIVE ME control of the nation's air waves and I care not who makes the laws," remarked Rep. Dirksen (R-Ill.) in addressing the House Feb. 7 in connection with reorganization of the FCC.

Assailing the Administration reorganization as well as the McNinch rule of the FCC, Mr. Dirksen said the trouble at the FCC is not necessarily a great basic weakness in the law as such, but rather in the personnel. Supporting longer licenses for stations, he said millions invested in radio hang "on the hair of a license issued by the FCC", subject to renewal each six months.

Mr. Dirksen also deplored the terms of the existing law which permit the President, in a national emergency of any nature, to commandeer all radio facilities. Declaring this makes for "domination" and control by the Administration, he said he might drop a bill into the hopper to repeal the provision.

WALTER WINCHELL returned to WIOD, Miami, Feb. 5 to originate his Sunday night programs. Winchell had broadcast three programs from WIOD earlier in the season, then returned to New York.

ASCAP Declared Ready To Discuss Radio Fees

BROADCASTERS have nothing to fear in their dealings with ASCAP for a new agreement to supplant the current contract expiring Dec. 31, 1940. The door is open for discussions at any time and the society will be glad to talk things over.

This information was offered by Claude Mills, chairman of the administrative committee of ASCAP on behalf of the organization when he was in Hollywood in late January. But, Mr. Mills declared, there can be no formal negotiations until after Dec. 30, 1940, deadline for return of the 10-year contracts which have been mailed to members. Until such a time as all contracts are in and the board of directors have discussed the matter, no one is privileged to speak for ASCAP, he stated.



Mr. Mills

After making a swing of the Pacific Northwest, where ASCAP is having legislative difficulties, Mr. Mills came to Hollywood on Jan. 28 to confer with L. Wolfe Gilbert and other music leaders. He was guest speaker at a meeting of Songwriters Protective Assn. Jan. 30. during which he gave ASCAP members a report of legislation adversely affecting their interests in several States and summed up the mechanical rights controversy.

Post-Censorship Claimed In FCC Licensing Power

HOW the FCC assumes authority to impose a "post-censorship" on radio programs, by reason of its licensing power, is the subject of an article titled "Radio's Growing Pains" in the February *Nation's Business* by Herbert Corey, noted former war correspondent. Mr. Corey interprets the law prohibiting censorship to mean that the FCC has no right to "prior" censorship but points out how the Commission can—and has attempted to—exercise censorship after the fact.

He states that "Congress apparently intended to place the new organ of mass communication on precisely the same footing which the Constitution and the courts give the press." He contends that editorial judgment can insure proper presentation of all sides of a subject and predicts that "Congress will make an effort this winter to correct post-censorship." His article takes that view that "something is wrong with radio in this country" yet he asserts that "at the same time we have a radio service which for excellence, coverage, entertainment value and factual reporting marks every other radio service in the world suggests the cheeping of a blind mouse in a hedgerow."

Price Extract Drive

PRICE Flavoring Extract Co., Chicago, has started a series of 30-word station breaks on WGN, Chicago, in connection with a periodical advertising in 30 markets and trade journals. Agency is N. W. Ayer & Son, Philadelphia.

FOR THE RECORD

For the third successive year NBC scores outstanding victory in 3 great nationwide radio polls!

NBC is proud that its programs and personalities have proved so popular. And although space does not permit a complete listing of the awards voted in three great nationwide radio polls, for the record we list a few—and say a sincere "thanks" to all those whose votes have determined the winners! And for the record, too, our hearty congratulations to the artists, their sponsors, and to those who planned and produced their programs. *They* have enabled NBC to present on its networks "the greatest number of the most popular programs."

NATIONAL BROADCASTING COMPANY

A Service of the Radio Corporation of America

NEW YORK WORLD-TELEGRAM

Radio editors of United States and Canada

Division Winners . . . . . **8 out of 14—NBC!**

Programs . . . . . **First 6—NBC!**
11 out of First 15—NBC!

Comedians . . . . . **First 4—NBC!**
8 out of First 12—NBC!

Male Vocalists (Popular Music) . . . . **First 2—NBC!**
9 out of 11—NBC!

Vocalists (Classical Music) . . . . . **First 3—NBC!**
6 out of First 7—NBC!

FAME-MOTION PICTURE DAILY

400 leading radio editors, coast-to-coast

"Radio Champions of 1938" **4 out of 5—NBC!**

Best Popular Male Vocalist . . . . **First 4—NBC!**
4 out of First 5—NBC!

Best Classical Male Vocalist . . . . **First 3—NBC!**
3 out of First 5—NBC!

Best Comedian . . . . . **First 3—NBC!**
4 out of First 5—NBC!

Best Comedy Program . **5 out of First 5—NBC!**

Radio's Foremost Announcer
5 out of First 5—NBC!

RADIO DAILY

Editors and critics, coast-to-coast

Program popularity . **First 5 Programs—NBC!**
8 out of First 10—NBC!

Personality popularity **First 5 Personalities—NBC!**
7 out of First 10—NBC!

Film Colony Scouting Radio for Leads

Writing, Producing and Acting Material Now Being Watched

By DAVID GLICKMAN

THAT radio is rapidly becoming recognized by motion picture production units as a virile source of supply for writing, acting and producing material is proved in the growing practice of Hollywood film companies making practically continuous check on local and network releases as potential entertainment leads and features for filming.

Selznick International Productions is giving radio undivided attention in this respect. Its story division, headed by Val Lewton, has installed radios throughout and scouts all programs for material. This practice is also being followed by other major Hollywood film studios. Selznick recently obtained transcriptions of several outstanding programs, among them the CBS Workshop's *Fall of The City*, produced by Irving Reis, now with Paramount as writer-producer, and *Air Raid*, produced by William Robson. Both were written by Archibald MacLeish. Selznick also plans to film Orson Welles' recent radio production of *Rebecca*.

Promising Dramas

Several dramatic sketches featuring film actors on the CBS *Texaco Star Theater* program, sponsored by Texas Co., have been attracting attention of film studios. Patterson McNutt's radio script, *Happy Journey*, broadcast only in the series by John Barrymore and Lurene Tuttle, has been bought for $10,000 by Paramount Pictures Corp. Bill Bacher, producer of *Texaco Star Theater*, whose skit, *Each Wish of My Heart*, founded on an incident in the life of Tom Moore, Irish poet, and played Dec. 28 by Mary Astor and True Boardman, on the weekly program, has been optioned by Mervyn LeRoy, M-G-M producer. RKO Radio Pictures Inc. is looking over a recent sketch, *The Last Frontier*, an Alaskan story played by John Barrymore. Universal Studios is doing the same with a more recent playlet, *One and One Make Three*, as a possible vehicle for Edgar Bergen and Charlie McCarthy.

The copyrighted title, *I Want A Divorce*, of the CBS Pacific network program sponsored by Sussman, Wormser & Co. (S & W food products), has been sold to Paramount for a feature screen drama. George Arthur will produce the filmization. Screen rights to *Calling All Cars*, a crime-doesn't-pay series sponsored by Rio Grande Oil Corp. on CBS Pacific network, have been sold to an independent Hollywood film producer.

Several skits used on the CBS *Big Town* series featuring Edward G. Robinson and sponsored by Lever Bros. (Rinso) have been taken up by the film market. The NBC-Pacific Blue network sustaining series, *Parents on Trial*, has been taken by Paramount Pictures for filming. *Candid Lady*, formerly sponsored by Pepsodent Co. on the NBC-Pacific Red network has also been taken under option by a film company.

Indicative of the supplementary use of radio in the motion picture arena is the growing recognition given to it by the three fields specified, and it is the expressed conviction of David O. Selznick that the time is rapidly approaching when radio will engender an entirely new dramatic technique in production of films. He also expressed the opinion that radio has already sufficient innovational scope to warrant as close inspection as that given the novel, legitimate stage and short story by picture producers. This pertains not only to writing, but also dramatic and production ability, it was explained.

Serials Come Back

With revival of serials in the films and tremendous box-office business being recorded by such cinematic episodes as *Judge Hardy* and the *Jones Family*, the film marts are looking more intensively than ever for similar script material, and from all indications will turn to radio for the answer. Radio serials in cinema form would have a ready-made audience, matching and surpassing that of best selling novel and popular plays purchased for screen adaptation, according to Hollywood producers.

With Parent-Teacher Associations and other similar censor groups throughout the country protesting type of films now being placed on the market, many of the clean and constructive network serials and local programs for both adults and juveniles would overcome objections from all sources. At the same time they would prove exceptional box-office attractions for motion picture exhibitors. Wise Hollywood cinema leaders are coming to the viewpoint that joint or complementary cooperation between themselves and radio is conducive to fostering the interests of both industries. As a consequence the suspicion and tension that appeared early in 1938 between them has been largely dissipated.

Zanuck Fails to Get Screen Support In Taking Tyrone Power Off Radio

IF THE barring of Tyrone Power, film actor, from broadcasting means that 20th Century-Fox Film Corp. wants to start a war with radio, it appears that firm will have to do most of the fighting—at least for the time being. Little or no support is forthcoming elsewhere in Hollywood to back the opinion of Darryl F. Zanuck, vice-president in charge of production, that radio hurts film talent as well as box-office attendance. Several admit they consider their contract talent's value definitely increased by radio appearances.

Zanuck, in early February, announced withdrawal of Power from the weekly NBC *Hollywood Playhouse* series, sponsored by John H. Woodbury Co., following the Feb. 5 broadcast and that the film actor would make no future radio appearances. He said he was taking cognizance of many protests from exhibitors. In Hollywood it is said Power quit the program in an argument over commercial announcements. Zanuck contended that stellar film talent as well as exhibitors suffer "because it is so hard to get adequate material for these programs, especially when they must present something new each week".

Power was succeeded Feb. 12 by Charles Boyer, who relieved him on the program for three months in 1938.

* * *

Seek to Avoid Friction

To promote cooperation between the motion picture and broadcasting industries and to eliminate causes of friction were the chief reasons for the recent Hollywood visit of Niles Trammell, NBC executive vice-president, Lenox R. Lohr, network president, told a press conference Feb. 2. Trip, during which Trammell conferred with the heads of the major movie studios, came as a sequel to a discussion between Maj. Lohr and Will D. Hays, president of the Motion Picture Producers & Distributors of America.

At this conference, which occurred several months ago, Maj. Lohr said that Mr. Hays raised a number of occurrences that had caused uneasiness among picture producers, one being a broadcast of Irene Rich for Welch Grape Juice in which the movies were satirized and their producers pictured as ignorant and inefficient.

While it was all done in a vein of pure comedy, kidding the picture business no more strongly than countless stories, plays and even movies themselves have done, nevertheless it had created considerable resentment in Hollywood, Maj. Lohr said, and steps will be taken to prevent its happening again.

Gulf-Spray Plans

GULF REFINING Co., Pittsburgh (Gulf-Spray insecticide), is planning to start a radio campaign in May using, on a large list of stations, recordings which will feature Jack Berch and his *Gulf-Spray Boys*. Young & Rubicam, New York, handles the account.

June Forsakes

PRETTY June Travis, film star who has appeared as occasional guest star on radio programs, early in February signed with NBC Artists Service to be heard in dramatic productions of NBC in Chicago. A native of Chicago and daughter of Harry Grabiner, vice-president of the Chicago White Sox, she is forsaking the movies in favor of radio because she believes that "radio, by requiring greater versatility than the motion picture, will eventually give her a more rounded dramatic career."



TELEVISION'S first woman director is Miss Thelma A. Prescott, recently with the Paris staff of the *New York Herald-Tribune*, appointed by NBC to represent feminine interest in the new art and to produce fashion and other shows appealing primarily to women.

Hollywood Talent Lists Pruned by Agencies in Scanning Stars' Records

A DRASTIC tightening of "moral" surveillance over the off-stage as well as on-screen activity of film talent employed in radio both regularly and as guest artists, is going on under cover in Hollywood advertising agency offices. Heavy scissoring of "available for radio" Hollywood talent lists is expected, with many names being dropped following examination of their records.

Move by agencies is at the instance of program sponsors who have no desire to risk their business success with politics, religion, national or international strife. It was pointed out by Hollywood agency executives that radio has always been peculiarly prone to maintain a neutral stand, both because of its Government supervision and its commercial advertising structure.

Growing inclination of picture producers to interest themselves, their talent and product in the political scene is being eyed askance by advertisers using radio time. Additionally the involvement of stellar talent in court cases which lay them open to "blue law" censure has put several sponsors on tenterhooks, fearful that such spotlighting may react unfavorably to their network shows and sale.

Recent setting of a film-radio star in a motion picture dealing with Nazism is understood to have caused a major crisis between an agency and sponsor backing one network series originating from Hollywood. In future bookings, it is indicated, Hollywood agencies will be guided strongly by the neutral conduct of prospective talent, regardless of how important the name.

General Baking on 10

GENERAL BAKING Co., Washington (Bond bread), on Feb. 13 starts sponsorship of *The Lone Ranger*, MBS locally sponsored series, on WAAB WHB WTHT WLLH WABY WHKC WEAN WTAG WMAS and KTOK for 52 weeks. Program is heard on these stations thrice weekly during different half-hour periods from 6:30 to 8 p. m. BBDO, New York, handles the account.

STATION PREFERENCE...

Them's Fightin' Words Podner!

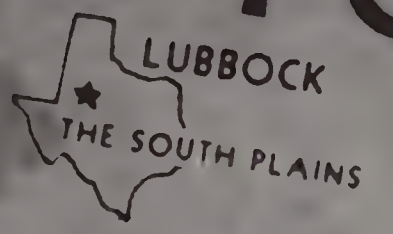


"Out West" in the Texas Panhandle, and in the Lower Valley Grande as well, folks are mighty set in their ways. They stick to their home stations for the programs they like best . . . whether it is "horse opery" or metropolitan. Out here, radio is necessarily the major form of ENTERTAINMENT . . . . the quickest source of NEWS and WEATHER and MARKET reports. To reach these prosperous farmers, ranchers and oilmen, and to sell them, you must use

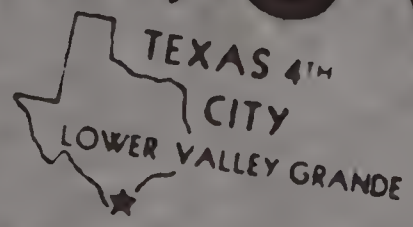
KGNC



KFYO



KRGV



HOWARD H. WILSON CO.
REPRESENTATIVE
KANSAS CITY CHICAGO NEW YORK

Write for
Complete Market
Analysis

McNinch Opposes Public Ownership

Does Not Take Stand Against International Station

A DECLARATION against Government ownership or operation of broadcast stations, except possibly in the international field, has been made by Chairman Frank R. McNinch of the FCC, though it has not been widely publicized.

After addressing the Carolina Political Union at Chapel Hill, N. C., late last month [BROADCASTING, Feb. 1], Mr. McNinch's statement came during a cross-fire of questions from his student audience. He was asked if the difficulties of presenting all sides of a controversial issue could not be solved by a Federal broadcasting station.

"I think such a station would multiply the problems instead of solving them," he responded extemporaneously. "And if there is a Federal radio station it should be limited to international broadcasts exclusively."

Political Policy

Mr. McNinch is chairman of the Federal committee named by the President last year to study the entire international broadcasting situation. The committee has not yet made public its recommendations. Chairman McNinch's oral statement before the Political Union, made Jan. 27, would indicate therefore that the committee may be considering recommending an international broadcast station under Government auspices, ostensibly to combat propaganda broadcasts directed by dictator nations toward Latin America.

In his response to questions following his prepared address, in which he firmly opposed any form of Federal censorship of programs, Mr. McNinch also expressed himself in favor of Federal regulations which would require broadcasters to give the same length and same desirability of time to both sides of all controversial questions, if either side is heard. This would mean, in effect, broadening of the present "political section" of the law to apply to all controversial questions, whether or not candidates for public office are the participants.

Asked whether radio should be allowed an "editorial policy" similar to newspapers, Mr. McNinch declared this was a question for Congress and one "which I think Congress will consider shortly". His personal view, he declared, was that if stations do editorial work "full opportunity should be given for expression of the other side."

Canadian Wave Changes

CFQC, Saskatoon, Sask., will move to a new frequency of 600 kc. about Feb. 15. The station has suffered bad interference on 840 kc. from a Mexican station. The CBC also reports that CBM, Montreal, will change on Feb. 26 to 960 kc. from its present 1050 kc. and CBY, Toronto, will go to 1420 kc. from 960 kc. CJGX, Yorkton, Sask., on Feb. 1 increased its power from 100 to 1,000 watts and shifted from 1390 to 1430 kc. CKOV, Kelowna, B. C., has increased its power from 100 to 1,000 watts.

FIRE COVERAGE
Tragedy in Syracuse Finds WFBL on the Job

WFBL, Syracuse, originated five on-the-spot broadcasts, using the WFBL mobile transmitter, WGBE, during the recent 4½-hour fire in the local Collins Bldg., which killed eight firemen trapped when the building collapsed.

Beginning with a 9 a. m. broadcast, the special events crew originated five spot shows and transcribed another description which was not broadcast. First on the spot for WFBL was Bob Kenefick Jr., who wrote news stories heard at 7:30 and 8 a. m. on *Socony News Flashes*. Within a half-hour the entire special events staff was in action with Bud Squires, news editor, Kenefick, Neal Moylan, Jim Deline, Harry Martin and Mark Chacona.

Among on-the-spot broadcasts on WFBL were talks by Chief of Police William Rapp, Fire Chief Edward Gieselman, T. Elmer Bogardus, secretary to the mayor, Bertram Davis, acting mayor, William Coyne, WPA representative, firemen working at the blaze, and human interest interviews. Throughout the fire WFBL stood ready to break into the program schedule with news flashes on the fire. Engineers active on the broadcasts included Chief Engineer Al Marcy, Chief Operator Walter Stonger, Donald Langham and Chuck Marcy.



ON THE JOB nearly three days and nights without a break, WSYR, Syracuse, set up temporary "studios" in a restaurant across the street from the burning Collins Block in downtown Syracuse from where were remoted 37 descriptions of the big fire, during which eight firemen were killed. Carrying a total of 91 studio and remote programs on the fire, WSYR stayed on the air 44 consecutive hours—from 6 a. m. Feb. 3 to 2:04 a. m. Feb. 5—then took a 4-hour rest and went back at it again. Pictured here in the "studio" are (extreme left) Bernard J. Winn, local advertising man and radio m. c. who aided WSYR in coverage; Arnold Schoen, (holding mike) announcer and director of public relations, and Al Burgess, engineer (with earphones).

White King Using 45

WHITE KING SOAP Co., Los Angeles (soap), through Raymond R. Morgan Co., Hollywood, in early January started using from three to five weekly spot announcements and participation in home economic programs on 45 stations located west of the Mississippi. Campaign is for 13 weeks.

Network Sales for January Show Gain Of 1.1% Over Figure of Previous Year

FOLLOWING the same general trend of the past several months, network time sales for the first month of 1939 combined to total slightly ahead of those for the same month last year, while individually Mutual showed the largest percentage gain, NBC a smaller gain from a percentage rating but still nicely ahead of the previous year and CBS a decrease that just about offsets NBC's increase. Specifically, combined gross time sales of the major networks for January, 1939, totaled $7,023,025, a gain of 1.1% from the January, 1938, total of $6,943,355.

NBC's combined networks showed 6.3% higher billings this January than that of last year, $4,033,900 compared to $3,793,516. Of this January's figure, $3,035,511 went to the Red and $998,389 to the Blue, but it is impossible to compare these with a year ago as NBC began reporting divided billings only last October, previously combining both Red and Blue billings into a single figure.

CBS reported gross time sales of $2,674,057 for January, down 7.1% from the January, 1938, figure of $2,879,945, the tenth consecutive month that CBS gross billings have fallen below those of the same month of the previous year. Mutual showed $315,078 for the first month of 1939, up 16.7% from the $269,894 billed in January 1938.

Gross Monthly Time Sales

	1939	% Gain over 1938	1938
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
CBS			
Jan.	2,674,057	—7.1	2,879,945
MBS			
Jan.	315,078	16.7	269,894

Better Late

THE all-time record for delayed reaction was revealed at WTIC, Hartford, a few weeks ago when a listener in Pennsylvania wrote the station for a copy of a talk on "Straight and Crooked Thinking" aired by Prof. Harry T. Costello of Trinity College. The listener said he had heard the talk "some time ago". He was right. It was aired over WTIC one October afternoon in 1926! P. S.: The copy was found and mailed.

Colorado Transfer

ASSIGNMENT of the license of KIDW, Lamar, Colo., 100-watt part-time station on 1420 kc., to the Lamar Broadcasting Co. was authorized Jan. 30 by the FCC. Southwest Broadcasting Co., headed by Leonard E. Wilson, thereby surrenders its lease on the station but continues the operation of KGIW, Alamosa, and KOKO, La Junta. Owners of KIDW, who now resume operation of the station, are W. G. Brown, Lamar lumber man, 85 shares; M. R. Sundy, Ford dealer, 65 shares; A. C. Gordon, attorney, 10 shares.

Fitzpatrick Tells Of Radio's Power

Medical Sponsors Draw Ire at Appropriation Hearing

IF YOU take the word of Rep. James M. Fitzpatrick (D-N.Y.), radio advertising is more effective than newspaper display, though he doesn't intend to be complimentary.

During the secret hearings before the House Subcommittee on Independent Offices appropriations for the 1940 fiscal year, transcript of which was released Feb. 6 coincident with the introduction of the measure, Mr. Fitzpatrick commented that many radio commercials advertising remedies claim "immediate relief from all sorts of ailments."

"People who hear the representations," he said, "naturally go out and purchase them. More people respond to that sort of advertising than to newspaper advertising."

Might Be Dangerous

The subcommittee was advised by FTC witnesses how advertising continuities are surveyed. Commissioner Ferguson of the Federal Trade Commission said "we have stopped hundreds of them". James A. Horton, chief examiner, revealed that in order to assure the proper handling of such cases, there has been detailed to the FTC a medical officer from the U. S. Public Health Service, who is acting as advisor and consultant to the Commission.

"I think radio advertising is the most dangerous form of advertising in this country," Mr. Fitzpatrick stated. "They tell them what might happen if they do not take them, and the people spend a great deal of money in the purchase of worthless drugs. That goes on night after night."

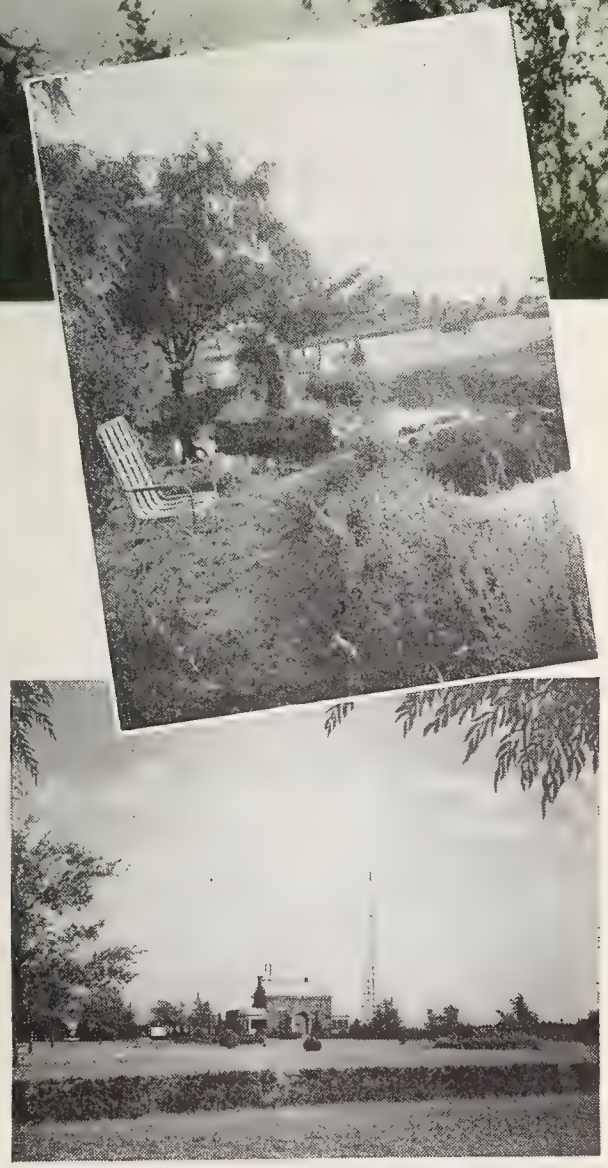
Mr. Horton told of one case handled early in December advertising a cure for rheumatism and arthritis. This product, he said, also contains an allegedly dangerous drug and in those cases where the product does contain a drug which may be dangerous to the consumer, the Commission endeavors to take prompt action.

During another part of the hearings, an FTC spokesman said that several million advertisements are broadcast every year. "We just scratch the surface as best we can," said Commissioner Ewin L. Davis.

State Bill May Die

A BILL introduced in the Nebraska Legislature by State Senator Sam Klaver, which would bar Nebraska insurance companies from operating stations, is expected to die in committee, according to informed observers in that state. The bill would bar all Nebraska insurance companies from using policyholders' funds to finance broadcast stations in competition with other advertising media. Mr. Klaver was an applicant for a 100-watt station in Omaha, which was denied several months ago by the FCC. WOW, operated by Woodmen of the World Life Insurance Society, had opposed the application on economic grounds. It is the only station in the state owned by an insurance company and the Klaver bill was obviously directed against that station.





ABOVE: A beautiful pool, teeming with goldfish, adds to the beauty of WKY's transmitter site. **CENTER:** View of the broad, sweeping lawn. **BELOW:** The transmitter site comprises 25 acres, completely and effectively landscaped.

WHOSE ESTATE IS THAT?

• Visitors are enraptured by the beauty of WKY's twenty-five acre, estate-like transmitter grounds. They marvel at the rose garden, thrill at the lily pool, mirate at the close-cropped velvet lawn that make WKY's the outstanding transmitter site of the Southwest.

The flowers, the goldfish and the well cared-for grassplot add nothing to WKY's revenue. They are demanded by neither listener nor advertiser. But they stand as concrete evidence of the pride of WKY in everything it sets out to do.

WKY gives equally considerate attention to the manner in which it conscientiously serves and enthusiastically entertains its listening audience. It keeps itself in the eyes and ears of Oklahoma because of its ability to air the kinds of shows Oklahomans respond to. It has achieved in its eleven years under Oklahoma Publishing Company management a unity of men, methods and machinery that has made it the most tuned-to, most listened-to and most responded-to radio station in Oklahoma.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN

KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.

Good Sustaining and Sponsored

KXOK

GOOD SUSTAINING PROGRAMS

Here Are a Representative Few:

"COZY CORNER"
Poetry and Philosophy

"9 NEWSCASTS A DAY"
Complete National and Local News Coverage

"PICKING THE AIR POCKETS"
News of Today's Programs, Interviews With Prominent and Interesting People

"THE TWO THREES"
The Swing Trio and Three on a Song

"AMONG MY SOUVENIRS"
Music From Days Gone By

"TWO SHADES OF BLUE"
Organ and Piano Arrangements in the Modern Mood

GOOD SPONSORED PROGRAMS

Here Are Several Typical Examples:

"THE GOODWILL HOUR" (MBS)
Sponsored by **IRONIZED YEAST**

"LITTLE ORPHAN ANNIE"
Sponsored by **WANDER CO. (OVALTINE)**

"THE DUDE RANCHERS"
Sponsored by
CONSOLIDATED DRUG TRADE PRODUCTS

"SNOW WHITE'S MUSICAL PHONE PARTY"
Sponsored by **MANEWAL BREAD & BAKING CO.**

"HIGHLIGHTS & HEADLINES"
Sponsored by **CENTRAL BREWERIES, INC.**



d Programs = Good Listener Response

has all 3

THAT KXOK has an ample share of Good Sustaining Programs . . . Good Sponsored Programs and Good Listener Response is being told more forcibly every day. Sponsors' unanimous praise clearly indicates that KXOK BRINGS BUSINESS.

Here are a few comments from Satisfied Sponsors: "The best November and December in the 11 years we've been in business." ". . . getting business from a trade territory never before touched. Amazing results . . . have used radio four years." "Delighted with results . . . absolutely swamped with application cards directly attributed to our radio program. 21,368 "busy signals" for the first eight weeks of our Monday thru Friday, all request musical show." "More than two thousands calls . . . response to one 50-word announcement. More than a thousand pieces of mail . . . from another 30-word announcement."

Such comments as these show that sales-minded executives have found a power that will convert listeners in the Rich, Greater St. Louis Market into buyers . . . IT'S KXOK.

OWNED AND OPERATED BY

KXOK THE ST. LOUIS STAR-TIMES

ST. LOUIS, MISSOURI

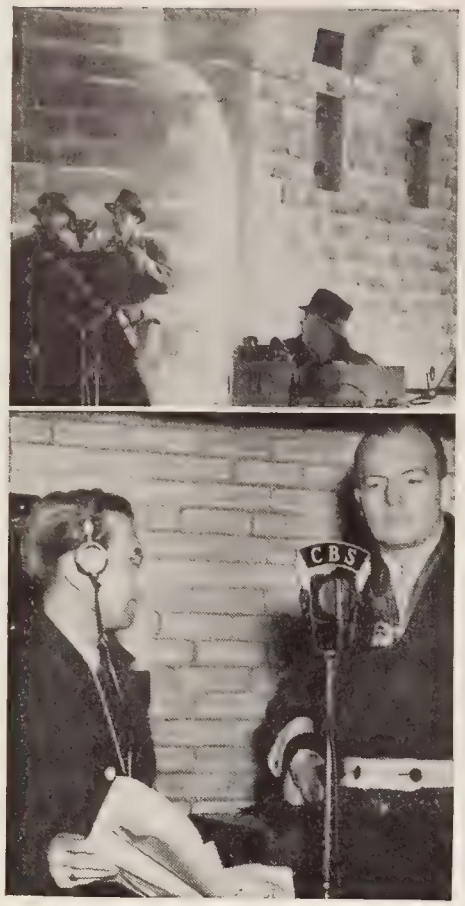
1000 WATTS—FULL TIME

AFFILIATED WITH KFRU, COLUMBIA, MO.
1000 WATTS DAY 500 WATTS NIGHT

Nationally Represented by

WEED & COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO



ICE provided the setting for KSTP, St. Paul, and WCCO, Minneapolis, during the annual St. Paul Winter Carnival, held Jan. 28. KSTP carried 27 programs from the Carnival. Working at the ice-block palace (top photo) are (l to r) Brooks Henderson and George Putnam, announcers and Tom Tyman, engineer. At bottom Edmund Abbott, WCCO announcer, interviews Gov. Harold E. Stassen, of Minnesota.

A WOLF AT THE CKSO DOOR

Is Admitted for Broadcast but Terror Reigns When Animal Steps Out of Character

IMPROMPTU fracas between a "tame" wolf, and his trainer, Joe Laflamme, was broadcast by CKSO, Sudbury, Ont., recently when Wolf, leader of a 10-wolf sled team, was brought to the studio for some picture-taking, rebelled at confinement and started a 25-minute battle with his trainer.

Laflamme, a well-known French-Canadian wolf-trainer, after being interviewed on CKSO a short time previously, had been induced to bring Wolf to the studio for some pictures that were to be used on a station brochure. Unmuzzled, Wolf was led through Sudbury streets to the studio building. When his temper shortly became aroused at the throng of people watching him, Trainer Laflamme decided to muzzle the beast, succeeding only after a free-for-all after Wolf had broken loose from his lead chain.

Unmuzzled for the sake of a better picture and led into the studio, Wolf suddenly snarled and bared his fangs as the photographer went to work. Breaking away once more, he raced through the studio, driving station personnel and photographer to safety behind closed doors, and with Trainer Laflamme hot on his heels. In the midst of the rough-and-tumble scuffle, with Wolf retreating to a corner and resisting all efforts at reconciliation, CKSO cut into its schedule with a broadcast of the whole affair. After 25 minutes Laflamme managed to distract the animal's attention by waving the muzzle before his eyes, get behind him and catch Wolf with a combination scissors-hold and headlock and then slip on the muzzle. And only a few minutes later Wolf was sitting docilely on a table, unmuzzled once more although a CKSO announcer was standing close to his side, and posing for his portrait—a perfect picture of calm!

Walker and Joyce Named RCA V-P's

Other Promotions Announced In Shift of Personnel

ELECTION of Frank B. Walker, as vice-president in charge of all record activities, and of Thomas F. Joyce, as vice-president and advertising director, of RCA Mfg. Co., Camden, was announced Feb. 7 by George K. Throckmorton, president of RCA Mfg. Co., along with several other promotions and assignments.

Jay D. Cook was made manager of the International Division, supervising all the company's activities in the export field; David J. Finn, formerly assistant advertising manager, was made advertising and sales promotion manager; Edward W. Butler, was appointed manager of the Radio and Victrola Division; and Paul C. Richardson, formerly manager of the Radio Division, was named head of a new educational sales division.



Mr. Joyce



Mr. Walker

A Vice-President at 34

At 34, Mr. Joyce is the youngest vice-president in the company. In 1922 he went to work with General Electric Co. calibrating electric meters. Two years later he became a clerk in the GE advertising department and four years following that graduated with honors from New York University. In 1934 he was made head of the consolidated department handling advertising and sales promotion activities for all RCA Mfg. Co. products in both foreign and domestic fields.

Mr. Walker has been in the record business since 1919. In 1924 he became general manager and director of the old Columbia Phonograph Co. and joined RCA Victor in 1933 to organize its electrical transcription business which has developed rapidly under his direction. He is president of Central Concerts Corp. and has personally managed many concert and opera stars.

Mr. Finn, new advertising and sales promotion manager, is a native of Natick, Mass., and was educated at Arkansas and Texas. He formerly was with Edison Lamp Works and with the formation of RCA Radiotron Co. he was named sales promotion chief in Chicago. In 1934 he became assistant to Mr. Joyce, whom he now succeeds.

WNEW, WEMP GIVEN INCREASE IN POWER

WNEW, New York, on Feb. 6 was authorized by the FCC to increase its daytime power to 5,000 watts, continuing operation with 1,000 watts at night. At present it operates with 2,500 watts day and 1,000 night on 1250 kc. The effective date of the grant was Feb. 13, when it started using the power. Feb. 13 was also the station's fifth anniversary.

On the same day the FCC authorized WEMP, Milwaukee, to increase its daytime power from 100 to 250 watts, continuing with 100 at night. Effective date was also Feb. 13.

The Commission denied the application of KLS, Oakland, for an increase from 250 to 500 watts on 580 kc. holding this would cause interference with KFBB, Great Falls, Mont. It also denied an application of KMED, Medford, Ore., for an increase from 250 to 1,000 watts on 1410 kc., stating this would cause objectionable interference to other stations on that channel.

Rival Starts on Two

RIVAL PACKING Co., Chicago (Rival dog food), on March 6 starts *Courthouse Reporter*, 15-minute five weekly show on WJJD, Chicago. Program features Jack Drees in interviews outside the courthouse with traffic violators who are on their way to the local safety court. On Feb. 7, Rival started two weekly quarter-hour music programs on WOR. Charles Silver Co., Chicago, is agency.

New Offices and Studios In Toronto and Montreal Will Be Erected by CBC

CENTRAL studios and offices to house the scattered quarters now occupied by the Canadian Broadcasting Corp. in Montreal and Toronto, are to be built this year at a cost of $800,000 each, it was learned on unofficial authority. According to CBC officials, speaking unofficially, meetings are being held to determine the details of building these two broadcasting centers, which will contain in addition to a number of small studios, one large auditorium studio, offices for the entire CBC Toronto and Montreal staffs, for the commercial departments, and in Montreal also for the engineering department.

The buildings will be erected under supervision of Dr. Augustine Frigon, CBC assistant general manager. Plans are being drawn by Marani, Lawson & Morris, Toronto architects, and Charles David, Montreal architect. Sites have not yet been announced.

Loft Switches on WOR

LOFT Inc., Long Island City, New York (candy), has replaced its program *A Tune & A Tale* on WOR, Newark, with two new programs on the same station featuring Irene Kuhn, newspaper woman and author, and John Chapman, columnist for the *New York Daily News*. Both programs consist of interviews with celebrities in addition to latest news and anecdotes about well-known figures in theatre, journalism, art and travel, Miss Kuhn conducting her program Friday mornings, and Mr. Chapman on Tuesday evenings. White-Lowell, New York, is agency.

20 for Breitenbach

M. J. BREITENBACH Co., New York (Pepto-Mangan), since Jan. 10 has been sponsoring a campaign of two to six spot announcements weekly on 20 stations throughout New England, New York, Ohio, Michigan and Maryland. Morse International, New York, is agency.

CBC Reinstates Priest

FATHER LANPHIER, Toronto radio priest, who was suspended indefinitely by the CBC because of an election broadcast within 48 hours of the Toronto civic elections Jan. 2 [BROADCASTING, Jan. 15], will be allowed to continue his Sunday religious broadcasts, CBC has ruled. The suspension was lifted on the understanding that CBC rules and regulations will not be infringed. This was Father Lanphier's second suspension from the air.

Independents in Quebec Form Trade Association

THE Association of Independent Stations of the Province of Quebec was formed at Montreal immediately after the closing of the CAB convention Jan. 27, with CKAC, CHLP and CFCF, Montreal; CHRC and CKCV, Quebec City; CKCH, Hull; CJBR, Rimouski; CHNC, New Carlisle; CHLT, Sherbrooke; CHLN, Three Rivers; CKRN, Rouyn, as members. The association plans to give a series of 12 quarter-hour talks on what the private broadcasting stations are doing, and will cooperate with religious bodies, service clubs, and others for public service broadcasts. It was formed to meet the special problems of Quebec Province, where French is mainly spoken. Its members will continue to belong to the Canadian Assn., of Broadcasters, the new association to handle only provincial broadcasting problems. The new organization will have its own representatives and counsel at the March 20 meeting of the private broadcasters and the board of governors of the CBC. Phil Lalonde, CKAC, Montreal, was elected president; Narcisse Thivierge, CHRC, Quebec, vice-president; Alex Dupont, CKCH, Hull, and Marcel Lefebvre, CHLP, Montreal, directors.

Book Mart's Program

AMERICAN BOOK MART, Chicago, has started *Henry's Exchange* on WLS, that city, quarter-hour thrice-weekly live series featuring a male household hinter. E. H. Brown, Chicago, is agency.

Miles Pacific on 35

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer), a consistent user of radio time, in a seven-day "patronize your neighborhood druggist" campaign which started Feb. 12, is using from two to four spot announcements daily on 35 California stations. Associated Adv. Agency, Los Angeles, has the account.



WOW's staff of entertainers as they arrived in Atlantic

ATLANTIC LISTENERS PREFER WOW

★ WOW staff members, 40 of us, recently entertained our friends and neighbors in Atlantic, Iowa. We found the auditorium jam-packed with WOW fans—listeners who name WOW first on the dial, day or night.

Mayor Joe Burnea welcomed us. Merchants displayed placards advertising the WOW GOOD WILL FOLLIES. The News-Telegraph, alert local newspaper, gave us columns of publicity.

The obvious deduction: residents of Atlantic, Iowa, in the heart of a rich "plus" market, prefer WOW programs.

Below—The S.R.O. sign was out early in Atlantic's big auditorium.

Below at right—WOW's Lyle DeMoss interviews Mayor Joe Burnea, veteran of 16 terms over a period of 40 years.





WOW ★ OMAHA

590 KC • • John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society • On the N.B.C. Red Network.

Censorship Seen In Bay State Bill

Holman Calls Legislation an Economic Gag on Radio

A MASSACHUSETTS bill (HB-117) introduced in the Legislature by Rep. Bowker would amount to an economic gag of broadcasters and require transcribing of programs at prohibitive cost, John A. Holman, manager of WBZ-WBZA, Boston-Springfield, and chairman of the Massachusetts Broadcasters Committee told a legislative committee Feb. 2.

The bill provides that whoever broadcasts a statement by radio which if published in writing would be a libel, shall be deemed to have made and published a libel; that the owner or operator of a station is responsible for libelous statements made over the air by its employes; truth of allegations broadcast shall constitute a defense; every station must secure a manuscript in advance of every statement in the nature of a comment on or discussion of public affairs or public officers or a political campaign speech, or a political statement; or if not, then obtain electrical or stenographic transcription.

Covered by Present Laws

The libel publishing portion of the bill already is covered by existing State law, Mr. Holman said, as are the provisions governing responsibility for action of employes and the truth-defense clause. In lieu of the truth-defense clause he suggested language in the Celler measure (HRES-2981) in the U. S. House of Representatives.

Cost of transcribing on discs the WBZ weekly schedule would be about $25,000 a year, Mr. Holman said. If the station could not afford to transcribe its schedule, the bill might prevent it from carrying many public service broadcasts, including speeches by the President.

In the absence of transcription service, he continued, Boston stations in a typical week might have been forced to deny their audiences such programs as the *Chicago Roundtable*; Father Coughlin; Senators Pittman and Taft on defense; Prime Minister Chamberlin; Catholic Hour; Governor Saltonstall speaking for charity.

As exhibits Mr. Holman introduced an opinion rendered last year on a similar Massachusetts bill in which Paul D. P. Spearman, Washington attorney, stated that States lack authority to enact or enforce such legislation. He also submitted copies of an opinion by the U. S. District Court holding that the State of New Jersey could not regulate NBC.

Rep. Bowker said the State laws have not been adjusted to the rapid growth of radio and that "while neither I nor the public want radio censorship, we must give persons deliberately libeled over the air the same protection accorded to those libeled in newspapers."

EDITORS of *Time* magazine have just announced completion of an eight-year tabulation of the more than 2,800 news stories which have been dramatized by *The March of Time* program since it was first presented in early 1931 as a newly invented technique of radio news reporting. The program entered its ninth year Feb. 3 on 32 NBC-Blue stations.



SPACE was taken in the annual Sportsmen's Show held in Toledo Jan. 28-Feb. 5 by WSPD, which erected a rustic booth with an outdoor motif. Remote broadcasts were staged from the booth each afternoon and evening. The display included types of transmitter tubes, staff photos and sound effects gadgets which visitors could operate. The mobile trailer stood beside the booth.

SNOWED-IN CHICAGO IS AIDED BY RADIO

BLIZZARD-bound Chicagoans on Jan. 30 soon realized the public service value of radio, for city traffic was at a standstill when they awoke that morning to find a terrific blizzard raging outside their windows. Without exception, Chicago stations were quick to contact local authorities and broadcast up-to-the-minute information about traffic, schools and transportation facilities. Although no station was forced off the air by the mile-a-minute wind of the blizzard, many a Chicago radio actor failed to show up for forenoon script shows.

Transmitter engineers were snowed in and those at the WGN transmitter were marooned for 24 hours. WENR Engineers A. R. Johnson and H. R. Rawson made arrangements to stop the Golden State Limited in an open field near the new WENR-WLS transmitter to relieve their co-workers marooned there. At WBBM, Frank Falknor, CBS chief engineer, manned the control room when operators failed to show up for work. Ted Swanson, engineer of WCFL, injured his hip in a fall during the storm and was away from work for several days. Many local and network shows were ad libbed when actors were unable to get to their studios.

At NBC, Art Van Harvey, Vic of *Vic & Sade*, missed his first broadcast in six and a half years; Bernardine Flynn, Sade of the same show, was drafted to play the role of Mrs. Drake in *Betty & Bob* when Edith Davis failed to show up in time for the show, and Announcer Bob Brown took over the m.c. duties of Don McNeill on the opening eight minutes of the *NBC Breakfast Club* when Don missed his early morning opening for the first time since 1933. Gene & Glenn did their usual 7:15 a. m. show and substituted for Happy Jack Turner who was snowbound. At CBS, actors on Colgate's *Stepmother* show were late and Les Weinrott, producer of the show, ad libbed a quarter-hour show about blizzards.

E. I. Du PONT de NEMOURS & Co., Wilmington, Del., on Feb. 22 will start a seven-week test campaign of two spot announcements weekly for Cel-O-Glass, a new structural material for chicken houses, on 25 stations located in major farm markets throughout the country. BBDO, New York, is the agency.

Ticket: Can of Food

AN HOUR'S barn dance on Saturday nights, with a can of food the sole admission price and presented from one of the few radio playhouses in the state is a feature of WBRK, Pittsfield, Mass. The hillbilly roundup, produced and announced by Bernie Adams, senior announcer, is sponsored by a chain of grocery stores, whose canned foods are accepted as admission to the show. The food is then distributed to the needy. All of those taking part are appropriately costumed and since the program's inception it has played to audiences totaling approximately 11,000 people. The feature was inaugurated in May, 1938.

CRISIS TRANSCRIPT PUBLISHED BY CBS

TO A SELECT group of listeners, including leading colleges and city libraries, William S. Paley, CBS president, has sent a complete transcript in 10 boxed volumes of CBS' coverage of the European crisis of last September. The material for the mimeographed manuscript, comprising 500,000 words spoken in 16 world centers by 57 international raconteurs, and representing 73 hours of on-the-spot, minute-by-minute coverage, was taken down as received by short-wave from Europe.

"I think that these volumes ably illustrate the constructive force which radio has become in our modern civilization," commented Mr. Paley in his letter of transmittal, "and portray simply and directly the method used under our democratic system of broadcasting to bring the outstanding world events to listeners in the most remote corners of the world."

CBS, Rio Grande Sued

A $1,000,000 damage suit has been filed by Mrs. Cora K. Love, mother of the late Harry A. Love, against CBS, Rio Grande Oil Co., and numerous John Does, alleging defendant companies had circulated slanderous statements about her in the Jan. 13 *Calling All Cars* program sponsored on the Pacific network.

Farm Conference Is Held by Radio

Rhode Island Uses WPRO as Medium for State Session

RHODE ISLAND Agricultural Conference, in past years conducted in Providence with only supplementary radio coverage, is being conducted entirely by radio this year, from Feb. 13-18, through a series of 15 programs during the six days carried on WPRO, Providence. With every branch of the State's agricultural life included in the radio conference, the series presents local and outstate agricultural experts.

Subjects covered include women's activities on the farm, recreation, annual meeting, farm credit, grange program, ornamental nurseries, tree surgeons, bee-keeping, market gardening, forestry, fruit growing, grass silage, poultry keeping, 4-H Clubs, and dairying.

In past years the Conference has consisted of a series of meetings, with agriculturists invited to attend. Last year WPRO broadcast two of the sessions with such success that this year all sessions are being conducted exclusively by radio. Eight thousand copies of the mimeographed program schedule, arranged by H. William Koster, WPRO program director, who is directing the series, have been distributed over the State.

New WMBI Studios

WMBI, Chicago outlet owned by Moody Bible Institute on Feb. 4 opened its new $100,000 studios atop the Institute's new building at 820 N. LaSalle St., recently completed at a cost of $720,000. Five studios are built around a center master control room, and all are RCA equipped. The station, operating with 5,000 watts on 1080 kc., limited time for a total of 40 hours weekly, and sharing with WCBD, Chicago, is directed by H. Coleman Crowell, son of the chairman of the board of Quaker Oats Co. WMBI is rated as a non-commercial outlet. Its most widely-known program is *Let's Go Back to the Bible*, a Sunday afternoon series also carried on 12 MBS stations and featuring Dr. Will H. Houghton, MBI president.

KDAL Transfer Cleared

THE TRANSFER of license of KDAL, Duluth, Minn., to Dalton A. LeMasurier and his father Charles LeMasurier, having been authorized by the FCC, the Commission on Jan. 30 authorized issuance of a license renewal to the Red River Broadcasting Co. after clearing up details as to management and control. The station was purchased in 1934 by the LeMasuriers, with Dalton holding 90% of the stock and his wife 5%, for approximately $30,000, after having been moved from Moorhead, Minn. The sellers were Earl C. Reineke and the *Fargo Forum*, also operating WDAY, Fargo, but transfer clearance was not completed until Jan. 9, 1939. Dalton LeMasurier also manages the University of North Dakota's station KFJM at Grand Forks, a commercial outlet.

WRVA 50,000 WATTS

gives you MORE THAN RICHMOND! MORE THAN NORFOLK!



THIS NEW POWER GIVES YOU 12 MARKETS FOR THE PRICE OF ONE!

CHARLES DICKENS' "Tale of Two Cities" can't hold a candle to this! Facts, not fiction, prove that the 50,000 Watt power of WRVA is far and away the *best buy* in this rich section.

Virginia's **only** 50,000 Watt station will give you complete coverage in Richmond **and** Norfolk **and** Portsmouth **and** Newport News **and** Petersburg **and** Suffolk **and** Fredericksburg **and** 13 other worthwhile cities **and** 50 counties in Virginia **and** North Carolina.

The naked truth about WRVA's new 50,000 Watt coverage is shown on Engineer Godley's map above. The bare facts about the market itself are shown in the chart at the right. Let us give you *all* of the story in person.

PAUL H. RAYMER CO., *National Representative*
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

MARKET FACTS AT A GLANCE:

WRVA MARKET: Counties within red line on above map; market figures from U. S. Dep't. of Commerce 1935 Census of Business.

NORFOLK METROPOLITAN MARKET: Market figures as quoted by a Norfolk radio station.



CBS WRVA

WRVA 50,000 WATTS

RICHMOND, VIRGINIA

Paderewski Arriving

THE NOTED pianist Paderewski arrives in the United States on the *Ile de France* Feb. 21 and five days later, Feb. 26, will inaugurate his 20th concert tour of this country with an appearance on the NBC-Blue *RCA Magic Key* program. His concert schedule, under NBC Artists Bureau auspices, includes: Newark, March 1; Cleveland, March 5; Cincinnati, March 8; Columbus, March 12; Detroit, March 15; Chicago, March 19; Milwaukee, March 23; Minneapolis, March 26; Los Angeles, April 2; San Francisco, April 9; Denver, April 13; San Antonio, April 16; Dallas, April 19; Houston, April 22; Atlanta, April 26; Raleigh, April 29; Philadelphia, May 3; Pittsburgh, May 6; Providence, May 10; Boston, May 14; New Haven, May 18.

CBS and NBC have both announced a cooperative arrangement with CBC to give complete detailed radio coverage of the visit this spring to the United States and Canada by King George and Queen Elizabeth.

Fulton Lewis Takes Gallery Admission For Radio to Committees of Congress

CLIMAXING a long fight by radio for admission to the galleries of Congress on an equal footing with the press, Fulton Lewis Jr., MBS news commentator in Washington, on Feb. 4 appealed direct to the Rules Committees of the Senate and House to amend the 55-year-old Press Gallery rules.

The appeal to the Committees came after the Standing Committee of Correspondents, self-governing body of the Congressional press galleries, had rejected his application for membership on the ground that the eligibility rules limit membership to "representatives of newspapers and newspaper associations." In 1932, Henry A. Bellows, then vice-president of CBS and now advertising executive of General Mills Inc., first sought radio representation in the Press Galleries. Admission was denied on substantially the same grounds. Subsequently former Senator C. C. Dill, as counsel for Transradio Press Inc., sought admission for radio newsmen but likewise with negative action.

Evasion Is Simple

Mr. Lewis broadcasts a nightly program of comment on national affairs, with emphasis on Washington, over a coast-to-coast MBS network. A former Washington columnist and for ten years a member of the galleries before he left newspaper work a year-and-a-half ago to enter radio, Mr. Lewis told the Rules Committees it would be simple to circumvent the entire problem by merely assuming a newspaper connection, as far as he was concerned, thus becoming eligible to the press galleries. He added, however, that he felt this would be a mere evasion of a question which sooner or later must be met "squarely and honestly".

Pointing out that his daily function is precisely the same as that of any newspaper correspondent, Mr. Lewis explained he "gets his own news, prepares it himself and transmits it over wires to disseminating media in cities all over the country." The final distinction, he said, is purely between the final distribution methods.

"Instead of using the medium of ink pressed on paper, and slow hand delivery for which the public is forced to pay three to ten cents in order to know what has transpired in its own Congress and Government, the news I collect is distributed by electrical waves, and received by the public free of charge."

The issue, Mr. Lewis said, does not involve admission of all "newscasters" to the galleries. Announcers who merely "perform the mechanical function of reading prepared copy into a microphone are to the radio medium of news distribution what mechanical employes of a printing plant are to the newspaper medium," he said, adding it was immaterial whether radio was allowed to share in the present facilities of the galleries or is given separate but equal facilities in the "new radio galleries".

The final issue is between two simple points of view: (1) Whether the true and broad purpose which Congress had in mind when it established the press gallery, is to be followed, or (2) whether it was an exclusive charter to the printing business to "forever hold a monopoly on the dissemination of news which transpires in the Senate and House of Representatives, and whether that charter was intended to exclude any and every other mechanical process for accomplishing the same objective, which might at any later time be developed by science."

Golden Gate Voices

NBC stations in San Francisco have adopted new slogans. KPO's slogan is "The Voice of the Golden Empire." KGO comes in on station breaks with "Your Exposition Station—the Bridge to Treasure Island." The new slogans will also be stressed in sales promotion and publicity. Station-break announcements are now made every two hours using each slogan.

New Lever Series

LEVER BROS., Cambridge, Mass., has just started its sixth CBS program, a daytime serial to advertise Lux toilet soap and Lux soap flakes, for which the company also sponsors *Lux Radio Theatre* from 8-9 each Monday evening. New series, *Life & Love of Dr. Susan*, is being broadcast on a 60-station, coast-to-coast network from 2:15-2:30 each afternoon, Monday through Friday. Both the Lux programs are placed through J. Walter Thompson Co., New York. Other Lever Bros. programs are: *Big Town*, Tuesday, 8-8:30 p. m., for Rinso; *Al Jolson*, Tuesday, 8:30-9 p. m., for Lifebuoy; *Big Sister*, Monday through Friday, 11:30-11:45 a. m., for Rinso; *Aunt Jenny's Real Life Stories*, Monday through Friday, 11:45-noon, for Spry, all placed through Ruthrauff & Ryan, New York.

Television on KFYR

is not a reality—

but results are!

Influencing the listeners from the Red River Valley of Eastern North Dakota to the rich Black Hills of Western South Dakota, KFYR continues to broadcast the Sales Messages of successful advertisers.

Let Us Sell Your Story

550 Kilocycles
NBC Affiliate

KFYR

5000 W. Day
1000 W. Night

MEYER BROADCASTING CO.

BISMARCK, N. DAKOTA

Gene Furgason & Co.—National Representatives

BESSIE HERSELF IS NO TROUBLE . . *But*

HER FAN MAIL GETS US DOWN



"Bessie Bossie," Ben Hawthorne's stooge, is only the canned moo of a mythical Guernsey—just a sound effect. To hear her at all you've got to tune in WTIC's "Morning Watch" between 7 and 8 A.M. And still Bessie's fan mail is a problem.

She gets home-baked cakes and cookies by the dozen—more than WE could ever eat—and to answer her correspondence would keep us busy all week long, every week in the year.

Yet if Bessie's mail is a problem to us, it's mighty important to you or anyone else with goods to sell in Southern New England. It's a grade A indication that WTIC has and has had for years a thorough following the whole length of the Connecticut River Valley. When can we put our friendly audience and our 50,000 Watts to work for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

WBNX-ACA Renew

THIRD contract between WBNX, New York, and Broadcast Local 16 of the American Communications Assn., went into effect Feb. 1 at the expiration of the previous contract. Covering the station's technical staff, the contract calls for a closed shop, hiring through the union, 40-hour week, time-and-a-half for overtime, two weeks vacation with pay and sick leave with pay. Five technicians now employed by the station will receive $42.50 weekly for the first six months of the contract, $45 beginning Aug. 1, and $47.50 beginning Feb. 1, 1940. New technicians are to start at $37.50 with automatic increases of $2.50 every six months. One part-time operator, for relief and remote work, is permitted, being guaranteed a minimum salary of $20 a week on a basis of $1 an hour, receiving a minimum of three hours' work when called for duty. Contract runs until Oct. 1, 1940.

CANADA'S SPOONS
Royalty Visit to Provide a Test of Coverage

STARTING Feb. 22, independently owned broadcasting stations in Canada will begin a series of daily spot announcements advising listeners that their local broadcasting station has for each listener who writes to the station a souvenir Rogers silver spoon commemorating the forthcoming visit of King George VI and Queen Elizabeth.

The Canadian Association of Broadcasters discussed the suggestion with members at the recent convention, and has been able to obtain a small spoon with profile heads of the king and queen on the handle, and the legend "Canada 1939". The response from listeners will be used as a coverage survey of each member station, and will be valuable evidence later as to the value of the privately-owned stations in giving public service at a future investigation into private vs. public ownership of broadcasting stations. Two or three spot announcements will be made daily by each station, the price of the spoon will be 15 cents to cover cost of mailing and handling, and listeners in the United States will be able to send in for the spoon through a central distributing office south of the international border.

The CAB has placed an initial order for 100,000 of the spoons, expect to have requests for 300,000 or 400,000. Member stations will send in all names to the CAB office in Toronto, where distribution will be made.

Peeps for Chicks

SO ITS chicks could speak for themselves, a Northern Virginia hatchery sent a crate of chirpers to WRVA, Richmond, to be used as sound effects in connection with announcements promoting the sale of its product. The peeps were recorded.

First FCC Ruling By New Procedure

Proposed Finding Is Favorable To Ocala, Fla., Applicant

IN ITS first action under its revised hearing procedure in which examiners and their reports are eliminated, the FCC tentatively has granted the application of John T. Alsop Jr., Florida public relations consultant, for a new local at Ocala to operate on 1500 kc. with 100 watts power unlimited time.

As the "proposed findings of fact and conclusions of the Commission" the report actually is tantamount to the FCC's final decision, since the Commission membership itself has voted on it. However, parties in interest have 20 days in which to file exceptions (25 days for the Pacific Coast area). After objections, under the new procedure, oral arguments can be held before the full Commission with the final decision to follow. Obviously if there are no objections, the proposed report will become the final action.

Objections in Congress

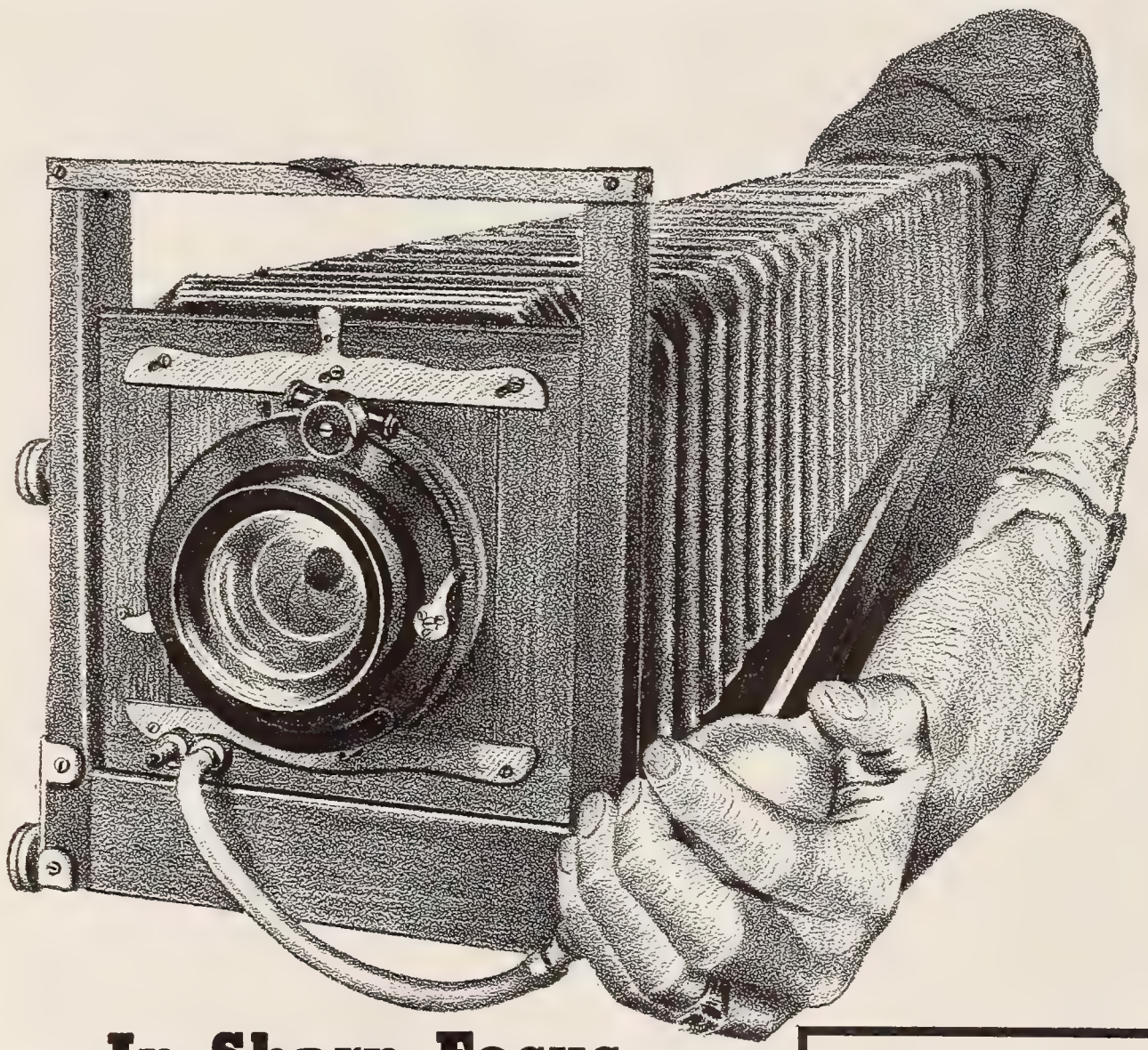
Strong objections to the new procedure, which entirely eliminates the examiner, already have been voiced in Congress. Heretofore, examiners who presided over hearings issued reports and recommendations to which objections could be filed and with provision for oral arguments before the full Commission. The Commission itself however, prior to the oral argument, did not participate as a group in the proceedings. Under the new procedure, the Commission itself actually votes on the proposed report, with parties in interest submitting proposed findings which it can take into account. Thus, it is believed that unless extraordinary circumstances exist, the Commission in most instances will make its proposed decision the final action.

Mr. Alsop is former Mayor of Jacksonville and for some 15 years was director of public relations of Paramount Pictures in Florida. At present he is public relations consultant representing various corporations. He would be the sole owner of the proposed station.

ACA For RCA Unit

NATIONAL LABOR Relations Board has certified American Communications Assn., CIO union, as sole bargaining agency for the employes of RCA Communications, New York, following an election held Dec. 12, which gave 748 votes to ACA and 449 to the Independent Employees Association. Bargaining unit excludes executives managers, confidential employes, supervisory workers with the power to hire and discharge, and temporary workers.

WIL, St. Louis, observed its 17th birthday Feb. 9, claiming the distinction of having been the first commercial station west of the Mississippi. The station is owned and operated by Lester A. Benson, president and general manager, and his brother, C. W. Benson, who has been with the station since its inception as vice-president. Lester Benson built his first radio transmitter before he was 15 and in 1922 had his first licensed broadcast station, with the call WEB, later changed to WIL.



In Sharp Focus
ON THE CLEVELAND MARKET

● It's easy to get a good sales picture in Cleveland if you use WHK-WCLE. Those stations are a powerful lens, aimed directly at the rich Cleveland Market . . . carrying a sharp impression of your product into more than a half-million homes . . . developing sales in volume for you.

National Representatives: RADIO ADVERTISING CORPORATION
New York • Chicago • Cleveland • Detroit • San Francisco • Los Angeles

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

LOCAL PREFERENCE

WHK and WCLE each carry more local time business* than any other Cleveland broadcasting station.

* Last Survey—Week of November 20 to 26—Figures available on request.

18,000,000 times in Southern newspapers—



we're telling people to listen to your program!

In 37 newspapers — over 5 states — we a r e advertising *every day* — rapidly building ever-larger audiences for your WWL New Orleans programs. Now that WWL is on 50,000 watts, it is the dominant station in a most prosperous territory of over 10,000,000 people. And we're growing every day.

VINCENT F. CALLAHAN
General Manager

WWL New Orleans gives you 50,000 watts

Plus Established preference through leadership in covering local events.

Plus Dominance in the prospering Deep South.

Plus The economy of using one station with five times the power of any station within 400 miles.

WWL NEW ORLEANS

Tell-Sell-over WWL New Orleans - CBS AFFILIATE - REPRESENTED NATIONALLY BY KATZ AGENCY, INC.

WARNER BROS.

BROADCASTING CORP.

Subsidiary of Warner Bros. Pictures., Inc.

PRESENTS

As Its Initial Radio Production

"The Adventures of Uncle Jimmy"

(TRANSCRIBED)

STARRING



Created by the radio subsidiary of
Warner Bros. Pictures, Inc.

A supporting cast of important Hollywood Players

Written and Directed by Edward Lynn

Original musical score by Leon Leonardi

Now in production in Hollywood, California, on a schedule of 156 FIFTEEN MINUTE EPISODES. Available for immediate acceptance by sponsors and stations and the radio trade in all its phases.

DISTRIBUTED BY

TELECAST CORPORATION

OF AMERICA, INC.

DISTRIBUTORS OF TRANSCRIBED AIRSHOWS

1509 CROSSROADS OF THE WORLD

HOLLYWOOD CALIFORNIA

Equipment

WESTERN ELECTRIC Co. has put a new high-quality monitoring loudspeaker of unusual compactness on the market. Unit, 750A loud speaking telephone, is described as "ideally suited for use with speech input equipment in broadcasting systems because of its small size, high quality and low price." No larger than the average wall-mounted speaker, its performance within a 30 degree projection angle closely approaches that of more elaborate two-way sound radiators, says WE.

WCKY, Cincinnati, has contracted with RCA for its new 50,000-watt transmitter, with installation to begin shortly. In addition, two 350-foot Lehigh self-supporting vertical radiators will be installed at the present site at Crescent Springs, Ky. Approximately $125,000 will be spent for the new plant equipment.

UNION ELECTRIC Co., St. Louis, has contracted for eight additional episodes of the current *The Land We Live In* series on KMOX, St. Louis, now in its third year on KMOX under the utility's sponsorship. The feature is written by Gerald Holland, produced by Arthur Casey, with Ben Feld as musical director.

A CANADIAN Marconi transmitter and 195-foot Ajax vertical radiator have been installed by CKOV, Kelowna, B. C., in increasing its power this month from 100 to 1,000 watts.

CFCN, Calgary, Alta., has installed RCA control desk speech input equipment, as well as new RCA turntables.

WSUN, St. Petersburg, Fla., has purchased a new relay transmitter, manufactured by Radio Tranceiver Laboratories, which operates with 2 watts power with the call letters W4XHY.

W. G. H. FINCH, president of Finch Telecommunications Laboratories, New York, has been issued Patent No. 2,145,717 on a new high speed multiplex telecommunication system which enables the use of two or more carriers for simultaneous transmission of pictures, printing telegraphy, telegraphy and speech, or pictures and speech to remote points, through use of simple apparatus coupled to any telephone line.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has issued a 1939 edition of its *Treatise on Practical Wax Recording*, written by E. K. Barnes. New edition contains identical illustrations and text of the earlier printing, but is printed in smaller type and in handy pocket size with price reduced from 50 to 25 cents.

KFXJ, Grand Junction, Colo., has installed an additional set of RCA 7-B turntables at the station transmitter building and new remote control equipment, including Gates American Dynamote units.

WTMJ, Milwaukee, has added a modified Yogi type antenna to its mobile shortwave equipment to step up the power on its shortwave truck by a multiple of five. According to Dan Gellerup, chief engineer, and Phil Laeser, the effect of greater power is accomplished by balancing noise. The signal, received from one direction, balances the noise from all other directions, with the result that WTMJ can carry broadcasts from a greater number of spots in the Milwaukee district.

KDLR, Devils Lake, N. D., has added a new Visasig recorder to its Transradio news service to enable copying of all news when operators are busy. The equipment was purchased from University Signal Appliance Co., New York.

Research Method Devised by WLW

Colleges to Place Marketing Project in Curricula

A MARKET study project by which colleges will cooperate with WLW, Cincinnati, has been developed by the station's market research department. The method already has been added to the curriculum of Marshall College, Huntington, W. Va., and educators of a number of other colleges are considering the plan for scholastic credit.

The idea was originated by James D. Shouse, Crosley Corp. vice-president and general manager in charge of broadcasting, and Robert Dunville, WLW-WSAI general sales manager. It was worked out in detail by Miss Bee Strawway, WLW merchandising director, and Meredith Runck, market research director.

In introducing the plan recently, WLW entertained three seniors from each of seven colleges, with Wilfred Guenther, WLW promotion director, greeting them at a luncheon. At a model display store the students heard Miss Strawway and Mr. Runck explain the plan in detail.

A Practical Laboratory

Stores chosen for the study represent a cross-section of each market's population, Mr. Runck told the students. Advantages of personal contact were explained, and details of the forms prepared for the study were outlined.

Three questionnaires cover the retailer, the consumer and the wholesaler, with the retailer's questionnaire containing the most queries. The consumer questions provide data on station preference and determine if the station has played a decisive part in influencing its audience to buy. The wholesaler, as focal point of distribution in the community, will be asked nine questions showing sales and brand trends.

Consensus among the students was that the plan would furnish them a laboratory to experiment with theories learned in marketing classes. Actually facing the realities in market research, they agreed, would provide them with valuable background.

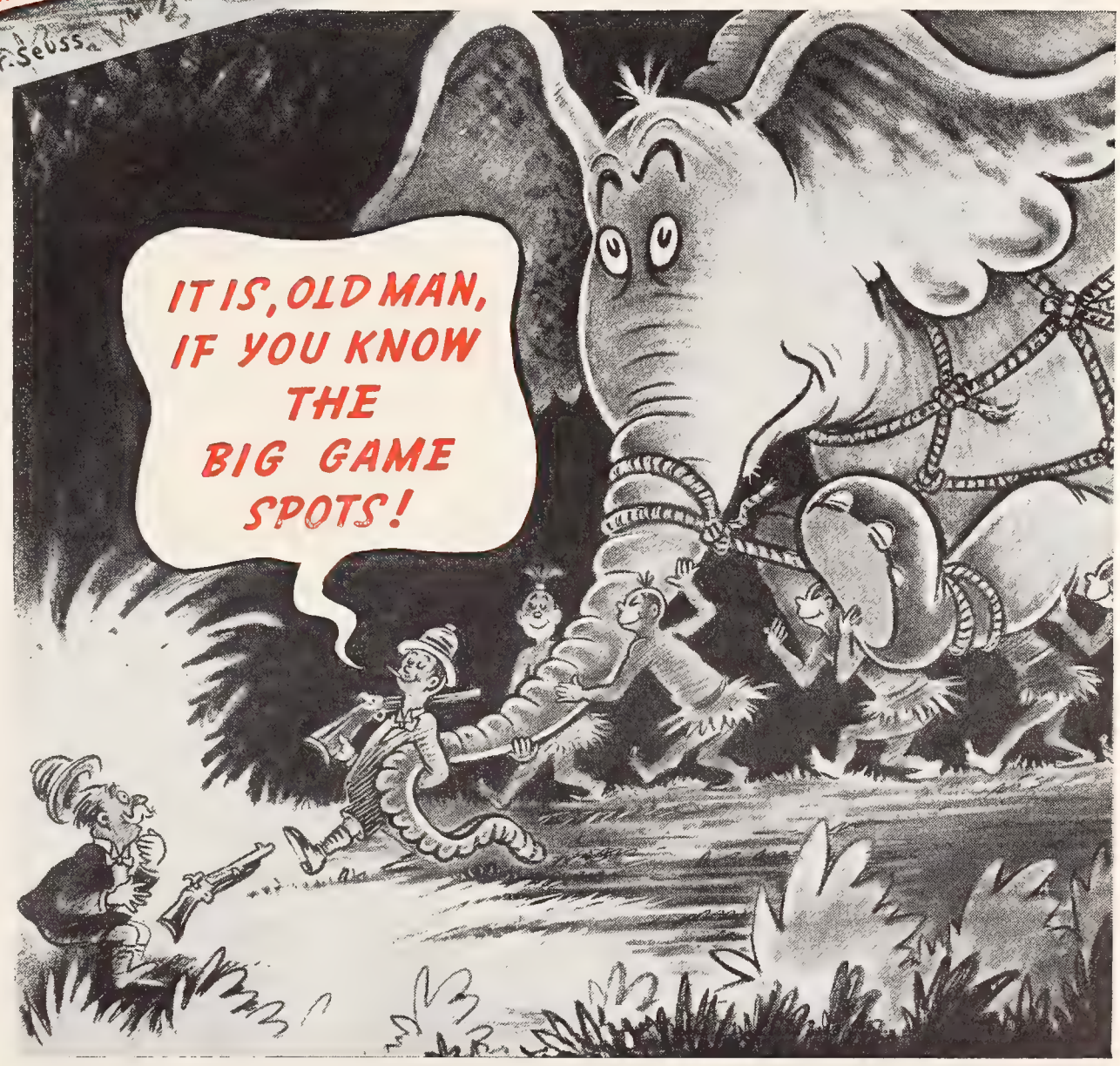
New RCA Mike

A NEW type uni-directional microphone described as having performance characteristics never before achieved, and with a frequency range of 40 to 10,000 cycles, is announced by RCA. About half the size of the present uni-directional, it lists at $130, Camden, as against $190 for the earlier type. Designated as Type 77B, it operates at output impedances of either 50 or 250 ohms. It picks up sound from only one side, being especially adapted for large auditoriums, where only the words or music intended for the audience reaches the radio or public address amplifiers. Audience noise and echoes are cancelled out. It also functions perfectly placed in a corner or against a wall in small studios, it is claimed. Lower half of the mike is black, with the upper part a polished chrome screen. It has a highly flexible, adjustable mount and is equipped with a 30-foot two-conductor shielded cable.



ANYONE who finances a Spot Broadcasting expedition has a good chance to bag something. But he must go to the right spots . . . where the game is biggest and most plentiful.

NBC can guide you directly to the Big Game spots. Through 15 NBC Programmed Stations, Spot Broadcasters are reaching 10 of the richest markets in America.



BOSTON-SPRINGFIELD
WBZ & WBZA 50,000-1,000 Watts (990 KC)

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts (1,070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D. C.
WMAL 500-250 Watts (630 KC)
WRC 5,000-1,000 Watts (950 KC)

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

WORLD'S GREATEST BROADCASTING SYSTEM



The Gold Group

TESTED STATIONS OF THE NATION

WOKO	Albany
WGST	Atlanta
WBAL	Baltimore
WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WIS	Columbia
KGKO	Dallas-Ft. Worth
WHIO	Dayton
WBIG	Greensboro
WTIC	Hartford
KTRH	Houston
KMBC	Kansas City
KLRA	Little Rock
KHJ	Los Angeles

DON LEE SOUTHERN CALIFORNIA GROUP	KHJ	Los Angeles
	KGB	San Diego
	KDB	Santa Barbara
	KFXM	San Bernardino
	KPMC	Bakersfield
	KVOE	Santa Ana
	KXO	El Centro
	KVEC	San Luis Obispo

DON LEE NORTHERN CALIFORNIA GROUP	KFRC	San Francisco
	KOW	San Jose
	KDON	Monterey
	KIEM	Eureka
	KTKC	Visalia

COMPLETE DON LEE CALIFORNIA NETWORK — *(See Stations In Northern and Southern Groups)*

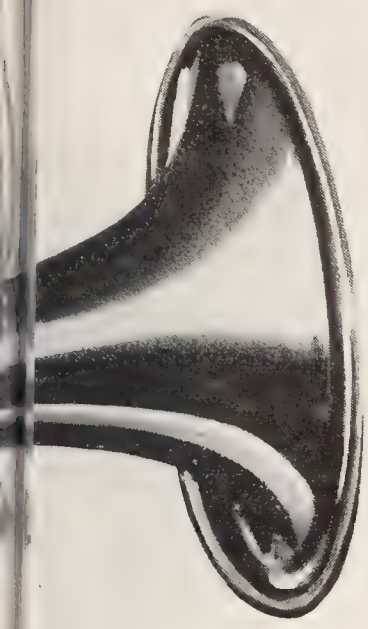
WMAZ	Macon
WREC	Memphis
WIOD	Miami
WISN	Milwaukee
WSFA	Montgomery
WLAC	Nashville
KOMA	Oklahoma City
WCAU	Philadelphia
KOY	Phoenix

ARIZONA NETWORK	KSUN	Bisbee
	KOY	Phoenix
	KGAR	Tucson

WCAE	Pittsburgh
KOIN-KALE	Portland
WRVA	Richmond
WHAM	Rochester
KDYL	Salt Lake City
KTSA	San Antonio
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
KIRO	Seattle
KWK	St. Louis
WFBL	Syracuse
WTAG	Worcester

Additional stations are being added regularly to complete the major market coverage of the United States.





Radio's New Standard of Value

FOR THE first time in radio history, a sponsor can advertise his product just where his markets are... and do it with the simplicity of network operation... through the new World Transcription System... the first completely flexible, nation-wide group of radio stations.

"Gold Group" stations follow market centers, and are chosen for their popularity, progressiveness and sales power. These stations may be used in any desired combination.

There are many other advantages... good station periods, regardless of time zones, and without re-broadcast . . . substantial savings in production costs . . . elimination of detail for agency and advertiser . . . and a uniform dealer merchandising service at point of sale.

And most important . . . serving with this new medium are the famous World vertical-cut Wide Range transcriptions, undisputed leaders in the field of high fidelity recording.

The World quality product and the flexible "Gold Group" method combine to offer advertisers the greatest per-dollar value in radio broadcasting. We invite your inquiries. World Broadcasting System, 711 Fifth Avenue, New York City, New York (301 East Erie Street, Chicago, Illinois; 1000 North Seward Street, Hollywood, California).

Transcription Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.



WORLD TRANSCRIPTION SYSTEM

a service of

WORLD BROADCASTING SYSTEM

BROADCASTING and Broadcast Advertising

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

AFRA Moves In

RADIO has survived another labor crisis, but in so doing loses another pound of flesh. Details, at the moment, are incidental. What stands out is that another regiment (the performers) has moved in; has established in key network cities minimum scales and requirements; has thereby saddled radio with another fixed item of overhead, and has invoked what is tantamount to a closed shop.

AFRA, like the American Federation of Musicians before it, has followed the golden path first discovered by ASCAP. The line, it appears, has formed to the right, with other groups awaiting their turn to crack down. But will AFRA stop and be satisfied with its "Munich Pact" covering network program talent at the New York, Chicago, Los Angeles and San Francisco originating points? Will it not seek next to have radio bear the burden of alleged unemployment relief among actors, just as the musicians struck their industry-wide bargain under threat of walkout and worse? Or just as ASCAP extracts its 5%-of-industry-receipts-plus, for high-salaried executives and "composers" who haven't composed in this generation?

There will be those who will shout that the networks have done another selling job down the river. That is hardly a fair appraisal now, for the affiliates are in no way affected. The industry is unable to do more than accept AFRA's word in good faith. The networks did avert a crisis by keeping the negotiators together when the parleys threatened to collapse.

From AFRA's standpoint, we must question the wisdom of its coup. We are wholly sympathetic with labor's efforts to improve itself, but we doubt whether the general run of performers are enthusiastic. Minimum provisions, even in mass employment groups, usually become the maximum. Initiative is stifled. In the artistic field, the road to stardom may become more tortuous. Higher wage and pay levels for apprentices may mean lower stipends for featured performers in the levelling-off process. The linotype operator, whether he be a speed demon or plodder, gets the same pay scale. Is that what artists want?

It's the tempo of the times—labor, social security, and $30 every Thursday. Radio, however, in addition to its normal tax burden, is carrying a greater load than perhaps any other single industrial entity. It must stop somewhere.

Television

A SIGNIFICANCE beyond the amazingly good results achieved, and the enthusiastic reaction noted, attaches to the recent television demonstrations in Washington. For the first time for most of the Senators and Congressmen who were present in profusion, and even for most of the executives and staff of the FCC who are charged with radio's regulatory destinies, they were given first-hand glimpses of the budding visual art in operation under rigorous field conditions. But more than that, especially in the case of the lawmakers who are now being called upon to change the unsatisfactory regulatory setup and establish more definite policies for the guidance of radio's development, they were able to gain an appreciation of the swift-moving and ever-changing character of the radio art and science.

The demonstrations must inevitably prove to them that here is an industry entitled to governmental encouragement rather than to the constant recriminations heaped upon it—almost always by persons, including a few members of Congress, with an ax to grind. Here is an industry which, in the absence of tax support or subsidy, asks Government not to hamstring it during its growing stages. It can hardly be said that radio in recent years has developed *because* of governmental encouragement; rather its growth has largely been *in spite* of all-too-frequent governmental discouragement.

As a result of their observations of sight-and-sound radio, it may now confidently be expected that more and more members of Congress will interest themselves in the basic problems of radio as a whole. That is all the broadcasters ask, for they are more than willing to rest their case on the facts and more than eager to seek new laurels of achievement to add to the great good they have already accomplished in the way of entertainment, education, information and rescue and relief.

We have stated in these columns before, and we repeat now, that television should be a natural heritage of the broadcasters. Due to natural limitations, it must develop locally at first, just as audible broadcasting first developed locally. It behooves the broadcasters, therefore, to watch this new art carefully and to be ready for it when it emerges full-blown. All eyes will be on New York, starting with the World Fair, to watch the public's reception of television where it gets real trial under as fair and competitive conditions as even the strictest governmental regulator can ask at this stage and under present experimental conditions.

Radio Reporting

BEFORE many moons, it is our guess that radio will hold its appropriate place in the Congressional press galleries in Washington as a bona fide news gathering and reporting agency. The matter has been brought forcibly to the attention of the Senate and House Rules Committees by Fulton Lewis Jr., MBS Washington news commentator, who presented the issue in clear-cut fashion, after the Standing Committee of Correspondents had rejected his application, as it had others in the past.

No one can gainsay radio's position as a news medium. As a matter of fact two of the principal newspaper press associations—United Press and International News Service—are selling the very reports gathered by their press gallery correspondents to broadcasting stations. Why shouldn't qualified radio reporters (as distinguished from announcers or program producers) receive equal courtesies, whether they represent networks, individual stations, or Transradio, which happens to be an exclusive radio news association?

Radio's status as a news medium has been recognized in many cities. Police passes, identical in impost with press passes, are issued to qualified station reporters, and even State legislatures in many jurisdictions provide press facilities for station representatives. It is now just a question of time before Congress itself recognizes radio as a news medium, differing from the press only in respect to the method of distribution. Mr. Lewis can be assured of the broadcasting industry's support in his forward-looking move.

The RADIO BOOK SHELF

BEN DUFFY, BBDO vice-president in charge of plans and marketing, New York, is author of *Advertising Media & Markets* [Prentice-Hall, New York, $5], a thorough presentation covering the selection of advertising media. It is illustrated with over 100 charts and reproductions. Chapters are devoted to various media, with the radio chapter including basic data on set ownership and circulation; frequency of broadcasts; daytime programs; selection of stations; spot; audience building; importance of station or network; time of broadcast; competition; type of audience; cost; circulation measurement.

TIPS on profitable use of showmanship in promotion and advertising, built around a 12-point formula and packed with proved examples, are offered in moving, easy-to-read style in *Profitable Showmanship* [Prentice-Hall Inc., New York, $2.75, by Kenneth Goode and Zenn Kaufman]. In their book these two sales and advertising experts treat business as "the greatest show on earth", and show how the same principles of showmanship that pack a theater or circus tent can be applied to moving goods to dealers' shelves or the home of the consumer.

We Pay Our Respects To —



HARRY SEDGWICK

IF YOU aggravate a good-natured man long enough, you'll get action —delayed action perhaps, but nonethe-less fast and furious. Someone should have told this to executives of the Canadian Performing Rights Society about six years ago. It would have saved the CPRS some trouble. It might also have kept asleep a few years longer the then inactive Canadian Association of Broadcasters.

But about six years ago Harry Sedgwick, still fairly new to radio, as manager of eastern Canada's most powerful broadcasting station, CFRB, Toronto, became definitely aggravated at the annually increasing dues of the CPRS. There seemed no limit to the amount the copyright owners of music were going to charge broadcasting stations. So Harry started writing letters to other station managers; started writing letters to Ottawa, seat of Canada's government.

He got enough broadcasters together to have a meeting. They all decided something should be done about it. But who was going to do it, and how? And so the lethargic Canadian Association of Broadcasters woke up, Harry became its temporary president, a convention was called at Toronto, Jan. 1, 1935, to which all station owners were invited, and Harry Sedgwick was elected president. On Jan. 24, 1939 —the day he celebrated his 44th birthday—Harry was elected president of the now very much awake CAB for the fifth consecutive time.

It is characteristic of this broad shouldered genial Yorkshireman that, once aroused, he does not tackle anything he cannot finish. He straightened out the copyright music situation, with help from Ottawa in the form of a Royal Commission which set an annual rate commensurate with the ability of the broadcasters to pay. His opponents, the CPRS, have each year tried to have this rate increased, but so far the broadcasters, united instead of divided, have been victors in the legal battle.

Similarly, he tackled the problems of CFRB when the owner of eastern Canada's only 10,000-watt transmitter, E. S. Rogers, approached him in 1932 to see if he could make the station pay a profit. Harry had never been in a radio studio, had never been interested in broadcasting except as a listener. And as a listener he knew what he wanted. When he left the Famous Players Canadian Corp., biggest theatre holding organization in the Dominion, where for ten years he had been eastern divisional manager, he started feeding CFRB the kind of programs he wanted to hear, programs that required spending some money for talent.

Even as late as 1932 Canadian stations still used free talent, amateur musicians, while professional musicians were finding it hard to keep alive. Harry Sedgwick changed all that. Today CFRB spends three times as much a year as when Harry took over the station. And since he took control CFRB has made profits for its owners.

When Harry became manager of CFRB, he found that advertisers were sold time and programs directly by each station. The advertising agencies did not enter the picture very largely — apparently were not interested. It was a struggle, but he sold the agencies on **radio as an advertising** medium. Since the revival of the CAB he has consistently plugged for the agencies to other broadcasters. Now the CAB gives advertising agencies a radio franchise, there are few agencies which do not have a radio department, and the CAB along with agency and advertisers' associations is working on rate standardization.

He has discussed station operations with United States broadcasters and CBS executives, CFRB being one of two Canadian CBS outlets. He has attended NAB conventions in an unofficial capacity, hopes to attend the convention at San Francisco this summer following a convention of western Canadian broadcasters at Vancouver. As CAB president, without pay, his office is a clearing house for most of Canada's broadcasting problems.

Born Jan. 24, 1895, ten-year-old Harry came to Toronto with his parents from Leeds, Yorkshire, England, in 1905. He soon acclimatized himself, learned to play Canadian games such as baseball, football, lacrosse. He set about to carve a name for himself in the new land. At 19 he enlisted to go overseas with the first Canadian troops in 1914. He served in the artillery, was wounded, finally got back to Canada in 1918. He had hopes in 1914 of becoming a lawyer; in 1918 he joined a large accountancy firm. When his firm was given the handling of a chain of bankrupt theatres. the job of looking after them fell to his lot. Later when the theatres were bought by Famous Players Canadian Corp., Harry went with them, and so did his hopes of becoming a chartered accountant. From theatre management to broadcasting was the next step.

Harry Sedgwick has been married 18 years. His son Ronald, 16, has not yet decided whether to enter the legal or advertising professions. He has a daughter, Nena, 13. He plays a good game of badminton, was Ontario champion a few years ago. He also plays tennis, likes sailing, goes fishing whenever he can, has fished on both Atlantic and Pacific Coasts and in northern Ontario, and caught a record 247-pound 7½-foot silver king tarpon a year ago at Tampico, Mexico. He belongs to the Carlton Club and lives in Toronto's exclusive suburban Bayview.—J. M.

Personal NOTES

FRANK BRAUCHER, vice-president of WOR, Newark, and a director of the Advertising Federation of America, has been appointed chairman of the national legislative committee organized by the Federation to investigate the many anti-advertising bills expected to be introduced by Congress and the 42 State legislatures now in session.

RICHARD A. BOREL, general manager of WBNS, Columbus, O., was married early in February to Margaret Western Wilson, daughter of Col. and Mrs. James Sprigg Wilson, U. S. Army retired. Both are graduates of Ohio State University.

TRUMAN HINKLE and David Wells have joined KIRO, Seattle, as account executives.

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, is vacationing at Miami Beach, following the conclusion of the CBS hearings before the FCC.

W. C. ALCORN, vice-president and manager of WBNX, New York, on Feb. 4 started with Mrs. Alcorn on a five-week trip to Florida and Puerto Rico.

RALPH R. BRUNTON, general manager of KJBS, San Francisco, has been named chairman of the broadcast section of the American Red Cross Disaster Relief Committee.

B. HOWARD BEDFORD, commercial director of CKNX, Wingham, Ont., married Eva Homuth, also of the CKNX staff, Feb. 4.

MARK F. ETHRIDGE, vice-president and general manager of the *Louisville Courier-Journal & Times*, and of WHAS, spent the first half of February at Key West, Fla., recuperating from an indigestion attack.

G. F. HANWELL, manager of E. C. DeWitt & Co., Melbourne, Australia, is in Hollywood for two months, on a combined business and pleasure trip. Firm is a large user of radio time and recently purchased *Thrills* and *Secret Diary* for placement on Australian stations through American Radio Transcription Agencies in Sydney.

PAUL McCLURE, assistant sales manager of NBC-Chicago, and Oliver Morton, local sales manager of NBC-Chicago, have returned to work after a week's illness.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., has been named to the advisory council of the National Youth Administration of North Carolina.

C. ALDEN BAKER, national commercial manager of the West Virginia Network, on Feb. 4 married Dianna Lee, of Petersburg, Va.

HARRY SINAIWER, formerly advertising manager of the *Greenwich* (N. Y.) *News-Graphic*, has joined the sales staff of WFAS, White Plains, N. Y.

PETE WATTS, formerly account executive of KFVD, Los Angeles, has joined KMPC, Beverly Hills, Cal., in a similar capacity. Bruce Carpenter has joined the KMPC sales staff. He was formerly associated with a New York advertising agency.

WILLIAM A. SCHUDT, Jr., general manager of WKRC, Cincinnati, recently completed his tenth year with the CBS network.

JOHN T. CALKINS, general manager of Elmira Star-Gazette, Inc., Elmira, N. Y., operating WESG and holding a constructive permit for the new WENY, Elmira, returned to his desk Feb. 1 after seven months illness. Stricken last July, he underwent a major abdominal operation in Elmira and later was a patient at the Mayo Clinic, Rochester, Minn.

HARRY E. (Red) FOSTER, Toronto, advertising executive and sports commentator on commercial programs, was married in New York Jan. 30, to Kathryn Taylor of Toronto. They went to Sea Island, Ga., for their honeymoon.

FREDERICK DANIELL, executive director of Macquarrie Broadcasting Services and Macquarrie Network, Sydney, Australia, has been given temporary leave to engage in the firm's film production activities. R. E. Denison, son of Sir Hugh Denison, is acting director; H. G. Horner, manager of 2GB, is acting general manager and Clive Ogilvy, deputy, is liaison with the firm's representatives in foreign countries.

SAMUEL ELMAN, sales manager of WATR, Waterbury, Conn., is the father of a girl born recently.

A. B. SCHILLIN, vice-president of WAAT, Jersey City, on Feb. 1 was placed in charge of the station's newly-established New York office in the RKO Bldg.

LLOYD GEORGE VENARD, director of sales and merchandising of WCKY, Cincinnati, has been elected chairman of the entertainment committee of the Cincinnati Association of Manufacturers Representatives.

MARIE W. VANDEGRIFT, manager of WPAY, Portsmouth, O., on Jan. 31 addressed students of the University of Cincinnati on "Radio as a Career". While in Cincinnati she also was guest speaker at the Cincinnati Women's Club, discussing "Radio as an Aid to Education".

WILLIAM WARD, salesman for five years at Iowa Network, has been named commercial manager of WBCM, Bay City, Mich.

STANLEY HUBBARD, president of KSTP, St. Paul, and Mrs. Hubbard are vacationing in Florida during February aboard Mr. Hubbard's yacht. Their itinerary includes Miami, Key West and the Isle of Pines.

WILLIAM B. RYAN, sales manager of NBC in San Francisco, was guest speaker at the dinner of the Advertising Club of St. Mary's College Alumni Association at the San Francisco Elks Club Feb. 14. He discussed radio as an advertising vehicle and compared it with outdoor advertising.

J. BURYL LOTTRIDGE, formerly of KTUL, Tulsa, Okla., has joined the sales staff of WHO, Des Moines.

ELLIOTT M. SANGER, vice-president and general manager of WQXR, New York, on Feb. 9 spoke on radio censorship before the Men's Club of the New York Society for Ethical Culture.

CLYDE SCOTT, sales manager of KFI-KECA, Los Angeles, has been elected chairman of the sales managers division of the 16th District, NAB. He succeeds Jack Gross, general manager of KEHE.

E. M. STOERR, general manager of Hearst Radio Inc., New York, was in California during early February to inspect KYA, San Francisco and KEHE, Los Angeles.

PAUL E. SOTHARD, formerly merchandise specialist for RCA-Victor Co., New York, has joined the American Record Corp., New York, newest affiliate of CBS, to continue his activities in distributor and dealer operations.

FRED A. PALMER, general manager of KOY, Phoenix, Ariz., has been elected president of the Phoenix Advertising Club.

MARGARET CUTHBERT, NBC director of women's activities, was scheduled to address the annual Homemakers Farm & Home Week at Cornell University Feb. 15 on "Radio: Calling All Women".

H. ALLEN CAMPBELL, general manager and treasurer of WXYZ and the Michigan Radio Network, left Detroit Feb. 5 for a month's vacation in Florida.

BILLINGS IS NAMED TO WOWO-WGL POST

RESIGNATION of W. Ward Dorrell, as sales manager of WOWO and WGL, Westinghouse stations in Fort Wayne, and appointment of Ford Billings, former Hearst



Mr. Dorrell



Mr. Billings

Radio Pacific Coast vice-president, to succeed him, were announced Feb. 7 by W. C. Swartley, general manager of the stations.

Mr. Dorrell joins John Blair & Co., station representatives, becoming a member of its Chicago organization. Prior to going to Fort Wayne, Mr. Dorrell was associated with Westinghouse operations in Springfield.

A pioneer figure in radio, Mr. Billings formerly headed WGR, Buffalo, and WLW, Cincinnati, as manager, and later joined KSTP, St. Paul, as commercial manager. In 1934 he joined the Hearst organization as manager of WCAE, Pittsburgh, and two years later was transferred to Los Angeles.

WILLIAM R. ALDRICH, head of Time Service, a Fort Wayne telephone information organization, has joined the sales staff of WOWO and WGL, Fort Wayne. He succeeds Robert H. Carto, who has joined the United Printing Co., Fort Wayne.

Kahn Heads KFDM

KFDM, Beaumont, Tex., on Feb. 1 formally began operation under the ownership of Beaumont Broadcasting Corp., with Darold A. Kahn, former general manager of KGKO, Fort Worth, as its operating head. The FCC announced Dec. 30 its final approval of voluntary assignment of the station from Sabine Broadcasting Co. to the new company, upon furnishing of additional evidence in connection with the sales contract, the transaction having been approved contingent upon supplying of this data as of Dec. 16. The price paid for the station was $115,000. KFDM operates on 560 kc. with 1,000 watts day and 500 watts night and is an NBC outlet.

Ramsay Continues

MARION L. RAMSAY, director of information of the FCC, and C. Alphonso Smith, his assistant, on Feb. 7 were retained by the FCC for another temporary period of one month, or until March 11. Mr. Ramsay, on leave from the Rural Electrification Administration, and Mr. Smith, connected regularly with the Soil Conservation Service, were designated three months ago to serve with the FCC temporarily upon reorganization of the Information Office.

APPLICATION was filed with the FCC Feb. 2 by Mayor LaGuardia of New York, requesting full-time operation for WNYC, New York municipal station. WNYC is now required to sign off at sunset because it operates on the same wave length (810 kc.) as WCCO, Minneapolis.

C. C. Pyle Dies Of Heart Illness

CHARLES C. PYLE, president of Radio Transcription Co. of America, Hollywood, and former sports promoter, died Feb. 3 in his Van Nuys, Cal. home from a heart attack. He had been in failing health since a stroke five years ago. Mr. Pyle, who was president of the Association of Radio Transcription Producers of Hollywood Inc., at the time of his death, attracted international attention in 1928 when he staged the bunion derby, a cross country race on foot from Los Angeles to New York, in which more than 200 persons competed.

His other sport exploits included management on nationwide tours of Red Grange, famous Illinois football player and Suzanne Lenglen, French tennis champion of her day. He also promoted a motion picture deal for Grange. After years as an organ salesman, Mr. Pyle operated a chain of motion picture theatres in Illinois, during which time he became acquainted with Grange and started his colorful sports promotion career.

Because of his method of promotion and insistence on cash deals, he acquired the nickname of "Cash and Carry" Pyle. He retired from sports activities eight years ago and turned to the production and distribution of transcriptions. Three years ago he became sole owner of Radio Transcription Co. of America, acquiring the interests of his associates. Beside his widow, Elvia Allman Pyle, Hollywood radio actress, he is survived by a daughter, Mrs. Katherine Malan of San Francisco.

Warren McKee Jr.

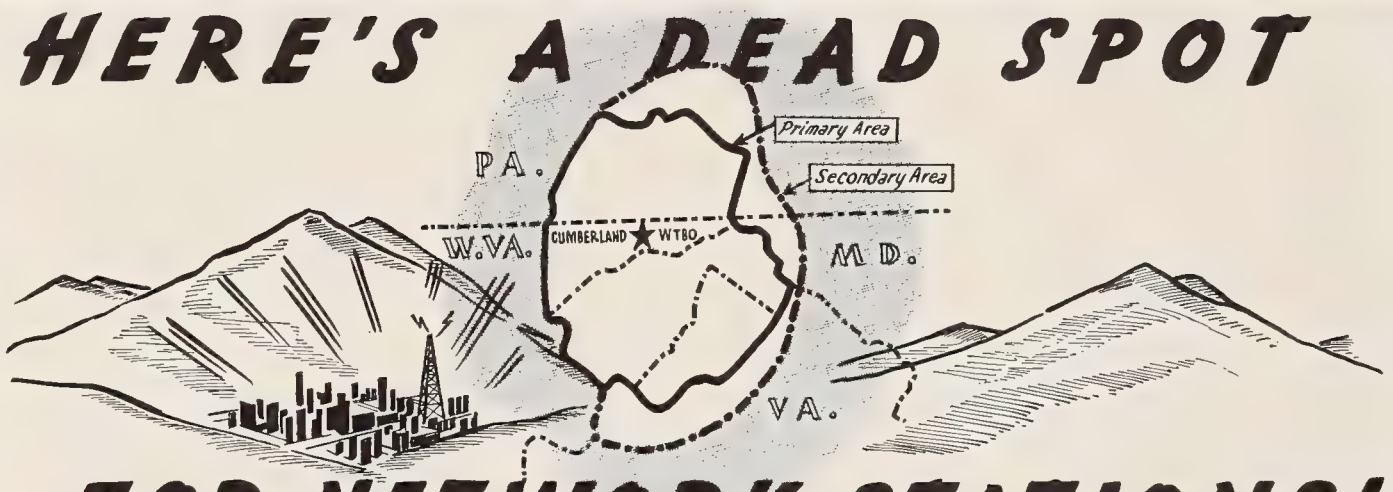
WARREN McKEE Jr., 31, member of the staff of WAIM, Anderson, Ind., was found dead in his apartment on the second floor of WAIM studios Jan. 26. He died either of heart trouble or was asphyxiated during his sleep by escaping gas. His body was found when station employes smelled gas and investigated. Besides his duties as auditor and salesman at WAIM Mr. McKee appeared on many programs. His rich baritone voice was frequently heard over the station, at local churches and other similar entertainments. A 30-minute memorial service, which included musical numbers by leading local artists, and transcriptions of some of his favorite hymns in his own voice, was presented by WAIM Sunday, Jan. 29.

William A. Prole

WILLIAM A. PROLE, former Berkeley, Cal., broker and self-styled "father of radio", died in Los Angeles Feb. 4 from injuries received when struck by an automobile. He was 52. Mr. Prole claimed to have backed Francis McCarthy, who first transmitted the human voice through the air, between Los Angeles and San Diego in 1912. He claimed that he spent $500,000 and nine years developing radio following McCarthy's death.

FRANKLIN BINGMAN, KHJ, Los Angeles, news commentator, has been cast as a radio announcer in the RKO motion picture "Whispering Enemies" to be released soon.

HERE'S A DEAD SPOT



FOR NETWORK STATIONS!

The rich area in and around Cumberland is without consistently satisfactory radio service from any station other than WTBO.

Because of the mountainous condition of this vicinity network stations regardless of power do not do an effective job.

In WTBO's service area are 98,400 radio families that depend solely on WTBO for news, entertainment and other features tailored to their tastes.

To get the most in sales and distribution in this market your one MUST medium is WTBO.

No Network Stations Serve This City!

WTBO

CUMBERLAND • MARYLAND

800 KC. ★ *Clear Channel* ★ 250 WATTS

NATIONAL REPRESENTATIVES: JOSEPH H. McGILLVRA



Got yours?

IT'S a tough week for Jim Farley's boys. After all, hauling copies of the big 50-oz. 1939 Yearbook Number into six or seven thousand offices is no job for flat feet or flabby shoulders.

Those whoops and hollers? They come from account executives, advertising managers, sales managers, radio directors, station managers and technicians. They have just discovered that the 396-page 1939 Yearbook Number is the absolute tops in accuracy, completeness, compactness, usability, readability.

They get their copies with their subscriptions to BROADCASTING.

Got yours?

a few of the 55 directories in the Yearbook Number

- Summary-Index of program ideas and titles.
- Radio Outline Map of the U. S. and Canada.
- Survey of 1938 business of broadcasting with study of economics of radio.
- U. S. and Canadian radio stations and personnel listed by states, frequencies, call letters.
- Newspaper ownership of radio stations.
- Network rates and personnel.
- Directory of station representatives.
- Census of radio homes by counties, with urban and rural analyses.
- 1938 program popularity survey.
- Directory of advertising agencies handling radio accounts.
- Directory of transcription, recording, talent services.
- Status of new stations.
- Log of broadcasting stations of world, listed by countries and showing whether commercials are carried.

USE ATTACHED SUBSCRIPTION CARD!

BEHIND the MIKE

JAMES STIRTON, formerly of the NBC Artists Service, New York, has been named manager of the NBC-Chicago Artists Service. Mr. Stirton, 27, joined the New York NBC staff in 1929 and since Oct. 15, 1937, has been an executive of the James L. Saphier Agency, New York.

HAROLD GRAMS, staff announcer of KSD, St. Louis, was married early in February to Florence Tippens, of Rock Island, Ill. They were presented with an electric cooker by the KSD staff.

IRVIN ABELOFF, program service manager of WRVA, Richmond, is the father of a 7 lb. 9 oz. daughter, born Feb. 4.

ARTHUR H. BUCKNAM, of the program staff of WCSH, Portland, Me., has shifted to the sales staff.

FRANK RAND, public relations director of CBS-Chicago, has gone to San Francisco to act as CBS's delegate at the opening of the Golden Gate Exposition Feb. 18. He will be representative of Louis J. Ruppel, newly appointed CBS publicity director, in visiting points en route and contacting CBS stations.

MAURICE HAYES, continuity chief of WSUN, St. Petersburg, Fla., is the father of a girl born Jan. 30.

MARGUERITE HOOD, of the production staff of KGVO, Missoula, Mont., is giving radio talks at woman's club meetings in the KGVO area.

ROGER BAKER, for ten years staff announcer of WGR and WKBW, Buffalo, has been appointed sports announcer for WLW and WSAI, Cincinnati, succeeding Walter (Red) Barber, who will announce baseball for General Mills.

GEORGE D. LOTTMAN, New York press agent, on March 1 is merging his business with Radio Feature Service of New York, Chicago and Hollywood.

ED HUMPHREY, announcer of WJJD, Chicago, is convalescing following an attack of scarlet fever.

LARRY NIXON, special events director of WNEW, New York, has resigned, effective Feb. 15, to complete a second travel book, companion volume to his current *Vagabond Voyaging*.

BOB GARRETT, Hollywood commentator, has started a weekly quarter-hour movie gossip program on KMPC, Beverly Hills, Cal.

JOSEPH RIES, educational director of WLW, Cincinnati, recently was elected president of the third division of Ohio Kiwanis Council, made up of officers of the 14 clubs in the third division.

DAVID BROEKMAN, musical director of CBS *Texaco Star Theatre* program and Frederick Stark, conductor, have opened offices in the Music Box Theatre Bldg., Hollywood, to specialize in the sale of special arrangements and original music for radio. Ben Barenblatt is business manager.

LITA HIEBERT, who recently resigned from the CBS Hollywood publicity staff for radio acting, made her debut as a double-talking comedienne on the *Joe Penner* program Feb. 9.

Biddick's Big Day

WALTER BIDDICK, head of Walter Biddick Co., Los Angeles, station representatives, and Mrs. Biddick on Feb. 14 celebrated their silver wedding anniversary with a family dinner. On that same day his parents, Mr. and Mrs. W. J. Biddick of Los Angeles, observed their golden wedding anniversary.

WILLIAM SEXTON, formerly of KWK, St. Louis, has joined the announcing staff of WCFL, Chicago. Bill Leyden, WCFL announcer, has returned to work following a severe case of influenza. Ed Paul, announcer of WCFL, is convalescing at Mercy Hospital, following an operation.

BOB GOLDSTEIN, formerly with Air Features, New York, recently joined WMCA, New York, to develop and sell original program ideas.

GEORGE APPLEGATE, KFI, Los Angeles, announcer and Marie Louise Francis of Santa Monica, Cal., were married Jan. 23 in Yuma, Ariz.

NORMAN BROKENSHIRE, veteran radio announcer, recently substituted for eight days during the absence of Fred Uttal, regular announcer, on the CBS program *Big Sister*, sponsored daily by Lever Brothers for Rinso.

DOROTHY GORDON, noted children's authority heard thrice-weekly on WOR-Mutual for Wheatena, has started work on a movie short subject, *City Mouse and the Country Mouse*, with puppet characters. Miss Gordon handles dramatizations and songs for the production.

CARLTON KADELL, Hollywood announcer and president of Los Angeles Chapter, AFRA, is being tested by M-G-M for a feature part in the film "Lucky Night".

FRANK RUSSELL, KFI-KECA, Los Angeles, announcer, is the father of a baby girl, Marilyn Anne Russell, born Jan. 28.

CAREY ALLEN, formerly head of the collections department of KTAR, Phoenix, has been named office manager of KVOA, Tucson. He is succeeded at KTAR by Harper Phillips, formerly with the advertising departments of the *Arizona Republic* and *Phoenix Gazette*.

GEORGE COMTE and Warren Mead, announcers of WTMJ, Milwaukee, recently underwent appendectomies.

JOHN LANG, formerly New York announcer recently signed by RKO Radio Pictures, Hollywood, has been cast as a radio announcer in the film "The Flying Irishman".

PORTER RANDALL, formerly of the *Kansas City Star* and several Kansas and Missouri stations, has been named news editor of KGKO, Fort Worth. Thaine Engle, formerly with KCKN, Kansas City, Kan., has joined the KGKO announcing staff, and Elbert Haling, formerly publicity-continuity director of WFAA-WBAP, Dallas-Fort Worth, has been added to the merchandising-publicity department.

WILFORD DAVIDSON, former chief announcer of CKY, Winnipeg, returned Feb. 1 after nearly a year at the Montreal studios of the CBC. Robert Morrison, CKY announcer, resigned to go into radio work in Eastern Canada.

JACK TOBIN, announcer of KFBK, Sacramento, Cal., recently married Miss Lutie White.

WILLIAM B. SEARS, formerly with several Midwest stations, has joined KFBK, Sacramento, Cal., as announcer-producer.



WHEN THEY *Write*

YOU KNOW THEY LISTEN

And WIBW listeners DO write . . . 347,473 friendly, "homey" letters last year from listeners who consistently guide their buying habits by the neighborly recommendations of WIBW. Let us show you a mail count map.*

** WIBW listeners have also been checked in a statewide, house-to-house survey. You'll want to see it too.*

WIBW "The Voice of Kansas"

COLUMBIA'S OUTLET for KANSAS

BEN LUDY, *Manager*

Represented by

CAPPER PUBLICATIONS, INC.

New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

THE ARISTOCRAT OF PROGRAMS



on

THE ARISTOCRATS OF STATIONS

Sax Rohmer's

The Shadow of FU MANCHU

Produced in Hollywood by Fields Bros.

The leading stations in each area are acquiring Radio's Great Serial Program . . . providing an unbeatable combination for national spot advertising.

• Agencies and national advertisers, seeking outstanding results, will claim their markets early, for FU MANCHU'S rising tide of popularity is certain to sweep the country after its general release.

• Communicate with us for information concerning the stations controlling "THE SHADOW OF FU MANCHU" in each market.

RADIO *Attractions, Inc.*

R. K. O. BUILDING • RADIO CITY • NEW YORK

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

"The Shadow Of Fu Manchu"

Radio's greatest serial, available for national sponsor!

The sensational, madly scheming Dr. Fu Manchu—in a thrilling serial, crammed with drama, romance, intrigue and destined for radio history during 1939. A fifteen minute program dramatized three times weekly. Wire for full details!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

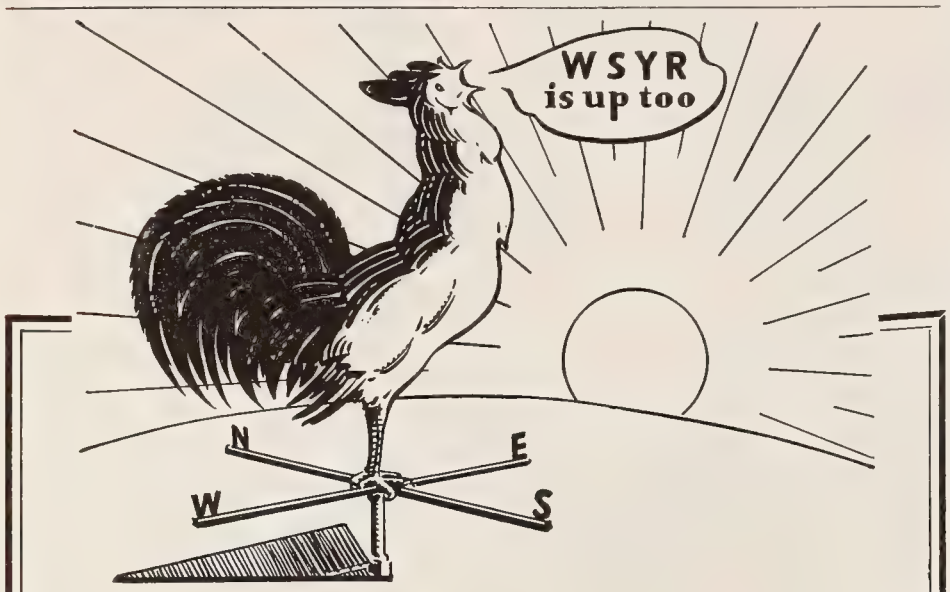
PAUL H. RAYMER COMPANY

BOB DuFOUR, formerly of WSJS, Winston-Salem, N. C., has joined the announcing staff of WPTF, Raleigh, replacing Clay Daniel, who has joined WDNC, Durham. Wesley Wallace, formerly production manager of WPTF, has been named assistant program director in addition to his former duties.

TED GATES, formerly producer-announcer on the staff of Allied Advertising Agencies, Los Angeles, has been made production manager of KMBC, Beverly Hills, Cal. He succeeds Arthur E. Sutton who resigned to join a Detroit agency.

GENE TRACE, formerly of WLW, Cincinnati, has been named program director of WMBD, Peoria, Ill. He succeeds Harold Bean who has joined the NBC production staff in Chicago.

PAUL GATES, assistant supervisor of announcers at NBC, San Francisco, appeared at the studios on crutches due to a leg injury.



WHEN THE COCK CROWS WSYR IS ON THE AIR!

An institution devoted to real service must not forget that it serves thousands of families for whom the day starts in the wee small hours . . . and WSYR is in the heart of one of the richest farming areas of the country.

So we are on the air every morning at 6 o'clock with devotions, news flashes and interesting and lively program material.

Regular mail from 400 communities tells us that our morning features are listened to and deeply appreciated.

More than a million loyal listeners tune in at 570 kc. "early and often" through each day to hear the finest programs of our major networks. No other station in New York State makes all such fine programs available.

We invite you to test the prestige and power of WSYR in the near future.

570 KC

WSYR SYRACUSE

KEN CRAIG, for 13 years in radio, recently with KNX, Hollywood and before that with the old KFWI, San Francisco, recently was added to the announcing staff of KSFO, San Francisco. He replaces Vance Graham, who resigned because of ill health to return to his home in Colorado Springs.

CHARLES PENMAN, production manager of Don Lee Broadcasting System, Los Angeles, has taken on additional duties of program director of television broadcasts. Change relieves Jaime del Valle of the television post, permitting him additional radio production activity.

MAT BROOKS and Eddy Davis, Hollywood writers for several network programs, have been signed by George White to do sketches for his "Scandals" which goes into rehearsal in New York April 15.

HANK WEAVER, free lance sports announcer, has joined KEHE, Los Angeles, replacing Reid Kilpatrick, resigned.

BOB PINKERTON, announcer of KDON, Monterey, Cal., was recently named publicity director of the station.

WILLIAM POWER, formerly continuity writer of 2GB, Sydney, Australia, arrived in Hollywood in late January and will remain in California writing for radio and motion pictures.

HAROLD HUGHES, announcer and production man for five years at KOIL, Omaha, has been named acting program director. Bud Thorpe has been appointed assistant program director in charge of special events.

JACK PARKER, formerly of WJIM, Lansing, Mich., has joined WBCM, Bay City, Mich., specializing in news broadcasts. Hub Jackson, formerly of WELL, Battle Creek, is chief sports announcer at WBCM.

FINCH FACSIMILE SYSTEM

PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective synchronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Plaza 5-6570.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
37 W. 57th St., New York City

KPO, KGO Announcers Against Joining AFRA

ANNOUNCERS on the staffs of KPO and KGO, NBC stations in San Francisco, recently voted against joining the American Federation of Radio Artists, asserting that they had everything to lose and nothing to gain.

NBC announcers in San Francisco are members of the Associated Radio Employes, an organization of NBC workers. Under ARE agreements the announcers are paid $25 for commercial programs on regional networks, whereas AFRA is seeking a fee of $15 plus $5 for rehearsals. The NBC announcers also have a higher wage scale than that demanded by AFRA.

It is understood an attempt probably will be made in March to force the KPO-KGO announcers to join AFRA by prohibiting artists from working on commercial broadcasts announced by non-members of AFRA.

CHARLES BATTERS, Alabama U. graduate, has joined the announcing staff of WBRY, Waterbury, Conn.

MARY ALCOTT, formerly heard on WLW and network programs, has joined KMOX, St. Louis, replacing Lorraine Grimm, now with *Lucky Strike Hit Parade* as singer.

STERLING V. COUCH, program director of WDRC, Hartford, spoke on "Program Planning and Scheduling" before the radio forum at the Hartford YMCA on Feb. 8.

RAY LYON, head of the recording department of WOR, Newark, spoke on "Electrical Transcriptions, Their Manufacture and Uses" Feb. 3 before the public relations council of the National Tuberculosis Assn. in Rockefeller Center.

CON FORD, formerly of WATR, Waterbury, Conn., has joined WNLC, New London, and Gordon Wilcox has joined WTIC, Hartford, succeeding Harry Clark, now with CBS.

VIRGINIA GOLDEN has joined WKRC, Cincinnati, as feature editor of the *Woman's Hour* program.

MARION NEVILLE, of KFXJ, Grand Junction, Colo., has purchased a new airplane. KFXJ engineers will supervise installation of its radio equipment.

BOB KENEFICK Jr., public relations director of WFBL, Syracuse and his wife, Betty Barden Kenefick, former commentator of WIBX, Utica, are parents of a boy born recently.

SAM WOODWORTH, general manager; Bob Soule, vice-president; and George Perkins, program director of WFBL, Syracuse, have conducted special classes on radio technique at Syracuse University in the last several weeks. Bud Squires, news editor, is next on the list.

GEORGE PERKINS, WFBL program director, is back at his desk after a severe attack of grippe.

ROGER GOODRICH, Syracuse University graduate student in University Radio Workshop, has joined WFBL, Syracuse, as part-time announcer.

FLOYD DWIGHT RODGERS Jr., has been named *Esso Reporter* by WIS, Columbia, S. C.

DOROTHY MALLINSON, formerly of Ruthrauff & Ryan, Chicago, has joined the William Morris Agency, Chicago.

GEORGE WILLARD, announcer of WGN, Chicago, has resigned to attend Wisconsin U.

EDITH MORGAN PERRON, formerly of Howard G. Mayer Co., Chicago publicity firm, has joined the press department of NBC-Chicago, to replace Marge Kerr, who has joined Tom Fizdale Inc., New York.

RUSSELL HIRSCH, who recently completed a radio course at Cincinnati Conservatory, has joined the announcing staff of WCOC, Meridian, Miss. He formerly was with WRBL, Columbus, Ga., WCPA, Pensacola, Fla., and WNOX, Knoxville.

TED MAC MURRAY, supervisor of production of CBS-Chicago, is the father of a boy born Jan. 31.

KEN ELLINGTON, special events announcer of WBBM, Chicago, is the father of a boy born Jan. 27.

MICHAEL FISH, for 10 years assistant city editor and chief of photographic staff of the *Chicago Times*, has been appointed head of the CBS photographic division, succeeding Joseph McElliott, who resigned Jan. 30. Appointment of Mr. Fish was made by Louis Ruppel, CBS publicity director, who up to last month was managing editor of the *Chicago Times*.

LEONARD BRADDOCK, head of NBC's information bureau in New York, on Jan. 28 left for Chicago to set up a similar bureau in NBC's headquarters in that city.

FRED EDWARDS, former news commentator for WKRC, Cincinnati, and recently in charge of radio production for the Pan-American Exposition, has joined the announcing staff of WHN, New York.

AL GODWIN, formerly of WLW, Cincinnati, and for six months relief announcer at WWL, New Orleans, has joined the WWL staff as regular announcer.

CLAIR WEIDENAAR has been named acting special events director of WKRC, Cincinnati, according to Manager Bill Schudt.

LLOYD CLAY, formerly of KWTO-KGBX, Springfield, Mo., has joined KMOX, St. Louis. Joe Evans, formerly an announcer with KWTO-KGBX, recently joined KSD, St. Louis.

BOB Du FOUR, formerly of WSJS, Winston-Salem, N. C., has joined WPTF, Raleigh, replacing Clay Daniel, who has joined WDNC, Durham, N. C.

ALVIN SCHMEISS, new to radio, has joined KDLR, Devils Lake, N. D., as sports commentator under the air name of Al Arnold.

HUGH O. POTTER, formerly city editor of the *Owensboro Messenger & Inquirer*, has joined WOMI, Owensboro, Ky., as public relations director.

BLANCHE BUSKIRK, of the publicity department of WGN, Chicago, has returned to work following a three-weeks' illness.

TO OVERCOME interference from CMQ, Havana, operating on its 780 kc. channel, the FCC Feb. 1 authorized WMC, Memphis, to continue operation with 5,000 watts day and night until March 5, unless the Cuban station in the meantime reduces its power or switches to another channel.

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THEY REACH THE FOREIGN RESIDENTS

69%

of Metropolitan New York's population through our

$PECIALIZED $ERVICE

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

Werble Starts Service

WALLACE WERBLE, former southern manager for Transradio Press Service in Washington, has started publishing *Food-Drug-Cosmetic Reports*, a specialized weekly Washington news letter devoted to Government regulation of the three industries. The first issue of the reports was published Feb. 11. Mr. Werble said his news letter will report the activities and trends of food, drug, and cosmetic regulation by the Food & Drug Administration under the new law, and the regulation of advertising by the Federal Trade Commission under the Wheeler-Lea Act. The reports will be published for circulation among members of the three industries as well as media and agencies handling advertising for these industries.

CBS Publicity Shifts

ARTHUR PERLES, newspaper and publicity man formerly with the *New York Journal-American* and the *New York Daily News*, has joined the CBS publicity staff in New York, taking over the copy desk spot formerly held by Bruce Fouche. Mr. Fouche, Wallace West and Carl Lloyd left the department last week in the general reorganization that is occurring under the direction of Louis Ruppel, new publicity director. No replacement is planned for Lloyd, who was on the night shift, as the special events department, which previously depended on publicity to protect it against news breaks during the night and over weekends, now has its own men on the job around the clock.

Reinsch Named President Of Broadcasters in Ohio

J. LEONARD REINSCH, general manager of WHIO, Dayton, was elected president of the Ohio Broadcasters Assn., at its meeting in Columbus Jan. 28. He succeeds J. H. Ryan, vice-president of WSPD, Toledo. Vernon S. Pribble, general manager of WTAM, Cleveland, was elected vice-president, and B. A. Manring, assistant manager of WHKC, Columbus, was elected secretary-treasurer.



Mr. Reinsch

More than a dozen Ohio broadcasters attended the session, at which industry affairs were discussed. Joseph A. Miller, labor relations director of the NAB, discussed the wage and hour law as it affects the broadcasting industry.

Ashby Honored

A. L. ASHBY, vice-president and general counsel of NBC, was the honor guest at a dinner party tendered him by present and former members of the legal department staff on Feb. 1, commemorating his tenth anniversary with NBC. Place cards were individual drawings depicting the highlights of Judge Ashby's career. He was given a scroll depicting him on the bench in the act of receiving petitions bearing facsimile signatures of each of his associates.

THE FACTS YOU NEED



THE NEW

AYER DIRECTORY

A HANDY REFERENCE WORK USEFUL TO RADIO ADVERTISERS

1939 edition now ready . . . 1300 pages . . . fully revised . . . latest facts from authoritative sources . . . information available nowhere else . . . bound in durable boards and cloth.

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• N. W. Ayer & Son's Directory of Newspapers and Periodicals is now in its 71st year—but as a source of facts and figures, the new edition is as up-to-the-minute as this evening's broadcast. A glance at the contents shows why this book is considered indispensable by those who plan radio advertising.

No other single volume provides such a fund of information on population and business. You can take any area of the country you wish to cover, and get from the Ayer Directory an accurate picture of its population groupings: urban, rural, race, nationality. You can find the number of homes with radios; with telephones; with gas; the number wired for electricity.

You can learn the figures on bank deposits and clearings; on the number of retail stores and their dollar volume; on post offices and postal receipts.

And you can obtain statistics on agriculture, fisheries, forests, mining and manufactures in any territory.

All this is in addition to the listing and classifying of more than 21,000 publications, arranged for the convenient use of advertisers.

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Washington Square, Philadelphia

Please send me, FREE, your 24-page booklet containing sample pages, specimen index, examples of special lists, etc., from the 1939 edition of N. W. Ayer & Son's Directory of Newspapers and Periodicals.

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P.S.—I want the 1939 edition of the Ayer Directory. I enclose $_____ for _____ copies.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Earl May Seed Co., Shenandoah, Ia., daily *sa*, thru Presba, Fellers & Presba, Chicago.
Hemphill Diesel Schools, Chicago, 3 *sa* weekly, Critchfield & Co., Chicago.
American Products Co., Cincinnati, 3 *ta* weekly, thru Guenther-Bradford, Chicago.
Allis Chalmers Mfg. Co., West Allis, Wis., 3 *t* weekly, thru Bert S. Gittins Agency, Milwaukee.
Lancaster Seed Co., Paradise, Pa., 8 *t*, thru C. F. Kern Agency, Philadelphia.
Earl Ferris Nursery, Hampton, Ia., weekly *sp*, thru Lessing Adv. Co., Des Moines.
Firestone Tire & Rubber Co., Akron, weekly *t*, thru Sweeney & James Co., Cleveland.
McConnon & Co., Winona, Minn., weekly *sp*, thru McCord Co., Minneapolis.

WNAX, Yankton, S. D.

American Pop Corn Co., Sioux City, Ia., 2 *sp*, thru Coolidge Adv. Agency, Des Moines.
Council Oak Stores, Sioux City, Ia., *sa* series, direct.
Hamburg Hatcheries, Hamburg, Ia., *sp* series, direct.
Olson Rug Co., Chicago, 24 *sa* weekly, thru Presba, Fellers & Presba, Chicago.
Oshkosh Overall Co., Oshkosh, Wis., 3 *t* weekly, thru Ruthrauff & Ryan, Chicago.
Nash-Finch Co., Minneapolis (Y-B cigars), 18 *sa* weekly, direct.

WTMJ, Milwaukee

Penn Tobacco Co., Wilkes-Barre, Pa. (Eight Bros.), 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Emm-an-Cee Co., Chicago (Italian food), 52 *sp*, thru Grant Adv., Chicago.
Justrite Co., Milwaukee (bird seed), 26 *sa*, thru Gustav Marx Adv. Agency, Milwaukee.

WHO, Des Moines

Chamberlain Laboratories, Des Moines (cosmetics), 100 *sa*, thru John H. Dunham Co., Chicago.
Chicago Technical College, Chicago, 2 *sp*, thru Critchfield & Co., Chicago.
Kellogg Co., Battle Creek, 13 *sp*, thru Kenyon & Eckhardt, N. Y.
Schutter-Johnson Candy Corp., Chicago, 26 *sa*, thru Coe, Guy & Walter, Chicago.
Gamble Stores, Minneapolis, 120 *sa*, thru BBDO, N. Y.
Chicago School of Nursing, Chicago, 3 *t*, thru James R. Lunke & Associates, Chicago.
North American Accident Insurance Co., Newark, 13 *sp*, thru Franklin Bruck Adv. Agency, N. Y.
Pioneer Hi-Bred Corn Co., Des Moines, 78 *sp*, thru R. J. Potts & Co., Kansas City.
Radio Electronic Television School, Chicago, weekly *sp*, thru Rickard, Mulberger & Hicks, Detroit.
Hemphill Diesel Schools, Chicago, 6 *sp*, thru Critchfield & Co., Chicago.
Omar Mills, Omaha, 24 *sa*, thru Lyle T. Johnston Co., Chicago.
Standard Brands, New York (Tenderleaf tea), weekly *sa*, thru J. Walter Thompson Co., N. Y.

WFBR, Baltimore

Axton-Fisher Tobacco Co., Louisville (20 Grand), 78 *t*, thru McCann-Erickson, N. Y.
M. J. Breitenbach Co., New York (Pepto Mangan), 78 *sa*, thru Morse International, N. Y.
Hecker Products Corp., New York (2-in-1 polish), 50 *t*, thru BBDO, N. Y.
Manhattan Soap Co., New York (Sweetheart), 52 *t*, thru Franklin Bruck Adv. Corp., N. Y.
Ex-Lax Inc., Brooklyn, 240 *sa*, thru Biow Co., N. Y.

WCHS, Charleston, W. Va.

Standard Oil Co. of N. J., New York (Esso), 4 *sp* daily, thru Marschalk & Pratt, N. Y.
Coca Cola Co., Atlanta, 5 *t*, weekly, thru D'Arcy Adv. Co., St. Louis.
Lever Bros. Co., Cambridge, 10 *t* weekly, thru Ruthrauff & Ryan, N. Y.
William Wrigley Jr. Co., Chicago, 5 *t* weekly, thru Neisser-Meyerhoff, Chicago.

WDBJ, Roanoke, Va.

Kroger Grocery & Baking Co., Cincinnati (Hot Dated coffee, Clock bread), 10 *t* weekly, thru Ralph H. Jones Co., Cincinnati.
Joe Lowe Corp., New York (Popsicles), 3 *t* weekly, thru Biow Co., N. Y.
Household Magazine, Topeka, 3 weekly *t*, thru Presba, Fellers & Presba, Chicago.

KARK, Little Rock, Ark.

Jackson Brewing Corp., St. Louis, 6 *sp* weekly, thru Anfenger Adv. Agency, St. Louis.
Burrus Mill & Elevator Co., Fort Worth, 6 *t* weekly, direct.
Gebhardt Chili Powder Co., San Antonio, 52 *sa*, thru Grant Adv., Dallas.
Gardner Nurseries, Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

WMCA, New York

Roxy Custom Clothes Corp., New York, 3 *sp* weekly, 52 weeks thru Klinger Adv. Corp., New York.
Air Conditioning Training Corp., Youngstown, weekly *t*, 52 weeks thru National Classified Adv. Agency, Youngstown.
Fitch Investors Service, New York, 5 *sp* weekly, 52 weeks thru E. C. van Dyke & Co., N. Y.

KJBS, San Francisco

Guaranty Union Life Insurance Co., San Francisco (life insurance), 18 *sa* weekly, thru Allied Adv. Agencies, San Francisco.

KSFO, San Francisco

United Packing Co., San Francisco (meat packers), 2 weekly *sp*, thru Sidney Garfinkel Adv., San Francisco.
Maytag Co., Chicago (washing machines), 6 *sa* weekly, thru McCann-Erickson, Chicago.
California Prune & Apricot Assn., San Francisco, weekly *sp*, thru Long Adv. Service, San Francisco.
Dr. Miles California Laboratory, Los Angeles (Alka-Seltzer), 14 *sa* weekly, thru Associated Adv. Service, Los Angeles.
Marney Animal Food Co., Los Angeles (Marco Dog Food), weekly *sp*, thru Long Adv. Service, San Francisco.

WFAA-WBAP, Dallas-Ft. Worth

Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Washington State Apples, Seattle, 3 *t* weekly, 6 weeks, thru J. Walter Thompson Co., San Francisco.
Firestone Tire & Rubber Co., Akron, weekly *t*, 13 weeks, thru Sweeney & James, Cleveland.
Hecker Products Co. (Bixby & Shinola Polish), 5 *t* weekly, thru BBDO, N. Y.
Loose-Wiles Biscuit Co., Long Island City, N. Y. (Sunshine Krispy Crackers), 5 *sp* weekly, 39 weeks, thru Newell-Emmett, N. Y.

WBNX, New York

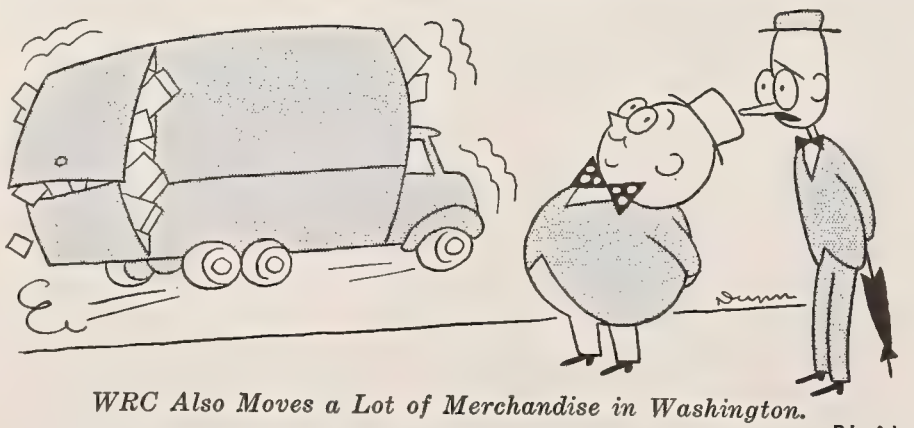
Gambarelli & Davitto, New York (Italian Swiss Colony wines), 2 *sp* weekly, thru De Biasi Adv. Agency, N. Y.
Home Diathermy, New York, 2 *sp*, 5 *sa* weekly, direct.
F. I. Frederics, New York (opticians), 2 *sp* weekly, direct.
Red Star Line, New York (travel), weekly *sa*, thru Ervin S. Acel, N. Y.
Peter Garabedian, New York, weekly *sp*, direct.

WHN, New York

Vapoo Products, New York, 3 *sp* weekly, 52 weeks thru Fuller & Smith & Ross, N. Y.
Lehn & Fink Products Corp., New York (Hinds lotion), 10 *sa* weekly, 9 weeks thru Wm. Esty & Co., N. Y.
Borden's Farm Products, New York (Vitamin D milk), 6 *sa* weekly, 5 weeks thru BBDO, N. Y.
Gottfried & Hanscom Bakeries, New York, 24 *sp* weekly, 52 weeks thru Bud Roth Agency, N. Y.

KFQD, Anchorage, Alaska

Block Mfg. Outdoor Co., Seattle (wash clothing), 3 *sp* weekly, thru Erwin Wasey & Co., Seattle.



WRC Also Moves a Lot of Merchandise in Washington.

Pd. Adv.

KDKA, Pittsburgh

Loose-Wiles Biscuit Co., Long Island City, 5 weekly *sp* (to 7-28-39 and 10-2-39 to 12-29-39), thru Newell-Emmett Co., N. Y.
G. E. Conkey Co., Cleveland (feed), 2 *sa* weekly, thru Rogers & Smith, Chicago.
Good Luck Food Co., Rochester, *sa* series, thru Hughes, Wolff & Co., Rochester.
Kemp & Lane Co., LeRoy, N. Y. (proprietary), *ta* series, thru Hughes, Wolff & Co., Rochester.
RCA, New York (recordings), 6 *sp* weekly, direct.
Schutter-Johnson Candy Corp., Chicago, *sa* series, thru Coe, Guy & Walter, Chicago.
Knox Gelatin Co., Johnstown, N. Y., *sa* series, thru Kenyon & Eckhardt, N. Y.

WGN, Chicago

Knox Gelatine Co., Johnstown, N. Y., 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Truscon Laboratories, Detroit (Flor-Dye), 3 *sa* weekly, direct.
Kellogg Co., Battle Creek (All Bran), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Royal Lace Paper Works, Brooklyn (Royalies), 3 *sa* weekly, thru Lawrence G. Gumbinner Adv. Agency, N. Y.
Ironized Yeast Co., Atlanta, weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
General Foods Sales Corp., New York (Post bran flakes), 5 *t* weekly, thru Benton & Bowles, N. Y.

WOR, Newark

Chappel Brothers, Rockford, Ill. (dog food), weekly *sp*, 26 weeks thru C. Wendel Muench & Co., Chicago.
Wilbert Products, New York (No-Rub Floor Wax), weekly *sp*, 52 weeks thru W. I. Tracy, N. Y.
Borden's Farm Products, New York (Vitamin D milk), 4 *ta* weekly, 5 weeks thru BBDO, N. Y.
Washington State Apples, Wenatchee, Wash., 3 *sp* weekly, thru J. Walter Thompson, San Francisco.
Friend Brothers, Melrose, Mass., (bakery division), 5 *sp* weekly, thru Ingalls Adv., Boston.
Alkine Co., New Brunswick, N. J. (Flemolyn), 2 *sp* weekly, thru Chas. Dallas Reach Co., Newark.

WISN, Milwaukee

Royal Lace Paker Works, Brooklyn, 2 *t*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

WICA, Ashtabula, O.

Firch Baking Co., Erie, Pa., daily *sp*, direct.

WCSH, Portland, Me.

Feminine Products, New York (Arrid), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Mantle Lamp Co., Chicago (Aladdin lamps), 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Standard Oil Co. of N. J., New York (Esso), 18 *sp* weekly, thru Marschalk & Pratt, N. Y.
Carleton & Hovey, Boston (Father John's). 6 *sa* weekly, thru John W. Queen, Boston.
H. J. Heinz Co., Pittsburgh (soup), 6 *ta* weekly, thru Maxon Inc., Detroit.
General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Mentholatum Co., New York (proprietary), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Oxo Ltd., New York (meat extract), 80 *sa*, thru Platt-Forbes, N. Y.
Plymouth Rock Gelatine Co., Boston, 3 *sa* weekly, thru John W. Queen, Boston.
Rumford Baking Co., Providence, 468 *sa*, thru Atherton & Currier, N. Y.
Lever Bros. Co., Cambridge (Spry), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
American Molasses Co., New York, 26 *ta*, thru H. L. Moore Co., Boston.

Radio Advertisers

RIO GRANDE VALLEY Citrus Exchange, Weslaco, Tex., has completed plans for its fresh fruit season campaign, promoting Texsun and Tex-Maid brands, and through Leche & Leche, Dallas, its agency, reports that it is cooperating with the California and Florida fruit industries and other agencies of distribution in advertising. Most of the radio advertising is done locally through distributors and retail outlets, but special campaigns have been placed on the 23 stations of Texas State Network; the eight stations of Michigan Network; WGAR, Cleveland; WHB, Kansas City, and WRC, Washington.

CHEVROLET dealers in Seattle rotate 50-word announcements on KJR during the 9 p. m. news broadcast six days a week to boost sales of used cars. Listeners are asked to call dealers for demonstration. Dealers report six to ten good prospects from every spot and better than average sales.

GENERAL FURNITURE Co., Chicago, has started an intensive campaign on local stations including one hour five weekly on WAAF; quarter-hour daily on WCFL, WJJD, WIND; nine quarter-hour foreign language programs weekly on WGES; three quarter-hour negro programs weekly on WSBC. Selviair Broadcasting System, Chicago, is agency.

KRESS & OWEN Co., New York, has been running a seasonal spot campaign for Glyco-Thymoline Cough Drops since Jan. 1 on WQXR, New York, consisting of 21 announcements weekly. Peck Adv. Agency, New York, handles the account.

HANOVIA CHEMICAL MFG. Co., Newark (ultra-violet equipment) recently renewed its *Sunshine & Music* program on KYW, Philadelphia Mondays, 11:05-11:15 p. m. The program, formerly heard Saturday mornings, will run indefinitely. Scheck Adv. Agency, Newark, placed the account.

J. C. PENNEY Co., New York, which recently placed its account with Pedlar & Ryan, New York, plans to follow a test on WOW, Omaha, with a spot campaign covering five additional stations.

E. L. STERN, president of Tavannes Watch Co., New York, user of radio time, was in Los Angeles during early February for conferences with Bernard Weinberg, executive of Milton Weinberg Adv. Co., on a proposed advertising campaign.

MINNESOTA Consolidated Canneries, Minneapolis (Butter Kernel corn & peas), on Feb. 13 renewed on an every other week basis, six-weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Firm is also using a series of five minute participations in *Home Forum* on KGO, San Francisco. Long Adv. Service, San Francisco, has the account.

STAR OUTFITTING Co., chain clothiers, through Allied Advertising Agencies, San Francisco, has signed a one-year contract for 16 hours weekly on the *Clambake Program* of KRE, Berkeley, a recorded musical feature heard 11 p. m.-1 a. m. nightly.

CLUETT, PEABODY & Co., New York (Sanforized-Shrunk) on March 6, will start a shopper's guide program, *What's News in the Store*, on a Los Angeles station not yet announced. Program will be similar to those sponsored by the firm in eastern centers. Sam Cherr, Young & Rubicam, New York account executive, and Bob Dowling, advertising manager of Cluett, Peabody & Co., were in Hollywood in early February to complete details.



DEPARTMENT store's institutional value in the civic life of the community, with no mention of prices in the brief commercials, features the Broadway Dept. Store's series on KHJ, Los Angeles, starting Jan. 29 and featuring Norman Nesbitt in news commentaries each day. In this picture Lee Ringer (left), president of Lee Ringer Adv. Agency, Los Angeles, is signing 52-week contract, calling for 624 quarter-hours, with Lewis Allen Weiss, general manager of the Don Lee Broadcasting System.

SMART & FINAL Co., Wilmington, Cal. (canned food), sponsoring the five-weekly quarter-hour *Miranda's Garden Patch* on KFAC, Los Angeles, has also started using daily spot announcements on KFXM, San Bernardino, and KMPC, Bakersfield. Additional radio is planned. Associated Adv. Agency, Los Angeles, has account.

CHARM PRODUCTS Inc., Los Angeles (cosmetics), placing direct and using radio for the first time, on Feb. 27 starts for 52 weeks using five-weekly participation in the early morning Bridge Club on KFI, that city, to exploit its line of Carlyle toiletries.

COMMUNITY LAUNDRY, Hollywood (chain), out of radio for the past year, on Feb. 5 started using a daily quarter-hour transcribed musical program on KIEV, Glendale, Cal., in a test campaign with a soap premium offer. Extensive use of Southern California stations is planned following the test. Agency is Crundall & Lester Adv. Co., Los Angeles.

NATIONAL ORANGE SHOW, San Bernardino, Cal., through Chet Crank Inc., Los Angeles, on March 15 will start a 10-day campaign to publicize the annual event, using from two to four spot announcements daily on KHJ KFI KFOX KRSD KFXM. Other radio is also planned.

A. E. STALEY MFG. Co., Decatur, Ill., (Cube and Cream Corn Starch), on Feb. 27 will start a ten week Southern California campaign using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* program on KNX, Hollywood. Agency is Gardner Adv. Co., St. Louis.

FRUIT INDUSTRIES Ltd., New York, since Jan. 23 has been sponsoring Fulton Lewis Jr. and his thrice-weekly MBS news commentary programs on WOL, Washington, Lawrence Fertig & Co., New York, handles the account.

AMERICA'S 4th MARKET

KEHE

IS *GOOD* INSURANCE

IN LOS ANGELES

AMERICAN RU-MARI Co., Hollywood (proprietary) using radio for the first time and placing thru General Adv. Agency, Los Angeles, on Feb. 5 started a weekly quarter-hour program, *Life Begins Today*, on KHJ, Los Angeles, and KGB, San Diego. Contract is for 13 weeks and program features Churchill Murray, commentator. The firm, through Crundall & Lester Adv. Co., Los Angeles, on Feb. 8 also started using 10 weekly quarter-hour transcribed musical programs on KIEV, Glendale, Cal., in a test and plans to add other Southern California stations to its list through that agency.

AMERICAN HOSPITAL Assn., Los Angeles (cooperative hospital and medical service), using radio for the first time and placing thru Crundall & Lester Adv. Co., that city, on Feb. 6 started using two daily spot announcements on KFAC, in a 30-day test. Other Southern California stations will be added.

OAKLAND Zone Pontiac Dealers recently contracted with KSFO, San Francisco, for sponsorship of the early morning edition of *Streamlined Headlines*, news broadcast six times weekly, 7:45 to 8 a. m., presented by Bob Garred. Account placed through McManus, John & Adams, Detroit.

S. C. JOHNSON & SON, Sydney, Australia, (wax) through Willmott Adv. Agency, that city, has started sponsoring *Five Star Theatre* on 2UW, Sydney. The series was transcribed by 20th Century Radio Productions, Hollywood, and leased from American Radio Transcription Agencies, Sydney, which controls the program in Australasia.

DODGE DEALERS of Chicago, has started a 45-minute Sunday afternoon program titled *Rhythm at Noon* on WBBM, Chicago. The live talent variety show has been signed for 52 weeks. Ruthrauff & Ryan, Chicago, is agency.



"PUT YOUR STATION on the PROFIT SIDE with *Top Flight Talent* TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. - HOLLYWOOD, CAL.

SHREVEPORT

Led All Louisiana Cities in Building for 1938

Led New Orleans by 25% | *Eleventh Place in South— 38th in Nation*

and in 1939

Shreveport is more than 250% ahead of same period last year

(1st Four Weeks)

Besides being a rich market in itself, Shreveport is the center of the rich Arkansas, Louisiana, Texas area, one of the few consistent WHITE SPOTS on the Nation's Business Map in 1938. KWKH-KTBS completely covers this golden market.

In the Center of the World's Greatest Oil and Gas Area

KWKH 10,000 WATTS CBS

KTBS 1,000 WATTS NBC

REPRESENTED BY THE BRANHAM CO.

SHREVEPORT • LA •

In West Va., S. W. Pa.
E. Ohio and W. Maryland

SPOT YOUR SHOTS FOR BEST RESULTS OVER WMMN

28,182
pieces of fan mail received from 43 states during January, 1939.

ASK
any family group in the W M M N territory which station they tune to most of the time.

ASK
any merchant which advertising medium they prefer to have you use to move YOUR MERCHANDISE from their shelves.

PROGRAMS THAT WIN 'EM
Friendly programs! Home Folks Programs! From barn dance fiddling to hymns around the old parlor organ. WMMN programs are a part of the everyday life of the town folks of 4 states — WHY? — Because they have a genuineness quite beyond planned SHOWMANSHIP.

PERSONALITIES THAT SELL 'EM
You will be introduced as A FRIEND into thousands of West Virginia, Pennsylvania, Ohio and Maryland homes. Your product receives their recommendation as a friendly neighbor, and listeners buy because of confidence in WMMN and its staff of sincere microphone salesmen. Here is a vast loyal audience — ready to hear about your product—able to buy it. Put your sales message where results are assured.

OUR NEW POWER OF 5,000 WATTS
IS GIVING OUR ADVERTISERS NEW SURPRISES DAILY

W M M N
FAIRMONT W.VA.
CBS AFFILIATE

ISBELL RESTAURANTS, Chicago, have started sponsorship of *Challenging the Experts*, a Sunday afternoon half-hour show on WJJD, Chicago. [BROADCASTING, Feb. 1], patterned after *Information Please*. The series is confined to sports, draws its experts from local newspaper sports departments, offers cash prizes for listeners who stump the experts. Contract is for 52 weeks. A. J. Hoffman & N. Harrigan, Chicago, has the account.

TOWNSEND National Recovery Plan Inc., through Interstate Adv. Agency, Cleveland, announces a thrice weekly spot campaign reporting Washington Townsend activities over the following Ohio stations: WADC, Akron; WICA, Ashtabula; WHK, Cleveland; WHKC, Columbus; WCPO, Cincinnati; WHIO, Dayton; WPAY, Portsmouth; WSPD, Toledo. Account was also placed on WWVA, Wheeling, W. Va.

PHILCO REFRIGERATOR Co., has been formed as a subsidiary of Philadelphia Storage Battery Co. to manufacture refrigerators under rights acquired from Fairbanks, Morse & Co., whose plant is now under Philco control. W. Paul Jones, of Indianapolis, is president of the new firm.

FRUIT INDUSTRIES, San Francisco (Guasti wine), in a test campaign, on Feb. 14 started using five one-minute transcribed dramatic announcements weekly on 6 Don Lee network stations (KHJ, KDB, KGB, KFXM, KVOE, KXO). Series was cut by Radio Recorders Inc., Hollywood. Agency is Emil Brisacher & Staff, Los Angeles, with Robert J. Davis, account executive.

WECO PRODUCTS Co., Chicago (Dr. West's toothpaste), on Feb. 27 will start sponsoring two MBS programs *The Green Hornet* on WAAB, Boston, and *The Lone Ranger* on WHK, Cleveland. The company plans further use of radio later in March. Austin & Spector, New York, placed the account.

It Speaks Their Language

CKAC
MONTREAL

- 15,000 people write letters to CKAC — every week!
- 7,500 Montrealers attend CKAC studio shows in three radio theatres — every week!
- CKAC feeds nearly 20 hours of French shows to the Quebec network — every week.
- The reason:

1. Three-fourths of Montreal's population speak French.
2. CKAC speaks French.

Canada's Busiest Station



IT WAS "unusual" Southern California weather that greeted cast of the NBC *Fibber McGee & Co.* program, sponsored by S. C. Johnson & Son (floor wax), when they arrived in Hollywood from Chicago in late January to make their permanent home. Armed with umbrellas for the occasion were (l to r) Billy Mills, orchestra leader; Harlow Wilcox, announcer; Cecil Underwood, account executive of Needham, Louis & Brorby, and Alex Robb, Hollywood manager of NBC Artists Service. Program now emanates from Hollywood on NBC-Red network.

McGuire, Ellis Affiliate With WBS Sales Staff

MASON McGUIRE, former account executive of N. W. Ayer & Son and before that a well-known Washington correspondent, has joined the New York sales staff of World Broadcasting System. He joined the Ayer Philadelphia headquarters 13 years ago, later becoming a radio director in the Chicago office and for the last four years has been radio executive on the Kellogg account in the Philadelphia office.

Girard Ellis, for the last six years manager of Brunswick and Columbia Recording Studios in Chicago, has joined the Chicago sales staff of WBS under Read Wight, Midwest manager. Before joining Brunswick, Mr. Ellis maintained his own radio agency and also was associated with the Judson Radio Program Corp.

A PLAQUE for radio programs advancing Americanism was recently awarded to *Rainbow House* program on WOR, Newark, conducted by "Big Brother" Bob Emery every Sunday morning, by the John Purroy Mitchell Post of the American Legion.

3 GENTLEMEN FROM INDIANA



WGBF EVANSVILLE | **WBOW** TERRE HAUTE | **WEOA** EVANSVILLE

Three promotion men from Indiana ready to go to market for you . . . and how they can sell! Experience shows that they, like our other Stations, produce

Results That Count!

WEED AND COMPANY
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

TRANSCRIPTIONS



WSPT, Salisbury, N. C., and CKCA, Kenora, Ont., have become subscribers to the World Program Service, making a total of 12 new stations since Jan. 1. The WBS Library list now totals 198, an all-time high.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WCLS WCOV WJBK KWTO-KGBX CHML XEQ WTRC KRLD.

JERRY ELLIS, formerly of Columbia Recording Studios, Chicago, has joined the sales staff of World Broadcasting System, that city.

RADIO Features Division of Heffelfinger Publications, New York, has named NBC as sole agent for sale and distribution of a new transcribed series, *Secret Agent K-7 Returns*. The program will be produced in the New York NBC studios and recorded by NBC. A total of 39 quarter-hour episodes will be made immediately available.

KASPER - GORDON STUDIOS, Boston, is preparing to release several new programs, including additions to its department store and laundry series as well as *I Want a Divorce*, Pacific Coast Show, and *Leisure House* for electric and gas utilities.

AKERS - HUMPHREY Productions, Hollywood, has moved offices to 650 North Bronson St., but will continue recording at Aerogram Corp. studios, that city.

CHARLES MICHELSON, New York transcription concern, is placing on the market a new light-weight portable transcription playback machine, the Porto-Playback which weighs under 20 lbs. complete, and plays 16-inch records at 33⅓ rpm.

KOMO-KJR, Seattle, are cutting the series of 20 five-minute transcriptions to be placed on 30 stations nationally by the Washington State Apple Advertising Commission through J. Walter Thompson Co., Seattle. The schedule started Jan. 25 on most of the stations.

CENTRAL New York State Broadcasting System—WSYR, WJTN, WNBX and WTRY—has taken the Charles Michelson *Count of Monte Cristo* transcription series for 26 weeks, on a five-a-week basis, for the entire network.

MILT M. BLINK, Chicago head of Standard Radio, has returned to his desk following a vacation in Havana and Panama.

EDWARD PANCOAST, Jr., on Feb. 6 resigned as vice president of Federal Transcribed Programs, New York, to join Edwin Strong, Inc., New York recording firm, in a sales capac-

HERBERT R. EBENSTEIN, president of Radio Attractions, New York, recently left New York on a four-week trip to arrange distribution of the company's production *Shadow of Fu Manchu* on stations in that area. Upon Mr. Ebenstein's return March 3, the company will announce plans for the release of its second production, *Hopalong Cassidy*, a quarter-hour radio serial program, produced by Fields Brothers, Hollywood, from the original stories by Clarence Mulford.

FIELDS BROTHERS, Hollywood production firm, has completely equipped its new offices at 6253 Hollywood Blvd., with a custom built public address system, remote lines and playback machine. Equipment was built and installed by C. C. McDonald, Hollywood recording engineer. New quarters of Fields Brothers include besides executive offices, an audition room, production division, and a complete music and transcription library department. Harry David Fields, executive vice-president, announced that March production of the firm will be *Hopalong Cassidy*, with continuation of the *Fu Manchu* series distributed by Radio Attractions Inc., New York.

Telecast Corp. Formed In Hollywood to Act as Disc Distribution Firm

TELECAST Corp. of America, new national distribution agency of transcribed radio programs, has been formed in Hollywood with headquarters at 1509 Cross-Roads-of-the-World. Firm will distribute only for other producers, without engaging in production itself except on a participating or financing basis, according to Charles A. Browne, president and general manager and formerly an executive of WXYZ, Detroit. It will operate along methods similar to those used by film industry distributing companies, he stated.

Exchanges will be established in key cities, with main offices in New York as well as Hollywood. Initial distribution deal is with Warner Bros., which is entering transcription production through its subsidiary, Warner Bros. Broadcasting Corp., which operates KFWB, Hollywood. Telecast will act as distributing agents for the firm. First Warner show will be *The Adventures of Uncle Jimmy*, featuring William Farnum, now being recorded.

Besides Mr. Browne, officers of Telecast Corp. include Dave Davidson, vice-president in charge of station relations and sales promotion, and Elliott Fisher, secretary and sales manager. Davidson was formerly a sales promotion executive of Radio Transcription Co. of America, Hollywood. Fisher was a sales campaign manager.

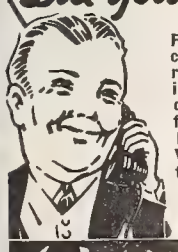
JOHANNES STEEL, foreign news commentator for WMCA, New York, has been commissioned to write the introduction to the American edition of Norbert Muehlen's book "Hitler's Miracle Man, Or The Life And Loans of Dr. Schacht", to be published Feb. 30 by Longmans, Green & Co., New York. The introduction will be an analysis of events leading up to Dr. Schacht's dismissal and the economic future of Germany.

Fast Facsimile

GEORGE M. BURBACH, director of KSD and advertising manager of *St. Louis Post-Dispatch*, and Robert L. Coe, KSD chief engineer, on Jan. 26 addressed the St. Louis Chamber of Commerce on the subject of facsimile. With a facsimile receiver in the hall, a photograph of the speakers' table was taken and then relayed back to the hall on the facsimile apparatus within 30 minutes. RCA apparatus operating on shortwaves is used [BROADCASTING, Dec. 15, Jan. 15].

"Hello, John Hymes" (Lord & Thomas)

Did You say MARKET ?



PEORIAREA has 605,000 people concentrated within a 65-mile radius! Compare it with 522,000 in the state of Utah! And Peoriarea is the home of rich farms and great industries! Did you also know that WMBD — just ONE station—covers this market?

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS WSMB D

WMBD PEORIA

MEMBER CBS NETWORK

ARE YOU LOOKING FOR A "SPOT" PROGRAM IN BALTIMORE?

Here are 4 sure-fire "hit shows" available for sponsorship on WFBR



"FU MANCHU"

15 minutes, 6:45 P. M., Mon., Wed., Fri.

A thrilling transcribed show of the adventures of one of the most famous characters of current magazine literature. 39 thrilling 15 minute episodes. A tremendous audience awaits this show. Numerous tie-ins and publicity devices available. Transcription cost $35 per program.

"PARADE OF YOUTH"

Half hour, 7:30 to 8 P.M., Tuesday

A program of, for and by YOUTH. Through the cooperation of the Baltimore YMCA, their membership of 1500 boys is available as a nucleus for this broadcast. Brent Gunts, master of ceremonies, puts on a fast-moving, entertaining ½ hour show. Music by Joseph Imbrogulio's NBC orchestra. Talent cost: $100 per broadcast, including music.

"SMILE-A-MINUTE" LIMERICKS

A rapid fire 5-minute program

A snappy 5 minute show based on a series of nonsensical limericks—all original—with piano accompaniment. Climaxed by unfinished limerick with prizes for best last line. Pulled 2,026 pieces of mail in 19 broadcasts. Talent cost per program $15 (5 weekly for $50) prizes extra.

"SONG-MAKERS"

15 minutes, daytime

15 minute program with pianist and vocalist who are also well-known composers, actually composing original songs on the air. During each program, words and music of a song are written around the best title submitted by listeners. Prizes are given for best titles. Talent cost: $50 per broadcast, prizes extra.

Write for further details or see the Edward Petry representative

IN BALTIMORE THEY LISTEN TO— WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

WTAG
WORCESTER, MASS.
People in 500 industries form a responsive year-'round market.
NBC BASIC RED NETWORK
YANKEE NETWORK
WEED and COMPANY
National Representative
New York, Detroit, Chicago, San Francisco

Agencies

NEEDHAM, LOUIS & BRORBY has opened West Coast offices at 8532 Sunset Blvd., Hollywood, Cecil Underwood, producer of the NBC *Fibber McGee & Co.* program, sponsored by S. C. Johnson & Son (floor wax), is in charge. John J. Louis, vice-president of the agency, came to Hollywood from Chicago headquarters to establish the offices.

J. M. HICKERSON, for nine years an account executive and copywriter with Lord & Thomas, New York, has just established the J. M. Hickerson Inc. advertising agency at 480 Lexington Ave., New York. Associated with him as secretary is Frank B. Ziehl, former secretary-treasurer of the Amsterdam Agency, New York.

PACA Convention in June

PACIFIC Advertising Clubs Association will hold its next convention June 25-29 in Oakland, Cal., it was decided at the recent mid-winter conference called by Harold Deal, president, and Florence Gardner, executive secretary. Albert T. Smith was named general chairman, with Ben Tooley as assistant. Lewis Allen Weiss will head the radio departmental.

JOHN D. SIMON has announced that he proposes to purchase from Crossley & Ham the assets of their Portland agency, as of Feb. 1. Crossley & Ham is reported by Mr. Simon to be withdrawing from Oregon and confining business to the San Francisco office.

J. J. GOROV, who formerly operated his own agency in Chicago, has joined Hillman-Shane Adv. Agency, Los Angeles, as head of the merchandising department. Agency has also added C. J. Wolff, formerly advertising manager of Kauffman's Department Store, Pittsburgh, to its copy staff.

E. H. HARRIS, in charge of production at Buchanan & Co., New York, recently was appointed general office manager, and S. Schafer, who has been assisting C. J. Atkinson, space buyer for the same agency, has been named contract and media director.

FREDERIC H. FRAZIER, recently retired chairman of the board of General Baking Co. New York, has joined Geyer, Cornell & Newell, New York, in an executive capacity. Mr. Frazier is also a director of the American Institute of Baking and a trustee of the American Bakers Foundation.

REX FRAZER, writer on the staff of J. Walter Thompson Co., Hollywood, has resigned and after vacationing in Arizona will go to New York.

C. J. OLLENDORF Adv. Agency has been organized with offices at 228 N. LaSalle St., Chicago.

ROSS FEDERAL RESEARCH Corp. has moved its executive offices to 18 E. 48th St., New York. The new telephone number is PLaza 3-6500.

HUB ROBINSON, Young & Rubicam, New York production supervisor, accompanied by Adrian Amish, radio producer, arrived in Hollywood Feb. 6 for conferences.

DONAHUE & COE, New York agency, has added an Atlanta branch, located in the Hurt Bldg. Harry L. Morrill Jr., who recently sold his interest in Rawson-Morrill, Atlanta, is in charge. Among accounts is Atlantic Co., brewery.

CHARLES A. RAWSON, president of Rawson-Morrill, Atlanta, has purchased the interest of Harry Morrill Jr. and Mae P. Morrill and changed the firm name to Charles A. Rawson & Associates. Three new vice-presidents were elected, Robert Cron, Frank Bell and George Smith. Creighton Perry is secretary.

DWIGHT JENNINGS, account executive of Warwick & Legler, New York, agency servicing the Larus & Bros. Co. (Domino cigarettes) account, was in Hollywood during early February on a national survey. A radio campaign is planned to start this month.

ANDERSON F. HEWITT, account executive formerly in the New York office of J. Walter Thompson Co., has joined the San Francisco staff of the firm. Edmund M. Pitts has left the San Francisco office.

STEPHEN I. SMITH, formerly production manager of Henry J. Kaufman Adv. Agency, Washington, D. C., has accepted a position as account executive with Sidney Garfinkel Adv. Agency, San Francisco.

CHARLES WEINTRAUB, formerly of Mills Artists Corp., Hollywood, has joined Joe Rivkin Inc., talent agency in that city, as head of its radio department.

PAUL B. ZIMMERMAN, formerly assistant to the president of the Norge Division of Borg-Warner Corp., has resigned to become a partner in the firm of Grace & Bement, Detroit agency. Effective Feb. 1, he becomes vice-president and treasurer of the agency and head of its merchandising department.

HAROLD GOLDEN, formerly head of National Advertising Co., Chicago, has joined Mason Barlow & Associates Adv. Agency in Chicago as account executive in charge of the new business department.

L. E. COLE, formerly with Frederick Seid, Advertising, San Francisco, has established his own agency at 156 Montgomery Street, San Francisco.

WILLIAM A. JOPLIN Adv. Agency, Portland, Ore., has moved to new quarters at 730 Southwest Salmon St., that city.

Monroe Hellinger

MONROE HELLINGER, radio producer for Lord & Thomas, New York, and formerly announcer and producer for WHN, New York, died of a heart ailment on Feb. 3 in Tucson, Ariz. Mr. Hellinger was the only brother of Mark Hellinger, well-known newspaperman and producer for Warner Brothers, Hollywood.



THE PAYROLL'S GITTIN BIGGER, SUSIE!

Here in this fertile Red River Valley where farms are big, business is big, too! Our people make dough — and spend it! For bank clearings on personal checks, Fargo ranks second among all the nation's cities in its classification!

WDAY is the only chain station for 190 miles around — one of the most profitable advertising mediums your dollars can buy anywhere today! Let us prove it!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT



HOT STOVE LEAGUERS ARE HOT SALES PROSPECTS!

New Yorkers are sports fans — and buyers of merchandise! That's why WHN's up-to-the-minute program of sports news, gossip, and guest celebrities, directed by popular DICK FISHELL, is a great bet for your product. Here is a sports resume that has a following...on the air nightly at 6:45 p. m. Write or wire for details.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.

AGENCY Appointments

BLACKSTONE PRODUCTS Co., New York, to Randall Co., N. Y.

VE-GOR DOG FOOD Co., Hollywood, to Hillman-Shane Adv. Agency, Los Angeles. Radio is planned.

TRIM-X Co., Hollywood (figure control belt), to Crundall & Lester Adv. Co., Los Angeles. Sponsoring a daily quarter-hour program on KFAC, Los Angeles and KIEV, Glendale, Cal. Will add other stations, according to Harry J. Wendland, account executive.

STAFFER SYSTEM, Los Angeles (reducing device), to Crundall & Lester Adv. Co., that city, and on Feb. 8 started 30-day test on KMPC, Beverly Hills, Cal. Plans extensive use of Pacific Coast radio.

BURNHAM & Morrill, Portland, Me., remains with Lavin & Co., Boston, and has not been transferred as stated in this column Feb. 1.

ANGLO-AMERICAN CONFECTIONS, Los Angeles, (candy), to Hugo Scheibner Inc., that city. Radio is planned for the future.

GREEN SPOT Inc., Los Angeles (bottled orangeade), to Philip J. Meany Co., that city. Radio plans being developed.

ANDERSON Co., Gary, Ind. (Sleet Master), to Hoffman & York, Milwaukee.

GARRETT & Co., Brooklyn, N. Y., to Sterling Beeson Inc., Toledo.

GUARANTY UNION Life Insurance Co., Beverly Hills, Cal., to N. J. Newman Adv. Agency, Los Angeles.

HYVIS OILS, Warren, Pa., to Federal Adv. Agency, N. Y.

J. C. MENDENHALL MEDICINE Co., Evansville, Ill. (cough medicine), to Chicago Union Adv. Agency, Chicago.

GLASS CONTAINER Assn. of America, New York, to Pedlar & Ryan, N. Y.

J. E. BENTON Management Corp., Los Angeles (hotels and apartments), to Shattuck & Ettinger, Beverly Hills.

SAFEWAY STORES, Oakland, Cal. (*Su-Purb granulated soap*) to Lord & Thomas, San Francisco.

O-B-M Frozen Foods Co., San Jose, Cal. to Brewer-Weeks Co., San Francisco.

PRESTO RECORDING Corp., New York (instantaneous recording equipment, transcription turntables, blank discs), to Fuller & Smith & Ross, New York.

Wright Forms Agency

CHESTER M. WRIGHT & Associates, Washington, has announced its entry into the advertising field as advertising counselors. The firm, in its announcement, indicated it was placing time or space for Brown & Williamson Tobacco Co., Louisville; State Loan Co., Mt. Rainier, Md. and Rosslyn, Va.; American Federation of Labor, and United Textile Workers. Radio time placement, it is understood, will be limited to the Washington area at present.

WAAT's Gotham Office

PAUL H. LASTAYO, president of WAAT, Jersey City, recently announced the opening of a New York sale office in the RKO Bldg., Radio City, under the direction of A. B. Schillin, vice-president of WAAT, and formerly president of the Schillin Adv. Agency, which has been dissolved.

THE TRUTH WILL OUT!

More national business all the time shows how the word is getting around! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showmanly foreign-language programs of

WGES
In The Heart of Chicago

Cook Joins Wilson

WILLIAM A. (Bill) COOK, formerly of Sprague-Warner & Co., and S. & W. Fine Foods, Chicago, on Feb. 15 joined the Chicago office of Howard H. Wilson Co., national radio representatives. Mr. Cook, 25, attended Northwestern U, and for three years was assistant advertising manager of Sprague-Warner & Co., manufacturers and distributors of quality groceries. Prior to joining the Howard H. Wilson Co., he was employed in the merchandising and sales departments of S. & W.



Mr. Cook

Reps

MARTIN J. McGEEHAN, formerly general sales manager of Techni-Craft Co., Milwaukee, has been appointed manager of the Milwaukee office of Radio Sales, CBS division that acts as sales representative for the network's owned and managed stations. He succeeds Victor Giebish, resigned.

KGKO, Fort Worth, Tex., announces the appointment of Free & Peters as exclusive national representative and the discontinuance of its New York office, effective Feb. 3.

CALVIN E. AUSTIN has resigned as manager of the program department of John Blair & Co., national representatives, and has not announced his future plans. He was formerly with NBC-Chicago and later with Blackett-Sample-Hummert Inc.

NORMAN R. PROUTY, sales manager of Joseph H. McGillvra, station representatives, on Feb. 4 became the father of a boy.

KSEI, Pocatello, Ida., has appointed Gene Furgason & Co., as eastern national representatives.

WLW Participator

JAMES D. SHOUSE, vice-president of the Crosley Corp. in charge of broadcasting, recently announced a new station policy under which a WLW program for the first time is being offered on which time for participating announcements is available for purchase. The program, *Musical Chuck-Wagon*, featuring stars of *Boone County Jamboree*, is heard Mondays thru Saturdays, 8:30-9 a. m.

WFBL

SYRACUSE
"25% INCREASE IN SALES"

Says John Hand, Syracuse's oldest and largest floor covering dealer, who traces this 25% increase in sales *direct* to WFBL advertising — WFBL being the ONLY medium used.

This advertiser is only one of many who have found that WFBL advertising brings immediate sales. Write or wire for time available and rates.

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

New Agencies Organized By Logan and Stebbins

LOGAN & STEBBINS, Los Angeles advertising agency since 1922, has been dissolved and Barton A. Stebbins, formerly president, has formed his own organization under firm name of Barton A. Stebbins Adv. Agency. Offices remain at 811 West 7th St. Continuing with Mr. Stebbins are Nat Jeffras, account executive and Arthur W. Gudelman, space buyer and production manager who is also in charge of radio. Firm will continue to service Signal Oil Corp. and other accounts using radio. Agency will maintain affiliations on the Pacific Coast with D'Evelyn & Wadsworth, San Francisco, and the Izzard Co. in Portland and Seattle.

Dudley L. Logan, formerly partner in the firm of Logan & Stebbins has joined forces with Eugene F. Rouse under firm name of Logan & Rouse, with offices at 621 S. Hope St. Los Angeles. Mr. Rouse, president of the new firm, was formerly Southern California manager of *Harper's Bazaar*. Mr. Logan is executive vice-president and John M. Alden vice-president of the new firm. Mr. Alden was formerly an executive of Logan & Stebbins and prior to that with other nationally known agencies. Miss Van Davis, formerly of Philip J. Meany Co., Los Angeles, has been added to the staff as account executive. O. K. Fagan is space buyer and production manager.

PRINCESS PAT Ltd., Chicago (cosmetics), on Feb. 3 started its fourth year of *A Tale of Today*, a Sunday afternoon dramatic serial on NBC-Red network.

4 out of 5
NEBRASKANS



Of Nebraska's 1,337,963 population, Omaha and Lincoln, Nebraska's only large towns, total only 289,939. That leaves a little more than a million "just folks" . . . the kind of buying-minded Nebraskans who use soap, breakfast foods, automobiles, motor fuels . . . and who listen to KMMJ. Let us show you how you can use KMMJ to reach these four out of five Nebraskans.

KMMJ
Clay Center, Neb.
Randall Ryan, *Mgr.*

We had a Break-Down!
Goody, Goody!

What? A break-down in the radio business and "goody, goody" is the word!

Yes sir, that's right, because this was a break-down that we purposely brought upon ourselves. It was a break-down of 144,865 pieces of mail (68% commercial) received from July 1, 1938 to December 31, 1938. The results positively prove our claim of POWER TO PULL.

Here's what the break-down revealed:

Mail Received From—

500 Towns in WEST VIRGINIA
972 Towns in PENNSYLVANIA
469 Towns in OHIO
565 Towns in 37 OTHER STATES
TOTAL TOWNS 2,506

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles

in the CONTROL ROOM



FRANK M. EVANS is the newest addition to WEEI, Boston, control room. A master of five languages, he also writes script and can pinch-hit as announcer and character actor.

AL DRAPER, formerly of WMMN, Fairmont, W. Va., has joined the engineering staff of WHK-WCLE, Cleveland. He replaces Price Fish, shifted to facsimile.

HENRY POOLE, chief operator in the news bureau of KOY, Phoenix, is the fourth member of that station's staff to qualify for an airplane pilot's license. He got his in early February.

Tapper Muffled

ALL THE gadgets and brains that WEEI, Boston, could muster were not capable of finding out what caused the constant hammering during a rehearsal of Charles R. Hector's orchestra prior to a CBS network broadcast. Finally an observant engineer noticed that the violin player was standing on the wire and tapping his tootsies to the rhythm. Since he couldn't play without tapping, he was forced to don rubber-soled shoes.

THOMAS M. GLUYAS, until recently in television research with Philco Radio & Television Corp., Philadelphia, has joined the engineering and instruction staff of Midland Television Inc., Kansas City.

WILLIAM REUTER, KIRO, Seattle, technician, has been made transmitter chief operator.

KLAUS U. LANDBERG on Jan. 30 joined the NBC studio television group as a television engineer.

SYLVAN H. SWANSON, of the engineering staff of WCHS, Charleston, W. Va., recently married Margaret Lesuer of Roanoke, Va.

WILLIAM REUTER has been advanced to chief transmitter operator of KIRO, Seattle.

GUS ROUNTREE, formerly of KNOW, Austin, and KTSA, San Antonio, has joined WBAP, Fort Worth, as control engineer.

WALLACE LAMBOURNE, of Boise, Idaho, has joined the engineering staff of KDYL, Salt Lake City.

CHESTER W. RICE, of General Electric Co., Schenectady, on Jan. 31 was granted a patent by the U. S. Patent Office covering a short wave radio transmitter, rights to which he has assigned to GE. Its serial number is 2,145,735.

J. R. POPPELE, chief engineer of WOR, Newark, will discuss the technical aspects of modern broadcasting before the Rotary Club of Irvington, N. J., on March 9.

LEONARD BATES, who received his "ham" license four years ago at the age of 14, has joined CJKL, Kirkland Lake, Ont., as assistant engineer.

FRANK BUCKLEY, formerly ship radio operator, has joined the engineering staff of WATR, Waterbury, Conn.

WILLIAM GALE has joined the control staff of KFXJ, Grand Junction, Colo., replacing Cecil Caves, who now heads the telegraph department of the KFXJ news service.

DONALD HULSE, formerly of WBBM, Chicago, R. G. Webster, of WEEI, Boston, and Tom Donohoe, of WABC, New York, have joined the engineering staff of WKRC, Cincinnati.

ROBERT G. CONWELL, operator at WICA, Ashtabula, O., is to marry Miss Margaret White on June 3.

GEORGE E. GAUTNEY, chief engineer of WICA, Ashtabula, O., is the father of a boy born recently. Operator Glenn Brenneman also is a recent father, the new arrival being a boy.

LEONARD LANGE, of the engineering staff of WNAX, Yankton, S. D., is the father of a girl born recently.

Television Script Needs Cited by Guild Council

RADIO and picture corporations which now dominate mechanical inventions such as television, are in need of endless material which dramatic writers alone can supply, according to George Middleton, a member of the Dramatists' Guild Council, in explaining the Guild picture to American and British authors in the January *Author's League Bulletin.*

The Guild is aware, Mr. Middleton continued, that creative interest in the theatre must be continued and that the main problem is to keep the theatre from being "exclusively picture controlled so that a play, without picture possibilities, may have difficulty finding production elsewhere." With reference to television and radio rights, the Guild feels it cannot prevent such rights passing with film rights Mr. Middleton declares, adding that "few authors realize it will be films, made from their initial creation, which will be projected by television into the homes."

RADIO DOCUMENTS Being Recorded by WNYC in Municipal Series

EXTENSIVE experiments in the field of "documentary" radio, a technique for planned, on-the-spot broadcasts, involving the use of a mobile recording unit and the editing methods of moving pictures, are being conducted by WNYC, New York municipal station to present authentic radio pictures of various departments and agencies at work in New York City.

WNYC production men and engineers have already visited a district health center recording interviews with the physician in charge, heads of departments, and conversations between patients and nurses. Other localities to be covered are the Aquarium, Police and Fire Departments, a new municipal incinerator, and municipal market, which will be included in the series under broad headings such as safety, health, communications, or transportation.

The idea of "documentary" radio is said to have originated with BBC, several French broadcasters also have used the technique. The British, however, have relied largely on the lecture method of presenting a story. but WNYC hopes to avoid this by substituting actual interviews and sounds from the place in question, which will be edited to fit into one recorded program for each subject planned.

None of the transcriptions will be put on the air until the experimenters feel they have mastered the technique, which they expect will form a vivid living history of New York City. In addition to being broadcast, the programs can be used for special events.

Tube Called Impractical

IN A LETTER to Senator O'Mahoney, chairman of the Temporary National Economic Committee, clarifying his testimony before the TNEC, Jan. 18 [BROADCASTING, Feb. 1]. Dr. Brank B. Jewett, president of Bell Laboratories, declared that a long-life radio tube, based on designs for a telephone repeater tube developed by Bell Laboratories, would be impractical for the average radio set "of relatively short life". Complying with the request of Chairman O'Mahoney, Dr. Jewett also stated in his letter that his firm's cross-licensing agreements do not prevent Bell Laboratories from manufacturing a 50,000-hour tube for the radio field, and that Western Electric, AT&T's manufacturing affiliate, does make available to independent telephone companies the long-life tubes developed by Bell Laboratories.

If You Want to Reach the

Folks Who Ski

Use a Station in the Midst

Of the Ski Country

5 kw. day
1 kw. night
1260 kc.
KGVO Missoula Montana

Affiliate of the

Columbia Broadcasting System

CKLW GETS **ACTION**

—a phoney  *story*

At 7:45 P. M. our Crossword Puzzle show took the air.

At 7:55 P. M. the first winner phoned.

By 8:15 P. M. the phone service to 175,000 Detroit homes was tied up—whole exchanges were temporarily out of service — because CKLW has a responsive audience.

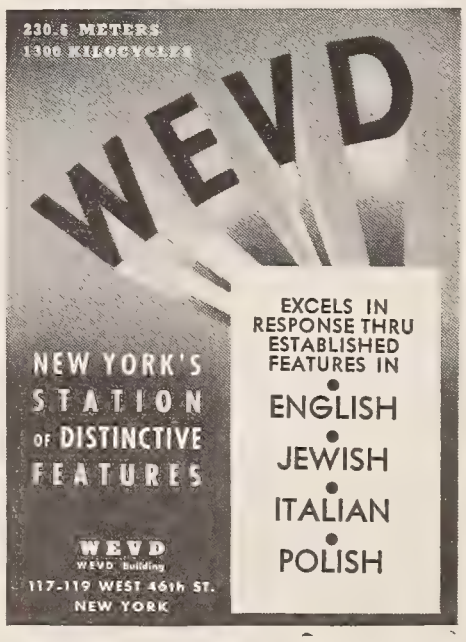
Since the first broadcast the Detroit sponsor has reported an increase in store traffic of 11,000 persons per week.

CKLW

Has a Responsive Audience

5000 Watts in DETROIT

Mutual Broadcasting System



WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Radio AND Education

NEW PEAKS of achievement are reported by the Radio Division of the U. S. Office of Education, which, supported by WPA funds, has been making educational programs available to stations. William D. Boutwell, director, reports that 102 out of 114 available stations are carrying the *Americans All—Immigrants All* feature; 81 out of 88 are carrying *The World Is Yours;* 82 out of 90 *Wings for the Martins.* All are produced by the Radio Workshop on the major networks and all are reported to be big mail pullers. Mr. Boutwell also reported that the Script Exchange, which makes scripts available to educators and stations asking for them, has since its establishment Oct. 15, 1936, distributed on request 173,200 scripts, 10,500 radio manuals, 9,300 radio glossaries, 2,500 handbooks of sound effects and 1,150 bibliographies.

WRVA, Richmond, is broadcasting twice-monthly meetings of the Richmond Civic Forum. Since the meetings clash with commercial schedules, they are transcribed and presented the following day.

A SERIES of 13 dramatic programs has been arranged by WBIG, Greensboro, N. C., under the direction of the radio committee of local high schools, of which Miss Eunice Kneece is chairman. The dramas are produced in WBIG's studios and used as class work in schools, which tune to the program at 1:45 each Tuesday.

KLZ, Denver, drafts children from elementary schools to present dramas of fairy tales and child stories under the title *Jack in the Box.* The program, presented Friday afternoons, is heard in schools equipped with receivers. Production is supervised by teachers under the direction of Pete Smythe, KLZ production manager. The class from which talent is selected each week is given an audition each Thursday at KLZ.

EDUCATIONAL talks by the directors of every department of Sam Houston State Teachers College round out a new series of variety programs originating in the new studio of KSAM, Huntsville, Tex., on the campus of the college.

VERBATIM transcripts of CBS and NBC broadcasts of the recent European crisis have been added to the archives of the Hoover Library on War, Revolution and Peace at Stanford University. The CBS transcript, "Crisis", covers the period Sept. 10-30 and consists of 1,200 pages in 10 loose-leaf binders. The NBC brochure is titled "A Tense World Speaks For Itself".

COURSE in driving an automobile is being offered by WHK, Cleveland, in cooperation with the Cleveland Automobile Club, with Carl Mark, WHK announcer, taking driving lessons from Mrs. Mildred McKay, CAC instructor, and airing her instructions and his own reactions on a series of Friday afternoon programs. One of the regular dual control cars of the Auto Club is being used for the demonstrations, and it has been equipped with a 10-watt portable transmitter for the broadcasts.

WFBL, Syracuse, is presenting a series of programs *In the Classroom* in which school children act original scripts concerning the municipal government. Teachers supervise the programs before dummy microphone within the classroom and then bring their pupils into WFBL studios for final rehearsal.

RADIO class of Trinity University, Waxahachie, Tex., visited the Texas State Network in Fort Worth Feb. 6, and was conducted on an extensive tour of the building by John Hopkins, TSN news commentator, who was host to the group in the absence of Elliott Roosevelt, network president.

AS A result of an agreement between the New York City Board of Education and CBS, *American School of the Air* educational programs which have been on CBS for nine years are originating each Thursday in the auditorium of a different New York City high school, with a group of students participating in the forum discussions which follow the dramatized portions of the broadcast. The Thursday *School of the Air* feature, titled *This Living World,* is presented by means of a complete broadcasting unit installed each week by CBS in the high school selected from the list of ten scheduled through April 27.

FIRST *Nation's School of the Air* broadcast originating overseas presented Evarts Seley Scudder, well known author of books on the French Revolution and a recent biography of Benjamin Franklin, Feb. 1 direct from London in one of the *Meet the Author* series on MBS.

FROM Lincoln's home in Springfield, Ill., NBC-Red on Feb. 8 broadcast a part of its *Our American Schools.* Mrs. Harriet Hester, educational director of WLS, Chicago, wrote a dramatization for the program, which was presented jointly by the Abraham Lincoln Society of Illinois and the Illinois Education Assn.

WMCA, New York, has started a vocational guidance series under direction of the WPA and titled *Create Your Job.* Dramatizations of case histories from the National Vocational Guidance Assn. are included.

WITH representatives of major networks as guest lecturers, the course in radio broadcasting at the College of the City of New York, on Feb. 15 started its second semester's schedule. Conducted by Seymour N. Siegel, program director of WNYC, New York's municipal station, the course presents outstanding experts in such radio departments as music, forum, special events, television and facsimile.

AN 80-page "Teachers Manual and Classroom Guide," covering schedules and explanations of the second semester (Jan. 30-April 28) of the CBS *American School of the Air,* produced by Sterling Fisher, head of the CBS department of education, has just been issued by the network and is available to schools and teachers.

CONTINUAL increase in the mail received and the persons enrolling for the course has been noted since the return of the *Little School House of the Air* programs on WOV, New York. The programs, offering new methods of direct teaching by radio, are broadcast in English and Italian and are produced by the WPA in cooperation with the Adult Education Program of the New York City Board of Education. Illustrated lesson books are sent free to listeners, whose lessons are regularly corrected and returned by accredited teachers.

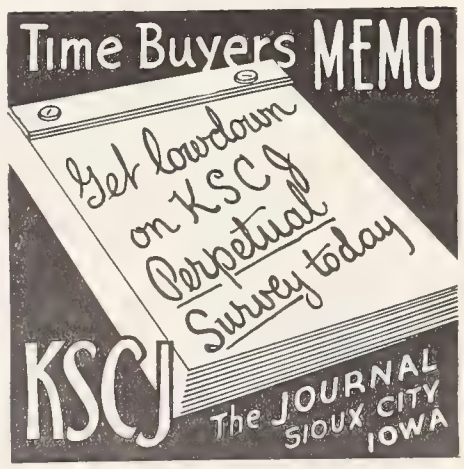
NEW YORK Board of Education has resumed its daily programs for classroom use in city elementary and secondary schools on WNYC, New York's municipal station. Broadcasts covering such subjects as literature, history and current events are chiefly aimed at the public schools but will have general interest as well. Within the next two months, the board plans to put in operation its own ultra-high frequency station, WCNY, and will supplement its classroom programs with broadcasts for transmission on the short wave station only.

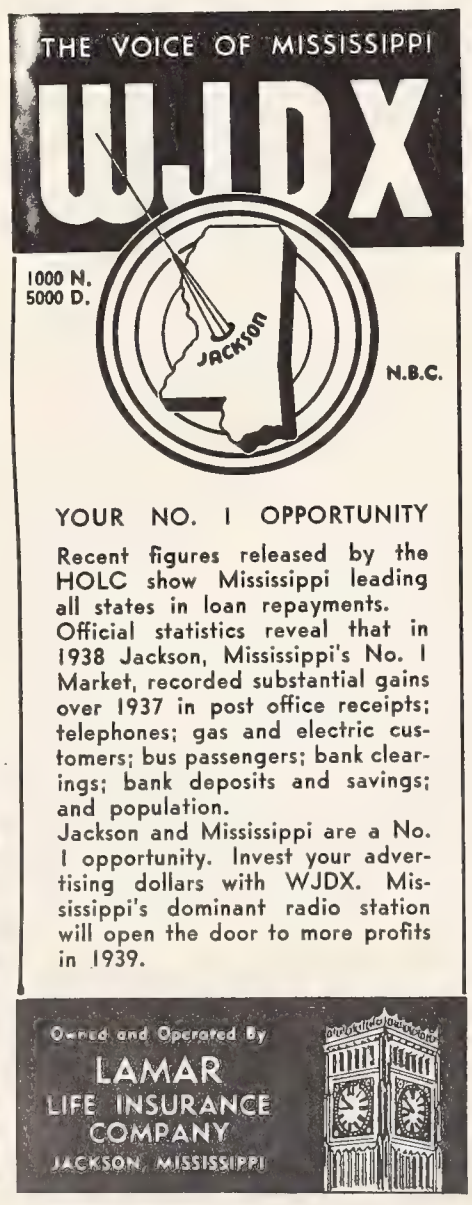
IN COOPERATION with the Los Angeles County School Department, KMPC, Beverly Hills, Cal., has started a weekly quarter-hour afternoon educational program, *Famous Stories,* directed to students. Each week a different famous story is enacted, with Ted Gates acting as narrator. Jerome L. Schwartz writes and produces the series.

DRAMATIZED biographies of the lives and activities of the nation's founders are carried on a 13-week educational series starting on WKRC, Cincinnati, Feb. 22. Through a tieup with local high schools, WKRC will present a large flag to the school furnishing the best essay on one of the founders. Programs are to be dramatized from the winning essays.

NATIONAL YOUTH Administration is presenting *Youth on Parade,* variety show whose talent is selected from the 10,000 NYA youngsters in New York City, as a weekly series on WNYC, New York municipal station. Leo Reisman, noted orchestra leader, is assisting in the technical and musical production of the programs.

SHERMAN H. DRYER has been named radio director of Chicago U, and is conducting a survey of the *Round Table,* weekly discussion program on NBC-Red network. Mr. Dryer's radio career began in 1930 on WTCN, Minneapolis (then WRHN), and he has held various positions with Minnesota stations.





"—PAUSE for Station Announcement"

"Ladies and gentlemen of the Broadcasting audience, we pause briefly in this semi-monthly survey of the radio world to give you a brief description of WBIG's audience in 200,000 radio homes in thirty-six counties of North Carolina and Virginia.

These thirty-six counties constitute the richest and most populous area in the South. Greensboro's 50-mile trading area tops even those of Richmond and Atlanta, in population, value of manufactured products, annual wages paid, automobile registrations, agricultural products.

—Total Effective Buying Income $400,600,000

—Retail Sales 241,342,000

—Automotive sales 44,985,000

—Home of Lucky Strike and Camel cigarette factories

—Center of a tremendous manufacturing area—textiles, furniture, tobacco, hosiery.

There is only *one* station which national advertisers can use in order to reach this huge market, and that is the "home" station of 200,000 radio-listening families:

WBIG

We now return you to the editorial pages of Messrs. Codel and Taishoff's Radio Bible for your continued pleasure.

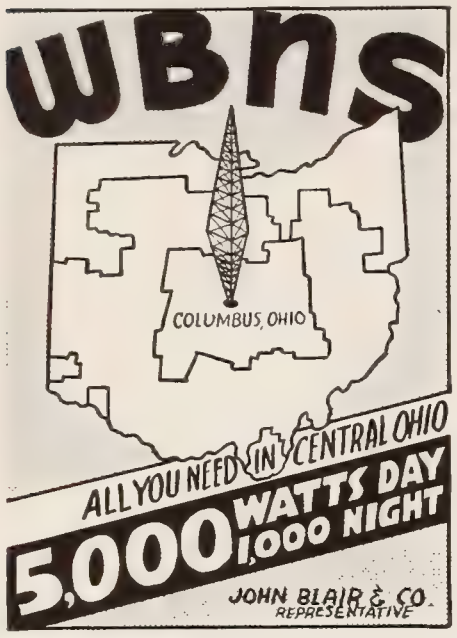
Edney Ridge, speaking . . ."

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA

EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. *Natl. Reps.*

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., has started a boost-the-South program titled *Facing the Facts*, a half-hour sustaining feature built around prominent southern personalities. Messages about merchandising opportunities in the South, as submitted by prominent persons in all parts of the country, are read. They offer frank opinions of the South's opportunities and how they can be developed. WSJS, Winston-Salem, also carries the series. WBIG has distributed a brochure titled "Marketing Man's Land of Opportunity Number 1".



Purely PROGRAMS

Savant Stumpers

SIX prominent Syracuse University scientists form the Board of Scientists on a new series of weekly quarter-hour educational programs, *Ask the Scientist*, on WSYR, Syracuse. Produced in the studios of the University radio workshop and aired through WSYR, the program features specialists in all scientific fields answering listeners' questions.

* * *

Seen and Heard

FRESH twist to man-on-the-street programs is that given by Harry Creighton of WAAF, Chicago, who takes a photographer along, has candid shots of interviewees snapped. Names and addresses are noted and interviewees are surprised a few days later when they receive shots of themselves making their radio debuts. Sure fire way to win listeners, says WAAF.

* * *

All Denominations

ALL CHURCHES in the listening area are allowed to broadcast in the order of receipt of applications, and regardless of creed or location, on *Church of All Creeds* started by KGDE, Fergus Falls, Minn. Any pastor and singing group is allowed a half-hour each Sunday afternoon to preach and sing, with no charge for time or facilities.

A Baby Grows Up

PROGRESS of a baby from the time of its birth is followed on a new series, *New Baby of 1939*, on WTMJ, Milwaukee, with cooperation of the Milwaukee County Medical Society. After the first two broadcasts from the hospital, others will be made periodically from its home, presenting the parents, doctor, nurse, relatives and neighbors, with how-to-do-it demonstrations for any situation. Sponsor gains testimonial value from furnishing everything for the "radio baby" from the firm's infants' department.

* * *

Papa Goes Gandering

DESIGNED as wholesome entertainment for juveniles, *Father Goose Comes to Town* presents dramatized nursery tales on KIRO, Seattle. Programs are written by Dorothy Mason, publicized first through a private preview for chairmen of Seattle parent-teacher groups, and later through distribution of an illustrated mimeographed promotional bulletin created by Vera E. Jedlick, KIRO publicity director.

* * *

Service on Sunday

TO SUPPLY Sunday weather and news reports, KGNF, North Platte, Neb., which normally operates six days a week, has started *Farmer-Stockmen Hour*, heard Sundays, 7:30-8:30 p. m., with latest weather forecasts and the overnight news. The program, started in response to requests from cattle men and farmers' organizations, also presents Ed Quinn, KGNF announcer, interviewing people familiar with cattle and farm problems of the region.

* * *

Winnipeg Waker

A NEW 7:30-8:30 morning live show on CJRC, Winnipeg, *Yawn Patrol* features time signals, road reports, weather conditions, timely hints and reminders, Transradio news, thought for the day, radio program highlights for the day, and other little features that go into the making of an informative informal morning program.

* * *

Honeymoon Quiz

INTERVIEWS with young married couples, with questions running the gamut of subjects, feature *Your Young Neighbors*, conducted by Jerry Thrailkill and George Earle Wilson and sponsored on KWTO-KGBX, Springfield, Mo., by a building contractor.

Carolina Boxtop

ODDEST FAN response has been received by Bill Bivens, m.c. of the *Musical Clock* on WBT, Charlotte. Kidding Tommy Callahan, engineer, Bivens stated on the air, "If you want an autograph from Callahan, just tear off the top of your radio and mail it to the station and an autograph will be sent you." One listener believed and mailed Bivens his radio's top!

Sunday Art

USING a true-and-false questionnaire technique, WTAG has started *The Picture Frame* Sunday afternoons, the program consisting of discussion of a painting reproduced in the *Worcester Sunday Telegram* from the local art museum collection. Answers to the *Telegram* questionnaire are given during the program.

* * *

Sons of Another Day

A DAILY program on WRTD, Richmond, Va. is titled *Tinkle Tunes*, with the first listener naming an old tune after a fragment has been played being given theatre tickets. People's Finance Co. is sponsor with Clyde Tibbs conducting the program.

* * *

Rural Financing

FARM CREDIT problems are discussed on the new transcribed *Farm Credit Round Table*, heard weekly on WLW, Cincinnati, through cooperation of the fourth district of the Farm Credit Administration at Louisville.



**And, of course, you can buy WNAX in combination with the Iowa network at an exceptionally low rate.*

WNAX combines good frequency, 570 K. C., with amazing transmission. It gives 50,000-watt coverage on 5,000-watt power and rates.

Don't think of Yankton alone—that's just the starting point.

Think, too, of a daytime primary population of 3,917,100 — 719,500 radio homes depend on WNAX for entertainment, news, markets.

Think of primary area annual retail sales of $891,466,000.

Think of WNAX delivering radio families for as low as 3.29 cents per thousand.

For the Dakotas, and major portions of Iowa, Minnesota and Nebraska — it's WNAX, of course.

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

"Hello, Alan Taranto" (Wm. Esty & Co., Inc.)



Did You say MARKET ?

Well, here's one for the books! PEORIAREA has almost 200,000 more population than the state of New Hampshire! A rich, concentrated market for you, which can be covered with ONE station—W M B D. 605,000 prosperous people to buy your client's product!

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS WMBD

WMBD PEORIA
MEMBER CBS NETWORK

STOP PRESS!
WNEW
GOES TO
5000 Watts
Daytime Power
Effective Feb. 13th
Now better equipped than ever to move your goods at the lowest cost per buyer
WNEW
NEW YORK
Celebrating its 5th Anniversary Serving New York and New Jersey 24 hours a day.
1250 Kc. 1000 Watts Night



SECOND of the weekly remoted series, *Washington at Work*, on KJR, Seattle, originating in the plant of the local Imperial Candy Co., presented Roland Bradley, who conducts the feature, interviewing Chester Roberts, president of the firm, and two factory assistants, and accepting a heartful of candy from the young lady on the right. Other industries scheduled for future *Washington at Work* interviews include Bethlehem Steel Co., General Paint Corp., and Frye Meat Packing Co.

* * *

Greetings to Set Buyers

WITH a list of the purchasers of the 300-odd radio sets sold in the Longview-Kelso area in December, KWLK, Longview, Wash., has sold a five-minute daily program, *Welcome, Listeners*, to a local radio repair shop. Each broadcast is dedicated to one of the purchasers, welcoming him to the radio audience and reminding that the sponsor can keep his radio in shape. The radio owner is notified before the program, by letter, what program is to be dedicated to him, and the sponsor has contracted to present the programs until all new radio owners have been saluted.

* * *

Limelight for Composers

SEARCH for unsung Ohio composers is conducted on the *Ohio Composers* feature carried by WTAM, Cleveland. Every Thursday night Walter Logan's orchestra plays one of the best compositions submitted and the composer is interviewed on his life and musical background. During first three weeks of the program more than 150 musical scores were received. When the series ends in the spring, the best composition will be named and an award made to the composer by Vernon H. Pribble, WTAM manager.

* * *

Jobless Court

TO FIGHT unemployment, WMT, Cedar Rapids, Ia., is carrying thrice-weekly the quarter-hour *Opportunity Knocks* program on which unemployed people appear before the microphone to state their qualifications for work. Benne Alter, WMT announcer, handles the program, which is arranged along lines of court procedure, with each applicant stating his own case.

* * *

Dickens' Masterpieces

WOV, New York, has started a Sunday afternoon series of seven *Masterpieces of Charles Dickens*, radio versions of the famous novelists' books, to be produced by the New York WPA Theatre Project players.

* * *

From the Carriage Trade

MEMBERS of New York's Social Register are proving their talent as entertainers on a new weekly program entitled *Smart Set* on WHN, New York, given for the benefit of different charitable institutions.

Suburban Gripes

RADIO Bureau of Civic Betterment is the title of KYA's newest goodwill program. Various neighborhood improvement clubs or individuals in the Bay area, who have constructive criticism to offer in regard to their particular locality are invited to air their grievances over the station during the series. Judge Peter J. Mullins, presiding judge of the municipal court, is acting as chairman of the Radio Bureau and is assisted by Gerald Kenny, San Francisco public defender. The show is produced by Dave Bradley of the KYA staff.

* * *

Women Wanted

AIMED at a feminine audience is *Lady, Lend an Ear*, on KLZ, Denver, six mornings a week under direction of Howard R. Chamberlain, production manager. Wauhillau La Hay, commentator, discusses home economics, fashions and similar subjects and blends it with music by several studio units and comment by Bob Freed, emcee.

* * *

Clearing House

NEW NBC series of surprise programs, *Idea Mart*, originated by members of the directors and writers staff of Hollywood Radio City, is heard Wednesdays on NBC-Red, 6:30-7 p. m. Originally scheduled for Fridays, the series yielded its place on network schedules to *March of Time*.

* * *

Once on Broadway

GOOD notion for a sustaining program is that titled *Thirty Years on Broadway*, a Monday morning series on WAAF, Chicago. Hit tunes from Broadway productions of the last three decades are played, with bits of information about the stars who appeared in the original productions aired by staff announcers.

* * *

Beginners at 40

FINDING jobs for men and women over 40 years of age is the purpose of a weekly quarter-hour program, *Are We Through at Forty?* on KEHE, Los Angeles. Series is conducted by Frank G. Johnson, chairman of the Are We Through at 40 Club.

* * *

Quizzed and Seen

TELEVISION Quiz, *Quotation Marks*, has been started by BBC in London, with competitors on two teams asked to give the origin of a quotation, complete an unfinished one or correct a misquotation.

Vacation Pickups

"VACATIONING" in Florida, Foster May, news editor of WOW, Omaha, worked up a series of transcribed man-on-street broadcasts, mailed to the station, describing this and that in the southern climes, including one from the Miami Beach surf, description of a fishing party at sea and a trip to Cuba via clipper ship, and another from a lonely lighthouse. Carried to WOW by direct wire also was an interview with Fred Snite Jr., infantile paralysis victim who has gained nationwide fame for his commuting in an iron lung, on behalf of the President's Birthday Ball campaign.

* * *

Cheer for the Sick

DESIGNED for the bed-ridden in hospitals and homes, *Hour of Cheer* on WATR, Waterbury, Conn., provides music with inspirational messages.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax

Nova Scotia

CUB RUN (Ky.) AIN'T EXACTLY ESSENTIAL!

You caint do much business, Stranger, in Cub Run (Ky.). In fact, to do big business in Kentucky, you need *Louisville*. Our people furnish *more* business than all the rest of Kentucky folks, *together!* . . . WAVE regularly reaches 1,070,918 listeners of the Louisville Trading Area and hereabouts—offers them the choicest home-town programs *plus* the best on N. B. C. The *cost?* A mere *fraction* of what you'd pay for any other medium. . . . An N. B. C. outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

LANG-WORTH *planned programs*

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

Problems of Religion

DR. CHRISTIAN F. REISNER, New York clergyman, is conducting a new Sunday morning series *Let's Try Religion* on WMCA, New York, during which he discusses the part religion plays in the complexity of the modern world with ministers of other denominations and answers questions submitted by young people perplexed by some problem in daily life.

* * *

Gotham Clinic

HINTS to consumers on how to make "better buys" are given listeners by Ad Reinsberg on a new program, *The Shoppers' Clinic*, heard Monday and Tuesday mornings on WHN, New York.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Harmony and the Farm

KOMA, Oklahoma City, has moved forward its daily sign-on to 6 instead of 6:30 a. m., starting Feb. 6, to accommodate the *Rural Rhythm Review*, giving farm and weather information, along with music, with time announcements every five minutes. The KOMA *Musical Clock* starts at 6:30 as usual.

* * *

Gillespie's Comments

WEEKLY quarter-hour discussions by William C. Gillespie, vice-president and general manager of KTUL, Tulsa, getting right into the heart of the radio industry and calling a spade a spade, in describing its operations, are carried by KTUL under the title, *The Voice of Radio.*

* * *

Under the Hood

INSIDE DOPE on all makes of cars, from a car owner's and buyer's standpoint, and stressing late improvements and new models, is presented weekly by Bob Richardson as *Your Automotive Reporter* on KWK, St. Louis.

* * *

Direct Quotes

DIRECT quotations from persons in the news of the day form the basis of *That's What They Said* program heard each weekday evening on KALE, Portland, Ore. It is conducted by George McGowan, Don Douglas and Dick Rand.

* * *

REAL LIVE orchid is delivered each week to a community personality whose activity merits the tribute, as part of the radio promotion on KCKN, Kansas City, Kan., by the local Crothers Cleaners.

Enjoy

all the pleasures of

MIAMI

this winter



You can have all the luxurious comforts and pleasures that Miami offers. El Comodoro affords excellent facilities and is centrally located just a whisper from all activities.

The rates are well within your vacation budget. 250 artistically furnished and decorated rooms with combination tub and shower bath from $2.50 single, $4.00 double. Attractive season rates quoted upon request. The modern air-cooled coffee shop is famous for fine food at moderate prices. El Comodoro Cocktail Lounge is always a popular rendezvous.

Under the Personal Direction
JOSEPH H. ADAMS, MANAGER

OPEN THE YEAR ROUND

EL COMODORO Hotel

S. W. FIRST ST. AT 2nd AVE

Novel Quiz Twist

A NEW twist to the quiz program idea is provided by KVOE, Santa Ana, Cal., with its Sunday afternoon quarter-hour *County Quiz*, sponsored by a local shoe store. No studio audience is required. Program quizmasters ask questions of observation such as how many mail boxes are there on the main intersection of Santa Ana. A name is immediately picked from the city or county director and announced following the question.

If person designated phones the quizmasters immediately and answers correctly, a cash prize is awarded by the sponsor. If answer is incorrect, or call has not been received at end of three minutes, the question is thrown open to the entire radio audience. First person to call in correct answer receives a merchandise award. Pauses on the program while waiting for telephone calls are filled in with wisecracks, commercials, ad libbing about the question on tap or music.



CHOPPING OATS during the *Food for Thought* program of WCSC, Charleston, S. C., in the Coffee Shop of the local Hotel Francis Marion are three of the hotel guests chosen twice-weekly to indulge in a free meal and chat about this and that with Bob Lehigh, WCSC announcer and host. Around the table here are Guests (l to r) Charles Baddour, Mrs. H. R. Cates and H. R. Cates, Host Lehigh, and Operator Lou Piersol.

* * *

Adolescent Perspective

FRIENDLY informal talks with kids in the studio audience, centered on the solutions to youths' problems, are carried on *Youth Looks at Youth*, heard Fridays on WPTF, Raleigh, N. C. Commentator is J. B. Clark, young WPTF announcer, who originated the idea and writes the script weekly.

* * *

Remote From Homes

KDYL, Salt Lake City, has started a quarter-hour series *The House of Melody*, with each program describing a different home for sale. Capson-Bowman, realty firm, is sponsor. Ted Kimball and Macksene Smith broadcast directly from the homes.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & PETERS

Studio Notes

A SPECIAL hookup called the Commonwealth Network and keyed from WHP, Harrisburg, Pa., carried an inauguration day speech of Pennsylvania's new Republic Governor, Arthur H. James, Jan. 27, direct from the executive offices, and this was the first of a series planned by the Governor. A. K. Redmond, WHP manager, planned the hookup, which included KDKA, Pittsburgh; WGBI, Scranton; WBRE, Wilkes-Barre; WSAN, Allentown; WJAC, Johnstown; WRAK, Williamsport; WFIL, Philadelphia; WLEU, Erie; WKOK, Sunbury; WJAS, Pittsburgh; WCAU, Philadelphia; WRAW, Reading.

WCCO, Minneapolis, on Feb. 15 opens its new auditorium studio, seating 500 and accommodating the largest broadcasts of the station, located in the same building, 625 Second Ave. S., in which WCCO opened its new offices and studios in April, 1938. The regular studios and offices occupy the second and third floors, and the auditorium the fourth.

WSYR, Syracuse, on Feb. 1 started a reciprocal agreement with the Brown Newspapers, publishing eight weekly newspapers in Central New York. In return for advertising and publicity space, WSYR allocates a quarter-hour period, 12 to 12:15 p. m. each Saturday, for a program promoting the newspapers.

KDYL, Salt Lake City, recently entertained 500 Frigidaire dealers at the closing banquet of their convention with a half-hour variety show piped from the studio to the Newhouse Hotel. The show, not broadcast, brought in local personalities and kidded some of the dealers.

WKRC, Cincinnati, has issued a new rate card, discontinuing the local rate formerly granted by WKRC and making the station the only local network station in the city operating with one card. Basic rate of the new structure is $300 per hour, class A time, with rates proportionately reduced for other classes of time throughout the morning and afternoon.

WWL, New Orleans, has started a series of good will programs, sending the staff orchestra, soloists, comedians, and a master of ceremonies to local charitable institutions for personal appearances.

CKTB, St. Catharines, Ont., has installed 24-hour Transradio teletype news service, started Feb. 2 which will be supplemented by an extensive local news bureau.

KGVO, Missoula, Mont., arranged a formal dedicatory ceremony Feb. 14 for its new studio and office building.

CONTRACTS have been awarded by WCHS, Portland, Me., for steel work, acoustical treatment, air conditioning and other work incident to building new studios in its present location in the Eastland Hotel.

IN CELEBRATION of the radio affiliation between the College of the Pacific, Stockton, Cal. with KWG in the same city, the stations of the California Radio System on Feb. 8 broadcast a special inaugural program entitled *Pacific Premiere.*

WTAQ, Green Bay, Wis., featured the dedication of its new 5,000-watt transmitter Feb. 12 with 14 hours of broadcasting, starting with a high mass from the National Shrine of St. Joseph, at West DePere, Wis., and including 10 hours of salutory commercial programs.

KYA, San Francisco recently negotiated for the broadcasting of a series of seven rugby football games originating at Stanford University, Palo Alto, during February and March. The games are broadcast on Saturday afternoons, beginning at 2:15 p. m. with Ernie Smith as sports commentator, aided by Station Manager Reiland Quinn, one time rugby star.

FCC Faces Loss of 'Sponsor'

(*Continued from Page 26*)

and interlocking directorate existing in the industry "because through this means we will ascertain if there is control which does not appear in the papers directly when the report is submitted to the Commission."

When Mr. Dirksen observed that the Commission's monopoly investigation amounts "in substance, to an investigation of the Commission by itself", the chairman said he did not interpret it that way. Mr. Dirksen, however, declared it appeared to him as a case of the same judge and jury acting on both sides.

Disclosure for the first time that the FCC has been unable to agree upon any formula or yardstick that it can apply with satisfaction to all transfer cases, was made by Chairman McNinch. The Commission met day after day and tried to thresh out the policy, he said, but concluded unanimously that it was impossible.

After Mr. Dirksen had commented that lack of policy leaves the broadcasting world "up in the air" with respect to the interpretation of rights, Mr. McNinch said it was partially for this reason that the President had requested that consideration be given to new legislation in order that there may be "more preciseness and more certainty not only to the broadcasters but to the Commission that undertakes to administer the law."

Mr. Dirksen asked why some economies could not be effected through issuance of a license for a year or more, particularly in view of the provision in the law that licenses may be issued for three years. Mr. McNinch said no action had been taken upon license extensions and that there was a division of opinion on the Commission. He then observed that so far as he knew a majority of the Commission favored retention of the six-month provision. He added that he did not believe much time could be saved since 90-odd per cent of renewals are cleared as a matter of routine.

Getting Down to Cases

Individual cases before the FCC were discussed by sub-committee members. Mr. Wigglesworth inquired about the FCC denial of the lease of KSFO to CBS and about the acquisition of WNAX, Yankton, S. D., by the *Des Moines Register-Tribune* last fall, which he held gave the newspaper organization "substantially blanket control over the State of Iowa", pointing out that it already operated three other stations. Mr. Wigglesworth also inquired about the status of the WNAC, Boston, renewal cases involving complaints which have been pending for some time.

Rep. Houston (D-Kan.) wanted to know why the Commission had not acted on the application for removal of KFBI from Abilene to Wichita. He caused some consternation when he said from what he observed he thought the matter was before Commissioner Case. Chairman McNinch hastened to bring out that such matters are confidential but Mr. Houston said he did not care who had it; he said he wanted action, and desired to know whether it will be granted. Chairman McNinch responded he would ascertain the status and let him know "very promptly".

In seeking to justify the proposed $300,000 increase in appropriation, Chairman McNinch pointed out that the bulk of the funds were required for increased personnel with an additional fund of about $50,000 for replacement of obsolete technical equipment in monitoring stations and for new apparatus to monitor the new ultra-high frequency band.

Law Staff Busy

In asking additional funds for the law department, it was brought out that recent court opinions have imposed requirements on the Commission under which about double the present number of attorney hours will have to be devoted to broadcast cases in which hearings are held. It was also brought out that the Commission proposes to dispatch attorneys from Washington to take depositions in the field, whereas in the past such depositions have been taken only before notary publics with no FCC attorneys on hand.

Referring to the court decisions, General Counsel W. J. Dempsey stated that the FCC must now provide more detailed findings of fact; that filing of a petition for rehearing is necessary before an appeal in order to exhaust administration remedies, resulting in an almost automatic petition for rehearing, and that the Commission must go into the competitive situation in cases involving new facilities in an area already served.

In the accounting field, the Commission discussed its statistical survey of the broadcasting industry made last year covering 1937 operations and added that a continuation of such studies, at least on an annual basis, appears necessary to furnish the Commission with "factual information regarding the broadcasting industry and regarding individual broadcasters and 'chains'." No additional personnel was requested, however.

Stressing the overtime work of Commission personnel, Mr. McNinch said that during the last fiscal year it amounted to about 2,000 days or the equivalent of about five days for every person in the Washington organization of about 400 people. Since the end of the fiscal year the overtime condition has grown somewhat worse, he said. He added that the Commission puts something like 90% of its time on radio.

Chairman McNinch and Commissioner Walker were examined closely by sub-committee members on the $1,500,000 AT&T investigation. Mr. McNinch said in his opinion the Commission cannot "and therefore will not be able to do anything effective in the way of regulation of the telephone industry in this country under its present setup, or its present budget." That is because radio "is an insistent, urgent thing that is on our doorstep every day."

Saves Brother

THE six-year-old daughter of William B. Ryan, NBC sales manager in San Francisco, saved the life of her two-year-old brother, Jimmy, recently but she was seriously injured herself when struck by an automobile. Little Barbara Ann saw her brother dash into the path of a car, ran after him and pushed him safely out of the way. In so doing she was struck by the rear end of the auto as it swerved to avoid the children. She received a skull injury.

Reorganization Steps

Reorganization of the FCC, effected by Chairman McNinch in several stages, brought a torrent of questions from sub-committee members, particularly in connection with the dismissal of Hampson Gary as general counsel and his replacement by William J. Dempsey; the abolition of the Examining Division with the subsequent release of Chief Examiner Davis G. Arnold and Principal Examiner Melvin H. Dalberg; the abolition of the Press Section with the dismissal of G. Franklin Wisner, and the setting up of a new section which brought Marion L. Ramsay and C. Alphonso Smith to the FCC on a temporary basis. The new hearing procedure eliminating examiners also was subjected to criticism.

Apropos newspaper ownership, Mr. McNinch said no policy has been formulated but that the Commission is acquiring information as to how many newspapers own stations in whole or in part, along with other pertinent data, in its network inquiry. Asked his own conception of the proper policy, the chairman said he had not formulated any except that under the present statute the Commission can make no distinction between a newspaper and any other corporation or organization.

In his outburst on the House floor Feb. 6, Rep. Wigglesworth declared the President's proposal for a three-man Commission appeared to be an attempt to wipe out the Commission as now constituted and substitute "a more centralized administration".

SEEDS and SALES!

For a volume sales harvest, let WAIR sow your advertising seeds throughout this fertile, receptive money-spending market. WAIR is a powerful sales producer.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer



P & G Foreign Spots

PROCTER & GAMBLE, Cincinnati (Oxydol), on Feb. 5 started a varying schedule of three to five weekly five-minute news programs on the following stations in the following foreign languages: Italian, WIND, Gary; WGES, Chicago; WJBK, Detroit; Bohemian, WEDC, Chicago; WHFC, Cicero; Bohemian, Polish, Italian, WGAR, Cleveland; Italian, Slavic, Polish, WWSW and KQV, Pittsburgh; Lithuanian, WHFC, Cicero, Ill. Blackett-Sample-Hummert, Chicago, is agency.

Larus Adds Outlets

LARUS & BROS., Richmond, Va. (Domino cigarettes, Edgeworth tobacco), which has been sponsoring a series of 13-week spot campaigns on a list of nine stations, recently added KJR, Seattle, and KEX, Portland, Ore., to the list carrying the twice weekly spot announcements and on Feb. 20 will add KFI, Los Angeles, with five spots weekly. Warwick & Legler, New York, handles the account.

A Studio Buzzes

PANDEMONIUM broke loose the other night in the studios of WOR, Newark, when 2,340 trained bees, who were performing with their owner, William E. Davis of Norristown, Pa., on the *Famous First Facts* program, escaped from their box. Luckily the studio audience had departed, and it was merely a matter of time till they all (WOR hopes) clustered around Mr. Davis and were returned to their wired cage.

Household Magazine on 30

HOUSEHOLD MAGAZINE, Topeka, on Feb. 13 started a two-week campaign of spot announcements on 30 stations. Presba-Fellers & Presba, Chicago, is agency.

U. S. Recording Moves

U. S. RECORDING Co., Washington, subsidiary of the U. S. Research Corp., has taken over the former studios of WMAL at 712 Eleventh St., N. W., and now is operating from four completely Western Electric equipped studios. Headed by R. C. Miller as president, with Joseph X. Tait as commercial manager, Don Brown as sales manager and Earl A. Merryman as chief engineer, the recording firm has in production a series of transcriptions on the political situation in Washington as seen by former Congressmen. In January it completed four 15-minute transcriptions for the President's Birthday Ball distributed by Chester M. Wright & Associates, Washington agency, to 360 stations. It has also completed a series of twice monthly transcriptions for the American Federation of Labor, also to go to 108 stations through the Wright agency.

PROFESSIONAL DIRECTORY

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An Organization of
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Dedicated to the
SERVICE OF BROADCASTING
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McNARY and CHAMBERS
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CUSTOM BUILT EQUIPMFNT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Radio Station expanding sales department. Needs energetic and live salesman. All replies will be held in strict confidence. Box A246, BROADCASTING.

Pacific northwest network station wants salesman who can sell local accounts. Good starting salary, references and salary with reply. Box A250, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators, and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Situations Wanted

Successful Sales Manager, 31, eight years experience, desires to manage midwest station. Box A251, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated. Single. References. Box A208, BROADCASTING.

Licensed operator desires position with broadcast station. Experienced, single. References. Box A247, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handle studio utility, references, recordings available. Box A252, BROADCASTING.

Advertising salesman, ten years experience, desires change. Average $50.00 weekly on Commission. Best of references. Box A255, BROADCASTING.

Operator, licensed, First Class, R. C. A. graduate, 21, single, with some experience in production desires apprentice position. Good references. Box A245, BROADCASTING.

Productive salesman, ad-man, writer, commercial manager, age 26, happy, peppy, dependable. For sale cheap to station or agency. Box A249, BROADCASTING.

Announcer: Four years experience, news, sports, commercials. Now employed. References. Go anywhere. Box A244, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

News Narrator: Four years same sponsorship. Same station as program director. Thoroughly experienced in production servicing accounts. Minimum salary $50.00. Best references. Recording on request. Box A242, BROADCASTING.

Lawyer—ten years' experience radio, motion picture and theatrical enterprises. Capable handling administrative details. Desires position with growing company, legal or executive capacity. Box A253, BROADCASTING.

Announcer: Wants job immediately. Handles commercials, newscasting, musicals. Experienced, reliable. $22.50. Box Box A257, BROADCASTING.

Situations Wanted (Cont'd.)

SALES-promotion-station management. Young man, 31, with excellent record of experience in local and national sales seeks new connection preferably in East. Good mixer and former president of local Rotary. Best of references. Box A248, BROADCASTING.

FOUND: An engineer who likes work—who enjoys maintenance, can design and construct equipment. Graduate two accredited radio schools. Five years marine, three years broadcast experience, first phone, first telegraph, class A amateur license. Now employed; looking for opportunity to advance. Go anywhere. Box A254, BROADCASTING.

Young operator, 25, Christian, at present with General Electric, looking for position in technical end of broadcasting. Outside New York City preferred. Six years experience in radio and sound. First class license. College and recent New York City engineering school; but common sense and ability to get along with people best assets. Box A243, BROADCASTING.

NOT THE BEST!
Station or commercial manager, but for aggressive, intelligent operation, backed with complete knowledge of radio industry, hard to beat. Completing successful management of local station being sold at attractive price. Young, university graduate, many radio and agency contacts. Assurance of honest, earnest endeavor facilitating only best relationships, proving mutually profitable. Complete references. Box A256, BROADCASTING.

Schools

WRITING FOR RADIO
WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

For Sale—Equipment

Bargain: Radiotone CP10 sixteen inch professional portable recorder with B11 amplifier, crystal microphone and stand. Practically new. Original cost over $700—will sacrifice both units for $350. Box A241, BROADCASTING.

For Sale: One Western Electric 12-B 100 watt radio transmitter used three years. Condition equal to new. Address Chief Engineer, Radio Station WOL, Washington, D. C.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

MBS Operations Described at Inquiry

Stations Get Average Return of 47% From Net

(*Continued from page 17*)

nial Network, the round robin serving the northeastern quarter of the United States, Oklahoma Network, Texas State Network, and the West Coast Section comprising territory in the Midwest bounded by St. Louis, Minneapolis-St. Paul, Denver and Coffeyville, Kan., the Don Lee California and Don Lee Northwest networks.

Explaining the contract between MBS and AT&T, Mr. Poole stated that the network in 1938 paid the telephone company $581,286.81 for wire service, not including the amount paid by affiliated regional networks for their own wire facilities. Including the wire costs of regional tie-ups, the network and its affiliates and participating groups paid a total of $1,017,333.17 to AT&T in 1938, he declared. Of this amount, permanent lines during the year, for MBS alone, amounted to $496,103.69, and temporary lines $85,183.12, with monthly line charges running from $39,991.60 in January to $42,123.61 in December 1938. He also described instruction sheets sent to stations and to the telephone company, along with a cue guide, for controlling connections on the network.

Cross-examined briefly by Mr. Porter, Mr. Poole discussed the types of circuits available from AT&T for use on the network, particularly the Class A and Class C lines furnished by MBS. The national network lines, he pointed out, extend from New York to Los Angeles, through the round robin setup of the Northeast with branches from the main line to St. Louis and through Oklahoma to Fort Worth. Each of the regional networks and off-the-line stations supplies its own lines to its affiliates and to the nearest point-of-pickup from the MBS Basic Line Service.

Functions of Network Reviewed by Antrim

E. M. Antrim, executive secretary and treasurer of MBS and assistant business manager of the *Chicago Tribune*, followed Mr. Poole to the stand. Presenting a list of the MBS officers, directors and personnel, Mr. Antrim declared that he did not think there was any relationship between MBS officers and users of the network that would directly result in sale of network time to an advertiser. He qualified his statement by observing that in several cases officers and directors probably had small holdings and investments in other business interests, not enough in themselves to cast any appreciable weight in conducting the business, and that the *Chicago Tribune* used WGN and R. H. Macy Co. uses WOR, which each respectively owns, for local programs, although neither broadcast their programs over the network through the stations.

With the exception of European programs originated by John S. Steele, MBS London and European representative, which MBS finances, the network itself produces no programs, Mr. Antrim said, adding that it also maintains no artists bureau or engineering department, engages in no international shortwave broadcasting and owns or operates no stations. The network's function lies solely in making programs available to member stations, contracting with advertisers for commercial programs on member stations through the network, and purchasing wire facilities, he declared.

The MBS organization is divided into three groups, he continued: Member stations—WGN and WOR—which in effect underwrite the network's operation; participating stations, which include the Colonial Network, United Broadcasting Corp., Western Ontario Broadcasting Corp. (CKLW, Detroit-Windsor), and Don Lee Network, and which contribute a share of the network's operating expenses, over and above wire charges; and affiliates, which merely carry network programs, give MBS a commission on sales made to defray wire costs, and are bound by no agreement to participate in paying general operating expenses of the network.

WGN and WOR Have Special Contracts

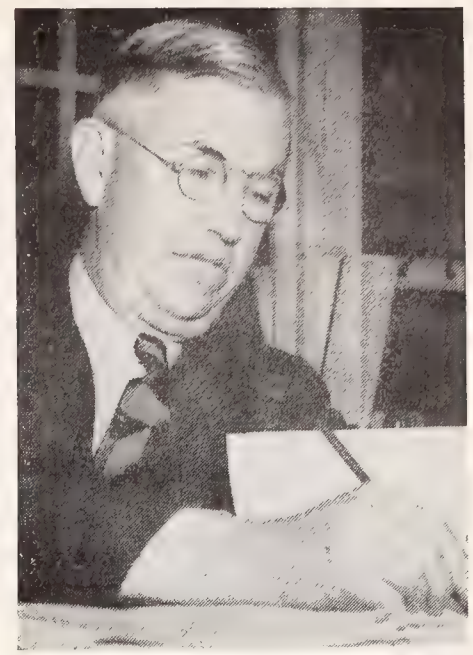
WGN, Inc. and Bamberger Broadcasting Service Inc., for the member stations, WGN and WOR, have a formal agreement with MBS which has been extended to Jan. 31, 1940, Mr. Antrim said, whereby the network agrees to purchase wire facilities and secure contracts from advertisers, receiving as its share 3½% of the total net receipts from MBS programs carried by the stations, unless the member station secures the contract from an advertiser, in which case MBS gets only 1½%. The stations, under the contract, each agree to assume liability for half the amount of any deficit which may result in case general operating expenses and wire charges exceed the network's income, in addition to their individual shares in the general operating expense, which have been set at $3,775 per month under the 1939 budget.

Colonial Furnishes Its Own MBS Lines

Under the contract with Colonial, operated by John Shepard 3d., the regional network agrees to furnish at its own expense telephone lines to pick up MBS service, to pay MBS a full member's share of the operating expenses, other than wire charges, along with the customary 3½% of the total net receipts.

United Broadcasting Co., operating WHK and WCLE, Cleveland, and WHKC, Columbus, under its contract, agrees to pay MBS 3½% of its receipts from network advertisers, $534 per month for wire charges, and $2,775 per month for general operating expenses.

The contract between MBS and Don Lee provided that MBS supply wire service between Chicago and Los Angeles, with Don Lee supplying at its own expense wire service to its affiliates from Los Angeles, that MBS get the customary 3½% of total net receipts (1½% if the contract is secured for MBS by Don Lee), that Don Lee pay $3,100 per month toward operating expense and ⅝ of the wire charges from Chicago to Los



KEY WITNESS for MBS in opening its presentation before the FCC Network Inquiry Feb. 7 was E. M. Antrim, secretary-treasurer of the network and assistant business manager of the *Chicago Tribune*.

Summary of Concluding Days of CBS Hearing . . . .

WILLIAM B. LODGE, in charge of the radio frequency division of the CBS engineering department, began the CBS presentation on duplication of service Jan. 31, under examination by Duke M. Patrick, handling this phase of the investigation for the network, as the FCC resumed its inquiry into network operations.

Mr. Lodge explained the allocation structure, based on the 1928 regulations, from which the present structure is a "gradual evolution". Outlining technical improvements made in the industry since 1928, Mr. Lodge cited increased antenna efficiency, which has resulted in an estimated 50% increase in signal strength for the average station; higher modulation and amplifier efficiency, serving to increase the signal 100%; adoption of the limiting amplifier, accounting for another 50% increase, and improved receiver selectivity, bringing an additional 40% increase.

A modern station, operating with the same power now as in 1928, by adopting these improvements would increase its signal by 6 times, equivalent to a power multiplication of about 40, he estimated.

FCC Order No. 116, covering frequency tolerance, served for duplicated stations to increase the signal 5 to 1 and power 25 to 1, he added. Through this "tolerance" provision service of shared-channel stations has been increased about 1,000 to 1, he said.

Improved Service Given Rural Listeners

Also citing directional antennas, of which he said about 60 were now in use, and automatic volume control, he explained that the latter is dependent on selective fading and strength of signal.

Summarizing the improved picture since 1928, Mr. Lodge said rural service was much improved, largely because of automatic volume control and superior aerial equipment, while as for urban listeners, who require a better signal due to noise level, primary service is not so much improved as might be expected, although the signal is stronger and better when increased power is taken into consideration.

Discussing the Havana Treaty and the proposed new FCC regulations, Mr. Lodge described them as "another step toward" greater use of the developments of the past years, although "gradual evolution" still will prevail.

Interpreting a 31-page volume containing maps and statistical compilations, Mr. Lodge presented the duplication picture of 110 CBS stations. Based on field intensity surveys for 58 of the 110 stations, with the remainder "accurately estimated", the exhibit showed the daytime ½ millivolt areas of 26 CBS basic and optional basic stations covering 410.200 square miles, 13.8% of the U. S. area, and 60,056,000 potential listeners, or 48.9% of the U. S. population; of 37 stations in an "average" CBS network, 649,500 square miles (21.8%) and 72,733,000 (59.2%); and the 110 stations in the "complete" daytime network, 1,163.100 square miles (39.1%) and 93,882,000 (76.5%).

The nighttime ½ millivolt areas of the "basic" stations was indicated as 140,600 square miles (4.7%) and 42,795,000 (34.9%); of the 66 night "average network" stations, 337,700 square miles (11.4%) and 60,544,000 (49.3%), and of 108 stations on the "complete" network at night, 365,500 square miles (12.3%) and 66,676,000 (54.3%).

Daytime Service Area Larger Than Nighttime

Mr. Lodge pointed out in his discussion of the exhibit that the nighttime service area generally is smaller than the day because of the interference of other stations operating on a shared-channel basis and the rise in the general noise level.

Describing daytime groundwave duplication, computed on the basis of present FCC standards of satisfactory service, he pointed out that no signal was received by 62,719,000 listeners, or 51.08% of the U. S. population, covered by the 26 stations in the basic network; one signal was received by 55,572,000 (45.26%); two by 3,139,000 (2.56%); three by 867,000 (0.71%); four by 356,000 (0.29%), and five by 122,000 (0.10%). For the 37-station "average network" listeners, no signal was received by 50,042,000 (40.76%); one by 67,407,000 (54.90%); two by 4,648,000 (3.79%); three by 623,000 (0.51%); four by 55,000 (0.04%). For the 110-station "complete" network, no signal was received by 28,893,000 (23.53%); one by 82,743,000 (67.39%); two by 8,030,000 (6.54%); three by 2,212,000 (1.80%); four by 731,000 (0.60%), and five by 166,000 (0.14%).

Nighttime groundwave duplica-

(*Continued on page 82*)

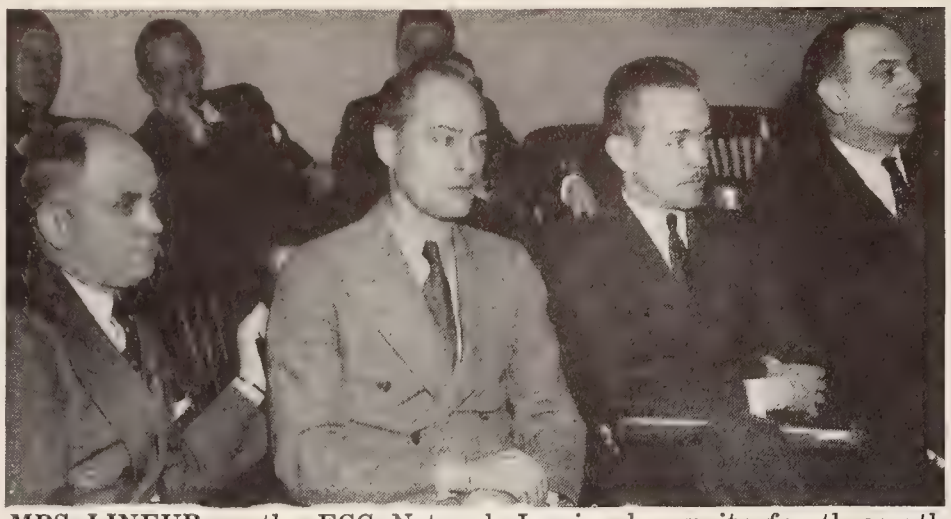
Angeles. Also included in the contract is a bi-lateral exclusivity agreement.

Traces Development From Early Formation

Questioned by Judge Sykes on what MBS would do with a profit, since it "operated practically" as a non-profit organization and was a "cooperative network", Mr. Antrim said nothing in the charter would prevent MBS from declaring a dividend, although he added that profits probably could be used to pay wire charges and extend services like the European pickups.

Tracing the history of MBS, Mr. Antrim told of the early overtures of WGN directed at organizing a network to coordinate sustaining and commercial program service between a group of stations, and the ensuing agreement between WGN, WOR, WXYZ and WLW to operate a four-station network which since has grown into "a 110-station coast-to-coast network". He reviewed a 1934 contract between WGN, WOR and WXYZ, which was also orally agreed to by WLW, and another between WGN and WOR, which resulted in formation of the round robin network.

Mr. Antrim also produced a contract dated Jan. 31, 1935, between MBS, WOR, WXYZ, and WGN, describing it as the basic formal agreement entered into by MBS. He explained also that although the original 10 shares of MBS stock, five held by WGN and five by WOR, were increased to 15 in 1936 and the additional five shares taken by WLW, the Cincinnati station in 1937 turned them in, and at present WGN and WOR each hold 7½ shares. WLW's present status is that of an affiliate, he added.



MBS LINEUP as the FCC Network Inquiry began its fourth month included (l to r) William B. Dolph, general manager of WOL, Washington, MBS outlet; Adolph Opfinger, program service manager; Andrew L. Poole, traffic manager, Miles E. Lamphiear, auditor. Observers in back row are Phil Merryman, NBC station relations; A. L. Ashby, NBC vice-president and general counsel, and James W. Baldwin, Washington attorney.

Cross-examined by Mr. Porter, Mr. Antrim estimated that wire costs represented about two-thirds of the total MBS expense, with "operating expenses" amounting to only about one-third. Member and participating stations' shares in the general operating expense are determined when the annual budget is drawn, he explained, and the stated amounts, except for WGN and WOR, are maximums. Although no provisions are made in the contracts, the member stations, WGN and WOR, have deposited $20,000 each with MBS as working capital for the network, he said, adding that MBS pays 4% interest on these deposits.

In addition to furnishing its own lines to pick up and distribute MBS programs, Colonial pays a full member's share of general operating expenses, Mr. Antrim explained.

Questioned by Acting Chairman Brown and Commissioner Sykes, Mr. Antrim explained that since the 110 stations in general take only "some" and not "all" MBS programs, both sustaining and commercial, the network, when an agency approaches with a list of desired stations, must contact the stations to see if they are available for the account before consummating the transaction. He continued that with MBS ordinarily dealing with the agency rather than the advertiser, the MBS salesmen generally make the actual sale, receiving as commission 2% of the 3½% received by MBS, leaving the network "in the long run" only 1½% to be applied on expenses of operation.

Mr. Antrim explained that by the agreement of CKLW with MBS the Detroit-Windsor station underwrites a $30,000 per year return for the network, then receives 15% of the next $25,000 worth of network business placed on the station, and 50% of all over $55,000. He explained further that since Detroit is an important and valuable market to MBS, the network was anxious to maintain its coverage, after WXYZ joined NBC-Blue, and arranged affiliation with CKLW on a basis that would not "unduly burden" the station.

Miles E. Lamphiear, MBS auditor and office manager, explained the financial operations of the network and described a series of exhibits dealing with its dollar volume, payments to affiliates and participations of member stations in profits as distinguished from affiliated stations.

Financial Operations Reviewed by Lamphiear

In 1938, MBS had a gross billing of $2,272,661.99 with net revenue of $1,165,131.90, or 50.78% of its billing. Affiliated stations, irrespective of location but exclusive of the participating stations, had gross billings of $600,991.49 during the year with a net return of $271,483.44, which represented 45.17% of the advertiser's dollar. Eleven stations constituting major market affiliates in the Eastern and Central sections of the country had gross billings of $358,300.43 during 1938 and a net revenue of $223,521.40, representing a net income of 62.3%.

Mr. Porter closely examined Mr. Lamphiear in connection with the exhibits, seeking particularly to ascertain whether WOR and WGN, as the principal participating stations, realized a greater proportion of the net income than other participating stations or affiliates.

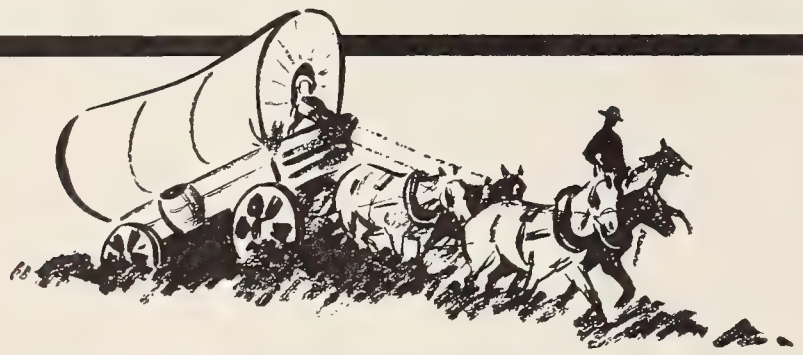
The tables showed in the case of WOR that in 1938 it had a gross billing on MBS of approximately $461,000 and a net revenue of approximately $281,000, or 59.35% net. In the case of WGN, its gross MBS billing was $264,455 and its net approximately $121,000 or 43.41%.

Business of Station Governs Net Profit

Mr. Lamphiear explained that the sum total of the net profit depended upon the amount of business carried by the particular stations and that those in the major markets and in greatest demand by advertisers obviously were in a position to absorb their fixed network costs and share to a greater extent in dollar volume in the net revenue although percentagewise the WOR and WGN figures were below those of certain other stations. He explained that if WGN and WOR both had the same gross billings, they would show exactly the same net return. Mr. Lamphiear pointed out, for example, that United Broadcasting Co. (WHK-WCLE-WHKC) had a gross income from MBS in 1938 of $46,787 but ran a deficit of $727.73.

Still dealing with the respective positions of WOR and WGN as owners of the MBS stock, Mr. Lamphiear declared that if an affiliated station had as large a gross as these stations it would actually realize more net profit since it

KGW-KEX *sells furniture with* "COVERED WAGON DAYS"



● Starting its eleventh consecutive year as a user of Oregonian radio service, Gevurtz Furniture Co., of Portland, Oregon is on the air with "Covered Wagon Days" — a thrilling epic of the early West. Says Mr. Brant, manager of the Company: "We credit our KGW-KEX radio advertising as the principal factor in our 30% increase in sales in 1938. Much of this new business came from your secondary coverage area. Suburban dwellers have proved to us their great liking for 'Covered Wagon Days' and your thorough coverage of the suburban as well as city areas."

Sanford A. Brant

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC Red

RADIO STATIONS OF THE OREGONIAN PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC Blue

Representatives — EDWARD PETRY & CO., Inc., New York, Chicago Detroit, San Francisco, Los Angeles



The Z NET

Not 40 per cent — *but 90 to 100 per cent* of the radio listeners always tune to only—

KGIR Butte NBC Affiliates KFPA Helena

would not be loaded with the fixed contributions toward the network's maintenance.

While MBS operates on a non-profit basis, and therefore would not be subject to payment of Federal income taxes, it was assessed on taxes on its 1938 returns because of the existence of a reserve account maintained for reduction of expenses. The sum on which taxes were paid amounted to approximately $31,000, he said.

Participating Groups And Operating Expenses

The six participating stations and groups (WOR, WGN, CKLW, United Broadcasting, Colonial and Don Lee) contributed during 1938 an aggregate of $200,863.11 for operating expenses, Mr. Lamphiear disclosed in describing an exhibit. In addition there was approximately $58,000 represented by funds recovered from revenue accruing to the participating stations or a total of $258,960 contributed by these stations for operating expenses during the year.

This table showed that WOR and WGN each contributed $38,801 for that purpose; Don Lee, approximately $36,000; Colonial, $35,571; UBC, $32,646, and CKLW, approximately $19,000.

In breaking down the cost of basic wire lines, which aggregated $506,356.87 for the calendar year, Mr. Lamphiear brought out that WGN and WOR contributed identical amounts of $68,479.87; Don Lee, $84,009.58; CKLW, $36,813.31, and UBC, $6,408. Colonial did not contribute, since it pays its own wire costs. Affiliated stations contributed $152,046.24 while contributions on basic lines from other than radio stations represented $25,334. The balance of $64,786 was that recovered from revenue accruing to the underwriting on participating stations.

Balance Sheet of Network Reviewed

Mr. Lamphiear brought out that if the participating stations paid on the same basis as affiliates, or on the average of 15%, toward the maintenance cost of the network, their contributions would be substantially lower. Don Lee, for example, instead of contributing a figure of $128,948, would have paid about $38,000 on the 15% basis; WOR, about $58,000 in lieu of $120,828, and WGN, about $33,000 instead of $114,765. Thus, it was brought out, the actual member stations bear about 3½ times the amount of expense as compared to affiliates.

Total assets of MBS at the end of 1938 aggregated $273,677.82, according to the network's balance sheet. In 1937 the figure was $181,939; in 1936 it was $154,773; in 1935 it was $98,515; in 1934, $23,000, and in October, 1934, when MBS began business, the total assets were $1,000.

In a statement of revenue and expense, it was shown that the net revenue from time charges billed on MBS invoices aggregated $717,586.90 in 1938. Wire charges represented $416,000 of this amount, operating expenses approximately $201,000 and sales commissions approximately $100,500.

A breakdown of hours of broadcast commercially fed to the network for Sept. 1, 1937 to Aug. 31, 1938 showed a total of 4,890½ commercial hours. Of this amount, 1,277 hours were fed to other regional networks; 3,078 hours to affiliated stations, and 533 hours to stations temporarily affiliated with the networks. WGN carried 471¾ total commercial hours during the fiscal year; WOR, 382⅞ hours; CKLW, 274½ hours; WFIL, 256¾ hours; WCAE, 227¾ and KWK 182½ hours, constituting the leaders in the individual station field. Among the networks, Colonial carried 372⅞ hours; Don Lee, 365¼ hours, and UBC, 169 hours.



REVISED COUNSEL table lineup for the FCC as the Network Inquiry began its fourth month saw S. King Funkhouser (center), recently appointed special counsel, flanking George B. Porter, assistant general counsel (left) and DeQuincy V. Sutton, head accountant.

Threefold Objective Is Cited by Fred Weber

To start the Feb. 9 session, Mr. Caldwell called Fred Weber, MBS general manager, to the stand, with S. King Funkhouser, recently appointed special counsel, relieving Mr. Porter as Commission counsel. Explaining that as general manager of the network he was responsible to the officers and directors as well as the participating members, Mr. Weber outlined a threefold network policy: Providing advantages of network service on a nationwide basis with maximum independence for participating stations; operating on a non-profit basis, and providing the greatest amount of revenue and the best programs available.

Program policies of the network

G. A. R.

Guaranteed Available Response . . . there's a new term for Radio (or for any medium—what?). Meaning is—the actual buying potential for *your product alone* which the audience to a *specific* program, now on the air and *available* for sponsorship, has.

The Program is "Marriage License Romances". Quin Ryan interviews altar bound couples at Chicago's City Hall and it comes to KWK through the Mutual Broadcasting System every Monday, Wednesday and Friday from 2 to 2:15 in the afternoon.

If an entire family can consume $28 worth of your merchandise in a year (surely they can!)—the G. A. R. of this program is *One Million Dollars.* That's a fair increment to add to any bank balance!

Furthermore, there is no concurrent program on *any* St. Louis Station with a G. A. R. quite so large. Statistics are crouching in any Raymer office, and in our own, to spring with affirmation upon interested time Buyers.

KWK

THOMAS PATRICK, INC.
HOTEL CHASE ST. LOUIS

Representative
PAUL H. RAYMER CO.
New York - Chicago
San Francisco

are differentiated between sustaining and commercial activities, he said. As for sustaining features, he explained, stations are encouraged to provide the best programs possible and to make them available to others, taking into consideration time of day, program balance on the network as well as on individual stations, wishes of listeners, and coordination of all individual program facilities for network service, i. e., shifting individual schedules to make certain programs more conveniently available on the network.

On commercial schedules, MBS charges the maximum card rate of stations, each station may accept or reject any program, the standards of the originating station are accepted by the network and determine whether the program goes on the air at all, and in addition each station on the network exercises its own discretion in matters of policy, as with its own programs.

Mr. Weber explained a series of exhibits, including a schedule of network rates and various forms used by the network from the time of its first contact with an advertiser's agency, through its inquiry for available facilities, to station commitment and final memoranda on the details of the contracted advertising programs. The contract with the advertiser, he pointed out, carries a provision allowing MBS "at its discretion, without liability" to appropriate scheduled commercial time for special events broadcasts of importance, which, he added, was done "from time to time".

The station commitment form, sent to all stations to familiarize them with the provisions of the pending contract with the advertiser, must be signed individually by the stations, and no agreement is reached with the agency until all stations participating in the schedule have signed, he explained.

Station Availability Creates a Problem

The need of sending out "availability inquiries" leads to difficulties in soliciting business for MBS, he stated, since the salesman cannot approach the advertiser with assurance either that a definite number of stations or a definite time over a period will be available for the account. All this must be settled subsequently after communication with the stations desired by the advertiser, he explained.

Mr. Weber also discussed MBS gross billings by agencies during 1938, listing 52 agencies, with billings ranging from $397,393 to $1,400 during the year. Listing commercial programs and sponsors on MBS for 1938, he pointed out that last year the network carried 10 cooperative programs, a growth of 1,000% from the single cooperative feature carried in 1936.

Receipts from cooperative programs amounted to $52,512 in 1936, he said, 2.5% of the total MBS billings for the year. In 1937, with three cooperative programs on the air, receipts jumped to $114,811, amounting to 5.1% of total billings and a 118.6% dollar increase over 1936. Receipts nearly tripled in 1938, amounting to $339,819 for the 10 programs, 11.6% of total billings, and representing a 195.9% dollar increase over 1937.

Programs from foreign sources carried by MBS he divided into two classifications, those originated by the network's foreign representative and others originated by foreign stations and transmitted to MBS for distribution on the network.



MUTUALLY interested in the FCC Network Inquiry proceedings were (l to r) Percy Russell, MBS associate counsel, George Davis, consulting engineer of the Page & Davis firm, and Fred Weber, MBS general manager, who talk over some problems raised by the evidence.

He also discussed two pieces of "typical promotion literature" of MBS, offered as an exhibit to demonstrate the efforts of MBS to sell the network idea to advertisers.

The tendency is toward larger network hookups because of higher program production costs, he commented, citing the current labor situation in the radio industry as one reason for increased expense. Since a larger amount must be spent on talent and production, a larger distribution is necessary to yield a comparable economic return to the advertiser, he explained.

In 1938, of the 56 advertisers using MBS, counting cooperative programs as one account, he said 41 used MBS exclusively and 15 non-exclusively. Of the 83 using CBS, 52 operated on the network exclusively and 31 non-exclusively, he added, and of the 116 on NBC networks, 88 were exclusive and 28 non-exclusive.

Policy in Adding New Affiliate Stations

Classifying MBS advertisers by expenditure groups, he said there were 11 advertisers, constituting 23.4% of those using MBS, who in 1938 spent under $50,000 annually for advertising in all media; 8 (17.03%), who spent $50,000-$100,000; 6 (12.77%), 100,000-$200,000; 12 (25.53%), $200,000-$500,000; 5 (10.64%), $500,000-$1,000,000; 1 (2.12%), $1,000,000-$2,000,000 and 4 (8.51%), over $2,000,000. He also explained an exhibit classifying NBC, CBS and MBS stations according to authorized power, which showed that MBS serves 32 stations with other network affiliations.

Mr. Weber briefly explained the history of MBS, tracing its growth from the 4-station hookup of 1935, with each station originating one commercial program to be carried by the others, to the present coast-to-coast coverage, which he said was the result of an increasing demand for expanded coverage by satisfied advertisers and for network program service by stations.

MBS' policy in taking on new affiliates centers principally on obtaining coverage in unserved areas, he commented, although the network is "blocked out" in many cases by restrictive or exclusive contracts of stations with other networks. Because MBS stations are served programs originating in many points over the country and are encouraged to originate programs themselves, probably better than usual because they are to be carried on the network, MBS stations get a more widely geographically distributed program service, he said, adding that in no week have MBS programs originated in less than 18 separate areas of the country.

There is a complete lack of adequate facilities in some areas, he continued, in addition to the lack of facilities in other areas because of contract restrictions. If it were not for limitations, the station would have no reason for not taking the MBS schedules, Mr. Weber commented, because it would get the same card-rate revenue as it would for local commercial programs, it would get programs of better quality, and it would benefit from better programming, which would boost listener interest and work to help local sales.

Concluding his direct testimony, Mr. Weber said that MBS' return from business placed on affiliated stations, apart from the two members and participating groups, amounted to a 15% commission on the net card rates after the 15% agency commission had been deducted, with the individual station paying the cost of wires connecting with MBS lines.

Discusses Effects of Restrictive Contracts

Questioned as to the effect of restrictive contracts, under cross-examination by Mr. Funkhouser, he said that fundamentally a restrictive contract operated to deprive certain areas of a greater choice of programs and "a valuable additional service". He added that although listeners might not have "an actual preference" for a certain program not available to a particular area because of restrictions on the network operations of the stations serving the area, they do have a "desire" for the program in many cases.

Continuing his discussion of the restrictive situation, Mr. Weber reviewed the available facilities and network connections of stations in Kansas City, Cleveland, Baltimore, Birmingham, Providence, and Omaha. He said there were only 42 cities in the country with three or more fulltime stations of substantially equal facilities, including local stations with adequate coverage, in which the three national networks could operate on anything like equal terms.

MBS' business has developed rapidly, he admitted, but "we are not satisfied". He pointed out that MBS, since its start, has been presenting new developments and expanding, and for this reason agencies have welcomed the third network as a healthy stimulus to competitive development among the networks.

The restrictions, which he said were "of great concern" to MBS, from an economic standpoint deprive the stations of the opportunity of carrying programs, at their regular card rates, which they could otherwise carry. Because they can refuse an MBS program, MBS affiliates hold a stronger position financially with regard to the commercials they can carry, he commented, since although they do not carry a particular network commercial program, they still have their pick of network commercial and sustaining programs as well as the opportunity for local business. He pointed out that in 1938 affiliates received an average net of 45.17% of their card rates for the MBS programs they carried.

Stating that he thought competition should exist "on a similar basis", in response to the question by Mr. Funkhouser on whether he thought the competition of NBC's two networks was "a competition that could be naturally expected", Mr. Weber cited the case of a client approached by MBS who put his show on NBC-Blue because through heavy use of time on NBC-Red he had become entitled to a 25% discount on the Blue, a situation with which he said "MBS cannot compete".

Religious Programs Subject to Questioning

When Mr. Funkhouser cited the three "religious accounts" listed among MBS sponsors—*Old Fashioned Revival* of Gospel Broadcasting Assn., *Lutheran Hour* of Lutheran Laymen's League, and *Let's Go Back to the Bible* of Moody Bible Institute—Mr. Weber explained that although the network furnished free time for all religious faiths, sectarian groups can buy time for an extended series of special programs through the local stations on the network. He estimated that MBS in 1938 received "less than 10%" of its 1938 gross revenue from programs sponsored by religious groups.

Sunday is a good commercial advertising day for MBS because audiences are large but principally

because more time is available, particularly early in the day, he said. He pointed out that stations can provide time without restriction on Sunday from 12 noon to 2 p. m. and 4 to 5 p. m. (6-7 p. m. CST). On the other hand, MBS' night service was "weak", he said, because of restrictions cutting down available time, which in turn causes the advertiser to turn to other times during the day "where he can grow". He said night schedules sometimes were so crowded, that "we have as many as three or four programs going out in different directions".

Asked for his proposals to overcome the ill effects of restrictive and exclusive conditions, Mr. Weber said that consideration should be given to the length of exclusivity agreements, citing five-year contracts as too long, and to the situation where, if only three comparable fulltime facilities are available in an area, further development would be limited by restriction.

Opfinger Tells About Sustaining Programs

Adolph Opfinger, MBS program service manager, opened the half-day session Feb. 10, under direct examination on MBS sustaining programs by Percy M. Russell, MBS associate counsel. His duties are primarily to construct and assemble the program schedule for the network and coordinate the program activities of member stations so far as their programs pertain to the network schedule, he explained.

Discussing an analysis of the sustaining program schedules for three weeks in the spring, summer and fall of 1938, Mr. Opfinger explained that MBS provides free time for religious and devotional programs for all faiths, particularly during holiday periods and in such cases as the recent death of Pope Pius XI. The exhibit showed that during the three weeks MBS provided from 87 to 91¾ hours of sustaining programs, including music, dramatic, variety, talks and dialogues, news, religious and devotion, special events and miscellaneous broadcasts.

As a general rule, he explained, sustaining programs are merely placed on the network, and stations may or may not take them, as they wish, without notifying the network, although in cases where MBS wants a check on a particular program, it asks the stations to notify the network whether they carry it. He produced a consolidated schedule of the number of hours of MBS sustaining programs carried by member stations during the three weeks, based on a network program check for the periods.

MBS' policy on special events programs is to present as many as possible, he explained, listing several types of special events "which are definitely of public interest". Listing the network's special events broadcasts from Sept. 1, 1937, to Aug. 31, 1938, he pointed out that MBS carried a total of 225¼ hours of such programs, representing 4.2% of the network's broadcast time for the year.

Regarding European broadcasts during the continental crisis, he said MBS felt the need to do "something unique" rather than "triplicate" the talks by "this and that commentator" furnished by other networks, so MBS presented recorded news broadcasts of stations in European capitals. He said these recordings were actual unedited news programs as broadcast by the foreign stations. In addition the network also carried the speeches of government leaders, he explained, along with commentaries of John Steele, London and European representative.

Balanced Schedule And Contrast Are Sought

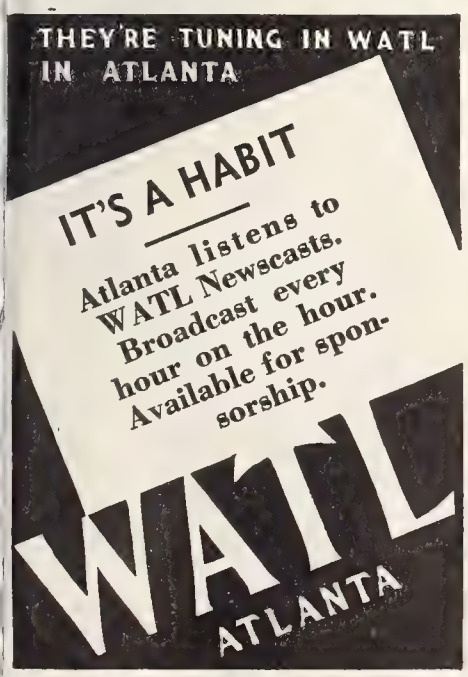
In formulating the network's sustaining program schedule, available programs are diversified for program balance according to other features on the network schedule, the programs of originating stations, and the types of programs carried on the other networks.

Contrast in schedules is important, he said, observing that if other networks in their peak evening hours were presenting dramatic programs, MBS would schedule a musical program. "We constantly watch the schedules of other networks and stations," he declared. Since MBS itself maintains no program production service, it depends largely on the program policies of the individual stations, he pointed out.

Headed by *Nation's School of the Air* on WLW, which he termed "very pretentious and very expensive", MBS carries "a great many" educational features touching on music, science, economics, literature, current events, history, geography and health.

FCC Hot Spot

HOTTEST SPOT to date in the FCC's network inquiry was reached Feb. 7 when, in the midst of the testimony of E. M. Antrim, executive secretary and treasurer of MBS, an 8 or 9-inch flame shot up from an ashtray in the middle of the long row of desks behind which sat Acting Chairman Thad Brown and Commissioner Eugene O. Sykes. Whether the fire, which lasted about a minute, started spontaneously from the heat of the investigation (which up to that time had been as cold as Greenland) or from a match dropped into the paper-filled tray by Judge Sykes a few moments earlier, is not known.



Another MAJOR LOS ANGELES RETAILER CHOOSES DON LEE AS A DOMINANT MEDIUM

The Broadway, one of the largest department stores in the west, is the second major Los Angeles retailer to place a 52-week contract for 12 weekly quarter hours on Los Angeles' major local station—Don Lee's KHJ.

DON LEE BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK
Lewis Allen Weiss . . . Vice President & General Mgr.
1076 West Seventh St., Los Angeles, Calif.
AFFILIATED WITH MUTUAL
REPRESENTED BY JOHN BLAIR & CO.



ONE KIND OF *Program Insurance*

Broadcasters spend thousands of dollars for proper equipment to put programs on the air. Sponsors and stations spend thousands more for talent. And the telephone system makes its own investment—in special lines, modern equipment, and proper supervision—to insure faithful transmission of programs to network stations, wherever they may be.

As a further insurance for programs of the future, Bell Telephone Laboratories are working constantly to improve equipment and provide even finer facilities for the networks of tomorrow.

AMERICAN TELEPHONE & TELEGRAPH CO AND ASSOCIATED COMPANIES — BELL SYSTEM

Rural Survey

(*Continued from page 16*)

viation in the answers to the latter, which included 12 classes of merchandise, was less than 1%.

Advertised Brands

Percentages of interviewed families using advertised brands of each product were found as follows by CBS: Toilet soap, 91%; kitchen soap, 81%; kitchen cleanser, 82%; canned soups, 49%; condensed milk, 37%; tomato or fruit juice, 46%; packaged cereals, 80%; packaged coffee, 84%; wrapped bread, 77%; tooth paste or powder, 92%; face powder, 89%; lipstick or rouge, 66%. The investigators also found that the longer the rural radios were in use, the more advertised brands were found on rural pantry shelves, the average number of brand products running from 7.8 in homes where the radio was on less than two hours daily to 9.7 where the radio was on eight hours or more.

Average daily listening in rural areas was found by CBS to be 4 hours and 42 minutes, by the Joint Committee to be 4 hours and 47 minutes. The Daniel Starch quarterly studies of urban listening made for CBS in 1937 showed a national daily average of 5.2 hours.

From the answers to its questions as to which stations are listened to in the evening and which in the daytime, CBS found that its affiliate stations are heard regularly by 87% of the total rural audience in the evening hours and by 72% of that audience in the daytime.

In describing the method used in the collection of data, the report says, "We agreed with the Joint Committee, that only through carefully distributed *personal interviews* can a study of this kind be as useful — and reliable — as it should be."

Honor Sarnoff, De Forest

DAVID SARNOFF, president of RCA, though absent in Miami, was the recipient Feb. 11 of the first Marconi Memorial Gold Medal of Achievement awarded by the Veteran Wireless Operators Association at its annual dinner in New York. Dr. Lee DeForest, absent in Los Angeles, was named honorary president. Awards were also given to Richard Stoddard, radio operator of Howard Hughes' around the world flight; Patrick Chapman, radio operator of the *Cavalier* crash; T. D. Haubner, on the 30th anniversary of his sending the first SOS flash; Alexander Hamilton, radio operator of the Standard Oil tanker *Esso Baytown* which rescued the *Cavalier* survivors; Charles Hogger, for rescuing lives at sea, and Jack Binns, commemorating the 30th anniversary of the call for help he flashed during the *Republic* disaster of Jan. 23, 1909.

McAnn Shoes on WBBM

MELVILLE SHOE Co., New York (Thom McAnn shoes), has started thrice weekly quarter-hour news broadcasts on WBBM, Chicago. Featured on the 52-week program is Todd Hunter, WBBM news commentator, 10:30-10:45 p. m., Tuesday, Thursday and Saturday. Neff-Rogow, New York, is agency.

TELEVISION STUDY PLANNED BY FCC

THE FCC Television Committee, comprising Commissioners Craven, Brown and Case, is understood to be contemplating hearings on the whole subject of television standards and experimentation, with a view toward recommending definite policy which would permit testing of public interest in the visual medium as well as orderly experimental development.

The committee, named Jan. 3, has held several meetings, including a conference with engineers representing the Radio Manufacturers Association which submitted engineering standards for future experimental transmission of television. Fourteen proposed standards were advanced, with two additional proposals to be offered soon. RMA has announced it is preparing for early public hearings by the Commission on television standardization.

GE Medal to WMAL

WMAL, Washington, on Feb. 10 was awarded the General Electric Co. medal given annually to the NBC-operated station losing the least time from the air during the year. Presentation was made at a luncheon by Boyd Bullock, GE assistant manager for broadcasting. H. A. Wadsworth, WMAL transmitter engineer, accepted the plaque. The station lost only 4 minutes and 25 seconds of 6,900 scheduled hours. Frank Russell, NBC vice-president in Washington, presided at the luncheon. Other speakers were Sam Kauffman, assistant business manager of the *Washington Star,* owner of WMAL, and George McElrath, operating engineer for NBC stations.

Recordings Exhibit

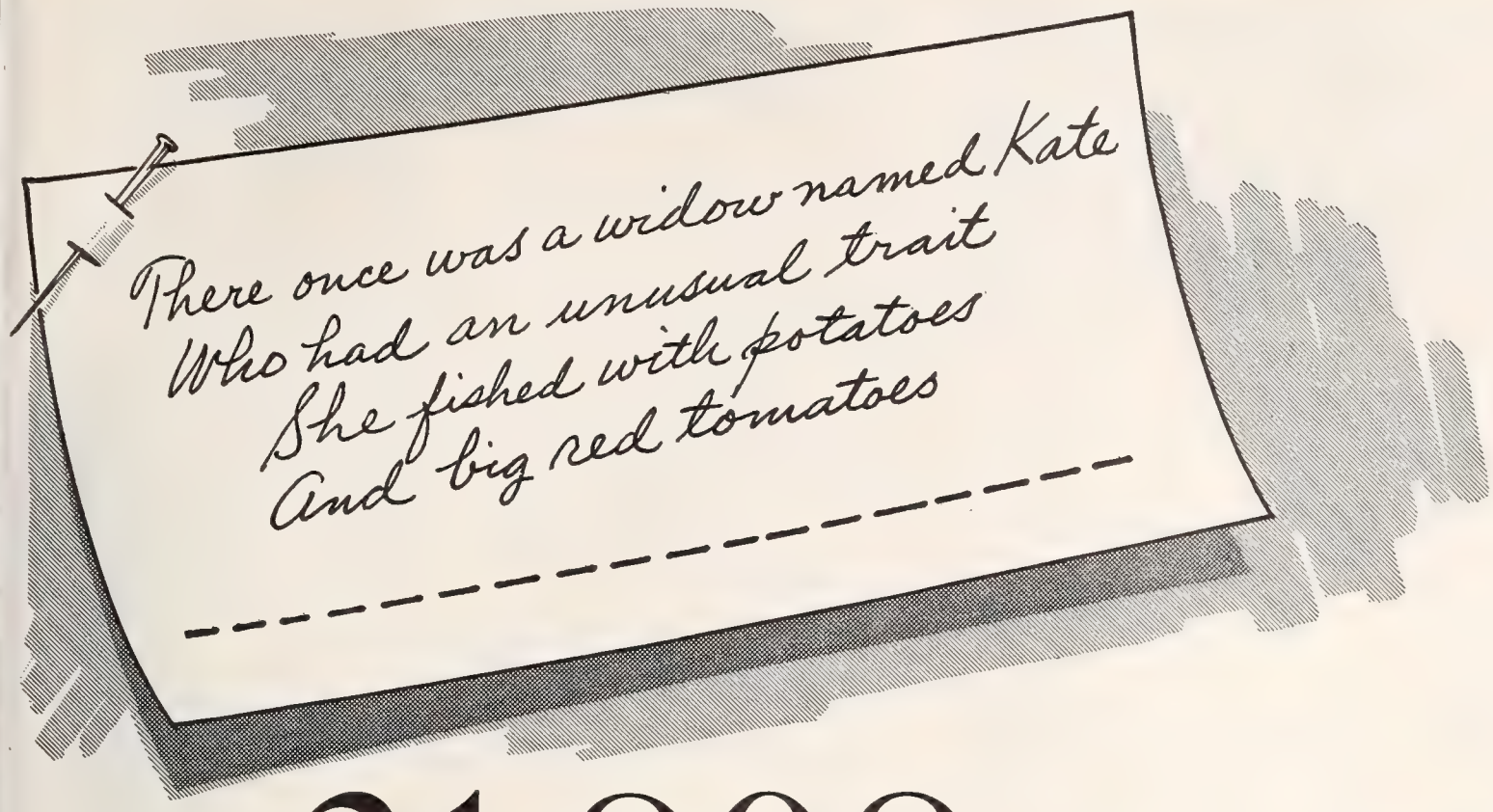
AS A PART of the Tenth Institute for Education by Radio at Ohio State U., Columbus, May 1-3, the third American exhibition of recordings of educational radio programs will be held. Entries close March 15, with programs classified into two groups—networks, national organizations and clear channel stations; local and regional stations and organizations. All entries must have been broadcast since March 15, 1938, according to I. Keith Tyler, Institute secretary.

FTC Stipulations

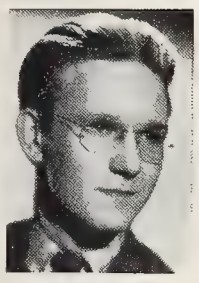
STIPULATIONS to cease alleged misleading advertising claims have been signed with the Federal Trade Commission by Banfi Products Corp., New York. Knox Co., Los Angeles, has been ordered by the FTC to cease certain claims for its Nixoderm. Philip Morris & Co., New York (cigarettes) has been ordered to cease certain alleged lottery methods in the distribution of its product.

Pilot's Feeler

PILOT RADIO MFG. Co., Long Island City, New York, on Feb. 28 will start a test campaign sponsoring Arthur Hale, Transradio newscaster, on WOR, Newark, Tuesdays, Thursdays and Saturdays, 11-11:15 p. m., and plans more radio later this week. Austin & Spector, New York, placed the account.



21,808 poets!


Chuck Acree

This is another story of results on WLS, results achieved during the 6:30 to 7:00 P. M. half hour. Chuck Acree broadcasts "Something to to Talk About" on WLS from 6:40 to 6:45 P. M.—five minutes five times a week. For one week, five programs, Acree offered prizes for the best last line to the above limerick. Entries poured in, totaled 21,808—which proves one thing: WLS is listened to between 6:30 and 7:00 P. M. This program, "Something to Talk About", has a *proved audience*—and it's now available for sponsorship. Write, wire or call WLS or any John Blair office for complete presentation.


Don Kelley

The same responsive audience that listens to Chuck Acree also hears the preceding program—Don Kelley's Sports Review, 6:30 to 6:40 P. M. daily except Saturday. A major cereal company introduced a new product recently in a 26-week campaign with the WLS Sports Review. It has a *proved* audience—*proved* in past sales results, *proved* again in this limerick contest. Don Kelley's Sports Review is now available to take your sales message to the large and loyal WLS audience. With baseball players heading for spring training camps, now is the time to cultivate the big sports-minded audience. Write, wire or call WLS or any John Blair office.


Julian Bentley

Another program on WLS during this proved-audience 6:30 to 7:00 P. M. period is Julian Bentley's Evening News, broadcast from 6:45 to 7:00 P. M. daily except Sunday. (News is 7:15 to 7:30 on Sundays.) Bentley, voted first place among non-network news announcers in a national listener poll, has a tremendous following in the WLS area—and the results achieved this month on the Acree five-minute program show that the WLS audience is *listening* during the 6:30 to 7:00 P. M. period. Julian Bentley's evening newscast is now open and available to advertisers. Write, wire or call WLS or any John Blair office for details.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

WLS Gets Results

Represented by

JOHN BLAIR & CO.

New York Chicago Detroit
Los Angeles San Francisco



MAJ. LENOX R. LOHR, president of NBC, found himself in a nest of radio people when he visited Cincinnati Feb. 7 to address the Chamber of Commerce forum on problems facing the radio industry. In the picture (l to r) are George D. Biggar, WLW agriculture director; Jerry Burns, special events announcer; Bernard Matteson, WLW copyright director; Dewey H. Long, manager of WSAI; Maj. Lohr; Owen Vinson, WLW program director; John Conrad, WSAI promotion director; Joseph Ries, WLW-WSAI educational director; Eldon Park, NBC liaison man for Cincinnati; Walter Callahan, WLW sales service director; R. J. Rockwell, WLW-WSAI technical director.

100% AFRA

(*Continued from page 15*)

they signed as agents for their clients, they might seriously upset the present relations of these clients with their employes. The dilemma was finally solved when NBC and CBS agreed to sign the code for the commercial programs they produce and the agencies agreed to sign letters addressed to the network on which their programs are placed agreeing to abide by the terms of the code.

AFRA at first requested the networks to agree to enforce an AFRA shop agreement, but this NBC and CBS refused to do, pointing out that it would be a secondary boycott and a violation of the anti-trust laws. However, even without agency contracts or network policing, AFRA is in a position to enforce its preferential shop demands by its rule that an AFRA member can work only on programs where all actors, singers and announcers are also AFRA members. On its side, AFRA agrees to accept into membership any eligible radio artist the producer wishes to employ and not to impose unreasonable entrance fees or dues on its members.

An obstacle to securing the CBS contract was the fact that this network has a contract with another union, the American Guild of Radio Announcers and Producers, covering announcers employed in New York. AGRAP officials dispelled this difficulty, however, by permitting its members to join AFRA individually and to benefit by the higher AFRA commercial scale, on the understanding that CBS would not lower its sustaining scale, which is higher than that on Feb. 2 and at 11:20 that night secured by AFRA for its members.

At Last a Signature

With these major difficulties settled and with the new code approved by the AFRA board, the network officials, the Committee for Advertisers and the AFRA committee reassembled at 10 a. m. Niles Trammell, executive vice-president of NBC, and Edward Klauber, executive vice-president of CBS, signed the code for their respective companies, with Emily Holt signing for AFRA. Immediately thereafter, six members of the Committee for Advertisers, which had unanimously endorsed the final agreement, signed letters addressed to NBC and CBS reading:

We acknowledge receipt of your letter of Feb. 2, 1939, and of the Code of Fair Practice for Commercial Network Broadcasting of American Federation of Radio Artists (AFRA) therein enclosed, as amended by the attached letter agreement between Columbia, NBC and AFRA therewith enclosed.

We wish to enjoy peaceful and pleasant relations with AFRA and its members, and to that end, we signify that we will abide by the terms of such Code during the term set forth therein, unless as to any program we give AFRA written notice ten days before the start of such program, to the contrary.

You are authorized to deliver a copy of this letter to AFRA.

Mr. La Roche was unable to sign at that time for Young & Rubicam, although it was stated at the agency that all the provisions of the code would be met and that the letter would be signed as soon as certain legal matters had been cleared. Later he signed the pact.

NBC Letter to Agencies

The following day NBC sent copies of the code and the letter to all of the agencies using NBC facilities with the following letter:

At the unanimous request of the Committee for Advertisers, the National Broadcasting Company, Inc., on Feb. 2, 1939, signed the Code of Fair Practice for Commercial Broadcasting with the American Federation of Radio Artists. A copy of the Code is herewith enclosed as well as three copies of a form of letter AFRA has requested you to sign.

Two copies of the enclosed letter, one of which we will deliver to AFRA, should be returned to us as soon as possible, and in any event prior to February 12, 1939, since AFRA has stated to us and to the Committee for Advertisers that this is the only way you can assure yourselves of no interruption of your network programs.

You may, of course, if you so desire, sign the Code and deliver the same to AFRA prior to Feb. 12, 1939, in which event you need not sign the enclosed letter. If you decide to sign the Code, please so advise us immediately.

AFRA has assured the Committee for Advertisers that any advertising agency who so signs and delivers the Code or the letter in the enclosed form will receive, for itself and its clients, the benefits of the Code as therein specified.

A similar letter, also enclosing copies of the code and the letter to be signed and returned was sent by CBS to its agency clients.

During the final negotiations on Feb. 2 the following telegram from Neville Miller, president of the National Association of Broadcasters, was received by officials of NBC, CBS and by John Benson, president of the American Association of Advertising Agencies:

Have been informed that CBS and NBC contemplate signing contract with AFRA this afternoon. Urge you to consider carefully present and possible future effect your action on affiliates, and that matter be discussed with affiliates before contract is signed. Executive Committee of NAB will meet Feb. 9, and stands ready to assist in any way possible.

To Mr. Miller, who was attending an NAB district meeting at Mineral Wells, Texas, Mr. Trammell and Mr. Klauber sent the following joint answer:

Answering your identic telegrams to our respective companies we wish to advise you that the present negotiations grow out of a widely publicized situation which culminated in representation by AFRA that they were about to strike. This apparent rupture led advertisers and their agencies to renewed efforts to work out a commercial network scale with AFRA. This development also has been known to everyone in broadcasting. NBC and Columbia's part has been solely to advise with both sides in an effort to make contract as favorable to advertisers as possible and we are not directly involved except in respect to the few network commercial shows we broadcast ourselves. Any effort to delay matters now within a few hours of AFRA's deadline would inevitably precipitate chaos and we believe our affiliates would resent such action on our part besides which we would be guilty of bad faith towards our advertisers, their agencies and the union. The agreement reached by the parties involved before your telegram was received does not affect the affiliated stations.

Network Activity

Any thought on the part of either agencies or network affiliates that the networks have sold them out to save their own skins in signing with AFRA is entirely groundless, according to network executives, who say that in fact they have gone out of their way to protect the interests of their own affiliate stations and also their agency clients.

A year ago, when AFRA officials first approached NBC and CBS with a code covering wages and conditions for talent on both commercial and sustaining programs the networks explained their inability to speak for the sponsored shows and advised AFRA to deal individually with the agencies.

When NBC and CBS signed the AFRA sustaining code last July, they said a major factor in their acceptance was the thought that this code would insure the continuance of network radio service in the case of a deadlock between AFRA and the agencies, and that by signing it the networks were in effect guaranteeing the continuance of program service to their affiliates and to the public. Furthermore, the AAAA was advised of every step in the negotiations between the networks and AFRA so that it could use this information in the conversations of its own radio committee with AFRA.

In signing the code, the networks emphasize the fact that they did so only as independent producers and only for network-produced commercial programs originating in New York, Chicago, Los Angeles and San Francisco. All programs from other points are expressly eliminated from the provisions of the code, as are local broadcasts originated in Chicago and local and regional broadcasts from the West Coast. Of course, AFRA would probaby remove these exemptions if there were to be any general exodus of commercial shows from these points to cities now exempt, but at present the code applies only to those four cities.

AFRA Active in Chicago

Regarding the agencies, networks feel they performed a yeoman service for them by persuading AFRA to accept letters of agreement, binding the agencies only to adherence to the code unless a 10-day notice is given, and in fact binding them more from an ethical than a legal view, instead of the two-year code which the networks themselves signed. Network officials further point out they have not nor will not make any effort to assist AFRA in enforcing its closed or preferential shop clause against network clients. The network artists services are not limited to representing AFRA members and AFRA has agreed not to make any demands against these artists services.

In Chicago it was learned that producers and sound effects men of WBBM, CBS-Chicago outlet, were negotiating with AFRA. Last year, when it appeared likely that CIO would organize the Chicago CBS producers, they were given associate memberships in the American Federation of Musicians, AFL affiliate. It is now apparent that the CBS-Chicago producers and sound effects men will come under the AFRA banner.

KGVO HAS ITS DAY
And Hopes There Won't Be Another Like It

EVERYTHING happened to KGVO, Missoula, Mont., on Ground Hog day. Chief Engineer Tom Atherstone and a technician, in Spokane on a buying trip on which they used the car of Manager Art Mosby, got a call from KGVO that two transformers had burned out and the station was off the air.

A Northwest Air Lines plane was due to leave Spokane in 40 minutes and Atherstone got the transformers on the plane but picked up two speeding tickets. In Missoula, Manager Mosby was getting fussy. Without a car, he borrowed a staff member's coupe and started for the transmitter. A highway patrolman arrested him for driving with last year's license tags.

About that time a business man called the sheriff's office and reported his car stolen. It was the car Mr. Mosby was driving.

The Missoula-bound plane was delayed and arrived 40 minutes late with the transformers. Finally KGVO got back on the air.

UNITED PRESS since Jan. 1 has added the following stations to those receiving its radio news services: WJLS, Beckley, W. Va.; KWJJ, Portland, Ore.; WTJS, Jackson, Tenn.; KGVO, Missolula, Mont.; CJGX, Yorkton, Sask.; WFBC, Greenville, S. C.; KTSW, Emporia, Kan.



PIQUED at listeners' doubts that he uses the sponsor's product, Maurie Condon, newscaster on WGAR, Cleveland, for Manhattan Soap Co. (Sweetheart soap), posed during his morning ablutions.

KOMA Sale Approved Without Hearing, First Of Hearst Cases Decided

APPROVAL without a hearing of the sale of KOMA, Oklahoma City, by Hearst Radio Inc. to KOMA Inc., a new corporation headed by J. T. Griffin, chief owner of KTUL, Tulsa, and prominent Oklahoma wholesale grocer, for $315,000, was voted Feb. 13 by the FCC. Chairman McNinch dissented and Commissioner Craven did not vote.

Entered into Oct. 20, the transaction is the first of seven involving sales of Hearst stations to be approved by the FCC. Transaction was completed by Mr. Griffin, W. C. Gillespie, general manager of KTUL, E. M. Stoer, Hearst comptroller, and Elliott Roosevelt, president of Hearst Radio. Mr. Gillespie will serve as general manager of both stations, which are CBS outlets. KOMA operates full time on 1480 kc. with 5,000 watts.

Other stations in the Hearst group under contract for sales but awaiting FCC approval are KEHE, Los Angeles; KTSA, San Antonio; WINS, New York; KNOW, Austin; WACO, Waco. The new owners, it is understood, plan to relocate KOMA and install new equipment costing $75,000.

Television and Films

PREPARING for the inauguration of regular television service this spring, NBC has approached a number of leading motion picture companies concerning a tieup which would make their productions available for experimental video broadcasting. Since no definite arrangements have been completed the subject is not being discussed publicly by those in charge of the network's visual programs, but it is understood that the movie people have shown considerable interest in learning to what extent their products are adaptable to this new medium of entertainment and that definite offers of cooperation will be made within the next few weeks. News reels, short subjects and at least one feature picture, *The Return of the Scarlet Pimpernel*, have been used by NBC in its previous experiments.

FCC QUESTIONNAIRE SENT TO STATIONS

AS OF Feb. 15, the FCC is distributing to all station licensees its new questionnaire covering 1938 operations, to be returned by March 15 [BROADCASTING, Feb. 1].

The forms must be filled out in compliance with the rules of practice and procedure adopted last fall, the balance sheets being a substitute for the requirement that such data be filed with renewals.

In addition, the forms request data on program breakdowns and employment for 1938, paralleling generally the type of material required for 1937, under Order No. 38 of last summer. The balance sheet calls for data as of the calendar year. Data on personnel will be for the week beginning Dec. 11, 1938, and on program service for the same week.

Principal changes from the 1937 report deal with earnings from sale of time and specific breakdowns on receipts from networks, whether national or regional, plus bulk sales.

Recordings to Paris

A FOUR-MONTH radio X-ray of the peoples, regions, industries, educational facilities, amusements and history of the United States, recorded by NBC for the French Government, has just been finished and on Feb. 11 the results—26 one-hour recordings—were shipped on the liner *Paris* to France. There the recordings will be played, one a week for 26 weeks, with accompanying talks.

The men who toured America in two automobiles with broadcasting and transcribing equipment were Henri Diamant-Berger, of the Administration des Postes, Telegraphs et Telephone of France, a French World War hero and formerly a movie director; J. Harrison Hartley, assistant NBC director, and Jack Holmes, NBC engineer.

FCC CHAIRMAN McNinch plans to leave Washington for a 10-day rest prior to hearings on the FCC Reorganization bill before the Senate Interstate Commerce Committee, tentatively set for March 1.

NBC and CBS Install Atlantic *Clipper* Radios

WHEN THE Pan American Airways' *Yankee Clipper No. 17* makes its maiden trans-Atlantic crossing early this spring, American listeners can follow its progress almost without interruption from American to Europe, merely by tuning to the nearest NBC or CBS station. Both networks are installing special shortwave transmitters within the air liner.

For the past month engineers Dan Whittemore of NBC and Clyde Hudson of CBS have been superintending the installation of their transmitters at the Boeing factory, Seattle, where the plane is being given its final trials. The flight is expected to be in March or April. Neither network has assigned an announcer to the flight nor determined the size and personnel of its crew, waiting until Pan American lets them know the space available.

☆ ☆ ☆ *Announcing*

FOOD-DRUG-COSMETIC REPORTS

Affiliated with Telecommunications Publishing Company, Incorporated

A Specialized Confidential Washington News Letter Devoted to Government Activity and Trends in the Food, Drug, Cosmetic and Related Fields.

VOL. 1, No. 1 of FOOD-DRUG-COSMETIC REPORTS has just been issued.

Designed for executives in the food, drug, cosmetic and related fields, advertising agency executives, radio station executives . . . FDC REPORTS gives a clear, concise, accurate, confidential news (and behind the news) analysis of the activities and trends of government regulation based on the all-important Wheeler-Lea and Food and Drug Acts.

Published in Washington, written and edited in lay language by expert reporters on the Washington scene, FDC REPORTS provides (1) summary of the news and regulatory trends in the four page letter, (2) detailed accounting of the past week's developments on supplementary mimeographed sheets. Formal hearings, conferences, decisions as they affect the food, drug, cosmetic and related field will be presented in detail, without bias or color.

If the Wheeler-Lea and Food and Drug Acts mean anything to you, you need FDC REPORTS.

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Please send sample copy of FDC REPORTS to:

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FIRM_____ TITLE_____

CITY_____ STATE_____



TESTING shortwave transmitter, KNEC, of KVI, Tacoma, before broadcasting an on-the-scene description of recent ski races at the Snoqualmie Ski Bowl are Jim Wallace, KVI chief engineer (right) and Tor Torland, announcer and also one of the Pacific Northwest's top skiers. The transmitter, fitted on a packboard, was carried by the pair as they skied from point to point to watch the races.

Radio-Film Critic Circle Organized in New York

ANNOUNCEMENT was recently made of the formation of a New York Radio Film Critics Circle which aims to promote higher standards in the relationship between films and radio with plans to make two awards, one to the best radio personality in films and the other to the screen personality judged to have done the best work in radio during 1938.

Membership in the Circle now includes a list of 12 film commentators from 12 New York stations, as follows: Mollie Steinberg, WMCA; M. H. Warrenbud, WLTH; Roger Wayne, WCNW; Bert Child, WBBC; Frank Daniels, WVFW; Radie Harris, WOR; Sam Taylor, WHN; David Lowe, WNEW; Mrs. J. F. Looram, WBNX; Gene King, WEVD; Martin Weldon, WINS, and Sidney Kaufman, WQXR, who has been named temporary chairman. Ward Jones of the Radio City Music Hall publicity staff is press representative. At meetings to be held later this month a more definite code of ethics will be set up.

New Quaker Oats Series

QUAKER OATS Co., Chicago (Farina), on Feb. 5 started *We the Wives Quiz* on WGN, Chicago CKLW, Detroit, WCAE, Pittsburgh and WHK, Cleveland, Sunday, 3-3:30 p. m. (CST). Show features Chuck Acree and Peggy Fuller with husbands pitted against wives in answering listeners' questions. Unique feature is the proposal contest during which four men practice proposal techniques on four girls from the studio audience. Benton & Bowles - Chicago, is agency.

LICHTIG & ENGLANDER and Sig Schlager Inc., Hollywood talent agencies, have combined and will operate under the latter firm name with offices at 8776 Sunset Blvd. Personnel is being increased and offices will be established in New York and abroad. Ben A. Englander heads the radio department, now being established.

Concluding Days of CBS Hearing

(*Continued from page 73*)

tion, also indicated in the exhibit as based on FCC standards, showed no signal received by 79,980,000 (65.14%) for the basic network; one by 42,572,000 (34.68%); and two by 223,000 (0.18%). For the 66 stations on the average night network no signal was received by 62,231,000 (50.69%); one by 59,955,000 (48.83%), and two by 589,000 (0.48%). For the 108 stations on the complete night network no signal was received by 56,099,000 (45.69%); one by 65,818,000 (53.61%); and two by 858,000 (0.70%).

Basic Network Service At Night Analyzed

A breakdown of secondary nighttime duplication, based on the FCC standard of 500 microvolts, 50% skywave, showed secondary service for the basic network reaching 65,087,000 or 53% of the population, including 39,346,000 in rural population; no service for 14,893,000 (12.1%), including 6,659,000 in rural population, and primary service reaching 42,795,000 (34.9%), including 7,815,000 rural. On this basis, for the complete night network of 108 stations, secondary service reached 55,517,000 (45.2%), including 38,644,000 rural; no service was available to 582,000 (0.5%), including 257,000 rural, and primary service reached 66,676,000 (54.3%), including 14,919,000 rural listeners.

In a similar breakdown for the basic night network based on a 750 microvolt standard, secondary service was computed to reach 57,331,000 (46.7%), including 34,795,000 rural; no service for 22,649,000 (18.4%), including 11,210,000 rural, and primary service reaching 42,795,000 (34.9%), including 7,815,000 rural. For the complete night network it was shown that secondary service would reach 51,340,000 (41.8%), including 35,779,000 rural; no service for 4,759,000 (3.9%), including 3,122,000 rural, and primary service reaching 66,676,000 (54.3%), including 14,919,000 rural.

Increased Benefits In Strength of Signals

A third breakdown, based on a 1,000 microvolt standard, showed secondary service for the basic night network reaching 20,926,000 (17.04%), including 13,170,000 rural; no service for 59,054,000 (48.10%), including 38,835,000 rural, and primary service reaching 42,795,000 (34.86%), including 7,815,000 rural. For the complete night network, secondary service was shown as reaching 26,047,000 (21.21%), including 18,867,000 rural; no service for 30,052,000 (24.48%), including 20,034,000 rural, and primary service reaching 66,676,000 (54.31%), including 14,919,000 rural.

Concluding his direct testimony early in the Feb. 1 session, after completing his explanation of the CBS exhibit, Mr. Lodge further clarified his findings under cross-examination by FCC Assistant General Counsel George B. Porter, assisted by Andrew D. Ring, FCC assistant chief engineer.

Mr. Porter questioned Mr. Lodge on his estimates of the increased benefits in signal strength and service accruing from technical improvements in the industry since 1928. Mr. Lodge further described the improvements and held to his previous estimates of their comparative worth to radio stations and the industry. Admitting that no great gain in the actual size of the service area for individual stations necessarily followed these improvements, Mr. Lodge declared that the service, through an improved signal, has improved, and an actual increase in size of the service area could follow.

Effects of Sunspots On Radio Signals

Discussing sunspot activity and its effect on radio broadcasting, Mr. Lodge pointed out that data on sunspot activity is available as far back as 1750. Average length of the sunspot cycle over the period is about 11 years, he said, although it may vary from 7 to 15 years, and no definite predictions can be made regarding the length of a current cycle.

Engineers have not yet discovered the exact mathematical correlation between sunspot activity and skywave propagation in the broadcast field, he explained, although it generally holds true that skywave transmission increases as sunspot activity decreases. Considering the apparent disparity between application of the FCC 500 microvolt standard in 1935 and now, he pointed out that in 1935, when the FCC survey was made, sunspot activity was only 46% of the average since 1750, while since then sunspot activity has increased greatly, with no compensating provisions made in the FCC standard.

Mr. Lodge agreed with Mr. Porter that the sunspot activity itself may become the compensating factor, since skywave propagation of background noise probably would vary in the same manner as the actual broadcast signal in relation to the sunspot activity.

He observed that the FCC, in determining engineering standards, might in addition to conducting field intensity surveys conduct a house-to-house canvass of radio listeners that would provide a picture of the number of acceptable signals actually available, and promulgate from this computation standards that would provide an adequate signal for secondary service for all listeners. He observed that since the standards are concerned with "listener service", they should be based on an analysis of actual service available to the listener as well as engineering measurements.

Asked by Mr. Porter if he had in mind any better standards, Mr. Lodge answered negatively, indicating that not sufficient information is available to suggest a substitute or modification.

Dr. Stanton Describes Set and Ownership Data

Dr. Frank N. Stanton, CBS research director, was recalled to the stand by Mr. Patrick to present statistical data prepared under his direction. Covering the bulk of the 20-odd exhibits in the series Feb. 2, he explained tabulations covering the number of U. S. radio families from 1927 to 1938, domestic radio set sales in units and dollar volume from 1922 to 1938, aggregate gross billings of NBC, MBS and CBS, a comparison of network and individual station revenues from time sales in 1935 and 1937 and other material available from industry records.

Station Payments Show A Big Increase

Basing his computations on 53 stations affiliated with CBS constantly from 1933 through 1937, Dr. Stanton said station payments by CBS had increased 376% during that period, from $774,288 in 1933 to $3,686,842 in 1937. Net time sales during the five-year period increased 190%, he said, from $2,977,295 in 1933 to $8,630,635 in 1937, while station payments jumped from 26% of net time sales in 1933 to 42.7% in 1937. He pointed out that the increase in station payments was partly due to an increase in gross billings, from $10,063,566 in 1933 to $28,722,118 in 1937, and also to the "acceleration clause" or sliding scale based on increased time sales of stations in the CBS station contracts.

The correlation between the concentration of radio families and location of stations in the United States is closer than that between the total number of families and location of stations, Dr. Stanton observed in discussing data covering population surveys. Although the total number of families and the number of radio families correlate closely by geographic areas, a negative correlation exists between the square-mile area and radio families classified according to geographic areas, he pointed out, adding that generally radio facilities follow density of population, both as to total families and radio families.

Multiple Ownership Of Sets Increasing

Breaking down urban and rural radio ownership by economic and population groups, based on the fall quarter of 1937, Dr. Stanton said that an average of 90.9% of the urban radio families, classified both as economic and population groups, owned radio sets, while an average of 69% of the rural radio families, classified according to income and as non-farm and farm groups, owned sets.

For the same period he said 22.4% of the urban radio families owned more than one home set, and 21.5% of this number owned an automobile radio, while 5.8% of the rural radio families owned more than one set, and 13.4% a car radio. He added that multiple ownership ranged from two to 40 sets in a single home, and that there is an increasing number of families owning from three to four receivers.

For the same period he cited figures on urban and rural radio set usage by various classifications. With 100% representing total radio families, he said 95.6% of the urban and 96.6% of the rural home sets were in usable working order. Illustrating "a consistently greater use of their sets by rural listeners", Dr. Stanton pointed out that 58.2% of the urban and 74% of rural radio families use their radio some time between 6 a. m. and 6 p. m.; 67.2% urban and 78.9% rural, some time after 6 p. m.; and 77.8% urban and 88% rural, some time between 6 a. m. and 12 midnight.

Referring to median hours of daily use by economic and population groups for both urban and rural radio families, which also demonstrated a greater use of sets by rural listeners, he pointed out that the number of use-hours among urban radio families rises on the median as income falls, while the converse holds true for rural radio families.

Average Daily Hours Of Listening Increases

The average number of daily hours of use per urban radio family has risen from 3.5 hours in 1934 to 3.9 hours in 1937, and from 3.6 to 4.7 hours for rural radio families, Dr. Stanton pointed out, citing figures of the CBS Market Research Division, the Joint Committee on Radio Research, and Starch-CBS Surveys of 1934 and 1937. The average daily family-hours of use for urban areas has risen from 54,234,250 in the fall of 1934 to 67,062,840 in 1937, an increase of 24%, and for rural areas, from 21,457,080 to 44,513,230, a jump of 107%, aggregating a 47% increase for the United States as a whole.

Breakdown of Sustaining And Commercial Programs

Dr. Stanton concluded his testimony Feb. 3, presenting additional analytical material on CBS service. Breaking down the average daily schedule for the average CBS station during the week of Jan. 8-14, he observed that out of an average broadcast day of 17 hours 11 minutes the station carried 9 hours 18 minutes of the 13 hours of CBS commercial and sustaining programs offered by the network, including 3 hours 8 minutes of commercial acceptances out of 3 hours 9 minutes of commercial programs offered, and 6 hours 10 minutes out of the 9 hours 51 minutes of sustaining offerings. For the week this amounted to 65 hours 16 minutes accepted out of a total of 90 hours 55 minutes of commercial and sustaining offerings, with commercial acceptances running almost 100%.

Analyzing the size of CBS daytime and evening networks in relation to talent expenditures, Dr. Stanton pointed out that although the average talent cost rose as the size of the network increased, the cost-per-thousand listeners remained about the same since the number of listeners increased along with the size of the network and talent cost. He cited seven programs carried on a daytime network of from 10 to 29 stations with an average talent cost of $1,570, eight programs on a 30-49 station network with an average talent cost of $1,780, and six programs on a 50-69 station network with talent cost of $3,040, along with two programs carried on an evening network of 10-29 stations with an average talent cost of $2,900; eight on 30-49, $4,190; 17 on 50-69, $5,310; five on 70-89, $9,900, and six on 90-95 U. S. CBS stations, $11,870.

Actual or potential physical coverage and local appeal, penetration of the market, are important factors in the choice of a station by an advertiser, Dr. Stanton said, with the first predominant but both necessarily considered as a combination.

Advantages to a station of network affiliation include advanced prestige through broadening the audience appeal, the service of a high-grade sustaining schedule, and increased revenue through more advantageous sale of time, he commented. The network benefits from a station affiliation through obtaining a local audience, greater revenue, and the opportunity of building up an audience through sustaining programs, he added.

Sees Disadvantages in FCC Net Restrictions

Restrictive regulations by the FCC against network affiliation "would impose an artificial control on the law of supply and demand", he declared. Free selection of stations to build up a specific network desired by an advertiser for a specific program would be interfered with, he said, adding that such regulations probably would "militate against" smaller stations, since the advertiser would tend to use the larger stations and would be forced to rely on distant rather than local coverage, which in turn would work against local dealer loyalty.

If the size of the network were diminished, quality of programs necessarily would drop, he commented, since the amount spent on talent could not be so great, the cost-per-listener would rise, size of audience would drop and the advertiser would revert to other media.

Cross-examined briefly by Mr. Porter, Dr. Stanton emphasized his observation that "there is bound to be a decline" in quality of programs if stations were barred from network affiliation. He pointed out that individual stations could not economically cover special events, such as those supplied through network sustaining programs, which, he declared, in many cases cost CBS an amount greater than the revenue of the individual station.

Local programs, resulting in generally greater local listener interest, could be originated by individual stations, he continued, "but this can only go so far", since an individual station could not produce programs with the "finesse" of a network working with centralized talent and facilities.

Contracts With Artists Outlined by Lowman

Recalled to the stand by Judge Burns, Lawrence W. Lowman, CBS vice-president in charge of operations and also vice-president and secretary of Columbia Artists Inc., briefly described the operation of the Artists organization. With about 110 artists now under its exclusive management, Columbia Artists Inc. manages radio artists alone, he explained, leaving management of concert artists to Columbia Concerts Corp. He estimated there were "eight or ten" other well-known management firms in New York, all of which were bigger than CAI, and that there were about 10,000 artists in the city who were actual or potential management clients.

Mr. Lowman outlined the provisions of the two types of contracts entered into with artists, one a simple management contract by CAI and another a contract for employment by CBS and management by CAI. He pointed out that the essential difference between the two was a provision in the latter for a stipulated weekly payment to the artist by CBS. Both contracts carried provisions for "sole and exclusive" management.

Questioned by Judge Burns, Mr. Lowman cited a one-week period in October, 1937, in which 2,508 artists appeared on CBS commercial programs, only 46 or 1.6% of whom were under CAI management.

Stating that CBS was the sole

TYPICAL AFFILIATE Of CBS Had Net Revenue Of $213,822

THE "typical" CBS affiliate had a total net revenue of $213,822.98 in 1937, according to the Feb. 3 testimony of Dr. Frank N. Stanton, CBS director of research, before the FCC Network Inquiry Committee. Though he did not name or identify the station when questioned by FCC Assistant General Counsel George B. Porter, Dr. Stanton said the particular affiliate closely approximated both the FCC's and CBS' average-income network station, from the viewpoint of the amount of station payments made to it.

From local times sales the "typical" station received a revenue of $40,703.91, including $34,863.54 for day time sales (before 6 p. m.) and $5,840.37 for night time sales (after 6 p. m.). From national non-network sales it took in $45,257.84, including $16,927.63 for the daytime hours and $28,330.21 for nighttime hours; from local spot sales, a total of $33,868.63, including $25,352.72 day and $8,515.91 night; from national spot sales, a total of $35,173.36, including $17,213.55 day and $17,959.81 night.

Its income from CBS time sales during the year amounted to $58,918.24, including $14,228.26 day and $44,590.26 night. Total daytime sales amounted to $108,585.70 and total nighttime sales to $105,236.56.



(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Listeners in 21 STATES AND ONE CANADIAN PROVINCE recently responded to a short offer broadcast once every morning for six mornings between 5:30 and 6 A.M.

•

How's that for FARM AUDIENCE and PLUS Coverage?

•

The same artists appear on KMBC's Saturday Night Show "Brush Creek Follies" Kansas City's biggest full-hour radio show available NOW at surprisingly low cost.

Write or wire

KMBC OF KANSAS CITY

The Program Building and Testing Station

FREE & PETERS, Inc., Nat'l Reps.

stockholder in Columbia Artists Inc., Mr. Lowman listed as directors William S. Paley, Edward Klauber, Lawrence W. Lowman, Mefford R. Runyon and Ralph F. Colin. Income of the organization comes solely from sale of artists, the service charge received from hotels for wire service and pick-ups for broadcasts of dance bands and orchestras, and contracts with band booking agents.

Presenting a profit and loss statement for the 52 weeks ending Jan. 1, 1938, Mr. Lowman said CAI made a profit of $82,671.23 and had a total income of $194,756.38, including $54,849.33 from contracts with band booking agents, $26,-316.78 from sale of wires, $67,-254.74 in commissions from artists on CBS engagements, $46,173.02 in commissions from artists on radio engagements other than CBS, from theatre bookings, recordings, etc., and negligible amounts in bad debts recovered and other income. Expense, totaling $97,935.87, including $62,718.17 for general and accounting salaries, $3,128.20 in legal salaries and expenses, and $32,089.50 in general and miscellaneous expenses, including rent and light. Net profit, before payment of Federal income taxes of $14,149.28 amounted to $96,820.51.

Operation of California Artist Subsidiary

A breakdown of the income and expenses of Columbia Management of California, which he said was formed in September 1937 to manage artists on the West Coast, showed for the year ending Sept. 3, 1938, a total income of $52,-301.45, expenses of $57,165.04, Federal income taxes of $1,843.88, and a net loss of $6,707.47.

Cross-examined by Mr. Porter, Mr. Lowman said that of the 10,-000 artists in New York, outside the 110 managed by CAI, he could not estimate the number managed by the "eight or ten" management firms, although he thought one managed about 1,200 artists and another from 800 to 900.

He explained income from sale of wires as the "nominal charge" paid CAI by hotels, covering wire charges and cost of pickup, which CAI, in its function as booking agent, pays for the CBS wires. He said hotels were anxious to arrange such broadcasts because they were "good publicity".

Judge Burns, after reading into the record an account of the CBS stock transactions of WCAU Broadcasting Co., recalled Dr. Stanton to the stand to explain the final series of exhibits offered by CBS.

An analysis of CBS commercial and sustaining program offerings for one full week each quarter from 1935 to 1938, covering 81 station-cities constant to CBS over the three-year period, indicated that the network offered an average of 279 quarter-hours of sustaining programs per week, that the stations accepted an average of 96 quarter-hours of commercial programs per week, which represented nearly 100% acceptance, and that an average of 375 quarter-hours per week, including sustaining programs offered and commercial programs accepted, was furnished the stations by CBS. Dr. Stanton characterized the exhibit, upon questioning as to its materiality by Mr. Porter, as "intended to show the extent to which the network has fulfilled its agreement to furnish program service".

Share of Affiliates Shown by Exhibits

Illustrating the division of CBS gross revenue, Dr. Stanton explained a chart indicating that with time discounts and agency commissions accounting for an average of 33.6% of gross sales, the affiliate's share grows as the network's share declines with the increased sale of time on the station. With an average of five station-hours sold per week, the station gets 11.4% and the network 55%, it was shown; with 10 hours sold, the station gets 18.8% and the network 47.6%; 15 hours, 22.3% and 44.1%; 20 hours, 24.6% and 41.8%; 25 hours, 26.0% and 40.4%; 30 hours, 27.0% and 39.4%, and 35 hours, 27.7% and 38.7%.

Analyzing mail response to CBS programs, Dr. Stanton said that in 1938 the network received 405,679 responses to sustaining programs and 3,120,451 to commercial features, a total mail of 3,526,130 pieces. Of this he said about 25% was "comments", either appreciative, constructive or adverse. Observing that negative comes quicker than appreciative criticism, he said that of the comments on commercial programs, 66% were appreciative, 18% constructive, but expressing no definite like or dislike for the program, and 13% adverse, while of those on sustaining programs, 78% were appreciative, 19% constructive, and only 2% adverse.

Commissioner Walker questioned Dr. Stanton on a recent CBS press release concerning a poll of nearly 50,000 New York school children, ranging from 6 to 16 years of age, which showed *Gangbusters* as their favorite program. He asked if, contrary to previous testimony, this was not a children's program, since it apparently held such high favor with juveniles. Judge Burns explained that for classification purposes, programs were classified as "children's programs" only if they were directed primarily at children and agreed that children might listen to programs not directed primarily at them.

In concluding CBS' presentation, Judge Burns presented a series of exhibits outlining stockholdings in the corporation which had been requested by Mr. Porter, and expressed thanks to the Commission and commission counsel for "cooperative and courteous treatment".

WCKY All Ready For Flood Service

ALL READY for action, WCKY's studio and engineering staffs breathed sighs of relief when the Ohio River began falling after reaching a crest of 58.28 feet at Cincinnati, where a 65-foot stage causes major damage in the Cincinnati area. The 80-foot crest of 1937 broke all records.

With memories of 1937 emergency conditions when WCKY broadcast by grace of a Diesel plant, the staff had prepared against every contingency. As the river approached and passed the 52-foot flood mark, WCKY took every possible step to inform listeners of true conditions and guard against alarmist reports. Through its broadcast line in the U. S. Weather Bureau, in the new postoffice building, WCKY reports, it went on the air at regular intervals daily with the official forecast and latest revised estimates of the probable crest. It is the only broadcast line in the Cincinnati bureau.

The line proved its worth Feb. 7 as the flood approached its crest and a wild rumor spread that a cloudburst above Cincinnati was likely to cause a swift rise.

The Weather Bureau at once went on the air over WCKY and scotched the false report, emphasizing there was no cloudburst and no likelihood of a stage above 59 feet. Mendel Jones, WCKY program director, arranged with disaster committees to broadcast official bulletins. It was agreed that no bulletin should be put on the air unless cleared through the Red Cross. In the case of telephoned bulletins, a code sentence was used to preface the call to avoid fakes.

WEW Picks AFRA

NATIONAL LABOR Relations Board on Feb. 3 certified the St. Louis local of American Federation of Radio Actors as sole collective bargaining agent for the staff artists of WEW, St. Louis, following an election held Jan. 6. Results were four to two for AFRA.

WKRC Flood Plans

IN PREPARING for possible repetition of the 1937 Ohio River floods at Cincinnati, WKRC, CBS owned outlet, ordered shortwave equipment from CBS, New York, headquarters. Though the flood did not reach anticipated proportions, a WKRC crew used the equipment to interview those whose homes had been flooded at the water's edge. Lee Bland, chief announcer, and WKRC engineers handled the broadcasts.

Crosley Stations Form Flood Plan

Would Become Red Cross Unit In Case of Disaster

IF A major flood, cyclone or other disaster affects Cincinnati in the future, WLW, WSAI and short-wave W8NXU will become an integral agency of Red Cross relief and will be able to continue broadcasting even if studios are destroyed, according to the plans of a Permanent Disaster Organization approved Feb. 8 by James D. Shouse, Crosley vice-president.

The plan, which on less than one hour's notice would turn the three stations' personnel into an emergency organization at the service of the Midwest, was conceived as the recent flood threatened Cincinnati. It would go into operation simultaneously with the Red Cross Disaster Council.

In the recent minor flood, W8XNU, Crosley high-frequency outlet, was designated by the Red Cross as the official channel for clearing routine emergency dispatches, to keep "scare" elements off the air and avoid hysteria.

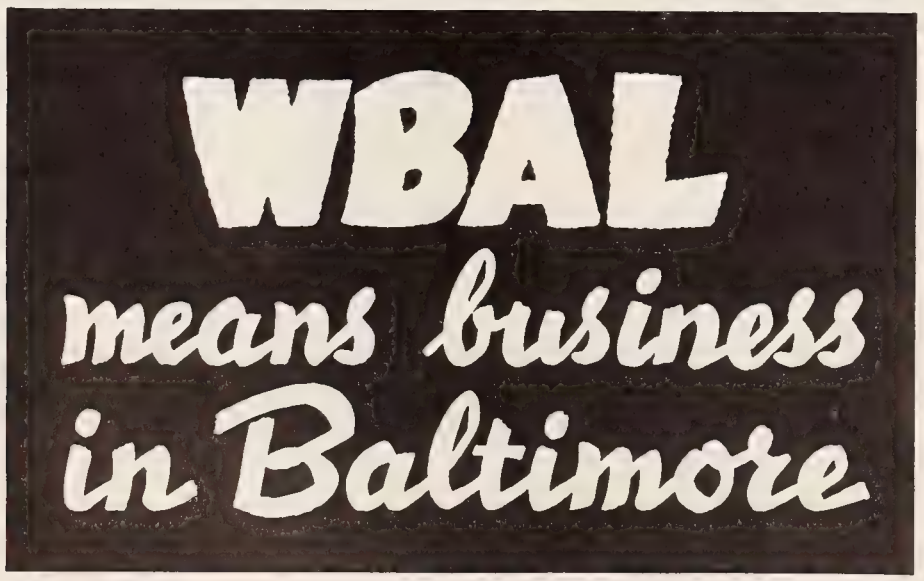
Shouse in Charge

Should a major emergency arise, all members of the Crosley staff would report for duty at once, with the principal departments going on 12-hour shifts under a chief or alternate chief. The relationship of WLW and WSAI to the Red Cross will be effected through a liaison staff consisting of Joseph Ries, WLW educational director, and Herbert Flaig, special events director. Powel Crosley III, son of the president, would direct the distribution of receiving sets, equipped to pick up the W8NXU emergency broadcasts, to all relief stations throughout the area.

Activities from WLW during a crisis will be directed by Mr. Shouse, with Jerry Branch, his technical assistant, in charge during the 12-hour alternate period. Dewey Long, general manager, will supervise the WSAI set-up, alternating with Clair Shadwell, program director.

Elaborate precautions have been made to keep WLW on the air if its studios should be destroyed. First step would be the selection of a temporary broadcasting site by Mr. Shouse and R. J. Rockwell, technical supervisor, and the setting up of emergency equipment.

During the 1937 flood, certain communities were unable to communicate with the outside world as rising waters virtually isolated them. In case of future isolation, the WLW mobile unit will be dispatched to any such community if access is possible.



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News

is your best bet

TRANSRADIO

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CBS-WORLD DISCUSS ACQUISITION PLANS

ACQUISITION of World Broadcasting System by CBS is again being discussed by officials of the two companies, although to date the conferences cannot properly be identified as negotiations. The subject was thoroughly gone into some months ago, but was dropped when CBS began the negotiations that resulted in its purchase of American Record Corp. and its subsidiary recording companies.

Resumption of the discussions is said to be due more to a desire on the part of CBS to take over the physical World plant, the studios at 711 Fifth Ave., New York, which were formerly the NBC headquarters, and the modern equipment for use by American Record, than to the network's wish to actively engage in the transcription business.

Since taking over the American Record properties, the network has evinced little interest in the transcription end of the business and has not yet made an official decision as to whether this part of the operations would be continued. Girard Ellis, for several years in charge of the Columbia Transcription Service in Chicago, has recently resigned to join the Chicago sales staff of World.

McNinch Airs FCC

(*Continued from page 13*)

function would be to carry on current research into the social and economic phases of the industries and keep the Commission informed on latest information so the industry would not know a great deal more than the Government.

"In the broadcasting field," he added, "there is no problem of regulating rates, but the concern of the commission in this field is, and should be, primarily the interests of the listening public. This new department would invite listener responses to radio programs, getting not only complaints, such as are now received, and getting them perhaps in larger volume, but developing also comments from listeners upon program features which they enjoy and endorse.

"Thus would the Commission establish, for the first time, a close contact with the radio listeners and the users of telephone and telegraph, putting itself in a far better position to perform its important functions more intelligently. The compilation and analysis of these listener comments, from whatever source received and whatever their character, should be made public from time to time. Their publication alone would, as to the quality and kind of service rendered, be a most powerful guide and corrective.

"I believe this reorganization measure, if enacted by the Congress, will make the greatest advance we have yet made in the regulation of the broadcasting, telephone and telegraph industries".

WGBR are the call letters assigned by the FCC for the new station recently authorized in Goldsboro, N. C. [BROADCASTING, Feb. 1].

Wheeler Seeks Action

(*Continued from page 13*)

cohesion and morale. It is very likely to be an aggregation of individualists, each working too much his own way and to his own ends, with too little common purpose of serving the public interest.

"In the Communications Commission such conditions have been aggravated because the Commission for years has been plagued by politics—not simply party politics but the politics of big business too. The best way to eliminate politics is to center responsibility, carefully defined and appropriately limited, in a small group, where it cannot be dodged or divided. That way I think we can get results."

Proposals for smaller Commissions are contrary to previous Congressional action. The Interstate Commerce Commission, for example, has 11 members and the President has suggested it be increased to 16. The Power Commission, of which Mr. McNinch is former chairman, has five, the Trade Commission five, and the Tariff Commission six.

Senator White, in commenting on the Wheeler bill Feb. 8 said the proposal "is putting the cart before the horse. I have always insisted that the whole subject should be studied. I believe the study should precede legislation and not follow it.

"There is not anything right about this bill. It is terrible and I will oppose it."

White May Have One

Asked if he was considering offering a bill, the Maine Senator replied:

"Since Senator Wheeler has introduced a bill I may introduce one." It was learned that Senator White has drafted a measure which he intends to revise before introduction. He has not revealed any details of his proposal, though it is expected to call for seven or possibly more commissioners.

In the House, Chairman Lea said he had on his desk a rough draft of a bill similar to that introduced by Senator Wheeler. "However, I can not say that it will be like Senator Wheeler's when I introduce it," he asserted.

"I do not contemplate introduction of this bill until we have finished with railroad reorganization. You can say that the present plan is to let the Senate work over FCC reorganization while the House works on the railroad bill. When both are completed the House bill, of course, will go to the Senate committee and the Senate's FCC measure will come to the House committee. This is only tentative, however, and may be changed by developments in consideration of either measure."

The FCC reorganization bill has overshadowed all other discussion of legislation affecting broadcasting. A number of bills in which the industry has an interest are pending but all await committee action.

Rep. Wigglesworth (R-Mass.) let go another blast in the House Feb. 6 against the FCC as well as the proposal to establish a three-man Commission, which at the time had not been announced although speculative stories had predicted such a bill.



BIGWIGS at the 15th NAB district meeting in San Francisco recently, at which NAB President Neville Miller was principal speaker, are here powwowing during proceedings: (l to r) Lloyd E. Yoder, general manager of the NBC stations, KPO and KGO, San Francisco; H. D. Connick, managing director of the Golden Gate International Exposition; Mr. Miller and Ralph R. Brunton, director of the Northern California District of NAB, who presided at the meetings of the 15th district.

Mr. Wigglesworth referred to the December issue of *Nation's Business* carrying a statement that Thomas Corcoran, close adviser of the President, was writing a new FCC act. This was denied by Mr. McNinch.

In his speech to the House during consideration of the Independents Offices Appropriation bill, Mr. Wigglesworth no doubt sounded what will be the keynote of the Republican attack on the Wheeler bill when he said:

McNinch, White Confer

"As the record stands in conjunction with the pending proposal for a three-man commission, it has every appearance of an attempt to abolish the Commission as we have known it and to substitute a more centralized administration, possibly in the hope of avoiding an investigation. It looks also very much like an attempt to make this quasi-judicial agency subservient to the executive branch of the government in line with the general proposal in the original (Government) reorganization which excited such condemnation from those directly concerned."

Chairman McNinch and Senator White held a three-hour conference with Senate Wheeler in his office on Feb. 3. Emerging from the conference, Mr. McNinch said:

"We had a round table discussion looking toward a meeting of minds."

The chairman said the conference resulted in discussion of Commission reorganization legislation, and added, "but we talked some about policy."

Meeting newspapermen after the conference, Senator Wheeler denied the report that he or Mr. McNinch were considering a one-man administrator for communications.

"I would not want to give any one man that much power," he declared, adding that Mr. McNinch had never suggested a communications administrator.

"The three of us," the Senator stated, "discussed generally fundamental changes in the radio law. I haven't any deep-seated convictions on the subject but I agree with Senator White that a study should be made by our committee in order to have Congress lay down the policies the Commission should follow."

Mr. Wheeler said he had asked Senator White to work out a plan for such a study.

"There are a great many questions the Commission feels it does not have the power to decide," he added, naming responsibility of stations for libel, censorship, newspaper ownership and superpower.

"Senator White and I feel the whole field should be reviewed because radio has developed so fast since the last law was enacted. When we passed the law, we did not know anything about the problems of radio and just dumped them in the lap of the Commission. Now we feel there should be a general study of the whole radio field so Congress may fix the policies which will guide the Commission."

Both Senator Wheeler and Mr. McNinch pointed out that the discussion with Senator White revolved around policies and not administrative reorganization.

In his talk with newspapermen Senator Wheeler outlined the type bill he would introduce and said Mr. McNinch had been requested to present a rough draft.

Gets Rid of Commissioners

Asked if the purpose of the reorganization bill was to get rid of some of the present commissioners, rather than promote efficiency, Mr. Wheeler said it was not, but with a smile added, "If that was the main purpose it would be worth it."

The Senator stated his views, which he later incorporated in his statement, that three competent and high grade men could do the job better than a larger Commission because there was less apt to be friction and bickering. "Of course efficiency of any "Commission to a large extent depends on personnel. If we are going to put political hacks on them no Commission will work," he said.

"Do you think three men could handle all the three industries involved?" Senator Wheeler was asked.

"Certainly, if they are competent men," he replied. He indicated that he thought the chairman of a Commission should have power to parcel out work and run the Commission something like the Chief Justice runs the Supreme Court.

KVOA Holds Ceremony On Affiliation With NBC

KVOA, Tuscon, recently acquired by the Arizona Publishing Co. which also operates KTAR, Phoenix, joined NBC Feb. 5 as its 168th outlet in a dedication ceremony broadcast over a nationwide network. It also marked the beginning of service between the two Arizona stations permitting interchange of local and commercial programs.

Simultaneously, stockholders of Arizona Broadcasting Co., which operates KVOA, elected R. B. (Bud) Thomas, for more than a year general manager of the station, as its president.

Among those who participated in the dedication, which included programs originated in New York, Washington and Tuscon, were Senators Ashurst and Hayden, and Rep. Murdock, comprising the State's Congressional delegation; NBC President Lohr and Vice-President Gilman, and State officials headed by Gov. R. T. Jones.

Late Personal and News Notes

C. B. LOCKE, technical supervisor of KGKO, Fort Worth, on Feb. 15 becomes general manager of KFDM, Beaumont, Tex., which recently began operation under new management. The announcement was made by Darrold A. Kahn, secretary-treasurer and head of the company, who will divide his time between Beaumont and other business interests in Wichita Falls. Mr. Kahn announced also that Mrs. Faye MacCarthy, former traffic manager of KGKO, will take over similar duties with KFDM.

S. N. STROTZ, acting manager of NBC Central Division, Chicago, returned Feb. 11 from a business trip to New York, and will depart for Los Angeles on a business trip Feb. 16.

GEORGE B. PORTER, FCC assistant general counsel, left Washington Feb. 9 for New Orleans and Atlanta to participate in the taking of depositions in connection with KLCN, Blytheville, Ark. He was expected to return by Feb. 19.

BEN MORRIS, new announcer of WKY, Oklahoma City, was male winner of the recent RKO movie talent quest on KOMA, Oklahoma City.

SAM FULLER, formerly of the production department of WLW, Cincinnati, has been named to the production department of H. W. Kastor & Sons Inc., Chicago. He will produce the Tums' *Vocal Varieties* show in Cincinnati. Bob Jennings, radio director of Kastor, has returned following a two-week trip to Hollywood to confer with Irene Rich and Jimmy Fidler on the Welsh Grape Juice and Drene accounts.

JOHN BEESTON, formerly of KGHO, Iowa police radio station in Des Moines, has joined the engineering staff of WHO, Des Moines.

THOMAS RILEY, NBC production man, on Feb. 15 is transferred to the network's television production department.

R. T. DEVANY and Mark Forgette, formerly of WMFG, Hibbing, Minn., and Jim Hill, of J. Walter Thompson Co., Chicago, will work on baseball broadcasts for General Mills.

EMLYN OWEN, program director of WTAQ, Green Bay, Wis., is the parent of a baby boy born Feb. 5.

C. J. OLLENDORF, former vice-president of George H. Hartman Co., Chicago, has opened his own agency at 228 N. La Salle St., that city; telephone, State 7392. Among the accounts of C. J. Ollendorf Advertising, is Chicago Electric Merchandising Co. (electric household items).

LINDSEY ALLEY has been appointed manager of WHIS, Bluefield, W. Va., succeeding Charles H. (Pat) Murphey, resigned.

EDWARD D. CLERY has been named manager of WIBG, Glenside, Pa., with Rupe Werling, formerly of WTNJ, Trenton, N. J., as production manager. George Cahan, formerly of WCAU, and Jim McCann, of WTEL, Philadelphia, also have joined the WIBG announcing staff.

A. LESLIE GARSIDE has been appointed manager of CJGX, Yorkton, Sask. and will headquarter at the station's Winnipeg studios, 171 McDermot Ave. Dawson Richardson recently purchased CJGX.

BERTRAM LEBHAR Jr., director of sales for WMCA, New York, on Feb. 8 became the father of a baby girl, his fourth child.

HUGO SCHREIBNER Inc., Los Angeles agency, has moved to 111 W. Seventh Street. Firm has also added Edwin D. Klein as account executive. Mr. Klein formerly operated his own New York publicity service.

THOMAS M. GLUYAS, until recently with the television research division of Philco Radio & Television Corp., has been named chief television engineer of Midland Television Inc., Kansas City. He succeeds J. R. Duncan, who has joined Crosley Radio Corp. as chief television engineer.

KING LEAR, formerly of WMCA, New York, has joined the announcing staff of WAAF, Chicago. Brad Williams, formerly of WTMJ, Milwaukee, has also joined the WAAF announcing staff.

RODGER L. MUELLER, formerly of WTAQ, Green Bay, Wis., and more recently of WOMT, Manitowoc, Wis., has joined the announcing staff of WGN, Chicago.

LESTER HARLOW, chief engineer of KBIX, Muskogee, Okla., and Mrs. Harlow are the parents of a daughter, Wilma Diane, born Feb. 6.

JULIAN BISHOP, transmitter engineer of KFRO, Longview, recently married Margaret Ferguson of Tyler.

DAVID ROSKIND, who formerly operated his own advertising agency in New York and has been with George W. Doyne in Nashville and John Ring Jr. in St. Louis, has joined the sales staff of WMPS, Memphis.

RUSSELL NEFF, formerly of WXYZ, Detroit, has joined Knox Reeves Adv. Agency, Minneapolis, as assistant to Radio Director Lloyd Griffin.

LEROY SMITH, continuity editor of KMBC, Kansas City, has taken a leave of absence to free lance in the radio program field.

HIRAM HIGSBY, billed as "radio's original rube", recently celebrated his tenth year in radio during the *Brush Creek Follies show* of KMBC, Kansas City, at the local Ivanhoe Temple.

Full Text of Wheeler Bill [S. 1268] To Reorganize FCC . . .

Sec. 1. That for the purpose of this Act, unless the context otherwise requires—

(a) "Commission" means Federal Communications and Radio Commission created by Sec. 2 of this Act;

(b) "Board" means the Board of the Commission;

(c) "Chairman" means the Chairman of the Board.

Sec. 2. There is hereby created an agency to be known as the Federal Communications and Radio Commission which shall be administered by a Board composed of three members. All jurisdiction, powers, duties, and functions of the Federal Communications Commission under the Communications Act of 1934, as amended, are hereby imposed upon and vested in the Commission. The provisions of the Communications Act, 1934, as herein amended, shall, until further action by the Congress, continue in full force and effect, and shall apply to the Commission and to members of the Board to the same extent as said Act is now applicable to the FCC and to members thereof. The Commission shall have an official seal which shall be judicially noticed.

Sec. 3. The members of the Board shall be appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as Chairman, who shall be the principal executive officer of the Commission. The members of the Board first appointed shall continue in office for terms of two, four and six years respectively from Dec. 31 next following the date of their appointment, the term of each to be designed by the President, but their successors shall be appointed for terms of six years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the member whom he succeeds.

The members of the Board shall receive a salary at the rate of $10,000 per annum. Two members of the Board shall constitute a quorum. Not more than two members of the Board shall be of the same political party. The Board shall have power to perform any and all acts, to prescribe, issue, make, amend, and rescind such orders, rules and regulations and to hold such hearings as it may find necessary or appropriate to carry out the provisions of this Act.

The Board is hereby authorized by its order to assign or refer any portion of its work, business or functions to an individual member of the Board or to an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order, at any time to amend, modify, supplement, or rescind any such assignment or reference: Provided, however, that this authority shall not apply to the making of final decisions in contested proceedings involving the taking of testimony at public hearing.

Sec. 4. Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Board may appoint and prescribe the duties and fix the salaries of an administrative assistant for broadcasting, an administrative assistant for communications carriers, an administrative assistant for international radio and communications, a secretary of the Commission, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants, a general counsel and not more than three assistants, a director of research and information and not more than two assistants, and, subject to the Classification Act of 1923, as amended, such attorneys as are necessary in the execution of the functions of the Commission; (a) each Commissioner may appoint and prescribe the duties of an assistant at an annual salary not to exceed $5,000, and a secretary at an annual salary not to exceed $3,000. The three administrative assistants, the general counsel, the chief engineer and the chief accountant shall each receive an annual salary not to exceed $9,000; the secretary of the Commission shall receive an annual salary not to exceed $7,500, and the director of research and information shall receive an annual salary of not to to exceed $8,000.

The assistants to the chief engineer, chief accountant and general counsel shall each receive an annual salary not in excess of $7,500 and the assistants to the director of research and information shall not receive an annual salary in excess of $6,000 each. Subject to the civil-service laws and the Classification Act of 1923, as amended, the Board may appoint such other officers, engineers, accountants, inspectors and other employees as are necessary in the execution of the functions of the Commission.

Sec. 5. The Administrative Assistant for Broadcasting, under the administrative supervision of the Chairman, shall be responsible for the efficient and expeditious handling and presentation to the Board of all matters relating to or connected with broadcasting (except international broadcasting).

Sec. 6. The Administrative Assistant for Communications Carriers, under the administrative supervision of the Chairman, shall be responsible for the efficient and expeditious handling and presentation to the Board of all matters relating to or connected with record communications by wire, radio or cable and all forms and classes of fixed and mobile radio telegraph service (other than international record communications) and all matters relating to or connected with telephone communications (other than broadcasting) by wire, radio or cable including all forms of fixed and mobile radio, telephone service, (other than international telephone communications).

Sec. 7. The Administrative Assistant for International Radio and Communications, under the administrative supervision of the Chairman, shall be responsible for the efficient and expeditious handling and presentation to the Board of all matters relating to or connected with international radio and international communications.

Sec. 8. (a) All officers and employes of the FCC (except the members thereof, whose offices are hereby abolished) are hereby transferred to the Commission, without change in classification or compensation for a period of sixty (60) days or for such longer period, not to exceed four months, in a temporary status as may be deemed necessary by the Board, subject to appropriate adjustment of classification or compensation to conform to the duties to which they may be assigned. All such officers and employes shall be eligible and shall have a preference for appointment in a permanent status to any position for which, in the opinion of the Board they are qualified.

(b) There are hereby transferred to the jurisdiction and control of the Commission all records and property (including office furniture and equipment, and including monitoring radio stations) under the jurisdiction of the Federal Communications Commission.

(c) All appropriations and unexpended balances of appropriations available for expenditure by the FCC shall be available for expenditure by the Commission for any and all authorized objects of expenditure in the discretion of the Board, without regard to the requirement of apportionment under the Anti-deficiency Act of Feb. 27, 1906. To the extent that it may be practicable to do so, the Board shall allocate a portion of its available funds for expenditure exclusively in the performance of functions relating to broadcasting and communications carriers, respectively, and shall make its expenditures in the performance of such functions in accordance with such allocations: *Provided*, That, if the Board at any time determines that any such allocation is in excess of the amount necessary for the performance of the functions for which such allocation was made, such excess may be used in the discretion of the Board for the performance of some other function.

Sec. 9. (a) All orders, determinations, rules, regulations, permits, contracts, licenses and privileges which have been issued, made or granted by the FCC under any provision of law, repealed or amended by this Act or in the exercise of duties, powers or functions, transferred to the Commission by this Act, and which are in effect at the time this Act takes effect, shall continue in effect until modified, terminated, superseded or repealed by the Commission or by operation of law.

(b) Any proceeding, hearing or investigation commenced or pending before the FCC on the effective date of this Act shall be continued by the Commission in the same manner as though originally commenced by the Commission.

(c) All records transferred to the Commission under this Act shall be available for use by the Commission to the same extent as if such records were original records of the Commission.

(d) The provisions of this Act shall not affect suits commenced prior to the effective date of this Act and all such suits shall be continued, proceedings therein had, appeals therein taken and judgments therein rendered in the same manner and with the same effect as if this Act had not been passed. No suit, action or other proceeding lawfully commenced by or against the FCC or any member, officer or employe thereof, in relation to the discharge of official duties, shall abate by reason of any transfer of authority, power and duties from the FCC or from such member, officer or employe to the Commission under the provisions of this Act, but the Court, upon the motion or supplemental petition, filed at any time within twelve (12) months after such transfer, showing the necessity for a survival of such suit, action or other proceeding to obtain a settlement of the question involved, may allow the same to be maintained by or against the Commission.

(e) The proceedings to enforce or set aside orders of the Commission and appeals from orders of the Commission shall be in the same manner and in the same courts as provided in the Communications Act of 1934, as amended, for enforcing or setting aside orders of FCC and for appeals from such orders.

Sec. 10. Subdivisions (a), (c), (d), (f), (h), (i), and (n) of Sec. 4, and Sec. 5 of the Communications Act of 1934, as amended, are hereby repealed.

Sec. 11. This Act shall take effect as soon as the members of the Board shall have taken office.

H. Marshall Allen

H. MARSHALL ALLEN, account executive of J. Walter Thompson Co., Chicago, died Feb. 9 of pneumonia in Henrotin Hospital. Mr. Allen, 50, was an executive on the Kellogg account and was well-known to Chicago radio men. A native of Seattle, Mr. Allen joined J. Walter Thompson Co. in 1936. He is survived by his widow and parents.

Engineers Taking Columbus Course

LATEST developments in radio engineering, including strides made by television and facsimile, constitute the primary interest at the Second Annual Engineering Conference of Ohio State University, Columbus, Feb. 6-17.

First week was devoted largely to topics centering around the transmitter with the second week given over to studio and visual problems. One of the highlights was a panel discussion on standards of good engineering practice led by Andrew D. Ring, assistant FCC chief engineer in charge of broadcasting.

Other lecturers and their subjects, include:

Stuart L. Bailey, Washington consulting radio engineer, "Standards of Good Engineering Practice"; Howard A. Chinn, CBS, "Functional Design and Measurement of Broadcasting Studio Facilities"; Dudley E. Foster, RCA License Laboratory, "Receiver Characteristics Having Special Broadcast System Significance"; Robert M. Morris, NBC, "The Development of the Proposed Standard Volume Indicator"; John F. Morrison, Bell Laboratories, "Practical Aspects of Radiating Systems and Transmission Lines"; Arthur VanDyck, RCA License Laboratory, "The Receiver as Part of the Broadcast System"; all from New York.

Loren F. Jones, RCA Mfg. Co., "Television on Transmission"; Charles J. Young, RCA Mfg. Co., "Facsimile"; Vladimir K. Zworykin, RCA Mfg. Co., "Electron Optics", all from Camden, N. J. John H. DeWitt, Jr., WSM, Nashville, "Standards of Good Engineering Practice".

Dr. W. L. Everitt, Ohio State, "Electromagnetic Waves"; Professor E. M. Boone, Ohio State, "High Power Rectifiers"; Donald B. Sinclair, General Radio Co., Cambridge, "Measurements on Broadcast Antennas", and Edwin E. Spitzer, RCA Mfg. Co., "Transmitting Tubes".

Latin Good-Will Series Is Inaugurated by NBC

ON LINCOLN'S Birthday, Feb. 12, NBC launched a new series of "good will" programs, recorded in Spanish and Portuguese by NBC for broadcasting to Central and South America on the shortwave stations W3XAL, W3XL, W2XAD and W8XK. Beginning with a program recorded from the porch of Lincoln's home in Springfield, Ill., where Lincoln received word of his election as President, the series takes Latin American listeners to a wide variety of typically United States scenes, showing them how their northern neighbors live.

Recordings, each a 15-minute program, were made by Arthur S. Deter and John Alfred Barrett of NBC's international division, J. Harrison Hartley, assistant director of NBC's special events division, and Jack Holmes, recording expert. Primary purpose of the radio tour of the U. S., according to Frank E. Mason, NBC vice-president in charge of the international division, is to give a true picture of the United States.

The AFRA Code

(*Continued from page 15*)

guarantee carries a 10% discount. On half-hour shows, rate for all rehearsals over four hours per performance drops to $3 per hour, with the same provision for hour shows after the sixth hour of rehearsal. Auditions carry half the broadcast fee, with rehearsals at the rates specified for regular broadcasts.

Off-the-line recordings, for use only by the original sponsor or his affiliated companies, may be made without extra charge if they are not broadcast on a network or on a major station of NBC, CBS or MBS in New York, Chicago, San Francisco, Hollywood or Los Angeles, the latter restriction not to apply if the record is used on a station unavailable at the time of the live broadcast and the sponsor billed for network operation only. Otherwise an off-the-line recording shall carry a fee not less than a rebroadcast fee, unless the talent has already been paid for rebroadcast.

Dramatized commercials carry minimum fees of $15 if on a quarter-hour show, with a $7.50 rebroadcast fee; $20 and $10 for a half-hour program and $25 and $12.50 for an hour program. These rates include a 15-minute rehearsal prior to the dress rehearsal.

Singers in a group of nine or more voices will be paid not less than $14 for a quarter-hour show, with $7 for the rebroadcast; for half-hour programs, $16 and $8; 45 minutes, $18 and $9; 60 minutes, $20 and $10. For members of groups of five to eight voices, minimum rates for 15 minutes are $24 with $8 for the rebroadcast; 30 minutes, $28 and $10; 45 minutes, $32 and $12; 60 minutes, $36 and $14. Rehearsals for these two classes are $4 the first hour and $1 each succeeding quarter-hour.

Additional Provisions

In groups of two to four voices, each member gets $30 for 15 minutes and $10 for rebroadcast; 30 minutes, $35 and $12; 45 minutes, $40 and $14; 60 minutes, $45 and $16. Rehearsals at $5 the first hour, $1.25 each succeeding quarter-hour. Soloists are paid $40 for 15 minutes, with $15 for the rebroadcast; 30 minutes, $50 and $17.50; 45 minutes, $60 and $20; 60 minutes, $70 and $22.50. Rehearsals at $6 the first hour and $1.50 each succeeding quarter-hour. Auditions at one-half both broadcast and rehearsal fees for all time required.

Guaranteed 13-week employment for singers carries 10% discounts from basic scale. Signature numbers are scaled at $15, with rebroadcast at $7.50, dress rehearsal included.

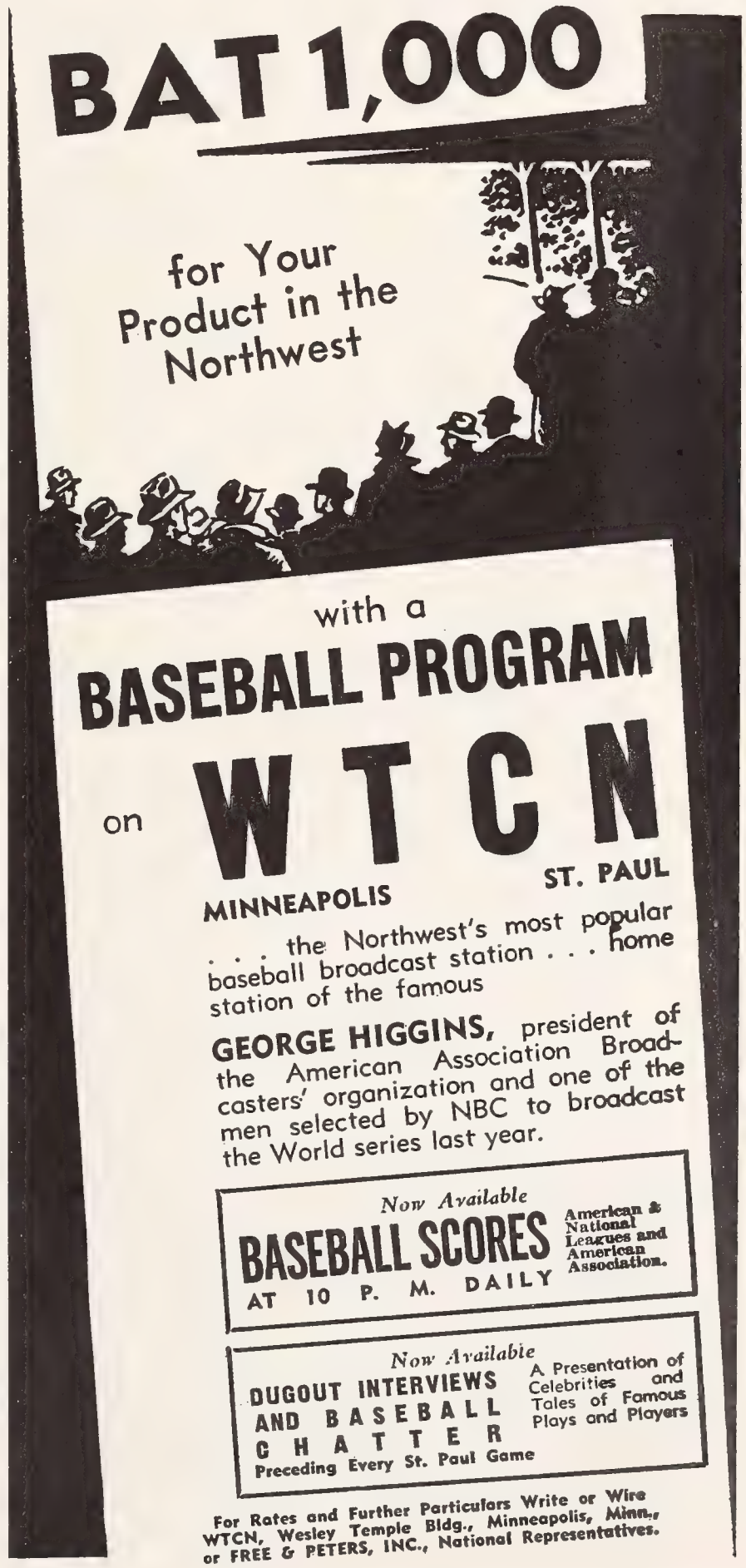
Minimum scale for announcers on 15-minute programs is $15, with a $10 rebroadcast fee; 30 minutes, $25 and $12.50; 60 minutes, $35 and $17.50. Rehearsals are $6 the first hour and $3 each extra half-hour. Contracts for 13 weeks for five quarter-hour broadcasts weekly carry weekly minimum wages of $75, with $37.50 for rebroadcasts. For six shows weekly the minima are $85 and $42.50. Daily rehearsals of 45 minutes are included in these weekly rates. Network cut-in commercial announcements are scaled at $10 each. Auditions are one-half the broadcast fee, with rehearsals at regular rates.

Special provisions for announcers include a fee of $50 for five prior recordings of a five-a-week program. The 45-minute daily rehearsal may be computed at 225 minutes weekly and used as producer wishes within the five days. Such rehearsal time may be used for prior recordings, with announcer agreeing to allow a 15-minute rehearsal for each live broadcast. Fee for news reporters on five-minute local news broadcasts, with not less than two a day, is $5 per broadcast. Supporting announcer's fee is $4 per show.

Fees for Doubling

Signature voices on dramatic shows shall be paid minimum scale of $50 for five programs weekly and $12.50 for rebroadcasts; $10 for a single show and $2.50 for the rebroadcast, with 15-minute rehearsal included. Fee for prior recordings on quarter-hour programs is $10, plus $6 for first hour of rehearsal and $3 for each succeeding half-hour. Extras and supernumeraries not speaking individual lines have minimum rates of $7.50 per program and $5 for the rebroadcast, including four hours rehearsal time in two sessions. Rebroadcast fees on 15-minute programs include 15-minute dress rehearsals immediately before the rebroadcasts. This applies to both actors and announcers.

Actors and soloists are permitted to double one part per performance without additional pay. Multiple doubling is permitted on variety shows and on programs consisting of short episodes.



ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 28 TO FEBRUARY 13, INCLUSIVE

Decisions . . .

JANUARY 28

MISCELLANEOUS — NEW, Monocacy Bcstg. Co., Frederick, Md., granted continuance hearing 60 days; NEW, Vincennes Newspapers, Vincennes, Ind., same; WEED, Rocky Mount, N. C., granted petition accept answer to appearance; KCMC, Texarkana, Tex., granted dismissal without prejudice applic. CP change freq. etc.; NEW, Brockway Co., Watertown, N. Y., granted continuance hearing; WMFF, Plattsburg, N. Y., granted motion to admit depositions; WEXL, Royal Oak, Mich., granted dismissal without prejudice applic. CP change freq. etc.; WBAX, Wilkes-Barre, Pa., granted 60-day continuance hearing renewal and assign. license; WBBC, Brooklyn, granted extension time to file reply brief.

JANUARY 30

WKBN, Youngstown—Granted mod. license D to 1 kw.

KIDW, Lamar, Col.—Granted renewal license and vol. assign. license to Lamar Bcstg. Co.

NEW, WRSP Inc., Wisconsin Rapids—Denied CP 1500 kc 100-250 w unl.

KLS, Oakland—Denied CP increase to 500 w.

KDAL, Duluth—Granted renewal license.

WBAX, Wilkes-Barre, Pa.—Denied reconsideration and grant applic. renewal license and vol. assign. license.

WHBI, Newark; WMBC, Detroit; WMIN, Minneapolis; KFOX, Long Beach; KYA, San Francisco—Licenses renewed, without hearing, reversing prior action.

SET FOR HEARING—WCOU, Lewiston, Me., CP increase D to 250 w; NEW, Calaway & Hooper, Marysville, Cal., CP 1420 kc 100-250 w unl.; NEW, Coastal Bcstg. Co., Brunswick, Ga., CP 1500 kc 100-250 w unl.; NEW, Grant Union High School District, N. Sacramento, Cal., CP in docket amended to 1370 kc 100 w D; NEW, Thumb Bcstg. Co., Brown City, Mich., CP amended to 880 kc 1 kw D; KGKL, San Angelo, Tex., applic. mod. license to 250 w N; WOC, Davenport, CP move trans., change 1370 kc 100-250 w to 1 kw unl.; WDRC, Hartford, CP amended to 5 kw N; WBT, Charlotte, CP directional antenna.

MISCELLANEOUS—KFDM, Beaumont, Tex., granted vol. assign. license to Beaumont Bcstg. Corp.; NEW, Mountain Top Trans Radio Corp., Denver, denied reopening record; KOAC, Corvallis, Ore., granted reconsideration of petition to reopen hearing re applic. KOY mod. license; WMBR, Jacksonville, Fla., denied petition for rehearing re applic. Metropolis Co., Jacksonville.

JANUARY 31

MISCELLANEOUS — KRLH, Midland, Tex., granted license for new equip.; WIBM, Jackson, Mich., granted license for new antenna, equip. etc.; WGPC, Albany, Ga., granted mod. license to change corporate name to Albany Bcstg. Co. Inc.

FEBRUARY 2

ORAL ARGUMENT GRANTED—WJBL, Decatur, Ill.; WBOW, Terre Haute, Ind.; WJBC, Bloomington, Ill.; NEW, Orville W. Lyerla, Herrin, Ill.; WEBQ, Harrisburg, Ill.; KFVS, Cape Girardeau, Mo.; NEW, Tri-State Bcstg. System.

MISCELLANEOUS—KFPW, Fort Smith, granted dismissal without prejudice CP increase power etc.; NEW, Martinsville Bcstg. Co., Martinsville, Va., granted order take depositions; NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y., same; KRSC, Seattle, same; NEW, Panama City Bcstg. Co., Panama City, Fla., same; NEW, Lawrence J. Heller, Washington, granted petition intervene applic. Monocacy Bcstg. Co.; NEW, Publix Bamford Theatres, Asheville, N. C., granted request take depositions.

FEBRUARY 6

WFAS, White Plains, N. Y.—Granted mod. license to use hours released by WGNY.

WDSN, Superior, Wis.—Granted vol. assign. CP to WDSM Inc.

SET FOR HEARING — KOH, Reno, Nev., CP change to 630 kc, increase to 1 kw etc.; WREN, Lawrence, Kan., CP move trans. etc.; WJNO, W. Palm Beach, Fla., mod. license N to 250 w; WOSC, Charleston, S. C., CP increase N to 1 kw etc.; KROY, Sacramento, mod. license to unl. etc.

MISCELLANEOUS — WAGM, Presque Isle, Me., granted renewal to 7-1-39; WJAX, Jacksonville, Fla., temporary renewal; WLBL, Stevens Point, Wis., same; NEW, Food Terminal Bcstg. Co., Cleveland, granted reconsideration applic. new station; WSTP, Salisbury, N. C., denied rehearing applic. new station at Rock Hill, S. C.

FEBRUARY 7

WNEW, New York—Granted mod. license to 1-5 kw.

WEMP, Milwaukee—Granted CP increase D to 250 w.

KMED, Medford, Ore.—Denied CP 1 kw unl.

WLW, Cincinnati — Denied extension exp. auth. 450 additional kw.

First Baptist Church, Pontiac, Mich.—Granted authority transmit programs to CKLW.

NEW, Kentucky Bcstg. Corp., Louisville—Granted CP 1210 kc 100-250 w unl.

WSBT, South Bend, Ind.—Denied auth. change 1360 kc 500 w to 1010 kc 1 kw unl.

NEW, Gateway Bcstg. Co., Louisville—Cancelled hearing date and directed applicant to submit new information re antenna.

WEEI, Boston—Denied temp. auth. 5 kw N to overcome interference.

FEBRUARY 8

MISCELLANEOUS — WHIO, Dayton, granted CP change equip.; WHBF, Rock Island, Ill., granted license change to 1240 kc 1 kw unl. directional N; WRAL, Raleigh, N. C., granted mod. CP trans., studio sites, new equip., radiator.

FEBRUARY 10

MISCELLANEOUS—KECA, Los Angeles, appearance accepted re new Montebello, Cal., application; KERN, Bakersfield, KMJ, Fresno, hearing continued on applics. increase power and granted order take depositions; KOMO, Seattle, granted petition accept respondent's answer in KRSC applic.; WCAD, Watertown, N. Y., denied for hearing 4-6-39 new station etc.; WHDF, Calumet, Mich., granted order take depositions; NEW, Martinsville Bcstg. Co., Martinsville, Va., granted motion amend applic. retain hearing date as 3-6-39; NEW, Gateway Bcstg. Co., Louisville, granted motion order cancelling hearing be set aside and affirmation order of 2-15-39 granted petition amend applic.

FEBRUARY 13

KOMA, Oklahoma City—Granted assignment license to KOMA Inc.

WGCM, Mississippi City—Granted mod. license re studio site.

KTFI, Twin Falls, Id.—Granted transfer control to O. P. Soule.

SPECIAL RENEWALS—WAPO, Chattanooga, to 7-1; WHLS, Port Huron, Mich., to 7-1; KVSO, Ardmore, Okla. 3 months.

SET FOR HEARING—New, M. L. Medley, Cookeville, Tenn., CP 1370 kc 100-250 w unl.; NEW, John F. Arrington Jr., Valdosta, Ga., CP amended to 1230 kc 250 w unl.; WICA, Ashtabula, O., CP increase D 250 w to 1 kw; NEW, Patrick Henry Bcstg. Co., Martinsville, Va., CP 1420 kc 100-250 w unl.

MISCELLANEOUS—WELI, New Haven, ordered CP be issued re directional antenna; WDGY, Minneapolis, denied reconsid. & grant without hearing or set for hearing applic. for auth. unl. time; WCOP, Boston, denied postponement decision on applic. change to 1130 kc etc.; WSUN, St. Petersburg, granted motion withdraw petition reopen case involving Pinellas Bcstg. Co. applic. new station, for further hearing and dismissed said petition; WCHS, Charleston, W. Va., dismissed without prejudica applic. CP 580 kc 1-5 kw LS unl.; WTAR, Norfolk, Va., granted temp. auth. 5 kw N.

Proposed Decisions . . .

(Supplanting examiners' reports under new Commission procedure. Officially described as "Digest of Proposed Findings of Fact and Conclusions of the Commission".)

NEW, John T. Alsop Jr., Ocala, Fla.—Recommended (B-1) that CP 1500 kc 100 w unl. be granted.

Applications . . .

FEBRUARY 3

KEX-KGW, Portland, Ore.—Auth. transfer control to beneficiaries of Pittock Will Trust.

FEBRUARY 6

KWKH, Shreveport, La. — Mod. exp. auth. new equip., increase 10 to 50 kw.

KGLO, Mason City, Ia.—CP new trans., antenna, increase to 1 kw, change 1210 to 1270 kc.

FEBRUARY 10

WNBC, New Britain, Conn.—Mod. license N to 1 kw.

KVWC, Vernon, Tex.—License for new station.

WTMA, Charleston, S. C.—Mod. CP re transmitter new station.

KRQA, Santa Fe, N. M.—Vol. assign. license to New Mexico Bcstg. Co.

WTCN, Minneapolis—License for equip. changes.

FEBRUARY 11

WAWZ, Zarephath, N. J.—Mod. license to directional.

SUNDAY COUGHLIN PICKETS CONTINUE

PICKETERS protesting against the refusal of WMCA, New York, to broadcast the Sunday radio addresses of Rev. Charles E. Coughlin, continued their weekly march before that station Jan. 29 and Feb. 5, and are conducting their marches against WOR and CBS headquarters on alternate Sundays. About 1,500 pickets appear, carrying placards denouncing radio "censorship", Loyalist Spain and the employment of refugees.

A new series of weekly broadcasts on WEVD, New York, entitled *Free Speech Forum*, has just been announced under the leadership of Father W. C. Kernan, rector of the Trinity Episcopal Church of Bayonne, N. J. Father Kernan on Feb. 16 will give an address entitled *My Answer to Father Coughlin*, and has invited distinguished citizens to join him in future broadcasts in an effort to counteract the "propaganda" of Father Coughlin.

WMCA on Feb. 4 carried an exclusive broadcast of the annual dinner of the New York City Real Estate Board at which Rep. Martin Dies discussed various phases of his investigation as chairman of the Congressional Committee Investigating Un-American Activities.

Rev. Harry F. Ward, professor of Christian ethics at Union Theological Seminary, is conducting a new series of Monday night talks, refuting Father Coughlin on WHBI, Newark, the Coughlin metropolitan outlet, under auspices of the American League for Peace and Democracy, Newark. WWRL, Woodside, N. Y., on Feb. 12 started a Sunday 9-10 p. m., rebroadcast of Fr. Coughlin's talks from transcriptions, which will be continued under auspices of a Jackson Heights Catholic Society.

Cony Put on Probation For Alleged Radio Hoax

LEONARD CONY, self-styled representative of the American Druggist Assn., who in mid-November was exposed when attempting to put over a near million dollar Hollywood radio hoax, pleaded guilty to a charge of obtaining money under false pretenses and was given a six-month suspended sentence and placed on two years probation. He was sentenced in Los Angeles Superior Court Jan. 27 when the charge was reduced to petty theft.

Cony at time of his arrest was charged with suspicion of grand theft and petty theft. Expose came when Forrest Barnes, Hollywood writer, became suspicious of Cony's actions and had Nick Harris, Los Angeles private detective, check the self-styled representative's activities. Cony, it was charged at the time, was setting up a half-hour transcontinental radio show for the drug association. Many radio and film actors were reported lined up for the series, to start last Dec. 8. Cony is reported to have obtained "loans" from various principals in the deal at times.



TELEVISION CREW ranged alongside RCA telemobile unit in Washington, photographed just after completing successful seven-day demonstrations. Left to right: Richard Pickard, Bryson Rash, Robert Shelby, Harold See, Thomas Hutchinson, O. B. Hanson, Noran Kersta, Warren Wade, Howard Gronberg, Alfred Jackson, Gustav Hettich, Stanley Peck, Ross Plaisted, Edwin Wilbur [See pages 19-21].

Network Accounts

All time EST unless otherwise indicated.

New Business

QUAKER OATS Co., Chicago (Farina), on Feb. 5 started *We, the Wives* on 4 MBS stations (WGN, CKLW, WHK and WCAE), Sun., 4-4:30 p. m. Agency: Benton & Bowles, Chicago.

LEVER BROS., Cambridge (Lux soap and flakes), on Feb. 13 started *Life and Love of Dr. Susan* on 60 CBS stations, Mon. thru Fri., 2:15-2:30 p. m. (repeat 5:15-5:30 p. m.). Agency: J. Walter Thompson, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Feb. 17 starts Bert Lytell in *Drama Time*, Fri., 9:30-9:45 p. m., CST, on 42 NBC-Blue network stations. Agency: H. W. Kastor & Sons, Chicago.

RALSTON-PURINA Co., St. Louis (shredded Ralston), on March 7 starts *Inside Story* on 64 NBC-Blue stations, Tues., 8-8:30 p. m. Agency: Gardner Adv. Co., St. Louis.

SWEETS Co. of America, New York (Tootsie rolls), on Feb. 13 started *Smilin' Jack* on 3 MBS stations (WOR, WGN, WAAB), Mon., Wed., and Fri., 5:30-5:45 p. m. Agency: Biow Co., N. Y.

RELIABLE FLOUR Co., Boston, on Feb. 16 starts 12 participations in *Gretchen McMullen* on 16 Yankee stations. Agency: Bennett & Snow, Boston.

GILLETTE SAFETY RAZOR Corp., New York, on Oct. 8 starts *The Truth, the Whole Truth* on 16 Yankee stations, Sat., 7:30 p. m. Agency: Maxon Inc., N. Y.

Renewal Accounts

EUCLID CANDY Co., San Francisco (candy bars), on Feb. 20 renews for 52 weeks, *Headlines on Parade* on 7 CBS Pacific network stations (KNX, KSFO, KOIN, KIRO, KFPY, KSL, KOY), and on June 5 adds KARM, Mon., 5:30-5:45 p. m. Agency: Sidney Garfinkel Adv. Agency, San Francisco.

LOOSE-WILES BISCUIT Co., Boston, on April 4 renews Sunshine *Dramatized News* twice weekly on 10 Yankee stations. Agency: Newell-Emmett Co., N. Y.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall cigarettes), on March 6 renews for 13 weeks Eddy Duchin on 53 NBC-Red, Mon., 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

LADY ESTHER, Chicago (cosmetics), on Feb. 20 renews Guy Lombardo on 47 CBS stations, Mon., 10-10:30 p. m. No new agency has been named to replace Lord & Thomas, Chicago, formerly in charge.

Network Changes

J. G. DODSON Proprietaries, Atlanta (Ironized Yeast), on Feb. 5 added WHBF, new MBS affiliate, to *Original Good Will Hour*, Sun., 10-10:30 p. m. and 18 Texas State Network stations, 10:30-11 p. m.

CHESEBOROUGH MFG. Co., New York (Vaseline products), on Feb. 7 switched *Dr. Christian* on CBS from New York to Hollywood.

GOSPEL BROADCAST Assn., Los Angeles, on Feb. 5 placed its *Old Fashioned Revival Hour* on WLS, Chicago, Sunday, 7-8 p. m. (CST). Agency: R. H. Alber Co., Los Angeles.

Max Gordon Joins NBC

MAX GORDON, theatrical producer noted for picking hit shows, has joined NBC to work under John Royal, program vice-president. He is helping with production of both sound and television broadcasts.

KSCJ Shifts to NBC

KSCJ, Sioux City, Ia., on Sept. 24 shifts from CBS to NBC. C. W. Corkhill, manager of the station, closed the deal Feb. 13. The evening hour rate is $140.

FIRST anniversary of WOMI, Owensboro, Ky., was observed Feb. 7 with executives and talent from WLW, WGN, WSM, WHAS, WAVE and WLAP participating. Honored by Owensboro business men was Lawrence W. Hager, president of the Owensboro Broadcasting Co., newspaper publisher, postmaster and civic worker, and his associates W. Bruce Hager and George M. Fuqua.

ARTURO TOSCANINI, director of the NBC Symphony, leaves the Saturday night series Feb. 25, going to England to conduct a series of concerts. Guest conductors will take his place.

GENERAL BAKING Co., New York (Bond Bread), on March 27 adds WOR and WSPD to *The Lone Ranger* on MBS stations, Mon., Wed., and Fri., 7:30-8 p. m.

R. L. WATKINS Co., New York (Dr. Lyons), on March 6 adds KFBK, KWG, KMJ and KERN to *Backstage Wife* on NBC-Red, Mon. thru Fri., 4-4:15 p. m.

GENERAL FOODS Corp., New York (Postum), on Sept. 26, moved *Lum & Abner* on 46 CBS stations, Mon., Wed., Friday, from 6:45-7 p. m. to 7:15-7:30 p. m. (repeat, 11:15-11:30 p.m.).

LADY ESTHER Co., Chicago, on Feb. 20 adds KFH, CFRB, WMAQ, WDAE, WJNO to the 43 CBS stations airing *Lady Esther Serenade*, Mon., 10-10:30 p. m. (EST), and on April 30 will add KOIL placed direct.

A. S. BOYLE Co., New York (Old English Floor Wax), on Feb. 6 added 14 NBC-Red stations to *John's Other Wife* making a total of 38 NBC-Red, Mon., Tues., Wed., 10:15-10:30 a. m.

BI-SO-DOL Co., New York (proprietary), on Feb. 6 added 14 NBC-Red stations to *John's Other Wife* making total of 38 NBC-Red stations, Thurs., Fri., 10:15-10:30 a. m.

QUAKER OATS Co., Chicago, on Mar. 4 starts origination of *Tommy Riggs* from Hollywood, 8-8:30 p. m. on NBC-Red.

U. S. TOBACCO Co., New York (Dill's Best, Model tobaccos), on Feb. 27 will replace Pick & Pat with Howard & Shelton on *Model Minstrels* on 41 CBS stations, Mon., 8:30-9 p. m.

KOLYNOS Co., New Haven, (toothpaste), on Feb. 6 added 14 NBC-Red stations to *Just Plain Bill* now on 19 Red stations, Thurs., Fri., 10:30-10:45 a. m.

ANACIN Co., Jersey City (headache pills), on Feb. 6 added 14 NBC-Red stations to *Just Plain Bill* making a total of 33 NBC-Red stations, Mon., Tues., Wed., 10:30-10:45 a. m.

Silver Lining

JACK REESE, of mail department of NBC-Chicago, has returned to his work following an appendectomy. The appendix was so much larger than normal that Mr. Reese sold it to his surgeon for $25, for inclusion in a medical collection.

WTAR, Norfolk, on Feb. 13 was authorized by the FCC to operate with 5.000 watts power night for 30 days to overcome interference from CMQ, Havana, on its 780 kc. frequency. The authorization is to terminate should the interference be eliminated.

ELECTRICAL Sound Engineering Co., Baltimore, headed by Frank X. Green, has purchased the assets of the Fidelity Recording Co., Baltimore, which is being moved to 904 E. 41st St., that city.

LA CONFESSION CIGAR Co., upon moving its main offices from Kansas City to Denver, opened its advertising campaign with a two-hour broadcast of the finals of the amateur Elk pugilistic bouts over KLZ.

FOURTH anniversary of *Make Believe Ballroom* on WNEW, New York, conducted by Martin Block, was celebrated Feb. 3 by an open house studio party, which was attended by many of the orchestra leaders whose records are heard daily on this three-hour broadcast.

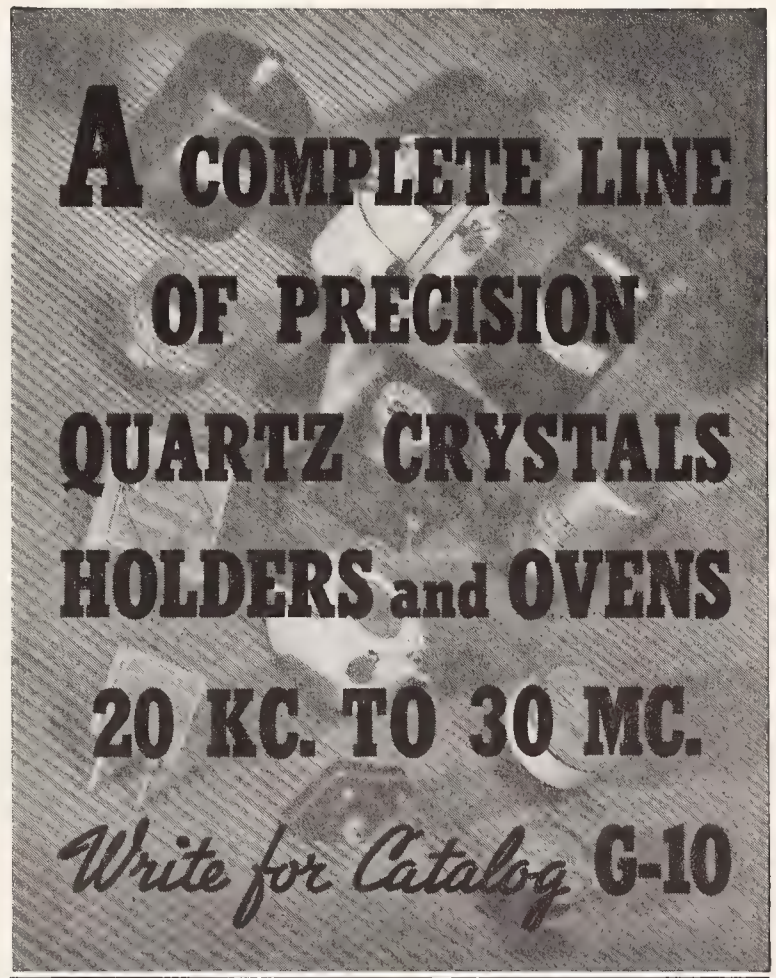
FIVE DAYS of broadcasting, from Feb. 14 to 18, in full view of the public from special studios on the busiest corner of Winnipeg, is CJRC's method of celebrating its fifth birthday during Winnipeg's noted Bonspeil, ice curling matches.

WRBL New CBS Outlet, WIND Gets Sustainers

ANNOUNCING the affiliation of WRBL, Columbus, Ga., as a member of its South Central Group, effective on or before March 15, CBS disclosed that on Feb. 16 WIND, Gary, Ind., will resume an old arrangement with the network whereby it carries two hours or more of CBS sustaining shows daily. These are shows which WBBM, Chicago, cannot carry. WIND is headed by Ralph L. Atlass, brother of J. Leslie Atlass, CBS Western Division vice-president who is also a stockholder in WIND.

WBRK, Pittsfield, Mass., has relinquished its CBS affiliation and on March 1 joins MBS as that network's 110th affiliate. WBRK will also affiliate with the Yankee and Colonial networks.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND



BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Gates Remote Equipment—
"Does a Better Job at a Lower Cost"
GATES RADIO & SUPPLY CO. Quincy, Ill.

Merchandising & Promotion

Egg Splitters — Tale of a Scissors — For Invalids — Seth's Followers — A Week of Sports

JACK-in-the-box cardboard folder has been issued to promote the new transmitter of WENR-WLS, Chicago, and the increased coverage resulting from the 586-foot RCA tower. When a tab is released from a slit in the cardboard, out pops an 18-inch replica of the transmitter. Lower portion of the folder shows a two-color map comparing the old and new coverage. A second promotion folder has been issued for WMAQ, NBC-Red outlet, Chicago. Cover carries picture of an ocean liner and beneath is the word "Soundings". From the liner's rail a piece of string leads through the cover to a separate folder showing pictures of the cast of *Kaltenmeyer's Kindergarten,* a Saturday afternoon show on WMAQ. One announcement of the picture offer brought 23,644 requests, according to the promotion piece. Both mailing pieces were designed by Emmons C. Carlson, director of sales promotion of NBC-Chicago.

* * *

Separators in Demand

WRVA, Richmond, heard this announcement early in February: "The P. L. Farmer Co. of Richmond is giving away, no strings attached, 3,000 egg separators to those who will stop a Farmer truck anywhere on the streets of Richmond and ask for one." The supply was nearly exhausted in three days.

* * *

Fort Wayne Jalopies

FORT WAYNE Auto Trades Assn. used WOWO in promoting Used Car Week sales from Feb. 3-10. The *Hey! Mr. Motorist* traffic safety program was adopted as the vehicle. To promote auto sales, two announcers theoretically interviewed an old worn-out automobile run about 112,000 miles. Another feature was a parade of discarded vehicles en route to the "graveyard".

* * *

Told by Scissors

KWTO, Springfield, Mo., has mailed a promotion folder to which a pair of small scissors is attached. Copy tells how Quaker Oats offered a dress clip in return for four trademarks on KWTO's *Ozarkana Corners.* Without the help of scissors, says KWTO, it would have taken 10 clerks 27 hours to cut out the 20,000 trademarks mailed in after 12 announcements of the give-away.

* * *

New Brochures

WOWO, Fort Wayne — Program folder titled *A Half Million Good Mornings,* promoting the *WOWO Morning Roundup.*

WIBW, Topeka — Brochure, *It's the Net That Counts,* stressing mail response to WIBW's commercial programs.

WHO, Des Moines—Folder promoting Hoxie Fruit Co. program on behalf of Blue Goose oranges.

WTAM, Cleveland—Four-page red pamphlet explaining how WTAM "breaks U. S. audience record for visual broadcast" during *Hour of Charm* program Jan. 10, attended by 14,000.

Montana Scramble

COMMERCIAL staff of KGVO, Missoula, currently is selling participation in *KGVO Slogan Contest,* new cooperative program built around daily cash prize offers for slogans for each of 26 sponsors during the first month of the contest. With all contracts set for a three-month run, the second month will feature a memory contest built around the slogans, with daily cash awards, and the third month, a scrambled slogan contest.

* * *

Esso Promotion in South

HIGHLIGHTED by a sound movie describing UP newsgathering methods, 600 South Carolina Esso Dealers recently attended the two-day promotional meeting, preparatory to *Esso Reporter* newscasts started on WIS, Columbia, Jan. 30, as guests of Standard Oil, UP and WIS. To familiarize dealers with local production procedure an actual news broadcast was simulated with studio control room setting and cast complete.

* * *

Food Show Promotion

FOR THE fourth consecutive year, WGAR, Cleveland, is cooperating with local food brokers and dealers with a series of interviews tied up with the Cleveland Food Show which is scheduled March 9-18. John Walsh, in charge of food accounts, is lining up the interviewees, the WGAR continuity department is writing the interviews, and Maurie Condon is handling the shows.

* * *

WLS Gives 25 Wheelchairs

PUSHING its movement to supply wheelchairs for hospitals and patients throughout the Midwest with radio publicity, WLS, Chicago, recently distributed 225 wheelchairs receiving about $7,000 from listeners to aid in the purchase of the chairs.



AFTER receiving a 50-pound piece of "Blarney Stone" part of ten tons imported recently to this country from the original grounds of Blarney Castle, Ireland, the B. T. Babbitt Co., New York, is currently offering listeners to its transcribed program, *David Harum,* a "Blarney Stone" chain bracelet in return for a label from a can of Bab-O and 25 cents. The stone used for the bracelets has been insured for $10,000 against breakage or theft. Programs are handled by Blackett - Sample - Hummert, New York. T. P. Kelly holds the stone and Peggy Sweeney kisses it, while Babbitt's sales director, L. J. Gumpert, looks on.

Display Stands

ATTRACTIVE display stands equipped with a slot arrangement which permits changing of announcement cards from time to time, are being distributed by KVOE, Santa Ana, Cal., to advertisers. Easel-type stands are 14 inches wide by 23 inches high and are given prominent spots by advertisers in their places of business, according to Jack O'Mara, station promotion director. Stand also carries tag-line of Mutual-Don Lee, with which KVOE is affiliated.

* * *

20,000 of Seth's Books

OVER 20,000 *Seth Parker* Party Books, fully illustrated and containing 120 games and stunts played at the Jonesport parties, have been requested and distributed to the *Seth Parker* radio audience by the Vick Chemical Co., Greensboro, N. C., sponsors of the weekly variety program on NBC, who are currently offering the books to listeners.

* * *

Music Wanted

FOLLOWING the RCA Mfg. Co.'s renewal of its contract with NBC, San Francisco for *Music You Want,* the Leo J. Meyberg Co., RCA distributor, is pasting small stickers on all its packages, calling attention of dealers to the fact that *Music You Want* is heard over KGO six nights a week at 11:15 p. m. PST. and suggesting they listen to the program.

* * *

School Calendars

SAMUEL GOMPERS Trade School, San Francisco, sponsoring a Saturday morning feature *Vocations & Avocations* on KSFO, San Francisco, is merchandising its program by distributing to listeners requesting them, calendars picturing a KSFO microphone and giving details of the broadcast.

* * *

Jamboree Replies

SINGLE OFFER of a book of poems written and read by Barton Rees Pogue on *Boone County Jamboree,* heard on WLW, Cincinnati, recently brought 22,000 requests for copies in the following week's mail. In addition to the Hoosier poet-philosopher's poetry, the book contained pictures of the cast and stars of the show.

* * *

News in the Crucible

TO PUBLICIZE its news broadcasts, KDYL, Salt Lake City, has supplied a selected group of listeners with mimeographed charts upon which listeners can rate KDYL's newscasts, taking into consideration the newscaster's delivery, clarity, quality of news presented, pronunciation, and editing.

* * *

Cards for Cars

WHN, New York, has placed 500 car cards in public service busses in New Jersey to promote its Hollywood program, known as *Modern Movies Reporter* with Sam Taylor, who is also conducting a radio column in *Modern Movies Magazine, Personal Romances,* and *Movie Life.*

* * *

Boston Alligator

FOR THE best letter on "Why I Like the *Six to Sixteen Program*", half-hour weekly feature for kids between those ages, WEEI, Boston, is awarding "Mike", a pet baby alligator and station mascot.

Free Radio Sets

TO PROMOTE the Feb. 6 fashion broadcast by Carmel Snow, editor of *Harper's Bazaar,* the magazine had 100 messenger boys distribute 200 small radios wrapped in cellophane to fashion editors and clients in New York City with a note attached asking them to be sure and listen to Miss Snow's talk shortwaved from Paris by CBS.

WFBL's Sport Week

A WEEK of intensive promotion was placed behind the Tidewater Associated Oil Co. sports review by WFBL, Syracuse, during the week of Feb. 6 when the baseball film "The National Game" was in town. Under direction of Bob Soule, 35 showings of the film were arranged, bringing before some 25,000 persons the voice of Leo Bolley, Tydol-Veedol sports commentator. A Tydol-Veedol evening was arranged at the Onondaga Hotel, along with the showings before schools and other organizations.

* * *

Don's Secrets

KELLOGG Co. for its "Don Winslow Squadron of Peace" is offering the following items on its NBC program: Don Winslow manual, membership card, copy of creed, metal badge. The new manual is a 24-page publication printed in red and blue, is complete with secret codes and features pictures of the radio cast. The Peace Squadron consists of listeners who subscribe to the program's policy of securing national peace by being prepared for the country's defense. Wheat Krispies box top and a dime are required with the offer.

* * *

Preview of Fu

AFTER an elaborate preview earlier in the month, KDKA, Pittsburgh, on Jan. 31 began thrice-weekly broadcasts of *The Shadow of Fu Manchu* on Tuesdays, Wednesdays and Thursdays at 8:15 p. m. The transcription series was previewed Jan. 18 in a typically Chinese atmosphere before more than 100 invited guests, including agency executives, advertisers and Pittsburgh business men and their wives, with a full-course Chinese dinner served.

* * *

Swing for the City

WITH the city treasury benefiting from the proceeds, KOMA, Oklahoma City, recently held its first *KOMA Swing Club* dance in the municipal auditorium, with Herman Chaney's staff band playing. Swing Club membership cards, issued free of charge, admit couples to the dance for $1 rather than the $1.50 admission charged non-members. * * *

Sperry's Bowls

SPERRY FLOUR Co., San Francisco, sponsor of *Dr. Kate,* NBC-Pacific Red serial, is offering a set of three Franciscan-ware bowls for 50 cents and a slip showing purchase of Wheat Hearts.

* * *

Introduced by Heinie

SPONSORS participating in the *Heinie & His Grenadiers* programs on WTMJ, Milwaukee are invited as "commercial guests" to watch the program on which their advertising runs. These guests are introduced on the air by Heinie.

NOT BLACK MAGIC...

...but the kind of magic that moves merchandise off back shelves and from preferred display space into market baskets... that excites dealers and inspires salesmen. That's the kind of magic in the words..."produced in the studios of the Nation's Station." And to create this magic no strange abracadabra is used...no witches' potions are concocted by the light of the moon...but into the WLW cauldron is carefully stirred and skillfully blended one part imagination, one part showmanship, one part facilities and three parts conscientious and sincere effort. The resulting elixir will bring results whether you're planning a test campaign or a full net work presentation. In either case, consider the value of those magic words..."produced in the studios of the Nation's Station"...the hallmark of premium radio production at lower costs.

During the first week of February, 1939, WLW originated 157% more commercial network quarter hour units than it did during the first week of September, 1938 . . . proof that more and more national advertisers are realizing the magic of WLW production.

ONLY WINNER OF TWO VARIETY SHOWMANSHIP AWARDS FOR PROGRAM ORIGINATIONS 1936 1938



A New RCA Microphone You'll Call Ideal for Remote Pick-ups!



Small, light in weight, chock-full of features—and extremely low in price—the RCA-88A is a splendid microphone for remote uses.

Amazingly low in price, the RCA-88A Pressure Microphone offers many features which prove its outstanding quality

Here's an RCA microphone that stands head and shoulders above all others for remote pick-up use. The result of the vast experience of the world's leading microphone designers, the RCA-88A combines light weight and small size with unusually high output levels. It is equipped with an ingenious swivel mounting so that you can use it in either a horizontal or a vertical position. When used vertically its pick-up characteristics are non-directional for all frequencies.

Surprisingly low in cost, the RCA-88A combines high fidelity frequency response with the mechanical ruggedness so necessary for truly worthwhile portable equipment. It is impervious to moisture or pressure and temperature changes because of its moulded styrol diaphragm. In short —a microphone you have been wanting for a long time!



THE RCA-88A PRESSURE MICROPHONE (actual size)

Look at these SPECIFICATIONS of the RCA-88A

1. Output Level (10 bar signal—open circuit). 6 milliwatt reference, –54 db. 12½ milliwatt reference . . . . . –57 db.
2. Output Impedance . . . . . 50 and 250 ohms
3. Frequency Response . . . . . 60 to 10,000 cycles
4. Magnet . . . . . Permanent Red Dot Alnico
5. Finish, Black and Chromium
6. Size . . . 4½″ x 2⅛″
7. Weight . . . . 1 pound
8. Mounting, ½″ pipe thread
9. Stock numbers: With 6 foot cord MI-4048
With 30 foot cord MI-4048A

RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

USE RCA RADIO TUBES IN YOUR STATION—FOR FINER PERFORMANCE

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 5

MARCH 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



Petty father berates son for not responding as 5579 WOR listeners did to nine requests for 36¢ proof of purchase for tricky trinket.



Five of 5320 dog-minded people who succumbed to four WOR mentions offering dainty dog tag, discuss life (abridged) and morals minor.



Swaggering swain boasts that HE is one of 4658 smart WOR listeners who wrote for household gadget when mentioned three times on WOR.



Benevolent bore, one of 6068 (not bores), who sent dime and 13¢ proof of purchase for gadget when five WOR broadcasts featured it.

WLS in Chicago

WLS sells goods at retail in Chicago. A leading Chicago retail food market held a three-day store promotion of merchandise advertised on WLS simultaneously with the advertising of certain other products on the station.

The sales results were as follows: one new item not before stocked sold 413 packages in three days; another whose normal sale was 50 packages, sold 425 packages in these three days, all at regular prices.

WLS, always conceded the leading station for reaching Midwestern homes, sells goods in Chicago as well. Would you like further evidence?

WLS

THE PRAIRIE FARMER STATION

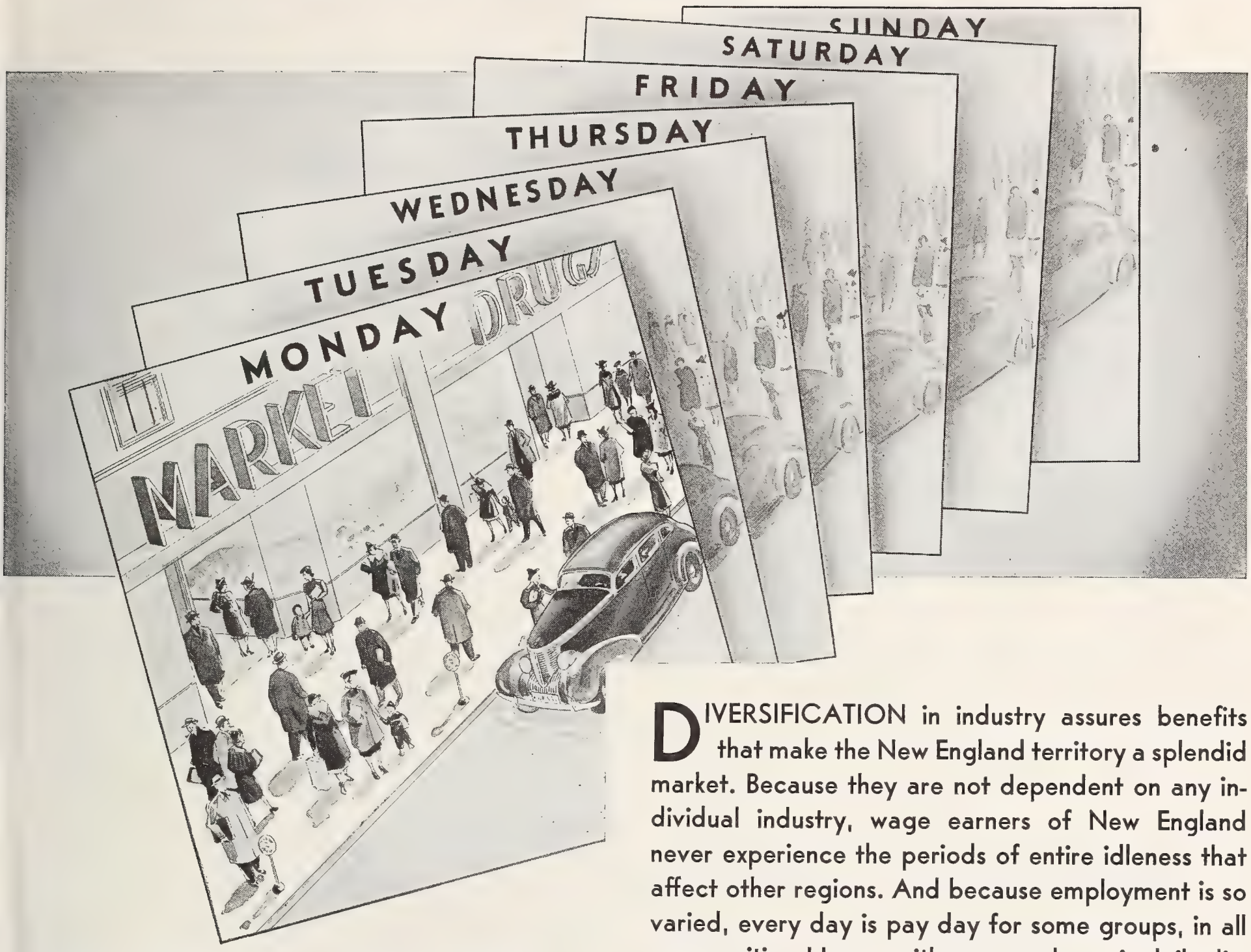
Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

Represented by

JOHN BLAIR & COMPANY

New York • Chicago • Detroit • Los Angeles • San Francisco

Reach New England's EVERY DAY Market . . .



WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester		

DIVERSIFICATION in industry assures benefits that make the New England territory a splendid market. Because they are not dependent on any individual industry, wage earners of New England never experience the periods of entire idleness that affect other regions. And because employment is so varied, every day is pay day for some groups, in all communities. Hence, with pay envelopes in daily distribution every day is marketing day.

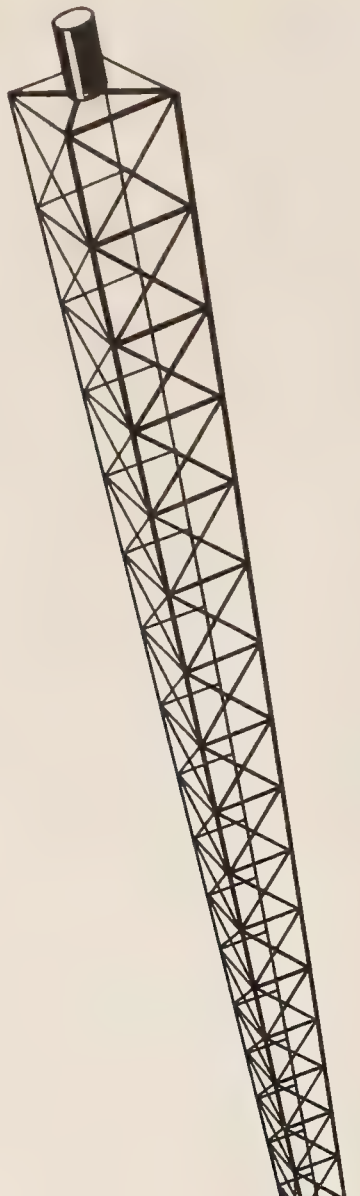
You can reach this vast and constantly active market, effectively and economically, through the 17 stations of The Yankee Network.

This network extends from end to end of New England, giving coverage of all important trading areas including every city of 100,000 or more population and of many in-between cities and towns.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

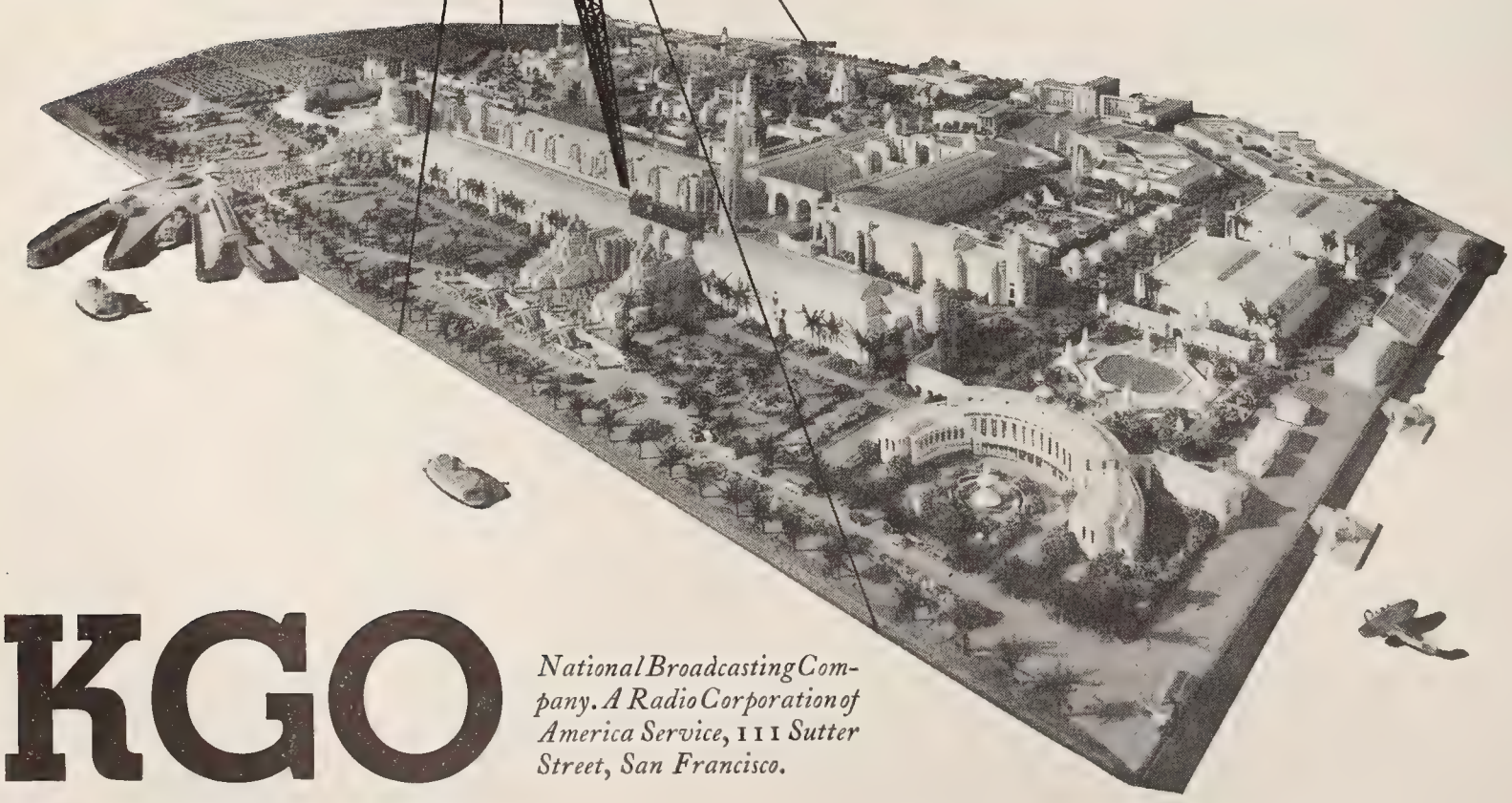
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KGO
has broadcast four times as many Exposition programs as any other station

So what? Just this:

All Northern California is exposition-conscious—rabidly, enthusiastically exposition-conscious. Which means that KGO is a more important station than ever this year to the four million listeners served by its 7500-watt signal, its comprehensive schedule of Treasure Island programs. And that makes it just about the most important advertising medium of 1939 in Northern California —the radio buy of the year on the Pacific Coast.



KGO

National Broadcasting Company. A Radio Corporation of America Service, 111 *Sutter Street, San Francisco.*

COMMANDS THE EXPOSITION MARKET



RURAL FAMILIES DELIVERED... BY CBS

This latest addition to the shelf of basic radio studies from the Columbia Broadcasting System is available upon request at 485 Madison Avenue. Its fact-filled findings on *Rural America* are summarized (with maps) in the following 3 pages

DISTRIBUTION OF TYPICAL RURAL COUNTIES

IN JOINT COMMITTEE AND CBS RURAL STUDIES



WE THANK THE EXPERTS...

They set up an approved technique for investigation of rural radio listening habits.* We followed the experts in every detail of their technique, including their choice of typical rural counties. These counties were selected, of course, without reference to the rural coverage delivered by any one network. We were glad to use them—for sake of conservatism—because, as it happens, the *CBS* clear-channel stations were *farther* from these counties than those of other networks!

On the facing page are some of the things we did, the facts we found:

**The technique for studying rural radio America was developed by the Technical Committee of the Joint Committee on Radio Research for the 1938 rural study, jointly financed by CBS and NBC.*



WE used the *same* definition of rural America
used the *same* personal-interview technique
employed the *same* expert research investigators
went into the *same* counties
opened the *same* farm doors

as did the Joint Committee

THEY found that **87%** of all rural families interviewed listen regularly in the evening to CBS
—and that **72%** of all rural families interviewed listen regularly in the daytime to CBS

They found a larger regular audience, day and night, listening to CBS than to any other network!

CBS PROGRAMS PENETRATE RURAL AMERICA

80.9% of *all rural families* interviewed
listen to Major Bowes

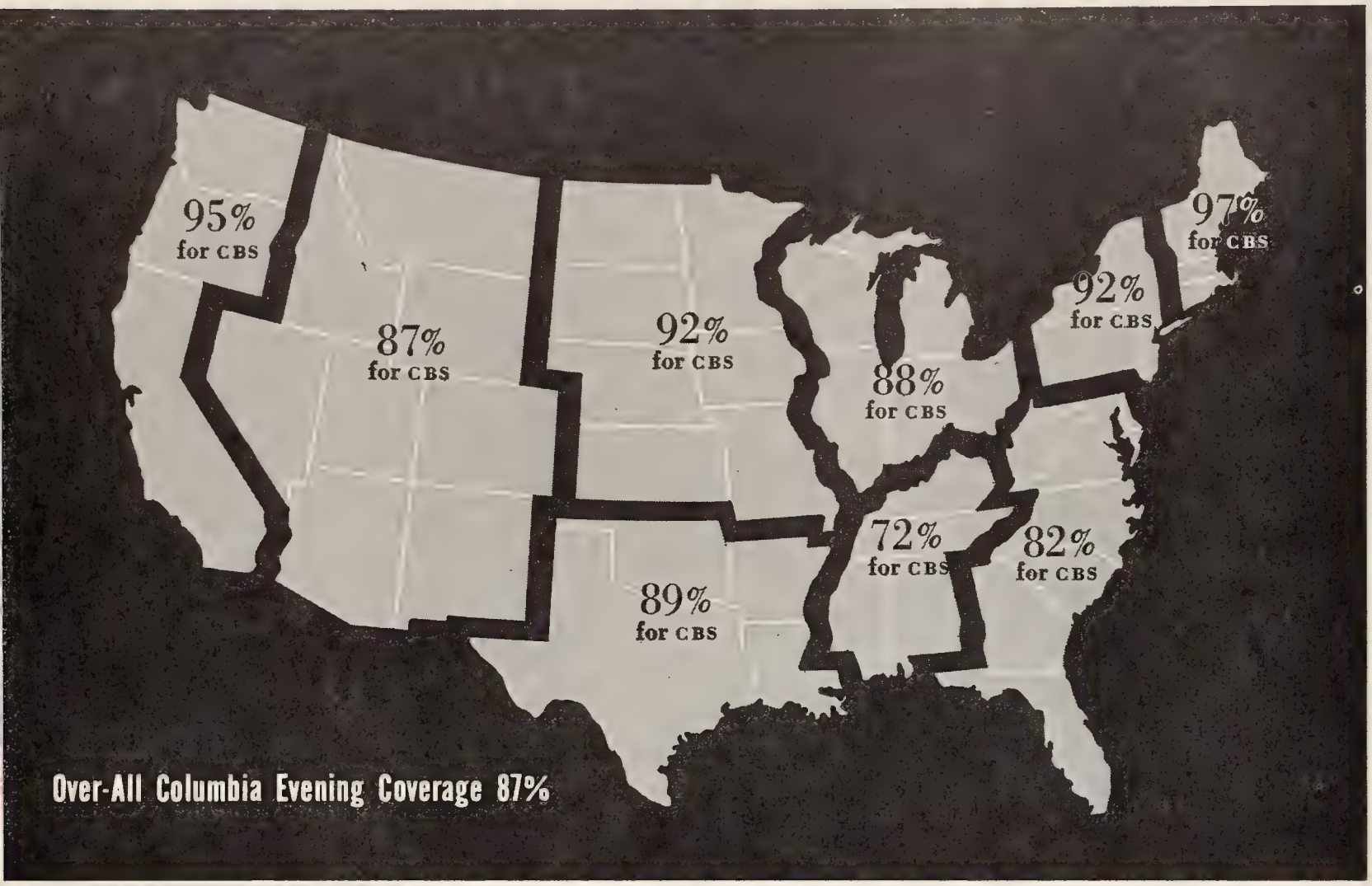
71.8% of *all rural families* interviewed
listen to Eddie Cantor

57.8% of *all rural families* interviewed
listen to Kate Smith

26.7% of *all rural families* interviewed
listen to the New York Philharmonic

The investigators found that each of the above programs has a bigger audience in the *upper* third income group than in either middle or lower thirds. Rich farmers listen more!

CBS RURAL COVERAGE BY GEOGRAPHIC AREAS: NIGHT



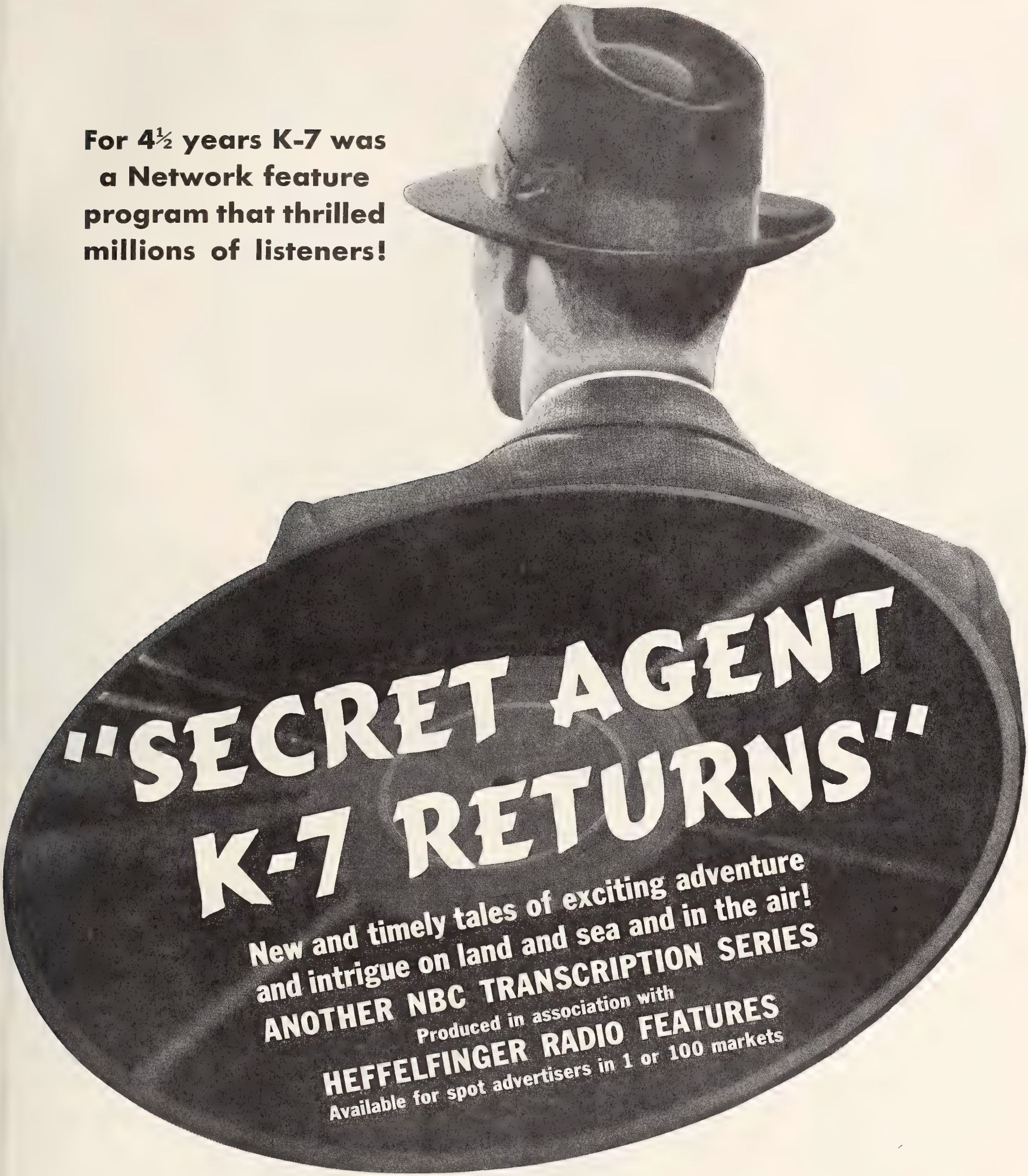
Above: The percentage of rural families in each geographic area, which listen *regularly* to CBS Stations in the evening. 100% = All rural families interviewed by Hooper-Holmes.

THESE data were impartially, independently gathered by Hooper-Holmes, to determine the Columbia Network's *rural radio audience* and its listening habits. No network was mentioned by name by the investigators. The question asked being: "*To what stations do you listen regularly?*" We have summarized the answers for CBS alone, above. But our complete files are open to you, if you wish to see them.

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Industry to Fight Legislative Shackles

By SOL TAISHOFF

White 11-Man Bill Blocks Wheeler 3-Man Commission; NAB Announces Policy; Pan-American Plan Revived

DESPITE a sudden letdown in the Administration drive for "ripper" legislation which would sweep out of office the present seven-men FCC and replace it with a three-man board, there is a strong New Deal pressure to have President Roosevelt not only foster such action at this session but also to force through legislation for a Government-owned Pan-American shortwave station.

When Senator White (R-Me.) on Feb. 22 introduced his own bill (S-1520), proposing an 11-man FCC to forestall hasty consideration of the McNinch-drafted Wheeler Bill (S-1268) for a three-man agency, the atmosphere suddenly became calm. In high legislative circles it was said that neither bill had any chance at this session. Moreover, the fact that the Democratic leadership in Congress is shooting for June adjournment, plus the current overtures of the Administration for a "breathing spell" for business, gave added credence to this view.

Chairman McNinch, however, is determined to push through his plan, which the President endorsed in advance. And the assertion that the President "wants" a Pan-American shortwave station to broadcast regularly to Latin American neighbors, has been more than broadly hinted in New Deal circles. Chairman McNinch himself, as head of the special Interdepartment Committee on International Broadcasting, made up of departmental heads, is expected to be the spearhead of this movement.

Hearings Uncertain

As things stand now, no definite time has been set for opening of hearings before the Senate Interstate Commerce Committee on the Wheeler and White bills. Chairman Wheeler (D-Mont.) has indicated hearings might possibly be called by March 15, though the date was quite uncertain. He has relented somewhat from his original strong position for the three-man bill, particularly after talking to committees representing the NAB, and is now disposed to accept compromise proposals.

That the industry will resolutely oppose any restrictive legislation which will "hamper the system" as it exists, was made clear by the NAB board of directors at a special meeting in Washington Feb. 27 and 28 [see statement on page 13]. At the time the call for the meeting was issued by President Neville Miller, the legislative picture was at white heat.

Even though the outlook was uncertain at the time it met, the board nevertheless decided to make a declaration as to the principles it felt should serve as guides in the formulation of public policy regarding communications and broadcasting. The NAB executive committee a fortnight earlier had promised to submit to Senator Wheeler a statement of its position with regard to a change in the law.

While the board did not espouse either the three-man Wheeler Bill as drafted by Mr. McNinch, or the 11-man White Bill, it nevertheless couched its statement in such terms as clearly to oppose the former, and in general give support to the fundamental principles of the White measure. Taking no position whatever on the number of commissioners, it said merely that the agency "should be large enough to dispel any doubt of the Government's desire for democratic regulation."

Hits Mass of Questionnaires

Opposing any "radical changes in regulatory policy", the NAB board asked for recognition of the basic and fundamental differences between broadcasting and common carriers. Pointing to the inherent difficulties in the effort of a single agency attempting to regulate such diverse types of industry, the board said it believed "Congress should take cognizance of that diversity and make provisions for it in the setup of the Commission."

That stand conforms with the provision in the White Bill for two separate and autonomous divisions —one for broadcasting and the other for common carriers. But the board went further by alluding to the plethora of FCC questionnaires on finances, programs, employment and related matters. These, it said, obviously "come from an atmosphere of common carrier legislation". Without saying so, it implied that the accounting activities of the present FCC should be delegated exclusively to the common carrier division or agency, should ultimate reorganization legislation be evolved.

Censorship "Joker" Seen

There was also sharp warning on program censorship, such as that inferred from the provision in the McNinch-drafted Wheeler Bill for a department of research and information, which would encourage listener reports on programs.

Asserting there must be no censorship, the committee stated that Congress has expressly forbidden it and that the American people have been their own best censors. It is not possible "by legislative fiat to establish taste or standards", the committee asserted, "and we feel strongly that Congress does not desire to, and should not, depart from its established policy. Moreover, we feel that any proposal in legislation looking toward that result, should be defeated."

Appellate Confusion

Clarification of the appellate procedure in the existing Act—a provision made in the White Bill—also was asked by the NAB. As an administrative agency, the functions of the regulatory board should be clearly expressed, it stated, and its actions should be "more clearly subject to judicial determination by courts established for such purpose", it stated.

Finally, the committee announced that in accordance with the principles it had enunciated, it had requested President Miller to appear before the appropriate Congressional committees when and if hearings are called.

What steps will be taken in the immediate future on the legislative proposals probably will await President Roosevelt's return to Wash-

Atlantic City Selected by NAB For Convention July 10 to 13

THIS year's NAB convention will take place in Atlantic City July 10-13. The Ambassador Hotel, on the ocean front, will be headquarters.

Formal announcement of the final decision was made Feb. 27 by NAB President Neville Miller after the executive committee had authorized a transfer from San Francisco to the East, primarily because of the troubled legislative situation but also because smaller stations had complained. Preliminary plans already have been made with the Ambassador Hotel management for convention accommodations. Program details remain to be worked out.

The time and place are definite, it was stated. Last December the board of directors selected San Francisco, in July, for the convention, leaving the actual dates to President Miller. The San Francisco Fair, forcing premium rates on hotel accommodations, plus other developments, combined to thwart that action.

While the dates are fixed as July 10-13, it is tentatively planned to assign the first day—Monday—to subsidiary sessions rather than the convention. Such groups as Independent Radio Network Affiliates, National Association of Regional Broadcast Stations, National Independent Broadcasters, Clear Channel Group, sales managers and various committees would hold their sessions on that day, preliminary to the convening of the convention itself on Tuesday.

The convention itself, under this plan, would run only two days—Tuesday and Wednesday—at which time it could handle definitely scheduled business. Should the necessity arise for an additional day, it is felt arrangements easily could be made.

It is expected the NAB executive staff will follow the suggestion made by the executive committee at the meeting in Washington last month, that no "name" speakers be invited from outside the industry. Instead, recommendations were that industry problems be discussed

(*Continued on page 69*)

ington about March 4. Political lines already have been drawn, with the Republican National Committee apparently determined to make Chairman McNinch its target in opposing the Wheeler Bill as an Administration effort to get a death-grip on broadcasting as the most important medium in moulding public opinion.

This strategy was detected in the Feb. 17 outburst of Senator White in which he directed all of his fire against Chairman McNinch, and described the bill as a "legislative purge of commissioners of independence and courage". The fact that the President himself launched the Wheeler Bill by calling for a reorganization of the FCC and by delegating Mr. McNinch to write it, also adds to the partisan flavor of the impending fight.

Commissioners Don't Like It

The FCC itself is in a dilemma. Strong feeling exists among its members because the three-man Commission proposal, if enacted, would automatically mean the demise of the existing Commission. While no poll has been taken of the FCC, it is a safe bet that the vote against the Wheeler Bill and in favor of the White Bill would be 6 to 1, with Mr. McNinch on the short end.

More than that, the FCC is faced with the possibility of having no appropriation for the 1940 fiscal year which begins July 1. The House dropped the FCC $2,038,000 appropriation from the Independent Offices Appropriation Bill when it initiated the legislation in January. The Senate followed suit ten days ago and the bill has become law with no FCC funds. If no reorganization legislation is drafted, it will be necessary to provide funds by a deficiency appropriation and there is the chance, though slight, that the appropriation might be cut or even dropped.

Pan-American Station

Little has been stirring in recent weeks on the drive of last year for funds for a Pan-American Government-owned international broadcasting station. The Celler Bill and several companion measures were beaten at the last session when the NAB, through its interim president, Mark Ethridge, of WHAS, Louisville, appeared before the House Naval Affairs Committee and attacked the measure as a wedge toward Government ownership. The committee showed scant sympathy for the bill and refused to report it out.

Rep. Celler (D-N. Y.) has introduced a new bill for such a station in Panama instead of in Washington, as he had at first proposed, but it is at present pigeonholed in committee. Though there have been veiled warnings that the Administration will brook no opposition to the new project for such a station, it is a foregone certainty that the industry, through the NAB, will vigorously oppose any such effort as soon as it comes up in committee.

* * *

Labelled clearly as an opposition bill to the Wheeler plan, the White measure is acting as a deterent against reorganization legislation of any sort at this session. As a matter of fact, Senator Wheeler already has indicated his ardor has cooled on his own bill and that he is willing to compromise his views with Senator White's.

The only word from the Senate Committee is that hearings "might" start by March 15. Chances are, however, that hearings will not begin by that date and in some quarters extreme doubt was expressed as to whether any would be held this session at all.

Even if hearings are held by the Senate Committee, the picture on the House side is far less encouraging. Chairman Lea of the House Interstate Commerce Committee, who has introduced a companion bill to the Wheeler measure, has stated repeatedly he would not have his committee consider the legislation until Senate action has been taken.

SALIENT FEATURES OF THE WHITE BILL

FOLLOWING are the principal provisions of the White Bill (S-1520):

1. Abolishes offices now held by members of the FCC and provides for appointment of 11 members, as against the three-man proposal in the Wheeler bill. All subordinate offices would remain the same.

2. Creates two autonomous divisions of five members each to be known as (a) Division of Public Communications, handling broadcasting, television and related services, and (b) Division of Private Communications, dealing with common carriers and related non-broadcasting services.

3. Provides that chairman would not sit as a member of either division but should be chief executive officer and in effect the administrator, with no vote on division actions. The chairman would draw $12,000 per year as against $10,000 for other members.

4. Provides that members of each division be appointed originally for two, three, four, five and six years, respectively, and thereafter for six-year terms. Chairman initially would be appointed for two years with subsequent appointments for six-year terms.

5. Requires whole commission should function only on allocations of frequencies to various radio services and handle rules of general rather than specific application; also to act on matters not specifically within the jurisdiction of the two established divisions.

6. Requires licenses for broadcast stations be automatically issued for a minimum term of one year and for not more than three years, as against the present six-month licenses.

7. Broadens the political section of the law so that while no licensee would have power to censor programs he would not be required to broadcast slanderous or libelous matter. Licensee is given the right to demand and receive a complete and accurate copy of the material to be broadcast in advance.

8. Requires identification of speakers on public or political questions. The speaker would disclose in writing the names of persons or organizations upon whose behalf the broadcast is made, to be announced both at the beginning and the end of such broadcast. Officials would be identified as to the office held and as to whether it is elective or appointive and by what political unit or official the election or appointment is exercised.

9. Changes appellate provisions to permit appeals from denial of transfers of stations and from experimental and temporary grants along with revocations, suspensions, modifications and other FCC instruments of authorization. This broadens materially the present act and eliminates misunderstandings on the right of appeal, particularly from experimental authorizations and transfer denials.

10. Provides for rehearing and reconsideration of petitions by the particular division rather than the full Commission since each division would be completely autonomous and since in effect it would be two separate Commissions under one roof.

11. Reinstates requirement for examiner's reports, which would mean a return to the procedure abolished by Chairman McNinch and would supplant existing procedure of proposed statements of fact by the Commission rather than examiner's reports and recommendations.



Drawn for BROADCASTING by Sid Hix

"Why Didn't We Think of That, Dudley!"

White Delivers Sharp Attack

Senator White, recognized as the foremost authority on radio in Congress, introduced his measure after he had issued a blistering attack Feb. 17 on the Wheeler bill and its sponsor, Chairman McNinch. Declaring the measure served no good end whatsoever, he said it was "crude in draft, wrong in principle, political in purpose, and carries in its terms and implications a sinister threat to all our communication facilities and to the country itself."

Prior to the introduction of his bill, Senator White had conferred with members of the NAB legislative committee and with a number of legal practitioners before the FCC as well as others identified with broadcasting and communications. He had the whole matter under advisement for several weeks—in fact, long before the McNinch measure was introduced by Senator Wheeler. For several years Senator White has advocated a far-reaching fact-finding inquiry with a view to rewriting and modernizing the law.

From the industry standpoint, the White proposal for a clear demarcation between broadcast and non-broadcast regulation is generally favored. However, there was no unanimity of view that the 11-man proposal is the answer, and there is general opposition to the McNinch-Wheeler three-man proposition because of the dangers inherent in a "totalitarian" type of administration where the chairman would be the key figure, with the possibility that at least one "puppet" commissioner would always vote with him.

Autonomous Units

In introducing his bill, Senator White told the Senate he recognized "infirmities" in it but said he felt the substantive provisions were sound and should be considered by the committee whenever the Wheeler Bill is taken up.

He admitted also that he did not regard it as imperative that the number of commissioners should be 11 but that he did think it necessary that there should be a breakdown into divisions, whether the number be 7 or 11 or whether the divisions be three or five men. There should be a "statutory breakdown and statutory jurisdiction in the divisions," he said, in calling for completely autonomous units.

The proposed Division of Public Communications would handle all matters dealing with broadcast-

(*Continued on page 70*)

NAB Picks Copyright, Program Groups As Board Votes to Promote Industry

COMMITTEES to handle the broadcasting industry's copyright and program self-censorship regulation problems were announced by NAB President Neville Miller following meetings of the NAB board of directors in Washington Feb. 27-28. At the meetings the board approved the joint NAB-RMA plan for industry-wide cooperation in promoting listening as well as receiving set sales.

Mr. Miller will act as ex officio member and chairman of each committee. The copyright committee was directed to meet in the Hotel Ambassador, New York, March 13, and the program committee at the same place March 16.

The copyright committee, which will prepare for negotiations with ASCAP for modification of existing contracts which expire Dec. 31, 1940, will include Edwin W. Craig, WSM; Walter J. Damm, WTMJ; John Elmer, WCBM; Mark Ethridge, WHAS; Gregory P. Gentling, KROC; Edward Klauber, CBS; Lenox R. Lohr, NBC; Clair R. McCollough, Mason-Dixon Group; John Shepard 3d, Yankee Network; Theodore C. Streibert, MBS and WOR; Harold Wheelahan, WSMB.

The self-regulation committee, which will survey available data and suggestions relating to program policies with a view to broadening the industry Code of Ethics to eliminate objectionable broadcast matter, will include Edgar L. Bill, WMBD; E. B. Craney, KGIR; Walter J. Damm, WTMJ; Earl J. Glade, KSL; Herb Hollister, KANS; Edward Klauber, CBS; Lenox R. Lohr, NBC; Paul W. Morency, WTIC; Samuel R. Rosenbaum, WFIL; Theodore C. Streibert, MBS and WOR; Karl O. Wyler, KTSM.

The board adopted a plan under which it will collaborate with the NAB Sales Managers' Committee in promoting radio as an advertising medium. Material designed to sell radio in competition with other media will be developed by the NAB in collaboration with the Sales Managers' group through a "Bureau of Radio Advertising" which would become radio's counterpart of the Bureau of Advertising of the American Newspaper Publishers Assn. The plan was projected by Ed Kirby, NAB public relations director, and entailed no funds. It will be supervised by Mr. Kirby and Paul F. Peter, NAB research director.

In approving the joint NAB-RMA plan, the board authorized expenditure of additional funds in the handling of preparatory work. Several weeks ago both NAB and RMA appropriated $2,500 each to launch the preliminary work.

With all but five of the 23 members present, the board ratified the action of NAB trusteees of the NAB Bureau of Copyrights in transferring the public domain recorded library to Langlois & Wentworth. The board decided to cooperate with the Advertising Federation of America, of which the NAB is an affiliate, and hold a departmental on radio advertising in New York during the AFA convention June 18-22. Craig Lawrence, sales manager of Iowa Broadcasting System, as chairman of the Sales Managers' Committee, will preside at the departmental and arrange it.

Mr. Miller outlined the status of the Federal Radio Education Committee fund to which the industry is pledged to contribute $83,000 towards a $250,000 fund for educational broadcasting projects. The total pledged of the $83,000 commitment is approximately $46,000, he declared, of which $36,000 has been paid. Approximately $28,000 in cash has been turned over to Dr. John W. Studebaker, U. S. Commissioner of Education, who is chairman of the Committee.

Present were John Shepard 3d, Yankee Network; Harry C. Wilder, WSYR; Clair R. McCollough, WDEL, John A. Kennedy, WCHS; W. Walter Tison, WFLA; Mark Ethridge, WHAS; John Fetzer, WKZO; Walter Damm, WTMJ; John J. Gillin Jr., WOW; Earl H. Gammons, WCCO; Herb Hollister, KANS; O. L. Taylor, KGNC; Gene O'Fallon, KFEL; Ralph R. Brunton, KJBS; Donald W. Thornburgh, CBS Los Angeles vice-president; Lambdin Kay, WSB; Frank M. Russell, NBC Washington vice-president, and John Elmer, WCBM, Baltimore. Absent were E. W. Craig, WSM; Elliott Roosevelt, Texas State Network; Harold V. Hough, WBAP-KGKO; C. W. Myers, KOIN; E. A. Allen, WLVA.

Holding *Good News* Time

GENERAL FOODS Corp., New York, after it has terminated its alliance with M-G-M Studios in the production of the NBC program *Good News of 1939* on June 29, is planning to retain the same network time on Thursday from 9 to 10 p. m., for which it has contracted until Jan. 1, 1940, and will present a new Hollywood show. Keeping the same title of *Good News*, the program will be similar to the present series, with Fanny Brice and Meredith Wilson continuing as stars. Benton & Bowles, New York, is the agency in charge.

Appropriation Bill Still Slights FCC

New Reorganization Measure Involves FCC Operation

FCC's status as a Congressional stepchild became more pronounced Feb. 22 when the Senate passed the Independent Offices Appropriations Bill without provision for funds for the agency after June 30. In so doing, it approved the action of the House, which on Feb. 8 entirely eliminated the Commission on the ground that reorganization legislation is pending and that funds should not be provided until action was taken on the change in the FCC makeup.

Budget estimates for the FCC for the 1940 fiscal year beginning July 1 totaled $2,038,175, an increase of approximately $300,000 over the present appropriation. The House Subcommittee on Appropriations eliminated the FCC fund after hearings behind closed doors at which time the reorganization plan, sponsored by President Roosevelt, first was divulged by Chairman McNinch [BROADCASTING, Feb. 15].

Expansion Delayed

The independent offices measure now goes to conference between Senate and House. It was stated authoritatively that there is no chance whatever of including the appropriation in the conference draft. Should reorganization legislation fail at this session, which is considered probable, the only way in which the FCC can procure appropriations will be through a deficiency act or as a rider to some other bill. Meanwhile, the Commission cannot proceed with the expansion it contemplated in the hiring of new engineers, attorneys and accountants.

In the omnibus Government reorganization bill, introduced in the House Feb. 23 by Rep. Cochran (D-Mo.), several independent agencies, including the FCC, are specifically exempted from Presidential reorganization. The Federal Trade Commission is included in the group. The bill provides that other functions may be transferred to such agencies but the plan cannot provide for reorganization within them or the transfer of any function or agency away from them. Thus, FCC reorganization is involved not in the omnibus reorganization bill but only in the pending Wheeler and White measures.

Roma Using 12

ROMA WINE Co., San Francisco (table wines) on Feb. 18 launched a half-hour weekly program, Saturdays, 6-6:30 p. m. (PST) entitled *World's Fair Party With Art Linkletter* on 12 stations of the Mutual-Don Lee network in California. On April 1 another will be added. As a roaming reporter at the Treasure Island site of the Golden Gate International Exposition, Linkletter takes the audience to high spots of the fair, interviewing visitors as he goes. He is assisted by Bill Davidson, of KFRC. Linkletter resigned recently as radio director of the fair, effective April 1. Agency is Cesana & Associates, San Francisco.

Text of NAB Statement on the Legislative Situation . . .

LEGISLATION pending before Congress providing for the reorganization of the FCC requires that the NAB as the spokesman for the industry, make clear to its members and to the public the important issues involved in any proposal to change the basic law setting up the regulatory agency.

NAB feels that the present system of broadcasting in the United States has operated in the public interest and has merited public approval. While the necessity for certain administrative changes may exist, we do not feel that there is any demand upon the part of the public for any fundamental change in the structure of broadcasting itself. On the contrary, it is our earnest feeling that no proposal involving changes in regulatory policy should go so far as to hamper the system which has resulted in superior listening service to the public.

The extent of public acceptance of broadcasting in the United States is evidenced by developments of the past ten years. More than 81% of the families in this country had acquired radio sets in 1938 as compared with 22% ownership in 1927. Listening habits have developed from casual tuning of occasional programs to an average use per day of five hours for each radio set. The radio has become an intimate part of the family life of Americans. These factors are due principally to a system in which private operators have been provided with the proper incentive to win and hold the listeners' attention. By the same token they argue the absence of necessity or desirability for any radical changes in regulatory policy.

We feel that there are certain principles which should serve as guides in the formulation of public policy with regard to communications and broadcasting. These principles include the following:

There must be effective recognition of the basic and fundamental differences betwen the functions, duties and responsibilities of a regulatory agency as they pertain to broadcasting and common carriers. Under the present law, the effort is made to provide regulation by the same agency for both. That, we feel, is an anomaly and has undoubtedly contributed to confusion within the Commission and criticism from without. Inherently there are difficulties in the effort of a single agency attempting to regulate such diverse types of industry. We believe that Congress should take cognizance of that diversity and make provision for it in the setup of the Commission. While we take no position as to the number of Commisisoners, we do feel that the Commission should be large enough to dispel any doubt of the Government's desire for domestic regulation.

There must be no censorship of programs. Congressional policy as expressed in the acts of 1927 and 1934 has expressly forbidden censorship of radio programs and has undertaken to guarantee to the American people their right to be the final arbiters of what they shall hear, and by the same token, what programs shall be broadcast. The American people have been effectively their own censors; their own tastes have elevated the standards of radio and will continue to elevate them. The radio industry readily acknowledges that it is still in a developing stage, but we contend that it is not possible by any legislative fiat to establish taste or standards and we feel strongly that Congress does not desire to, and should not, depart from its established policy. Moreover, we feel that any proposal in legislation looking toward that result should be defeated.

There must be adequate recognition of the principle that the FCC, or whatever other Commisison is created to regulate broadcasting, is an administrative agency functioning under specific mandate of Congress and in accordance with standards enacted by Congress. As the administrative agency executing the mandate of Congress, the functions of such board or commission should be clearly expressed and defined and the rights, duties and obligations of the parties appearing before such board or Commission should be more clearly subject to appropriate judicial determination by courts established for such purpose. Therefore, it is submitted that the appellate procedure in the existing act should be clarified.

At present broadcasting stations are being overwhelmed by questionnaires, demands for information which obviously come from an atmosphere of common carrier regulation. Our feeling is that the continuation of the practice is not only harassing but also dangerous, in that it must inevitably lead to regulation of program content. The association will and must oppose any proposal which gives legislative status to the practice.

In accordance with these principles, the directors of the NAB have requested the president of the organization, Neville Miller, to appear before Congressional committees representing the association.

State Legislation Fought by ASCAP As Mills Testifies

Dozen Legislatures Consider Fees; Montana Passes Bill

INTRODUCTION in a dozen states of legislation to "rationalize" collection of royalties for music performing rights has sent ASCAP officials and attorneys scurrying to State capitals in an effort to block passage, according to advices reaching Washington.

E. C. Mills, chairman of ASCAP's executive committee, testified Feb. 24 against the bill introduced in the New Mexico State Legislature. Following the pattern of measures introduced in other States, the bill would force full disclosure of copyright ownership by licensing pools and would seek to prevent levying of a licensee fee based on programs which do not include music falling within the license.

In Montana, despite ASCAP opposition, a new copyright law to supplant that enacted in 1937, restricting ASCAP, favorably by the committee passed unanimously Feb. 27 and became law the same day when Gov. Ayres signed it. ASCAP argued unconstitutionality, and hired a local attorney for about a 10-minute presentation. In North Dakota, ASCAP planned to have Mrs. Carrie Jacobs Bond, composer of *A Perfect Day*, appear in opposition to the pending bill.

As applied to broadcasting, it was pointed out, such legislation would prevent imposition of a license fee on gross receipts, irrespective of whether the programs use music, as required by the present ASCAP license. It would compel issuance of a license similar to that given by ASCAP to many newspaper-owned stations, requiring that a percentage of income be paid on programs using ASCAP music only. The New Mexico legislation is similar to that pending before the legislature of Connecticut, and in other states.

E. C. Mills Testifies

In his testimony before the New Mexico legislature, Mr. Mills warned that ASCAP cannot guarantee to grant licenses for performance of individual musical numbers in states which adopt restrictive legislation. Asking for an unfavorable report on the bill, which already has passed the Senate, he charged the statute was originated by A. W. Bennett, NAB attorney, and that networks and large outlets were attempting to make local stations "kicking dogs" for test legislation. He termed it a "preposterous and insolent attempt to impose an undue burden on ASCAP" and "an attempt to harass this organization which is not trying to operate as a profit-making firm, but is in business purely to protect the composers."

This legislation is being sought, Mr. Mills contended, "purely on the assumption that ASCAP will continue to grant licenses for the performance of these musical selections individually." He added he could "in no way guarantee" that such a licensing arrangement would be acceptable but concluded that "although this law is plainly unconstitutional, the Society may elect to let it go into effect merely to show broadcasters what will happen under similar statutes."

Backing up the ASCAP stand were I. E. Lambert, Santa Fe attorney and former RCA counsel, and former Gov. M. C. Mechem, who represented T. M. Pepperday, operator of KOB. Mr. Lambert said he appeared solely as a citizen, and appealed to the Committee to drop the measure, declaring that for 15 years he had represented both RCA and NBC in fighting ASCAP and "these firms are now admitting their mistake." Mr. Pepperday, in a letter which Mr. Mechem read, said "the only solution to the problem of radio performing rights is that offered by ASCAP."

Adopted by Five States

A hearing on the Connecticut bill has been set for March 2.

During the last two years, legislation seeking to make ASCAP and other copyright groups subject to State anti-monopoly legislation has been adopted in five states. Bills having a similar purpose are pending in a dozen States, including New Mexico, Connecticut, Kansas, Oregon and Washington.

At a meeting in Seattle Feb. 16, Washington State broadcasters discussed new legislation to supplant the existing anti-copyright law. Louis Wasmer, president of KHQ and KGA, Spokane, changed his position, it is reported, by asserting that State legislation was not the answer and that he favored repeal of the 1937 law. He espoused the view that amendment of the Federal law was the only solution.

On motion of T. W. Symons Jr., head of KFPY, Spokane, and KXL, Portland, that the 1937 Act should not be repealed unless a suitable substitute is provided, the membership voted 13 to 4 in favor of that course. Mr. Wasmer and Birt Fisher, general manager of KOMO-KJR, cast the dissenting votes against the proposal.

The membership went on record in favor of a new bill repealing the existing Act but following the theory of the "per program basis" of payment.

In addition to activity on copyright in State legislatures, a number of bills have been introduced and passed designed to give broadcasters a degree of protection from libel and slander uttered over their facilities. A number of bills dealing with food, drug and cosmetic advertising also have been introduced.

Ad Lib Advertising Monitored As FTC Broadens Campaign

CLAMPING DOWN on careless informal claims for advertised products by ad libbing announcers, and placing commercial continuity departments of radio stations under surveillance along with advertising agencies, the Radio & Periodicals Division of the Federal Trade Commission announced Feb. 20 further broadening of its attack on false and misleading radio advertising under the Wheeler-Lea Act.

With four new lawyers assigned to the Division, a definite program of checking local ad libbed commercial programs has been started, using volunteer tipsters among private citizens as well as day and night listeners among the Division staff itself, according to PGad B. Morehouse, director.

Mr. Morehouse also has announced that two of the new questionnaires for advertising agencies have been distributed, with a third in preparation. One agency reply has been received, and the case is being checked.

Explaining the FTC's efforts to check on the free and easy advertising blurbs used by ad libbing announcers, who usually build their programs around musical recordings, he said the suspicion exists that advertising claims made on these programs often know no limits and that the announcers frequently stray far afield from their written scripts. In this connection, Mr. Morehouse declared his Division will draw no line of demarcation between an independent advertising agency and the commercial continuity department of a radio station which might prepare questionable advertising copy.

The checkup is being conducted by volunteers from the Division staff, with one person taking a turn at the radio each night and morning in the week, he explained, adding that these checkers have been able to tune in programs from all parts of the country. He said a system of volunteer tipsters is being developed by the Division, which frequently receives, and always answers, letters from private citizens calling attention to claims.

REITER AND SPADEA LAUNCH REP FIRM

FORMATION of the new station representation firm of Reiter-Spadea Co. was announced Feb. 27. It will comprise a partnership of Virgil Reiter Jr., former Transamerican vice-president, and Joseph R. Spadea, until March 1 Detroit manager of Edward Petry & Co.

Mr. Reiter, who resigned recently from Transamerican to reopen his office in Chicago, represents WCAU, Philadelphia, in the midwest territory. Maintaining offices in the Wrigley Building, he was Transamerican vice-president in New York and Chicago during the last two years and before that operated his own Chicago business.

Mr. Spadea, who for six years has managed the Petry office in Detroit, will open an office in New York for the new organization. Both men are pioneers in radio sales, having started with Scott Howe Bowen in 1929.

Mrs. Powel Crosley Jr.

MRS. GWENDOLYN AIKEN CROSLEY, wife of Powel Crosley Jr., president of WLW and WSAI, died suddenly of a heart attack Feb. 26 in Sarasota, Fla. She was 48. Mrs. Crosley had accompanied her husband to the airport Feb. 25 when he left for Cincinnati. She was the daughter of the late Walter H. Aiken, former supervisor of music in Cincinnati schools. Surviving, in addition to her husband, are a son, Powel Crosley 3rd, a daughter, Mrs. Page Jennings, two brothers and four grandsons.

Satisfactory Pact Main ASCAP Aim

Paine Suggests Broadcasters Agree on Contract Formula

WHEN a new contract is drawn between ASCAP and the broadcasters to succeed the current agreement, which expires Dec. 31, 1940, ASCAP would like it to be the kind of contract that can be put away and forgotten about until it too expires, according to John G. Paine, general manager of the music licensing organization.

"ASCAP," he told BROADCASTING, "is a service organization and we can only continue in business successfully as long as we continue to give the entertainment business —broadcasters and other users of our music—the kind of service they want. If a contract has to be referred to constantly so that it becomes an aggravation, or if its terms are not satisfactory to both parties, then it's not a desirable thing for either side and not good business."

The Open Door

Reiterating the statement of E. Claude Mills, chairman of the ASCAP administrative committee, that the door is open for discussion of the broadcasting problem at all times, Mr. Paine said broadcasters should first decide what kind of a contract they want before they ask ASCAP to change the present provisions.

"We are continually being asked," he said, "whether in 1940 we will have contracts with the networks as well as with individual stations, what we intend to do about clearing music at the source and similar problems which it seems to me are questions to be decided by the broadcasters and not by ASCAP. When the broadcasting industry knows exactly what kind of a contract it wants we will do the best we can to work out a new contract on that basis."

Referring to the anti-ASCAP legislation already passed or pending in about a dozen States, Mr. Paine pointed out that if ASCAP were to be broken up, broadcasters would find themselves confronted with many problems that are now avoided through ASCAP's activities. For instance, ASCAP rules prevent the giving of exclusive rights to any music of any ASCAP member to any one person, but insist that all licensees be treated equally. If there were no ASCAP then there would be nothing to prevent a writer or publisher from selling NBC, say, the exclusive right to broadcast its musical compositions. Or it might sell to Standard Brands the exclusive right to broadcast "Tea for Two," and anyone else desiring to use the number would have to go to this company for permission. Such complications, says Mr. Paine, might prove a far worse headache to the broadcasting industry than some of the provisions of the ASCAP contract.

Asked about the planned conversations between himself and Neville Miller, NAB president, in an effort to find a reasonable and businesslike approach to the new contract, Mr. Paine said that he and Mr. Miller had talked casually several times but that they had not yet talked contract.

General Dip in Business Reduces RCA's Profits

RCA and its subsidiaries earned a net profit of $7,412,072 on a gross income from operations of $99,200,627 during 1938, according to its annual report released Feb. 27. This compares with a net profit of $9,024,858 on a gross of $111,852,876 during 1937. Gen. James G. Harold, chairman, and David Sarnoff, president, state in their report that broadcasting, manufacturing and communications all "operated on a profitable basis and made new advances that hold encouraging promise for the future." Reduced gross and net were attributed to the general decline in business.

The 1938 net represents the equivalent of 30 cents a share of common stock after preferred dividend requirements, compared with 42 cents a share in 1937. While the report does not break down the revenues and profits of individual subsidiaries, it is pointed out that sales of time by NBC, RCA's broadcasting subsidiary, showed a 4% gain over 1937. NBC's gross network time sales in 1938 amounted to $41,462,679 [BROADCASTING, *1939 Yearbook*]. This does not include owned and managed station revenues.

Mr. Sarnoff, after a meeting of the board of directors, Feb. 24 announced the company has declared a quarterly dividend of 87½c per share on the outstanding shares of its $3.50 cumulative convertible first preferred stock, and a quarterly dividend of $1.25 per share on the outstanding "B" preferred.

Crosley Corp. Arranges New York Fair Exhibit

CROSLEY Corp., Cincinnati, is building its own exhibit structure at the New York World's Fair at a cost of more than $100,000 to display its complete line of radios, radio-phonograph combinations, Reado facsimile, Shelvador refrigerators, washers, ironers, gas and electric ranges, Koldrink bottle coolers and Coolrest bed coolers.

The Reado will be operated with a facsimile transmitter so visitors can see how visual broadcasts are made. Engineers will explain operation of the Reado. The building was designed by Sundberg & Ferar, Detroit, in collaboration with Holland and White, New York. A studio for broadcasts to be sent over WLW and networks will be maintained in the building.

KWKH Gets 50 Kw.

KWKH, Shreveport, La., will shortly increase from 10,000 to 50,000 watts on 1100 kc., under an FCC decision Feb. 27 authorizing the boost. The grant was made without a hearing. KWKH is regularly assigned half-time to the 850 kc. clear channel now occupied by WWL, New Orleans, which recently also went to 50,000 watts. It uses 1100 kc. full time under a special outhorization, the only other stations assigned to that channel being WBIL, New York, and WPG, Atlantic City, which share time using 5,000 watts and the combining of which is proposed by Arde Bulova. Under the Havana Treaty stations on 1100 kc. eventually will shift to 1130 kc.

WOR Starts Associated Press Service; Soon May Be Extended to CBS and MBS

INSTALLATION of two Associated Press teletypes, one for national and the other for State news, at WOR, Newark, on Feb. 21 signified the completion of arrangements between the station and AP, making the news of the press association available for bulletin or flash broadcasts on a sustaining basis. This service, similar to that which was started at NBC on Feb. 9 [BROADCASTING, Feb. 15], is furnished as a "public service" by AP, without payment by the station except for the actual expense incurred in transmitting the news from the press association's headquarters to the station.

While the arrangement negotiated by WOR with AP applies only to this station, it is possible the service may later be extended to the entire Mutual Network. Conversations have also been held between AP and CBS and it is expected this network will soon begin using AP news on the same basis as NBC and WOR. The service will also be available to other stations within the New York metropolitan area, according to W. J. McCambridge, assistant general manager of AP, who said the matter was now under discussion with several stations. Whether the service would be extended to stations outside the metropolitan area is still an open question, he stated.

AP's Broadcast Policy

Unlike NBC, which broadcasts two five-minute periods of AP news daily, WOR is at present using this service only for bulletins and flashes to supplement its Transradio Press Service reports just as it used news supplied by the Press Radio Bureau, which WOR discontinued early in January. CBS and NBC stopped their use of Press Radio news on Dec. 24, shortly after AP had ceased serving the Bureau.

Theory of the AP tieup with radio is given in a letter written to G. W. Johnstone, director of public relations for WOR, who handled the negotiations resulting in the station's securing AP service, by Kent Cooper, AP managing director, which reads in part:

"For several years The Associated Press has made its news service available for news bulletin broadcasting as an element of 'sustaining programs', that is, broadcasting without advertising sponsorship. This availability was our contribution toward a public service and had been afforded indirectly through the Press Radio Bureau on the motion of a committee of members of the AP acting as a unit of the American Newspaper Publishers Assn. For reasons not of our making it was necessary for us to suspend that method of availability. Such method was always subject to summary discontinuance at any time by the AP and now that the same has been discontinued it will not be expedient to resume it. At the same time the AP still feels that its obligation to the public remains unchanged.

"News broadcasting practice," the letter continues, "has developed along two lines—that which involves no profitable remuneration to the news association and that for which the news agency receives revenue from an advertising sponsor. These classifications having arisen, the AP's only concern is that in making its news available for broadcasting in one classification there be no elemental conflict due to the manner in which the broadcasting is done. Broadly speaking, it feels that it does not now wish to invade the broadcasting field of those who sell news for profit nor does it want to proceed further if the news of those who sell for profit is utilized on similar sustaining programs."

Credits Required

In addition to stipulating that its news shall not be used on sponsored programs, AP's agreement also says that the station must credit the Associated Press at the beginning and end of each broadcast, the ending credit to read: "This news is furnished by the Associated Press as a public service. For further details, read your Associated Press newspapers." (The rumor that the delay in an agreement between AP and CBS was due to the network's objection to this closing credit as being too commercial was firmly denied by Mr. McCambridge.)

The agreement further stipulates that the broadcaster shall cooperate with a monitor from AP if one is decided upon; that the broadcaster shall furnish AP daily with a copy of what part of its news was broadcast during the previous day, and that either party may terminate the agreement on 30 days written notice. It is believed that broadcasters will attempt to have the service continue without a monitor, preferring to get the news promptly and to process it themselves rather than to have it held up while it is being prepared for radio by AP.

Midnight Test

LATE listeners who tuned in WJZ, New York, at midnight on Feb. 22 were surprised to hear Fred Allen's *Town Hall Tonight,* heard earlier in the evening on WEAF. Explanation was that NBC had decided to test audience reaction to a commercial program at this hour and had arranged with Bristol-Myers Co., sponsor, to add WJZ to the western rebroadcast. Test will continue several weeks and NBC will survey listeners to learn how they liked this type of program in comparison to the usual dance music.



WBS Chicago studios became a hennery some six weeks ago when 26 one-day-old chicks were placed in a brooder and their growth on a sole diet of Purina Chick Startena and water watched by officials and program participants of Ralston Purina Co., St. Louis, sponsoring the *Checkerboard Time* transcription on 90 stations. Similar chick-raising demonstrations by local Purina dealers are planned as a tieup with the program. In this picture, taken in the WBS studios, where the growing chicks were the cynosure of all visitors, are (l to r) Jack Stillwell, announcer; Chick Martin, m.c. and vocalist; the *Cackle Sisters,* and C. S. Johnson, head of the Purina poultry division, frequently heard on the *Checkerboard Time* program.

FCC UPHOLDS WAAW SALE TO NEWSPAPER

THAT the FCC majority apparently does not feel empowered to refuse to authorize transfers of ownership of stations to newspaper interests was again demonstrated Feb. 27 when without a hearing it authorized the sale of WAAW, Omaha, to the publishers of the *Omaha World-Herald.* Chairman McNinch and Commissioner Walker dissented.

The station, operating with 500 watts daytime only on 660 kc., was sold by the Omaha Grain Exchange for approximately $60,000.

This was the third transfer to newspaper interests authorized so far this year. On Jan. 9 the Commission authorized the sale of KVOA, Tucson, Ariz., to the KTAR Broadcasting Co., operator of KTAR, Phonenix, and controlled by the *Phoenix Republic* and *Gazette.* On Jan. 24 it authorized the transfer of WGH, Newport News, Va., to the publishers of the *Newport News Daily News* and *Times-Herald.*

More for Beatrice

BEATRICE CREAMERY Co., Chicago (Meadow Gold), has expanded the list for its weekly half-hour disc series, *Lightnin' Jim,* to WHO KSD KFRU KFEQ WOW and has renewed on WWJ WCAE KLZ and twice weekly on WGN. Agency is Lord & Thomas Chicago.

Summer Baseball Schedules Being Completed by Sponsors

Lists of Games Not Yet Ready; Many Stations Send Sports Announcers to Spring Training Camps

OPENING of spring training for major and minor league baseball teams finds sponsors still working out details of broadcast schedules for the season, which starts in mid-April.

Again General Mills, Socony-Vacuum Oil Co., Procter & Gamble, Atlantic Refining Co., Goodrich Tire & Rubber Co. and P. Lorillard Co. will head the list of national advertisers sponsoring baseball play-by-play and incidental programs based on scores and game resumes.

As in past years many stations are sending announcers to spring training camps to broadcast either by direct wire or transcription.

New York Plans

Red Barber, first rank sports announcer who recently left WLW-WSAI to join the sports staff of General Mills [BROADCASTING, Jan. 1], has been assigned to broadcast the games of the Brooklyn Dodgers which will be cooperatively sponsored by General Mills, Socony-Vacuum Oil Co. and Procter & Gamble Co. Although the announcement that the Dodgers' games would be broadcast under this three-way sponsorship was made early in December by Larry MacPhail, manager of the team [BROADCASTING, Dec. 15], no contract for station facilities had been signed by Feb. 27.

Neither had a decision been made as to whether the Dodgers would allow broadcasting of their Sunday games or would follow the example of the Yankees and Giants, whose home games will also be broadcast under the same sponsorship, in banning Sunday broadcasting. A third possibility is that the Brooklyn team will permit broadcasting of their Sunday games away from home, but will go along with the New York clubs in keeping their Sunday games at home off the air.

West Coast Games

General Mills and Goodrich Tire & Rubber Co. again will jointly sponsor day and night games of the Pacific Coast Baseball League.

KGO was chosen again to broadcast all games of the San Francisco club and KROW, Oakland, will carry games played by the Oakland team.

General Mills and Goodrich will alternate in sponsorship. All home games will be broadcast direct from Seals Stadium in San Francisco and the Oakland baseball park with recreations of games away. Ernie Smith will announce the San Francisco contests and Dean Maddox has been signed for the Oakland games. The Pacific Coast baseball season starts on April 1. Westco Adv. Agency, San Francisco, placed the account.

Texas Co., New York, makers of Texaco gas, for the fifth consecutive year will sponsor Hal Totten's baseball review nightly on WCFL, Chicago, from 6:45 to 7 p. m. Program starts this spring at the beginning of the baseball season. Buchanan & Co., New York, placed the account.

The General Mills-Socony schedule includes all games of the Kansas City Blues on combined facilities of KMBC and KCKN. KMBC will originate all games, with Walt Lochman at the mike. Under tentative plans KMBC will carry afternoon games and KCKN night games, with KMBC picking up night games at 9:45.

P. Lorillard Co., New York, will sponsor a quarter-hour baseball resume daily on WHK, Cleveland, during the coming season to advertise its tobacco products. Lennen & Mitchell, New York, is agency.

Waitt & Bond Sports

WAITT & BOND, Newark, has started a series of 81 thrice-weekly quarter-hour sports summaries on a 16-station Yankee network for Blackstone cigars. A similar program is also sponsored on WGY, Schenectady. A series of 36 football quarter-hours starts Oct. 3 on 7 Yankee stations. Agency is BBDO, New York.

GENERAL MILLS, through Knox-Reeves, Minneapolis, has acquired radio rights to all pro football games of the Washington Redskins in 1939, as well as an option on 1940 games.

Avalon Sports Spots

BROWN & Williamson Tobacco Co., Louisville (Avalon cigarettes) will use 100-word announcements following baseball games on Colonial Network, WOOD-WASH, Grand Rapids, Mich., and KSD, St. Louis, as well as a thrice-weekly sports review on WABC, New York, beginning April 1. Russel M. Seeds Co., Chicago, is agency.

Yankee Net Announces Yale Football Sponsor

YANKEE Network announced in a release dated Feb. 17 that eight play-by-play broadcasts, plus 15-minute pre-game commentaries, of the 1939 Yale football schedule would be carried on 13 Yankee stations under sponsorship of Atlantic Refining Co.

The schedule of games, as announced by Yankee, follows: Oct. 7, Yale vs. Columbia; Oct. 14, Yale vs. Penn; Oct. 21, Yale vs. Army; Oct. 28, Michigan vs. Yale at Ann Arbor; Nov. 4, Yale vs. Dartmouth; Nov. 11, Yale vs. Brown; Nov. 18, Yale vs. Princeton; Nov. 25, to be announced. Stations are WNAC WTIC WEAN WTAG WICC WSAR WNBH WLLH WNLC WSPR WATR WFEA WLNH.

N. W. Ayer & Son, Philadelphia, Atlantic's agency, did not confirm the announcement, indicating that it does not release football sponsorship schedules until August.

CONSOLIDATED PRODUCTS Co., Danville, Ill., will start thrice-weekly quarter-hour discs on six midwest stations for its buttermilk products. Mace Adv. Agency, Peoria, has the account.

Temporary License Procedure In Program Cases Is Dropped

But FCC in Adopting New Policy Will Resort to Revocation in Extreme Cases; Craven Dissents

AFTER SEVERAL months of consideration, the FCC announced Feb. 27 a change in its procedure governing program complaints under which temporary licenses hereafter will not be issued during the "investigation" period. Instead, in extreme cases, the FCC will resort to revocation proceedings—a new regulatory twist invoked Feb. 20 against KUMA, Yuma, Ariz. (see page 26).

In authorizing the new procedure, which came after a torrent of criticism from stations protesting mainly the stigma of temporary licenses, the Commission adopted a report submitted by a majority of a special three-man committee which was designated to study the subject just a year ago. As adopted, the report, in effect, simply changes FCC procedure. It was offered by Commissioners Sykes and Payne, while the third member—Commissioner Craven offered a minority report.

Commissioner Craven held that the new procedure is not new at all but has been in force for the last half-year. He had advocated a definite Commission policy which would alter the entire procedure and avert what he felt was treading dangerously close to censorship. He said he agreed with the action as far as it went, but that it did not go far enough.

Criminal Actions

The basic difference was the conclusion by the Commission majority that the Committee was only authorized to study procedure to be followed, whereas Commissioner Craven advocated definite policies and principles. Voting for the majority report were Chairman McNinch and Commissioners Case and Walker, along with Sykes and Payne. Commissioner Brown was absent.

That the Commission in the future proposes to collaborate with the Department of Justice in cases involving purported criminal violations, was disclosed in the majority report. Specific violations covering lotteries, use of obscene, profane and indecent language and other such transgressions will be "contemporaneously reported to the Department of Justice for possible criminal action."

The Sykes-Payne committee majority had stated that approximately 50 letters of complaint, including inspectors' reports, are handled each week. Of these, some 60% are classified as frivolous; 30% as non-informative or general, and the remaining 10% of an "informative character, which on their face appear to warrant some investigation."

The frivolous letters, the committee recommended, should not be referred to the Commission for action. Those of a non-informative nature should be held for additional information if that course is warranted but in general should not be submitted to the Commission until particular complaint has been fully developed.

Change in Procedure

As for the 10% which appear to be informative, the Committee suggested further investigation but with no "unreasonable demands on stations" during the interim. This represents a significant departure from former practice when the Commission immediately cited stations under investigation, issuing temporary licenses which in turn resulted in many cases in unfair competitive practices. Moreover, in most of these instances, the difficulty usually was compromised with no punitive action.

Under the new procedure the Law Department will furnish the Commission each week a list of complaints under investigation and report findings with recommendations either for renewal of license or revocation proceedings. "As to revocation," said the report, "few single complaint matters will warrant such action."

To insure judicious handling of complaints, the committee recommended that three sections of the Law Department collaborate rather than the single complaint section. These sections in turn would report to the General Counsel when affirmative action is to be taken. This step apparently is aimed at criticism of arbitrary action by a single attorney.

Finally, the majority report recommended that informal complaints be not announced publicly until positive action is taken. Stations will be sent copies of complaints, however, without disclosure in the normal case of the name of the complainant.

"We feel," said the committee, "that demand for public information concerning an investigation being conducted will not be made in the future for the reason that as a general policy temporary licenses pending investigation are not warranted and will not be issued. Upon the designation of an application for renewal of license for hearing, a carefully prepared press release stating generally the reasons for such action should be prepared. Interested parties as well as others will have full notice of the matter to be inquired into, upon the issuance of the notice of hearing. This notice should issue as soon as possible after Commission action designating the application for hearing.

"As to revocation cases, the order of revocation itself must be accompanied by a full statement of the reasons therefor in accordance with the provisions of Section 312 (a). If an order of revocation

(Continued on page 73)

Stay Refused, WLW Returns to 50 Kw.

Last-Minute Plea for Order Is Denied By Court

WLW, Cincinnati, world's first station to operate with 500,000 watts power, returned to its regular output of 50,000 watts March 1 by FCC mandate, after one of the hardest fought legal battles in radio annals.

Just a matter of hours before the FCC order reducing its power to 50,000 watts was to have become effective, the U. S. Court of Appeals for the District of Columbia denied the Crosley plea for a stay order to permit the station to continue regular operation during the pendency of its appeal. The court called for oral arguments, in chambers, on the restraining order plea at 5 p. m., Feb. 28, heard arguments for about an hour from FCC and WLW counsel, and then shortly before 7 p. m. cryptically announced that the "stay is denied."

Five Years on 500 kw.

By virtue of the court's edict, WLW at 3 a. m. on March 1—only eight hours after the court ruling—was obliged to reduce its power to the maximum of 50,000 watts permitted for regular broadcast stations. It still holds an experimental authorization, however, to broadcast experimentally with 500,000 watts during early morning hours before dawn, with the call letters W8XO. It also still has pending before the FCC, awaiting hearing, an application for regular authority to use 500,000 watts, as do about a dozen other clear channel stations.

The Commission's action, so dramatically sustained by the court, terminates WLW's nearly five years of operation with so-called "super-power" which began in April, 1934. Except for a brief period during which it reduced its night-time power, the station has operated continuously since then with that output during regular hours. It boasted greater primary and secondary coverage than any station in the country, not only by virtue of its power but also because of its choice 700 kc. clear channel, and its central location with virtually ideal propagation conditions. As a matter of fact, its coverage as a 50,000-watt station was greater than that of practically any other station at the time, and even with the power reduction its commanding position may not be materially affected.

The court action came after a veritable battle of briefs and petitions filed with the court by Duke M. Patrick, WLW chief counsel, and William J. Dempsey and William C. Koplovitz, FCC general counsel and assistant general counsel, respectively. The fact that the court, with all five of its members sitting, did not render a written opinion in a case of such moment caused some comment. Moreover, it tended to discourage further appellate action, which Mr. Patrick said was not contemplated.

The court decision was a smashing victory for the Dempsey-Koplovitz team, since in effect it sustained their contention that the court was without authority to give relief from the FCC's decision. Mr. Dempsey argued in the impromptu session in chambers that the court not only could not grant the relief requested, but that under the law it is powerless to grant an order keeping a station on the air after the FCC has permitted a license to expire by its own terms.

The Dempsey contention brought brisk questioning from several of the jurists. Chief Justice Groner observed that the court in the past has issued such stays in renewal cases, but that perhaps it was in error under the law.

Patrick Cites "Sudden Death"

Mr. Patrick argued that the Commission in effect was terminating a license without he kind of hearing to which it had been entitled. He referred to the experimental clause in the WLW license as a "sudden death" clause, and contended that if there were no stay order WLW's investment would be impaired. He cited numerous court precedents which he argued supported his plea for action to stay the hand of the Commission pending determination of WLW's pending appeal.

Mr. Dempsey, responding to questions of Justice Stephens, asserted that the request for a stay is tantamount to a request that the court issue a new license to WLW, since the present experimental license expires "by its own terms" and there is no status quo to preserve.

The battle against WLW has had many political implications, the Senate at its last session having resolved against power of greater than 50,000 watts. Moreover, regional and local stations alike have protested against such power on economic grounds, alleging that more superpower stations might result in the deterioration of non-superpower stations to purely local status, thus freezing out their national business.

WLW began regular operation with 500,000 watts in 1934, investing approximately $500,000 in equipment and other facilities for the experimentation. When it filed for extension of the authority for the regular six-month period in December, 1937, Commissioner George H. Payne, then in charge of broadcast routine, designated the renewal for hearing, causing an immediate furor. Hearings were held last July before a committee of three FCC members, which reported unanimously last October against extension. Following oral argument, the Commission on Feb. 6, with Payne not voting, unanimously denied the extension authorization, holding that regular operation with 500,000 watts was not essential to carry forward the program of experimentation and that it should be accomplished with W8XO during early morning hours.

The court's action came not only following the argument, but after a spirited exchange of motions and other pleadings. On Feb. 17, nine days after the FCC decision denying it continued authority to operate with 500,000 watts during regular hours, effective March 1, Mr. Patrick filed with the FCC a petition for rehearing of the Crosley application. This was denied Feb. 20 essentially on the ground that the Commission's decision was proper and that the WLW petition was "wholly defective" and in affect "no more than an expression of the petitioner's disagreement with the Commission's action, without suggesting to the Commission any grounds upon which it could reach any conclusion."

On the following day, WLW appealed from the Commission decision and simultaneously requested the stay order. The court was asked to reverse the Commission on the ground that it was duty-bound to make findings of fact and conclusions of law upon the points which the Commission itself had suggested as the issues which WLW would be required to meet to justify a continuance of its license.

At the same time Powel Crosley Jr., president of the Crosley Corp., made public a statement in which he expressed regret over the necessity of going to court but stated it was WLW's duty not only to itself but to the listening public to take this course "in our effort to provide for radio users of America the finest service which money can buy and modern scientific invention can achieve."

A Battle of Briefs

"This obligation of ours," he said, "we feel to be particularly and peculiarly an obligation owing to the rural listeners and to the owners of sets who by reason of the set itself or the remoteness from a broadcasting station are unable to secure the radio service which an expensive set located close to a broadcasting station is able to get."

Mr. Crosley brought out that WLW pioneered so-called high power, increasingly progressively from 50 watts to 500 watts, 5,000 watts, 50,000 watts and finally 500,000 watts. In each instance the question of so-called high power or superpower was raised, he pointed out, and in every case actual experimentation proved increased power hurt no one but on the contrary was of vast benefit. Calling "superpower" a misnomer and a "myth", he said 50 kw. amounts to only 680 horsepower, or less than the power used in one motor of a twin-motored transport plane and less power than produced in eight Ford, Chevrolet or Plymouth engines running wide open.

Heavy Investment

WLW, he said, has consistently and heavily invested throughout the years in maintaining programs of highest possible standard and has always felt that to be its responsibility. It began experimentation in 1934 with superpower and felt that if the experiment proved successful and there was no reason from a standpoint of public interest, convenience and necessity why this power should not be used, "we would be permitted to continue its use and the program of experimentation in which we are still engaged."

Mr. Crosley said it was his conviction that the people of the country "should no more be deprived of the benefits of the experimentation in transmitter development than that they should be ordered to abandon their use of automobiles and ride in horses and buggies from this time on or that radio set manufacturers should be permitted to put a limit to the number of tubes they can place in a radio set and thus diminish its usefulness in the home of the listener."

"We see no reason why the benefits of man's invention should be withheld from the radio listener while they are permitted to him in other fields", Mr. Crosley stated, "and we are convinced that only temporarily can the progress of science and invention be halted. We stand ready and will in the future at all times stand ready, to cooperate with the Commission as we have in the past, in the advancement of the radio broadcasting art in every way possible."

10% CUT IN RATES ANNOUNCED BY WLW

A 10% "TOKEN" reduction of WLW's rates across the board was announced by James D. Shouse, Crosley vice-president and general manager of the station effective with its power decrease March 1. The base night hour rate is reduced from $1,200 to $1,080.

No other changes in WLW operation are contemplated, he said. The same transmitter will be used, with the extra power stages inactive during its 50,000-watt operation. The station is still authorized to use 500,000 watts during early morning hours, and also will prosecute its pending application for regular authorization for 500,000 watts, he said.

Following the court's action denying injunctive relief Feb. 28, Mr. Shouse notified the WLW's clients of the general rate reduction of 10% to all current running accounts. "This is purely a token reduction", he said, "inasmuch as it establishes the WLW base rate lower than the $1,152 evening hour rate in effect as far back as Sept. 1, 1930, since which time the average clear channel station rate increase has been about 70%. Bearing in mind our night-time half-millivolt line will include Southern Canada and all of the Continental United States, Northeast and South, and is affected in the West only by retraction about Billings, Mont., to Jamestown, N. D., WLW is thus established more than ever as the greatest buy in radio."

WLW announced the power reduction Feb. 28 to its audience with a simple news statement.

WBLY Becomes WLOK

THE FCC on Feb. 28 announced that it had authorized a change in the call letters of WBLY, Lima, O. local outlet, to WLOK. The station was purchased last summer by Fort Industry Co., and its sale for $27,000 cash approved by the FCC last Oct. 24. George B. Storer is president and chief stockholder in Fort Industry Co., with J. H. and Frances S. Ryan as the other major stockholders. The company also controls WSPD, Toledo; WWVA, Wheeling, W. Va., and WMMN, Fairmount, W. Va.



FORMATION of the North Carolina Assn. of Broadcasters was effected Feb. 21 at Raleigh by representatives of 15 of the State's 18 stations. Richard H. Mason, WPTF, Raleigh, was elected its first president. Shown at the meeting, standing (l to r) are George Walker, WAIR, elected vice-president; Andrew Bennett, NAB counsel who spoke on copyright; A. J. Fletcher, WRAL, Raleigh, temporary chairman; Ralph Wentworth, Langlois & Wentworth, who also addressed the meeting. Seated, (l to r) Avery Wynne, WEED; E. Johnston Neal, WRAL; H. W. Wilson, WGTM; Ben Farmer, WGTM; Richard A. Dunlea, WMFD, elected a director; Fred Fletcher, WRAL, secretary; Bryce P. Beard, WSTP, director; President Mason; Lincoln Dellar, WBT, director: Norris O'Neil, WSJS; J. H. Field Jr., WPTF; E. J. Cluck, WSOC, treasurer; Talbot Patrick, Goldsboro Broadcasting Co., and George Case, WRAL.

Listeners Termed Adequate Censors

'Colliers' Editorial Rebukes Interference With Radio

"READER censorship is all the censorship the magazines and newspapers ever have needed" and "listener censorship is all the censorship the radio needs." These statements are made in an editorial titled "We Needn't be Spoon-Fed" appearing in the Feb. 25 issue of *Collier's*, published by Crowell Publishing Co., which takes cognizance of proposals to "demike" certain kinds of broadcasts and takes a strong stand against interference with programs.

Since America began, asserts the editorial, the country has had ranters of all kinds—merchants of religious, racial, class and every other type of hatred. Yet the "horse sense" of the American people, giving them a full and free hearing, has always prevailed, it continues, and "it seems most unlikely" that "we are in any more danger of being led into lunacy now than we ever were." It continues:

Fingers in Their Ears

"President Miller of the broadcasters' association, Chairman Frank R. McNinch of the FCC and kindred headshakers and handwringers seem to think the majority of Americans are mental slobs, whose delicate ears must be shielded from 'harmful' broadcasts.

"Well, we aren't mental slobs, and the ears of most of us are not overdelicate. Generation after generation, we have proved capable of telling a sow from a Siwash * * *.

"Listener censorship is all the censorship the radio needs. It's so easy to turn the dial and find a different tune.

"We think President Miller of the broadcasters' association had better forget about any supposed duty of his to keep 'dangerous thoughts' (Japanese expression) off the radio. All he needs to worry about, so far as we can see, are the ordinary standards of decency and discretion that govern the American press.

"And we think Chairman McNinch of the Communications Commission had better begin confining himself strictly to regulation of technical radio details, and drop the motions he has been making recently toward government radio censorship. Or if Mr. McNinch persists in trying to stick his fingers in the ears of American radio listeners, we think Congress had better shackle his official hands.

"Like the press, the radio can be free, or it can be a slave, but it can't be both."

Radio Becoming Impotent From Fear Of Federal Censorship, Says Article

A SERIES of anecdotes, relating various incidents of self-censorship on the part of broadcasters, makes up the bulk of an article on "Radio Gets the Jitters" in the March *American* Magazine. The author is McClellan Patton, whose thesis is stated in the paragraph which includes this statement: "On guard against Government censorship, radio has clamped its own hand over its own mouth in a self-censorship as rigid as, if not more rigid than, anything the Government could order."

Mr. Patton relates the Orson Welles' *War of the Worlds* "debacle" to show that "the broadcasters are scared silly" and that "their every decision is dictated by fear—fear of a club held over their heads by a handful of political appointees in Washington, who, in turn, are at the whim of any Nice Nelly in the country."

Nelly's Jitters

"Let the Commission try to overlook the complaints of a few Nice Nellies," he continues, "and immediately some Congressman is up on his feet to defend the fireside and demand an investigation. The result is that if even one Nice Nelly objects to something he has heard over the air, the Commission may threaten to revoke the license of the offending station. All of which is causing thinking people to wonder if radio isn't being rapidly Prim Pollied into a state of innocuous desuetude."

Various examples of self-censorship are cited, including the frank efforts of network censors to keep the air free of indecent or suggestive statements or quips, especially capable of being put over by innuendo or inflection. The *Mae West* episode is discussed at length, and the Commission's actions in threatening NBC in that affair and in the Eugene O'Neill *Beyond the Horizon* complaint (the latter made by only one man and his wife, hearing it on only one of a chain of 40 stations) are cited as examples of the "jitters" that Washington imposes.

Unlike the Stanley High article in the Feb. 11 *Saturday Evening Post* [BROADCASTING, Feb. 15], the facts in Mr. Patton's article are with few exceptions correctly stated, whether one agrees with his conclusions or not. In making point of the Mae West and Eugene O'Neill episodes, he mentions Commissioner Craven as opposing censorship but fails to bring out that one of the prime movers for drastic action against networks and stations in the Commission's deliberations was Commissioner George H. Payne, who also has demanded by public statement and press release that something be done about children's programs, yet never has proposed any definite course of action to his fellow commissioners or to the industry. That something is being done, with one network engaging a child psychologist to check children's programs, is brought out in the article.

Sophisticates' Viewpoint

While the article as a whole is to some extent sympathetic with radio's problems, it was written from the point of view of the metropolitan sophisticate who apparently believes that anything that can be printed or staged can also be heard on the radio without change. Radio executives, however, are quoted to give the radio point of view—and they make fully as strong a case for self-censorship as Mr. Patton—who also dislikes actual or threatened governmental censorship—makes by putting together his series of anecdotes to prove that this censorship is sometimes "silly".

CENSORSHIP STUDY STARTS IN CANADA

By JAMES MONTAGNES

THE RIGHT of free speech on public and private broadcasting stations and its alleged ban by CBC regulations, is being probed by a 23-man committee of the House of Commons, at Ottawa. The inquiry started Feb. 21 under the chairmanship of Arthur Beaubien, and will hear CBC officials and board of governor members, and representatives of private stations. The committee last year only heard CBC officials in probing broadcasting. This year invitations have been issued to the Canadian Association of Broadcasters.

The inquiry was brought about by CBC refusal in January to allow George McCullagh, publisher of the *Toronto Globe & Mail*, to buy a national CBC or private network for a series of talks on Canadian conditions. Publisher McCallagh got around the CBC refusal by recording his talks and placing them on a larger all-Canada list of stations than originally intended [BROADCASTING, Feb. 1], and Parliament was forced to name a committee to inquire into the regulations.

The Parliamentary committee will also delve into CBC finances, the CBC being financed by the returns of an annual listener's license fee of $2.50 per receiving set and the proceeds of commercial broadcasting on CBC networks and CBC owned or managed stations. CBC capital expenditures have been made partly with Government loans.

William Hard Advocates American Radio Methods

DEFENDING the private operation of broadcasting in this country, William Hard, noted journalist, declared before an audience in Washington's Town Hall Feb. 19 that some sort of balance between social control and individual initiative might be desirable. If broadcasting, as was suggested, is earning a high level of profits, he said, it deserves to do so because of the newness and riskiness of the business. Since it is subject to governmental scrutiny and regulation, he suggested that limited dividend corporations might eventually be desirable but declared the surplus over dividends should not be collected by the Government as taxes but instead should be ploughed back into programs. Mr. Hard vigorously defended the American system of broadcasting as against the British system under government ownership during his debate with Max Lerner, Williams College professor and former editor of the *Nation*.

WRVA Starts 50 Kw.

WRVA, Richmond, went into full-time operation Feb. 17 with its new 50,000 watt transmitter [BROADCASTING, Feb. 15], a Western Electric unit with two 470-foot Blaw-Knox radiators, at Varina, 15 miles southeast of the city. Excellent coverage of the Virginia Tidewater area is reported. Formal dedication of the new station has now being fixed for March 17.



"But my dear man, 9,000 women couldn't be out of BED *by 6:45* A.M.*!"*

(ANOTHER OLD IDEA EXPLODED!)

● Once when we were very young in this radio business, we remember, a wise old mentor caught us in some such positive generality as Horace, above, has just uttered. "You'll know less when you know more," he said, and tottered back to his lair.

That goes for Horace, too! Because there's *proof* that 6:45 is a *good* radio time in Iowa Plus! . . .

Early in January, for instance, one of our more trusting sponsors took our advice in this matter, and ran a recipe-contest for twelve 15-minute broadcasts, *from 6:45 to 7:00 A. M.* . . . Very modest cash prizes were offered for outstanding recipes. "Jerry and Lou", a WHO act, provided the entertainment. . . .

And then the fun began. As a result of the first broadcast, 135 entries came in. The second brought 371 more! At the end of the twelve programs, 9,565 women had written in—from every one of Iowa's 99 counties—from 54% of all the counties in the entire U. S. A. (the *plus* of "Iowa Plus"!)

Yes, dear Sir, 9,565 letters in all, at a total cost (including talent) of $510—or five and one-third cents each. From twelve spots, 6:45 to 7:00 Ante Meridian—when "NOBODY is out of bed"!

Far be it from us to point a moral. But we'd be delighted to send you a schedule of availabilities.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Regionals Tell FCC of Labor Costs

McCosker Urges Shorter Net Pacts, Opposes Exclusivity

By LEWIE V. GILPIN

INROADS of labor groups, performing rights societies and other organizations seeking tribute from radio have placed a heavy burden upon regional networks, the FCC Network Inquiry Committee was advised Feb. 21-28 by heads of the country's leading regional groups—Don Lee and Yankee-Colonial.

In opening the second phase of the FCC's lengthy study of industry operations, the committee heard spirited testimony from Lewis Allen Weiss, vice-president and general manager of Don Lee, and John Shepard 3d, president of Yankee and Colonial Networks.

Opposes Exclusivity

Just prior to the opening of regional network testimony Alfred J. McCosker, chairman of the board of MBS and president of WOR, voiced a vigorous plea against exclusive network affiliation contracts, describing them as an "insuperable obstacle" to his network and in the nature of "unfair competition". As a remedy, he suggested a term limitation of one or two years, rather than the present five, on major network contract affiliations. All MBS contracts, save that with Don Lee, are non-exclusive.

W. E. Macfarlane, president of MBS and head of WGN, Chicago, as business manager of the *Chicago Tribune*, in testifying Feb. 14 said MBS is and shall remain a "mutual" non-profit organization. WGN, he revealed, lost $12,000 in 1938. He estimated the Tribune Co. has an investment of $1,297,000 in its radio properties.

Mr. Weiss criticized the burdensome demands of labor groups, asserting that 30 to 35% of the net income of Don Lee's four owned and operated stations go to meet union demands and for other "semi-parasitical services". This percentage, he declared, does not include payments which will grow out of the recent American Federation of Radio Artists bargain with originating stations and he anticipates a further rise in costs. Mr. Shepard, under cross-examination, asserted that the closed shop arrangement with American Federation of Musicians was entered into because "we had a sword hanging over our heads" through the threatened musicians strike. Even with the musicians arrangement, he said, the best music is presented through high-quality transcriptions.

Strong support of exclusive network affiliations was voiced by Mr. Weiss in declaring Don Lee felt that after developing an audience for stations through its network programs, it should have the opportunity to place commercial time on them. Moreover, he held it was essential for a network to own stations, particularly at originating points. He said that while it is possible to originate programs without owning stations, he did not think it could be done as efficiently or economically. Preservation of the identity of individual networks, he declared, was desirable since regional groups provide a valuable "protective umbrella" under which everyone from listeners to individual affiliated stations benefited.

As the hearings hobbled into their fifth month, having started on Nov. 14, the committee was only mid-way through the second phase of its five-point inquiry. Regional networks were expected to consume the time through mid-March, after which the committee will hear intervenors, such as the National Committee on Education by Radio, the American Guild of Musical Artists Inc. and possibly Independent Radio Network Affiliates, which has filed an appearance. CIO also filed an appearance but no determination has been reached as to whether it will present a case.

Management Contracts

Following testimony of intervenors, the Commission will invade what may develop as the most important phase of the inquiry—network ownership and operation of stations through lease, management, agreement or otherwise, embracing Westinghouse and General Electric stations. Directly tied into that phase of the inquiry is multiple ownership of stations, management contracts and similar absentee operations now in force. A special questionnaire sent to all station stockholders regarding ownership and management will unquestionably play an important part in this portion of the inquiry.

The final phase of direct testimony will cover the transcription field, at which time witnesses representing transcription companies as well as networks engaged in transcription operations, will come under the committee's surveillance. The pending CBS contract to acquire WBS, plus NBC's operation of Thesaurus, will be covered, along with efforts to elicit information as to whether transcriptions have been suppressed and whether the present requirement for periodic announcement of transcriptions and recordings should be rescinded.

Scheduled to appear next in the regional network presentation — probably on March 1—was Pacific Broadcasting Co. through Carl Haymond, owner of KMO, Tacoma. Mr. Haymond is the Washington-Oregon contractor for MBS. King-Trendle Broadcasting Corp., operating the Michigan Network, is scheduled to appear next, followed by Virginia Broadcasting System and California Radio System (McClatchy). Elliott Roosevelt, president of Texas State Network is tentatively scheduled to testify March 7. Other regionals scheduled to appear are set out on the FCC agenda in the following order:

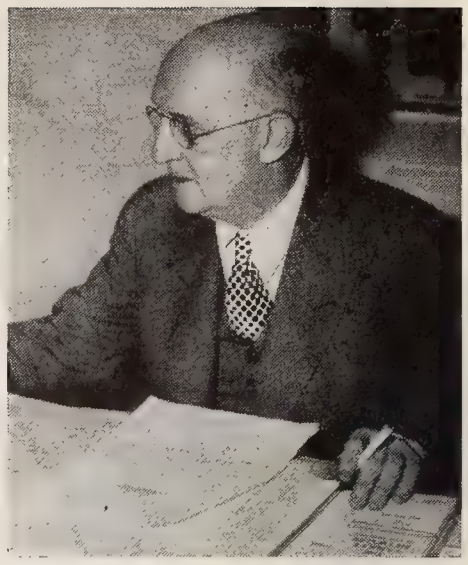
North Central Broadcasting System, Arrowhead Network, Empire State Network, Inter-City Broadcasting System, Oklahoma Network, Pennsylvania Network (WCAU, key), Quaker Network (WFIL, key), and Texas Quality Group.

Elliott to Appear

FIREWORKS are expected when Elliott Roosevelt, president of the Texas State Network and second son of the President, appears personally March 7 before the FCC Network Inquiry Committee. Though also president of Hearst Radio Inc., Mr. Roosevelt is expected to testify only for his recently formed Texas group. A member of the NAB board of directors and a commentator in his own right over the Texas Network, Mr. Roosevelt may expound his theories on Government regulation of broadcasting and conditions in the industry.



DON LEE, oldest of the regional networks, opened the second phase of the FCC network inquiry Feb. 21, with Lewis Allen Weiss (left), debonair vice-president and general manager, as its key witness. Seated with him is Horace L. Lohnes, Don Lee counsel.



IT WASN'T a Boston tea party when John Shepard 3rd, President of the Yankee and Colonial networks, took the stand Feb. 24 before the FCC Network Inquiry to expound at length on regional operations. He deplored particularly the added operations costs imposed by union demands.

Weiss Recites History Of Don Lee Network

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, started the regional networks' individual presentations to the FCC network inquiry Feb. 21 under direct examination by Horace L. Lohnes, Don Lee counsel, before Commissioners Brown, Sykes and Walker.

Tracing the history of the Don Lee network, Mr. Weiss told of the purchase of KFRC, San Francisco, by the late Don Lee in 1926 and the subsequent acquisition a short time later of KHJ, Los Angeles. Since Dec. 13, 1928, these two stations have been connected by wire on a 16-hour-a-day basis, he said, pointing out that Mr. Lee undertook the two-station connection primarily to make fuller use of the best programs of each station.

Shortly after this the McClatchy stations in Fresno, Stockton and Sacramento joined the hookup, and in September, 1929, CBS affiliation was arranged, with the Don Lee organization providing Pacific Coast outlets and origination facilities for the national network and in general subordinating its commercial schedule, predominantly regional, to the CBS national schedule.

In December, 1936, Don Lee network joined MBS after "rebuilding" its network following severance from CBS and the subsequent loss of all stations except the four owned and operated stations and four other affiliates in California, and affiliation of the McClatchy stations with NBC, he said.

The present Don Lee network includes 28 stations plus one, KGA, Spokane, to which limited service is supplied, built on a "network connection through smaller stations in practically all the good-sized markets up the Coast," he commented. He said Don Lee Broadcasting System was incorporated as a California corporation in 1932, with all stock held by Don Lee Holding Co., which he described as "purely a holding company for stock" and not an "operating holding company". The

(*Continued on page 64*)

Lang-Worth Will Build N. A. B. Recorded Library

100 Hours Tax-Free Transcriptions Ready
200 Additional Hours in Production

Lang-Worth will fill uncompleted N.A.B. station contracts with the R.C.A. recorded Lang-Worth Library of tax-free music at the contract price of $10.00 per hour.

Lang-Worth will accept, for a limited time, orders from any U. S. radio station for the basic library of 100 hours at $10.00 per hour.

Lang-Worth will cooperate with the Industry in making available 200 additional hours of tax-free music at the lowest price consistent with best orchestras, arrangements, recording and pressings.

State and regional demonstrations now being held. Wire for full details . . . today

LANG-WORTH, Inc.

420 Madison Ave. New York, N. Y.

BUREAU OF COPYRIGHTS ENDORSES PLAN

John Elmer says:



"This agreement with Lang-Worth represents the successful culmination of much time and effort on the part of the N.A.B. to provide the industry with a real, usable, tax-free library. I cannot too strongly urge every broadcasting station to take advantage of this service."



John J. Gillin, Jr. believes:

"The best means for procuring tax free music now for the broadcasting industry is the plan outlined by Lang-Worth. The Bureau of Copyrights Trustees urges your earnest cooperation."

Harold Hough states:



"Our industry needs tax free music and this appears our best opportunity. Your cooperation is needed and is very necessary without delay."



Neville Miller urges:

"Three hundred hours of tax-free music will be of inestimable value to the industry. Here's your opportunity. With your support it will be successful. I urge all broadcasters to give this plan their whole-hearted support, immediately."

FCC to Release Industry Data For 1938 During Early Spring

New Questionnaire, Returnable March 15, Goes Deep Into Fiscal, Program, Personnel Matters

PRELIMINARY results of the FCC's new questionnaire covering fiscal, program and employment operations for the calendar year 1938, will be available by early spring, under plans of the FCC Accounting Department.

The 29-page form, mailed in triplicate to stations Feb. 15, required their execution and return to the Commission by March 15. It was estimated the preliminary results should be available early in April, with final detailed analyses, covering 1938 total gross and net figures for the industry as a whole, and related breakdowns, in published form during the same month. Similarly, totals covering employment, program analyses, payrolls, and the like, both in total and by percentage for various classifications of stations and networks will be made.

In a general way, the schedules, as made public, will conform to those released last summer [BROADCASTING, June 15-July 1, 1938] covering the year 1937. These were the first undertaken by the FCC on an industry-wide basis.

Worst Is Yet to Come

It was also learned the FCC proposes to send to stations questionnaire forms of even greater detail to be employed for the 1939 calendar year. These are stated to go out shortly after the Commission releases the results of the 1938 forms, or by May. They will be retroactive to Jan. 1, 1939 and their service is contemplated in advance so that stations can inaugurate bookkeeping methods which will supply the type of data sought.

To be far more comprehensive than the 1938 questionnaire, it is expected the new form will be about double in scope. Categories all down the line will remain the same but the schedules will call for far more detail in each breakdown.

The Commission is withholding final preparation of the 1939 questionnaire until it receives comments and criticisms from stations on the 1938 form. These will be used as "guide lights" in devising the new form. Every effort will be made toward simplifying the new form insofar as precise instructions are concerned. The object, it is claimed, is to make the undertaking as inexpensive as possible without, however, sacrificing any of the basic information sought.

Serious question has arisen as to whether the Commission will be able to keep these returns strictly confidential. The law requires that all data accumulated by the FCC on a regular basis, save that dealing with national defense or other governmental operations, shall be open to inspection. The Commission, in soliciting this comprehensive information, is doing so with the present understanding that it will be held confidential and not thrown open to public inspection.

Part of the data, such as actual balance sheets, would be considered in connection with application renewals, and therefore open to parties in interest in proceedings before the FCC. However, the viewpoint is being expressed that the data will be "separable" and that information not considered part of the renewal data could be held confidential. Efforts are being made to establish uniform practices.

The new questionnaire is so coded that returns can be analyzed rapidly on punching machines.

The 1938 form requires licensees of standard broadcasting stations and networks to show total investments, both in broadcast and non-broadcast properties, amount of liabilities, including debt and net worth and breakdowns on revenues received from networks. This information is in addition to that required under the 1937 questionnaire. Supplying of the data requested in the financial report will obviate the necessity of licensees filing other financial forms during the year in connection with license renewals. The Commission pointed out that if an assignment or transfer is sought, the applicant will then file an additional set of forms for the interim period to supplant those required under the new order.

In a press release, the Commission said the new forms do not impose bookkeeping restrictions or requirements upon licensees, since they are permitted to continue their current methods of accounting, merely transfering the data to these forms.

Fishing Expedition?

Despite this contention, many stations, particularly those in the lower income brackets, are protesting the questionnaires. Criticism of the Commission's "fishing expedition" also has been heard in Congressional quarters.

The NAB Accounting Committee has held several conferences with officials of the FCC Accounting Department in devising the questionnaire. The 1938 document, in its original form, covered some 100 pages and was reduced to less than 30 in its final form, after these conversations. NAB advised its membership Feb. 17 that since the questionnaire is due the same day that income tax statements are due (March 15) it suggested that stations complete the questionnaire before working out the income tax returns. "A great deal of the material in the questionnaire can be used in computing income taxes, while the contrary is not true," it stated.

In procuring data on station expenses, the FCC believes much of it may be of value to the industry in reducing operating costs—for example, expenditures for power. It could be determined whether stations purchasing power from local power companies as a general rule effect savings over those who produce their own power and whether these payments generally are above or below the established TVA yardstick. Moreover, the calculations will show just how much the industry as a whole is paying in the way of royalties to music groups, such as ASCAP and SESAC and for other specific types of service or royalties under copyright or patent requirements. A complete plant inventory, covering property and equipment owned, leased or rented, replacement value and depreciation, also will be sought.

Network Breakdown Asked

In eliciting data on station broadcast revenues, the questionnaire breaks down the income in detail. It covers national network, regional network, station hook-ups, national spot, regional spot, local spot, and bulk time sales or leases. Also requested are data on payment to networks and stations for time sales; commissions to regularly established agencies; commissions to representatives, brokers and others, and total participation by others in the revenue from sale of station time. The balance requested would be the amount retained from the sale of station time.

Incidental broadcast revenues are covered, including sale of talent, commissions, fees, and profits for obtaining or placing talent; furnishing manuscript or program material; rental of studio facilities; studio tours, vehicle parking and concessions; miscellaneous commissions; service of special departments; subrental of interstation communication lines; subrental of local communication lines, and then other incidental revenue. Payments to officers and employes of stations likewise are requested in full detail.

Data on employment, including compensation, are requested for the week beginning Dec. 11, 1938, as a typical week. It covers both full time and part-time employes as well as employes who were not compensated. Data on programs, divided between sustaining and commercial, likewise are for the week of Dec. 11 as a typical program week.

The questionnaire must be sworn to not only by the person having control of the books and records but also by the licensee or chief officer of the licensee of the station.

'Candid Eye' Adds 8

CANDID EYE, Philadelphia (magazine), on Feb. 20 added the following stations to its spot campaign consisting of one and two-minute announcements daily: WHAM WLS WOWO WHKC WEW WSAN WIBW WHAS. The list presently totals 25 stations, according to Roy E. Dodge, radio director of Albert Kircher Co., Chicago agency.

Swelling Chorus of Protests Is Heard On Receipt of New FCC Questionnaire

A STEADILY increasing volume of protests against the FCC's inquisition into all phases of broadcast operation by questionnaire is developing throughout the country, with Senator Wheeler himself expected to take up the issue.

Following receipt by stations last month of the 30-page schedule covering 1938 operations, returnable March 15, there was an immediate storm of complaint from stations, particularly smaller ones, against the magnitude of the information sought. Many of the broadcasters said that to supply the data requested — covering financial, program and employment statistics— it is necessary to hire outside accountants and to divert station personnel to the preparatory work, paralyzing to some extent regular operations.

Senator Wheeler expressed indignation over the questionnaire, declaring he could not see why the Commission should overload stations, particularly the smaller ones, with requests for data of that nature. He was informed by a delegation of broadcasters Feb. 16 that probably only about 50 stations had facilities to comply with the questionnaires without hiring additional personnel.

Can't Understand It

One of the broadcasters in the delegation—John Elmer, president of WCBM, Baltimore local, who is a pioneer broadcaster and former NAB president—asserted he found himself at a loss as to what to advise his bookkeeper, since he could not understand the questionnaire himself. Moreover, he asserted it would mean the hiring of additional people and thereby perhaps wipe out his earnings.

Meanwhile, letters of complaint have gone not only to other members of Congress but also to NAB headquarters and to Washington counsel for stations. One Texas 100-watter reported that within the last year it has been forced to expend upwards of $8,000 in attempting to comply with the several FCC questionnaires already received. Another, in the West, reported the "pounding of the FCC" had necessitated expenditures of "thousands of dollars for checking".

The fact that the NAB Accounting Committee had gone over the proposed schedule with FCC accountants, resulting in a substantial reduction in its size, did not alter the position taken by stations. Moreover, particular concern is expressed over the announced intention of the FCC to send stations a questionnaire schedule for 1939 that will be perhaps double the size of the 1938 schedule. This form tentatively is projected for release within a month, as a means of serving notice on stations as to the type of books they must keep during 1939 in order to supply the information for March 1, 1940.

Senator Wheeler, upon being apprised of the 1938 questionnaire, called Chairman McNinch but found he was out of town. He advised his office that he desired to discuss the matter with him. As BROADCASTING went to press, the conference had not been held.

A. R. HEBENSTREIT, chief owner of KGCM, Albuquerque, N. M., heads the New Mexico Broadcasting Co., which has applied to the FCC for authority to purchase KRQA, Santa Fe, N. M. He holds 75% of the purchasing company's stock, with S. P. Vidal, Collector of Internal Revenue for the New Mexico District, holding 75%— the same interest each owns in KGCM.

—"and WWJ Led Other Network Stations in Detroit by 65%, 187% and 207%, Respectively!"*



* During the week of January 23, 1939, the Hooper-Holmes Bureau, Inc., conducted a survey to determine *listener preference* for the four leading Detroit radio stations during an early morning broadcast period. Personal calls were made at 1,488 homes, representing a geographical cross-section of the city and the various income and purchasing power groups. WWJ led the field with 43% of the total listening audience. The other network stations scored 26%, 15% and 14%, respectively. Expressed in percentage, *WWJ's lead over the other stations was 65%, 187% and 207%!*

This survey, like all others that have ever been made, shows the preeminence of WWJ in *America's Fourth Market* — where weekly automobile production figures are soaring to new 1939 highs and *widening the gain over a year ago by as much as 50% some weeks!*

Yes, Detroit is a *key market* this year and WWJ is the *key station* in this great market. Make WWJ a *must* on your schedules now.

WWJ leads all Detroit stations in commercial broadcasting. It also broadcasts 22 educational programs weekly and donates time freely to other worthy community causes. Yet, through careful programming, it still has a few choice features available for sponsorship. Wire or write for particulars, now!

WWJ

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

One Way Out of the Copyright Issue

Industry Is Advised to Cultivate Creators Of New Music

By R. C. WENTWORTH
Langlois & Wentworth

MENTION music copyright in any gathering of broadcasters, or even among the more astute time-buyers, and you've started something. There's more conversation and perhaps less real understanding of copyright than any of the burning issues in the radio bonfire. The author, who should know whereof he speaks, presents an unvarnished version of the problem, and perhaps a clearer approach to its eventual solution. He proposes that the industry protect the source of supply of new music, for the present and the future.

WHY is it that the great majority of broadcasters today are dissatisfied with the present form of music licensing? Is it because they think they are paying too much for what they get? Is the dissatisfaction occasioned by the methods employed by those who collect public performance fees? Or is it because the copyright owners have been in a position to compel the broadcasters to accept an agreement in which they had no voice?

Let us examine this question and see if we can arrive at the reasons behind the present dissatisfaction. In the first place let us find out just what the broadcaster pays for and why. The thing for which he pays is the right to perform music. As every broadcaster must perform music in order to operate his radio station, he must purchase these music performance rights from the owner. In other words, the broadcaster is forced by the very nature of his business to use another man's property—and he must pay the price set by the owner.

Composer's Rights

It has been thoroughly established that the creator or composer of a piece of music has certain well defined rights over that music—and the right which the broadcaster must purchase is that of public performance. This public performance right is vested in a group representing both the composer and the publisher and the group in turn licenses the station to make use of the right.

ASCAP is an association of publishers banded together for the purpose of selling performance rights. Although ten years ago these performance rights were not supremely important, today they represent the most valuable asset of the music publishing industry. ASCAP itself has no independent power apart from its membership. All its power is derived directly from the copyright proprietors it represents.

There is no doubt that the copyright proprietor can dispose of his rights at any price which he considers adequate. Because statutory copyright is limited to a total of 56 years, it can readily be seen that a great deal of the world's music is free from copyright, or in the public domain. In fact it has been stated on reliable authority that not more than 20% of the world's music is covered by copyrights on original compositions.

However, most public domain material is covered by copyrighted arrangements which cannot be performed without the permission of the copyright owner even though the original melody is free. As a matter of fact, practically all music is protected by some form of copyright.

Must Pay the Price

It isn't necessary for the composer of a piece of music to prove originality of his composition in order to register his copyright. This makes it possible for a number of authors to secure registration on the same material and the only way of determining which claimant has the valid copyright is to bring action in the Federal court to establish which owner has the prior claim. In other words, anybody can copyright anything—and frequently does.

It has been thoroughly established that the playing of music over a radio station constitutes a public performance for profit. When we add to this the fact that the copyright proprietor owns the public performance rights to his music, we can readily see why it is that the broadcaster must pay the copyright proprietor's price for the privilege of playing music. We can further see that the amount the broadcaster pays and the method of payment is also entirely within the control of the copyright proprietor. The fact that copyright proprietors have banded together in an association which many broadcasters refer to as a monopoly, doesn't alter the fact that if the broadcasters use music which they do not own they must pay the owner's price for the privilege, and the broadcaster himself has no right to establish that price, nor can he dictate the method by which the copyright proprietor collects his fees.

The broadcaster has been able to discover with very little effort that during the past 10 years his own industry has been almost entirely responsible for the promotion of music. He sees clearly that the writing, publishing and distribution of a song has nothing to do with its success and popularity but that his performance is responsible for the success of another man's property.

It is very evident to him that his own industry is entirely responsible for the promotion of the music publisher's merchandise. This has led him to wonder why the publisher should not be required to pay something for that promotion—on the same basis as other industries who use radio to foster their products. He has seen that the publisher not only gets his promotion for nothing but that he charges the industry a good round sum every year for the privilege of having his merchandise promoted.

It is a curious situation, and I can't say that I blame any broadcaster for his inability to understand why it continues to exist. As a matter of fact, it doesn't take a great deal of thought to arrive at the conclusion that the broadcasters themselves have a far more rigid monopoly over music than the publishers could ever hope to exercise over the broadcasting industry.

They Need Radio

Even a superficial survey of the situation will lead to the inevitable conclusion that the success of any publisher's catalogue is in direct proportion to the amount of public performance which he can obtain from the broadcasting industry.

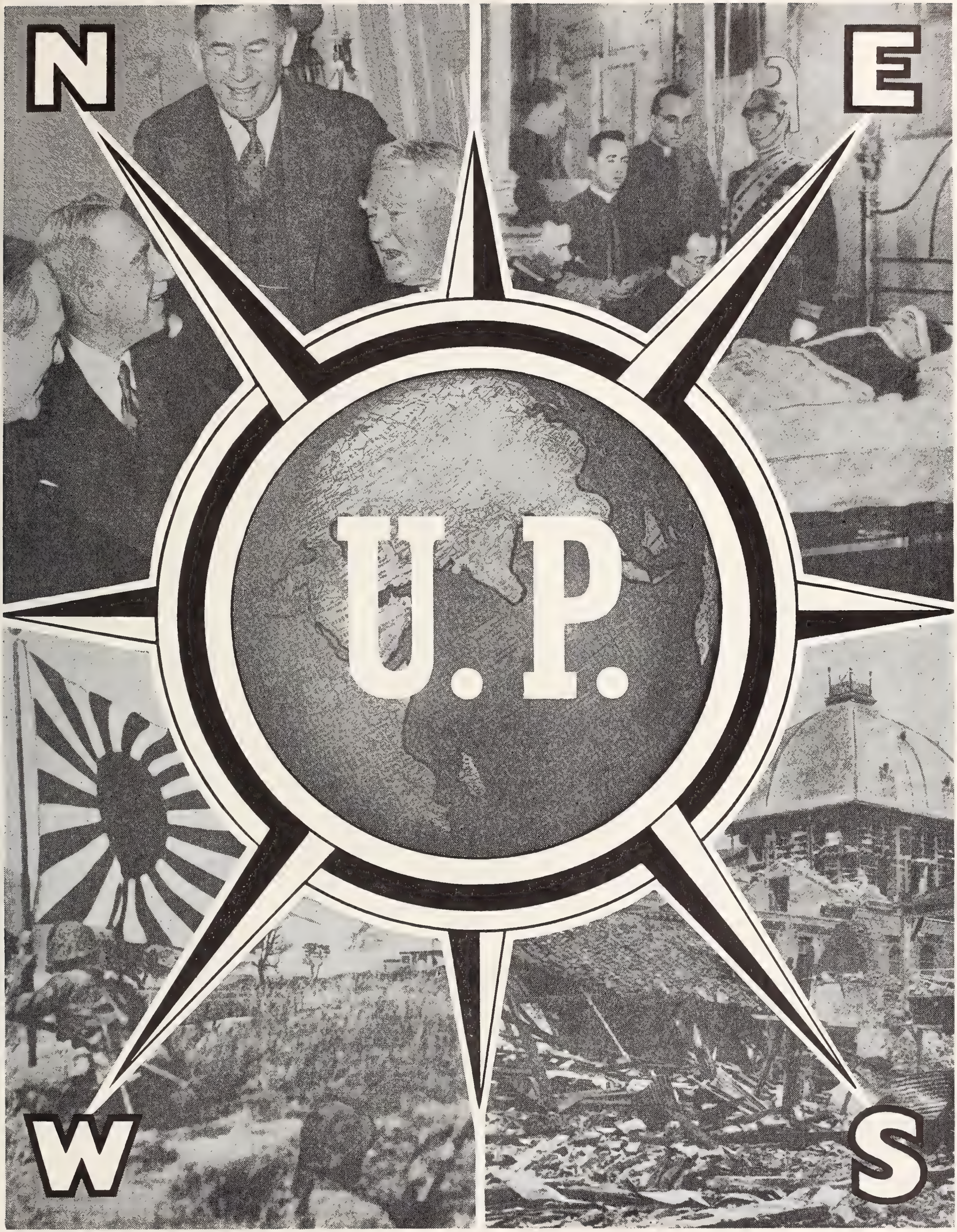
This is not a new theory by any means. The publishers themselves are thoroughly aware of it. Few publishing houses could exist six months should the radio industry suddenly decide to withhold their promotional facilities. The music publisher himself is primarily a promoter and he is absolutely dependent upon a promotional medium, and radio is the only effective medium to which he can turn. Therefore, he actually needs radio more than radio needs him.

Both the publisher and the broadcaster are interested mainly in current music—that is, the so-called popular tunes of the day. Neither one gives a great deal of attention to music written in the past. This attitude on the part of

(*Continued on page 36*)



TAX-FREE MUSIC totaling 300 hours is called for under the contract signed by Langlois & Wentworth, New York transcription firm, taking over the NAB public domain transcribed library [BROADCASTING, Feb. 15]. At the formal signing Feb. 17, in addition to the transcribers, were trustees of the NAB Copyright Bureau Inc., and NAB officials. Seated (l to r) are R. C. Wentworth, John Elmer, WCBM, Baltimore, trustee; NAB President Neville Miller, and John J. Gillin Jr., WOW, Omaha, trustee. Standing: Harold V. Hough, WBAP-KGKO, Ft. Worth, trustee; C. O. Langlois; NAB Secretary E. M. Spence; NAB Counsel Andrew W. Bennett.


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Acquisition of World To Give CBS Complete Disc Service

No Changes in WBS Organization Are Planned; American Record to Be Separate Subsidiary

ACQUISITION of World Broadcasting System by CBS, which will materialize about April 1 unless the network's auditors and lawyers who are currently perusing World records and contracts run up against some unforseen contingency, is designed to place CBS on a par with NBC in offering advertisers a full transcription as well as network service.

While the primary reason for the purchase of the transcription company was to provide the recently-acquired American Record Corp. with modern studios equipped with ERPI recording apparatus, CBS was also pleased with the prospect of obtaining its own facilities for off-the-line recording of its network programs. At present the network is forced to send advertisers who wish such service to outside recording organizations. In addition, CBS is also taking over a "going business" in its acquisition of the World Program Service which currently has nearly 200 subscribers.

Deutsch at Helm

Announcement, made Feb. 16 by William S. Paley, president of CBS, that the network had acquired an option on the transcription company, stated that no changes in the World organization are being considered. Percy L. Deutsch, WBS president, will continue in the same capacity under a long-term contract. World and American Record will be operated as separate CBS subsidiaries, it was stated, although all recording of phonograph records for American Record and its affiliate companies will be done in the WBS studios at 711 Fifth Ave.

"When and if the acquisition is completed," Mr. Paley said. "Columbia will have extended still further its service to radio advertisers, and at the same time will be able through the American Record Corp., purchased in December, to offer records in the home field recorded on the highest quality equipment. The World Broadcasting System's studios and the equipment installed by Electrical Research Products, Inc., are acknowledged to be outstanding for recording purposes."

While executives at both CBS and World refused to discuss plans for the transcription company's operations, saying merely that many details not yet considered would be decided when the time came, it is understood that World will continue to compete with other transcription firms in the production of spot recorded campaigns for advertisers. No comment could be secured regarding the continuance of the "Gold Group" formed by World last fall to offer transcription advertisers the single ordering, single billing and absorption of mechanical costs advantages they obtain from the networks. Nor was there any answer to the query as to whether CBS would follow the precedent of NBC in restricting the off-the-line recording of its network programs to its own subsidiary.

FCC May Study

Although it has no legal control either over networks or transcription companies, it was indicated at the FCC that the CBS acquisition of WBS will be studied in the course of the current network inquiry, as will NBC's ownership of *Thesaurus*. Transcriptions constitute a specific phase of the inquiry, both in connection with allegations of suppression of transcription competition with network programs and network and other ownership of transcription companies.

It was pointed out that the FCC under the law does not license networks as such, nor does it license transcription companies. The purpose of the inquiry is to make a study of all industry operations with a view toward legislative recommendations which might encompass actual licensing of networks. Thus, it is felt, the CBS-WBS transaction falls within the scope of the inquiry.

Moreover, the question of announcement of transcription programs will be covered to determine whether the rule requiring their announcement at specified intervals should be retained. The American Federation of Musicians, which in the past has attacked transcriptions as "canned music", had filed an appearance for the network inquiry, setting up recordings and transcriptions as its primary interest. Since that time, however, it has withdrawn its appearance.

STATION LOSES CP; ANOTHER ON CARPET

ONE new station authorized in 1937 by the FCC lost its construction permit and another faced the possible loss of its CP as a result of FCC decisions Feb. 20. The CP defaulted was that granted to Clarence A. Berger and Saul S. Freeman for a new 100-watt daytime station on 1200 kc. in Couer d'Alene, Idaho, because of failure to construct within a reasonable time. It was to have been known as KGCI. Mr. Berger, formerly with KHQ-KGA, Spokane, and KOL, Seattle, is also member of a partnership holding a CP for a new station (KWAL) authorized last year for erection in Wallace, Idaho, with 100-250 watts on 1420 kc.

In the case of KGVL, Greenville, Tex., also authorized in 1937 to be built to operate with 100 watts daytime on 1200 kc., the Commission issued an order to show cause within 20 days why it should not revoke the CP. It claims that the death on June 29, 1938, of one of the partners, Fred E. Horton, publisher of the *Greenville Banner*, dissolved the partnership. WOAI, San Antonio, operating on 1190 kc., has been opposing the new station as a potential source of interference.



TANKS IN Times Square practiced bucking traffic and at the same time publicized National Defense Week with a demonstration in mid-Manhattan Feb. 18. John Reed King broadcast the maneuvers on CBS, including the orders of the platoon commander, sent to the drivers via shortwave.

Budweiser Adopts Radio With Texas State Series

SIGNING of Anheuser Busch Brewing Co., St. Louis, (Budweiser beer) to a five-day-a-week program for one year, to cater to women, was announced Feb. 24 by Elliott Roosevelt, president of Texas State Network. It is the first time the brewery, largest in the country, has used radio.

Featuring Roger Campbell in *Women in the News*, the account will run Mondays through Fridays, 10-10:15 a. m., over the entire network, Mr. Roosevelt said, marking the first time a brewer has sought to cultivate housewives. The series is scheduled to begin March 1 and was placed through D'Arcy Advertising Co., St. Louis.

Gulf Brewing Corp., Houston, (Grand Prize beer), a State product, began Feb. 28 over Texas State Network presenting *Highlights in the News* four times weekly at 5:45-6 p. m., Mr. Roosevelt also announced. Placed through Rogers-Gano Agency, Houston, the firm will alternate with Bowen Motor Coaches in sponsoring Mr. Roosevelt's own commentary on *Texas in the World News*.

GEORGE HARVEY, of the sales department of WGN, Chicago, is studying to become an amateur radio operator.

Lease and Letters

ONE of the many problems confronting CBS in its acquisition of World Broadcasting System is what to do about the insignia of stone without and of gold within the entrance to 711 Fifth Ave., WBS headquarters, identifying the structure as the National Broadcasting Company Building. NBC, which occupied the building prior to moving into Radio City, still holds the original lease on the property from the Hoagland Estate, and in turn leases it to Electrical Research Products Inc., which leases it to WBS. Unless CBS wants to arrange a new lease altogether the lettering will remain as is, says NBC.

Retail Association Plans Radio Drive

National Campaign to Start With Sunday Disc Series

EARLY in May a national spot radio campaign will be started by the National Association of Retail Grocers to tell the story of the independent retailers to the American people. The radio program will begin as a quarter-hour Sunday transcribed series, during the summer and fall will be extended to a thrice-weekly quarter-hour series, later to five weekly, according to officials of NARG.

Expected to run for more than a year, the radio series will be built around historical dramatizations of the part played in America's economic and social life by independent grocery retailers, may be extended to other independents such as druggists and hardwaremen.

Hope to Raise $100,000

NARG has 500 State and local associations, numbers 50,000 in its total membership. Based on the slogan "Independence Made America—Trade Independent", the organization campaign is being financed by the sale of buttons at 25c apiece. More than $100,000 is expected to be raised by selling these buttons to retail grocers, clerks and drivers.

Early in March, NARG will call meetings of wholesale grocers and retailers in 50 key cities throughout the country. As a result of these meetings local retailer committees will be organized to collect funds locally for the cooperative publicity campaign. Time will be bought on local stations by these committees and all funds collected will be spent under their supervision in the community which raises them.

Hilmer V. Swenson Co., Chicago, is handling the account. Campaign headquarters is Trade Independent Campaign, care National Assn. of Retail Grocers, 360 N. Michigan Ave., Chicago. Newspapers and store displays will also be used.

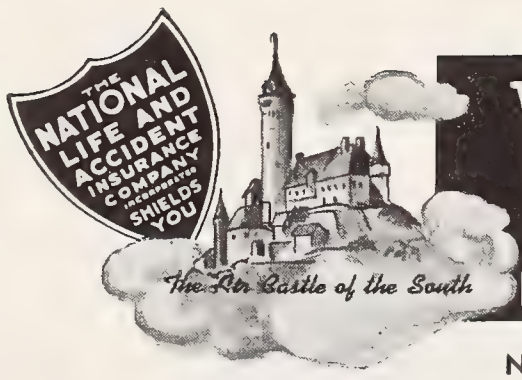
Nash Plans Discs

NASH-KELVINATOR Corp., Detroit, has announced that its 1939 radio advertising plans will be similar to those followed last year with transcribed announcements, copy for which has not been selected, available to dealers throughout the country who are distributing for the Kelvinator Division. One-minute spot announcements are planned on a large list of stations to advertise Nash motor cars. Geyer, Cornell & Newell, New York, handles the account.

Harvester to Expand

INTERNATIONAL HARVESTER Co., Chicago, on Feb. 25 started five to six 15-minute news periods weekly on WCCO, Minneapolis; WDAY, Fargo; WIBW, Wichita; KMA, Shenandoah. Firm also sponsors *Rural Crime Reporter* on WLS, Chicago, Wed., 7-7:30 p. m. It is understood that the campaign will be considerably expanded in the near future. Aubrey, Moore & Wallace, Chicago, handles the account.





WSM

CLEAR CHANNEL
50,000 WATTS
N B C

NASHVILLE, TENNESSEE

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

Wichita Falls Vote Sustained by FCC

THE FCC by a 4 to 3 vote on Feb. 20 reaffirmed its decision of last June 28 authorizing Wichita Broadcasting Co., headed by Joe B. Carrigan, Wichita Falls attorney, to erect a new station in that city to operate with 250 watts night and 1,000 day on 620 kc. With Commissioners McNinch, Brown and Sykes dissenting, the Commission denied the petitions for rehearing filed on behalf of West Texas Broadcasting Co., WTMJ, Milwaukee (now on 620 kc.) and KTBS, Shreveport (applicant for 620 kc).

At the same time the Commission granted the motion of Faith Broadcasting Co., which like West Texas had been rejected as an applicant for a new outlet in Wichita Falls, on 1380 kc., to withdraw its application. It was indicated the West Texas group, whose prime movers are the publishers of the *Wichita Daily Times* and *Record News*, may appeal the decision to the courts.

Vote is Similar

The Commission's vote was the same as that for the original grant to the Wichita Broadcasting Co., three dissenters having originally voted at that time in favor of the Faith company. The Wichita Broadcasting Co. was originally headed by R. W. McFarlane, father of former Rep. William D. McFarlane, defeated in the last elections, but at the hearing announced that Mr. Carrigan had replaced the elder McFarlane as president.

The Commission last July authorized the new station, to be called KWFT, to replace KGKO which had been moved from Wichita Falls to Fort Worth where it is now operating.

Last September an application was also filed to move KTAT from Fort Worth to Wichita Falls as an outlet of Elliott Roosevelt's new Texas State Network. Raymond E. Buck, KTAT owner, was reported to have sold 51% interest in KTAT to Col. W. T. Knight, Wichita Falls oil operator.

Hires Increasing

CHAS. E. HIRES Co., Philadelphia, on Feb. 26 started a spot announcement campaign for Hires root beer on a list of stations which will be increased during March. O'Dea, Sheldon & Canaday, New York, handles the account.

Richman's Hookups

RICHMAN BROS. Co., Cleveland, have started a network campaign for men's clothes, sponsoring *Front Page Parade*, dramatic reenactments of the day's news, three days weekly on seven Mutual stations. Program features Peter Grant, chief announcer of WLW, Cincinnati, where it originates. Programs are broadcast twice each Monday, Wednesday and Friday evenings—from 6:30 to 6:45 on WHK, WSPD and WCAE, and from 7:30 to 7:45 on WLW, WGN, KSTP and KXOK. McCann-Erickson, Cleveland, handles the account.

Gallery Privelege For Radio Likely

Fulton Lewis Plea Received Favorably by Senate Group

PROSPECTS of recognition by Congress of the right of reporters for the radio to have the same free access to sources of news that newspaper correspondents now enjoy, by virtue of their membership in the Congressional press galleries, loom brighter as a result of a hearing Feb. 24 before Senator Gillette (D-Ia.) as chairman of a subcommittee of the Senate Rules Committee. The hearing grew out of the rejection by the Standing Committee of Correspondents of the application of Fulton Lewis Jr., MBS news commentator, for a change in the rules to give radio a place in the Senate Press Gallery [BROADCASTING, Feb. 15].

Mr. Lewis appealed from the correspondents' decision and asked for a change in the 55-year-old press gallery rule, which even Alfred F. Flynn, chairman of the Standing Committee, admitted was obsolete. Mr. Lewis was supported by Neville Miller, NAB president; Kenneth H. Berkeley, manager of NBC's Washington stations, WRC and WMAL, and William B. Dolph, manager of WOL, Washington, all of whom appeared at the hearing.

The same privileges granted newspapermen were asked by Mr. Lewis, but Mr. Flynn opposed this because of already overcrowded press galleries. Mr. Flynn, however, asserted that radio is entitled to a gallery of its own, and the concensus was that the gallery space should be widened to accommodate radio reporters. It is anticipated Senator Gillette will make recommendations to this effect to the Senate committee.

Mr. Lewis' chief argument was that radio is a basic news distributing medium, its difference from the press being simply that it eliminates the need of publication and is faster. Press associations, he pointed out, sell news to radio as to newspapers. He asked no privilege for radio that the press does not enjoy, asserting the same rules of gallery eligibility should apply to radio as to press men. There are now 502 members of the Congressional press gallery, it was pointed out, and they represent 309 newspapers as well as the press associations, but the AP alone has 80 qualified members, UP 29, INS 22, *New York Times* 19, *Washington News* 17, *Washington Post* 16, *Washington Star* 13. Yet Mr. Lewis was barred even though he represents a network of 108 stations.

Mr. Miller, pointing out that many State legislatures and most local police accord radio reporters the same facilities as newspapermen, asked that similar treatment be given radio men. Like Mr. Lewis, he asserted that the press gallery privilege would probably be asked only by about a half-dozen radio men. It was emphasized that newspapers and press associations should have no monopoly in newsgathering facilities, nor should the 230 or more newspapers with interests in radio stations have an unfair advantage in having correspondents admissible to the press gallery while non-newspaper owned stations and networks are barred.

Again NATIONAL PROGRAM LEADERSHIP

KSD BROADCASTS

8 of the first 12 BEST PROGRAMS IN NATION-WIDE POLL

The Eight Are:

Jack Benny
"Charley McCarthy"
Bing Crosby
Fred Allen
Good News of 1939
One Man's Family
Kay Kyser
Bob Hope

In the annual poll of Radio Editors of the United States and Canada taken by the New York World-Telegram, 8 programs on KSD are among the 12 voted best. Popular programs and special timely features have made KSD the listener preference station in St. Louis.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



GIVE *YOUR* SALES A LIFT

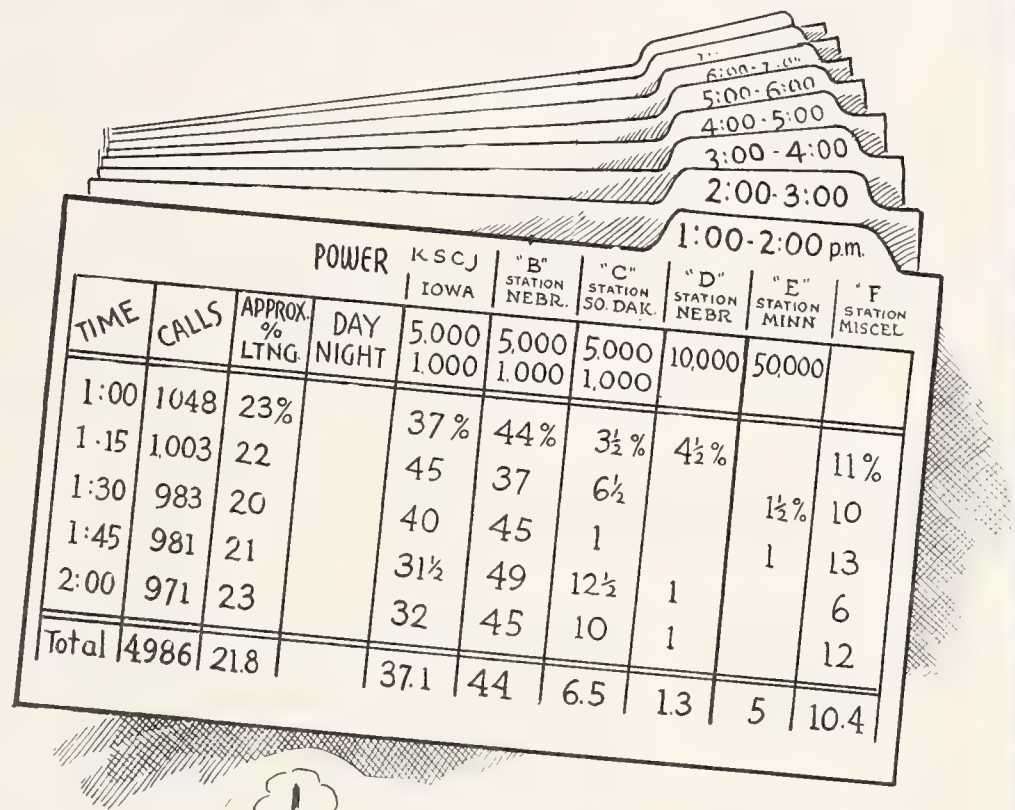
The KSCJ PERPETUAL SURVEY WAY!

KSCJ's business is LIFTING sales. And how well it knows its business!

KSCJ clients will tell you that when it comes to the art of lifting sales KSCJ works smoothly, easily, scientifically. And, as a result, sales reach unprecedented heights.

Aside from the richness of the KSCJ market, the KSCJ PERPETUAL SURVEY is a mighty important factor in this sales lifting job. Day after day, hour after hour for the last 16 months this ingenious analysis of listener preferences has charted a straight course for KSCJ advertisers.

Ask George Hollingbery, or this station, about it.

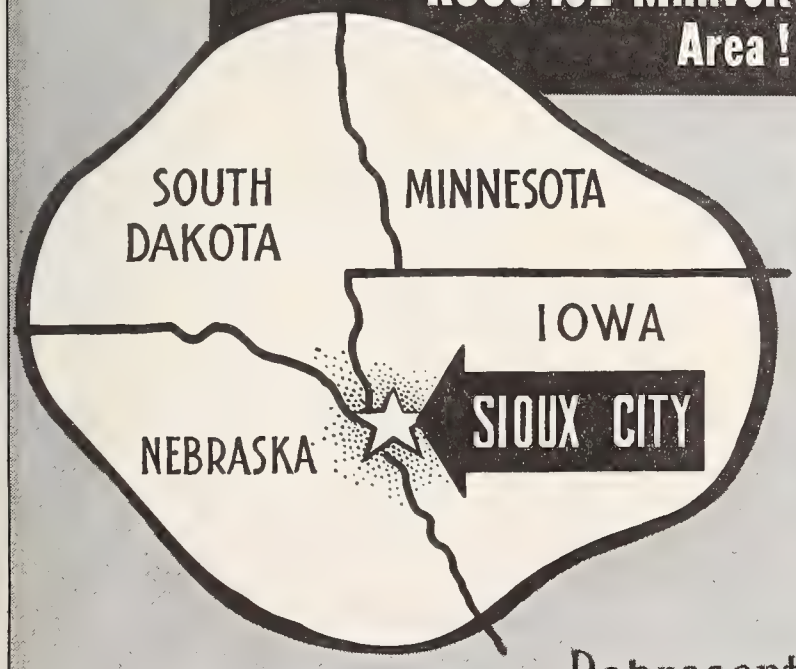


TIME	CALLS	APPROX. % LTNG.	DAY NIGHT	POWER KSCJ IOWA 5,000 1,000	"B" STATION NEBR. 5,000 1,000	"C" STATION SO. DAK. 5,000 1,000	"D" STATION NEBR 10,000	"E" STATION MINN 50,000	"F" STATION MISCEL
1:00	1048	23%		37%	44%	3½%	4½%		11%
1:15	1003	22		45	37	6½		1½%	10
1:30	983	20		40	45	1		1	13
1:45	981	21		31½	49	12½	1		6
2:00	971	23		32	45	10	1		12
Total	4986	21.8		37.1	44	6.5	1.3	5	10.4

THE QUESTION:

"Is Your Radio Turned On? If so, to What Station are You Listening?"

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!



KSCJ

The JOURNAL

Sioux City, Iowa

Affiliated with C.B.S

Represented by GEORGE HOLLINGBERY · *C. W. Corkhill*, MANAGER

LICENSE OF KUMA REVOKED BY FCC

THE SELDOM used power of revoking a station license was invoked Feb. 20 by the FCC in ordering the silencing of KUMA, Yuma, Ariz., because of alleged making of false statements by the station licensee. The local was ordered off the air effective April 1, but under the law it has 15 days in which to request a hearing, with an automatic staying of the revocation order. Customarily the FCC, as did its predecessor Radio Commission, awaits renewal of a station's license, at which time hearings are designated, rather than use of the the revocation procedure which places the burden of proof upon the Commission. It has resorted to the revocation method several times in the past.

The Commission stated in a press release that among other reasons it appeared that Albert H. Shermann, holder of the KUMA license, in his application for renewal "made false statements under oath to the effect that he was in actual control and operation of said station, when in truth and in fact one E. B. Sturdivant was, and at all times since Feb. 1, 1934, has been in actual control and operation thereof."



TEN-YEAR VETERANS, all stars, executives or radio editors, were luncheon guests of Lanny Ross Feb. 17, and at the get-together he revealed a plan to form a club of decade-or-more-in-radio people so they might gather more frequently. Seated left to right here are Niles Trammell, executive vice-president of NBC; David Butler, of General Foods; Lanny Ross, and Frederic Willis, assistant to President William S. Paley of CBS. Among others present at the luncheon were Ben Bernie; William Baker, of Benton & Bowles; James Wright, of Lord & Thomas; Luther Reid, of CBS press department; Orrin Dunlap, radio editor of the *New York Times,* and Johnny Johnstone, press director of WOR, Newark.

BOAKE CARTER returned to the air for a one-time show Feb. 19 when he was guest on the WOR-MBS *People's Rally Fun Quiz,* taking the affirmative side against John B. Kennedy in a debate on compulsory army service.

A New Buy in Georgia

The **GEORGIA MAJOR MARKET TRIO** is a new buy in Georgia, consisting of the three **C.B.S.** stations in Georgia's three major radio markets: Atlanta, Savannah and Macon.

In ATLANTA — WGST, 5,000 watts Day, 1,000 watts Night; 890 kc. — delivering thorough coverage of Atlanta and Northern Georgia, the leading retail and wholesale center in the Southeast.

In SAVANNAH — WTOC, 5,000 watts Day, 1,000 watts Night; 1,260 kc. — the only station in Savannah, Georgia's second city, 294 miles southeast of Atlanta, on the Atlantic, outside the coverage area of all other stations.

In MACON — WMAZ, 5,000 watts; 1,180 kc. — the only station in Macon, dominating central Georgia. Macon is in Bibb county, Georgia's third county in population and retail sales.

WHAT DOES THE GEORGIA MAJOR MARKET TRIO MEAN TO ADVERTISERS?

At lower cost, the GEORGIA MAJOR MARKET TRIO offers:

1. Primary coverage of three-fourths of Georgia's radio homes.
2. Concentrated coverage in three markets instead of one through individualized local programing.
3. Dealer loyalties in three markets instead of one.
4. Merchandising assistance in three markets instead of one.

CONSULT *The Katz Agency* FOR RATES AND AVAILABILITIES

THE GEORGIA MAJOR MARKET TRIO

Primary Radio Coverage of Three-Fourths of Georgia's Radio Homes

Represented by THE KATZ AGENCY, INC.

Olson Rug Spots

OLSON RUG Co., Chicago, has started an extensive spot campaign varying from two to six quarter-hours weekly on the following stations: KNX WWVA KOA WOC WHO KDKA WLS KMOX WHAM WBT WIBW WJR; one to six five-minute periods weekly on WMMN KFBK WOWO WMT WREC WRVA WKY WPTF KFAB WOR WABC WSYR WBT WCCO KITE; one-minute spot announcements varying from one to three daily on KFNF KMA KFBI WLS WCHS WKBH WTMJ WSAU WHBL KGKO KSOO WNAX WFAA KTUL WCLE WHKC KFYR WDAY KGHL KFBB KMMJ KANS KFEQ; weekly half-hour show on WCCO; participations on WTIC and WRC; six 10-minute periods weekly on WGY. Presba, Fellers & Presba, Chicago, handles the account.

Caldwell Disc Spots

DR. W. B. CALDWELL, Monticello, Ill. (Syrup Pepsin), on March 6 starts one-minute transcriptions twice daily five days weekly on WAPI KLRA KLZ WFLA WSB WLS WIRE WHO WIBW WHAS WWL KWKH WOOD-WASH WHB KFEQ KWK KWTO KMMJ KRLD KPRC KFYO WOAI KRGV WDBJ WCHS WWVA KFAB KOIL WWNC WSOC WBIG WPTF WCKY WHKC WHIO WSPD WKY KVOO WCAE WIS WFBC WDOD WNOX WMC KGNC. Benton & Bowles-Chicago handles the account.

Nursery's Spring Drive

GARDNER NURSERY Co., Osage, Ia., growers of shrubs and perennial plants, started its spring campaign in mid-February with daily schedules of five and 15-minute programs on WJR WSM KSL WAAT WHDH KHQ WHJB KFRC WMIN WWL WDAY WCFL KMPC KOL WTAR WCPO KGHL KSEI KWLK WEW WPAY WKST KWJJ KGER KGDE KEEN KOVC XERA XEAW XEAC XELO WFAA WCAO KIEM KMTR KTFI KFOX WIBC WKY WTHT WWSW WHIS WHAT WJJD KROW WHAS WJBS WTRC and WFBM. More stations will be added about March 1. Northwest Radio Advertising Co., Seattle, handles the account.

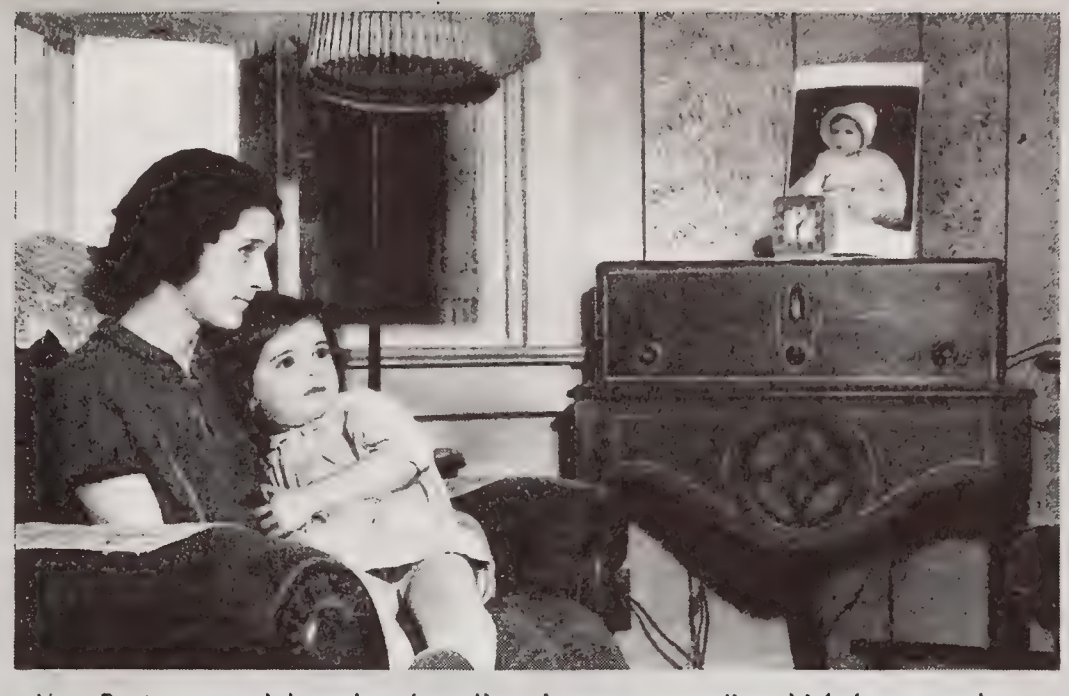
Nursery to Extend

GOOD & REESE NURSERIES, Springfield, O., in early March will extend its spot campaign to an undetermined number of Northern stations. A varied schedule of thrice-weekly 5 and 15-minute disc shows is presently used on eight Southern stations, according to Roy E. Dodge, radio director of the Albert Kircher Co., Chicago agency in charge.

BREE COSMETICS Co., Chicago, has renewed its quarter-hour weekly series titled *Betty Bree,* a Sunday live talent beauty hint program on WBBM, Chicago; WJR, Detroit; WTAM, Cleveland; WCCO, Minneapolis. Contract for 26 weeks was placed by Ruthrauff & Ryan, Chicago.

KARK, Little Rock, Ark., on Feb. 20 was authorized by the FCC to increase its night power from 500 to 1,000 watts on 890 kc.

"I haven't seen a movie in 3 years
...I've never read a best seller
...I've never seen a play
...I've never seen a large city"



Mrs. Pratzner and her daughter listening to the radio which has now been replaced by the modern radio she won in the contest.

But—

THROUGH THE MAGIC OF RADIO



Alma Kitchell is shown here, presenting Mrs. Pratzner with a new RCA Victor radio—first prize in the contest.

Mrs. Joseph A. Pratzner of Mays Landing, N. J.

Hears the latest news

Listens to drama

Knows the comedians

Says: "Without radio my family and I would be lost"

PRIZE WINNER in the contest—"What radio means to me and my family"—recently conducted over NBC facilities by the program—*Alma Kitchell's Brief Case*—Mrs. Pratzner's letter echoed the statements of nearly every entrant.

"Radio means heaven for my child," wrote one woman of her blind daughter. Another credited radio with straightening out her wayward son. An American, barricaded in the loneliness of a foreign land, declared radio was her "whole world." A listener living in the slums said radio "keeps us from going mad."

NBC is proud to play a part in so great a public service as radio. And NBC is also proud that its Alma Kitchell program—a 10-minute feature—attracts a listening audience from Mays Landing to Nicaragua!

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System
A Radio Corporation of America Service

HOW DO RADIO WAVES AFFECT
THE "STARS" OF THE AIR?
IS YOUR PROGRAM-RATING A TRUE
MEASURE OF CIRCULATION?

COPERNICUS DISPROVED

COPERNICUS

—astronomer, born 1473, died 1543—disproved the belief that the earth stands still and the sun and stars move around it. By conclusive arguments, he proved that the planets revolve about the sun, and that each turns on its own axis. He thus demonstrated facts that had existed since the dawn of time. NBC's new survey similarly throws new light on facts that have been true ever since broadcasting stations began to function.

AN OLD BELIEF...
NBC *now does likewise*



For years, program ratings have revolved around studies of only one-half of the nationwide radio audience—the half served *locally* by major network stations. NBC has now surveyed the *other half,* and has uncovered a new set of listening habits never before revealed to advertisers or advertising men. They prove:

A—that differences in the *reception* of your program affect its total circulation.

B—that network effectiveness differs more greatly in areas of remote reception than in areas of local reception.

C—that you can measure this difference in the all-important terms of *regular listeners.*

As clearly as Copernicus demolished the age-old belief in a fixed earth and a moving sun, these new facts show the fallacy of taking regular program ratings and translating them into "circulation." More than that, this NBC survey makes it possible—for the first time in broadcasting history—for you to compare network circulations on a truly nationwide basis, including listeners in cities, towns, villages and farming areas alike.

When you, personally, hear NBC's new presentation of these facts, you will see clearly why the NBC Red Network delivers more intensive, more thoroughly *nationwide* circulation than any other network. Tell us you want to be *shown,* call any NBC Network representative!

DO YOU KNOW—

That 50% of all U. S. radio homes rely on "remote service" from major network stations?

That *transmission* is just as important as the program itself in reaching these people?

That the listening habits of these families are not reflected in the regular "program ratings"?

That these listeners add a great plus value to Red Network circulation?

That NBC's new survey tells the why and how of all these facts, and what they mean to you? Call NBC for a personal presentation!

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

JenningsKGW-KEXHead Connet Is Sales Manager

REAPPOINTMENT of W. Carey Jennings as general manager of KGW and KEX, Portland, Ore., succeeding Charles O. Chatterton, resigned, was announced Feb. 16 by E. Palmer Hoyt, publisher of the *Portland Oregonian*, owner of the stations. Mr. Chatterton has resigned both from the *Oregonian* and the stations, it was stated. He has made no statement regarding his future plans. He was assistant business manager of the newspaper in supervisory charge of the stations and last September assumed the active management of KGW and KEX, at which time Mr. Jennings, who had been manager, continued as the commercial manager.



Mr. Jennings

With his resumption of the management of the stations, Mr. Jennings announced appointment of Paul Connet as sales manager, and Ralph Greer, as traffic manager, both moving up from the ranks of their respective departments. Mr. Connet joined the Portland stations more than two years ago after having served at KGU, Honolulu. Mr. Jennings is in his seventh year with the *Oregonian* stations. Before that, he prepared, placed, and personally broadcast programs for Sears, Roebuck & Co. in the Pacific Northwest.

KMA Seeks Omaha Move

KMA, Shenandoah, Ia., on Feb. 24 filed with the FCC an application to move to Council Bluffs, Ia., just across the Missouri River from Omaha. It sought permission to install a new antenna and move its transmitter. Operated by the May Seed & Nursery Co., the station operates on 930 kc., with 5,000 watts day and 1,000 night. It is an NBC-Blue and MBS outlet.

Labor Saver

ARGUING that an "air salesman" would bring in bigger returns, Grant Sandison, salesman of WTMJ, Milwaukee, recenty talked the Ellsworth Pipe & Supply Co. out of adding a salesman to the firm's sales force in favor of radio advertising, and sold the company a daily news spot on the WTMJ schedule.

Atlantis on Three

ATLANTIS SALES Corp., Rochester, has started a test campaign for Coleman's mustard for use in the bath as a way to check overfatigue, using transcribed announcements six times weekly on KSFO, San Francisco, WKRC, Cincinnati, and WTIC, Hartford. Campaign, started in mid-February, is placed through J. Walter Thompson Co., New York.

Mexican Approval Of Pact Forecast

Early Action Is Indicated by Communications Official

DURING AN unofficial visit to Washington Feb. 22 Alfonso Gomez Morentin, Postmaster General of Mexico in general supervisory charge of communications, left the impression that the North American Regional Broadcasting Agreement, providing for reallocation of broadcast frequencies, would receive the sanction of his Government in the not-too-distant future. The United States, Canada and Cuba already have ratified the compact.

En route to Buenos Aires, where he will attend the International Postal Conference, Senor Morentin was the house guest of FCC Commissioner T. A. M. Craven. They are old friends, having headed their respective delegations to the North American Conference in Havana in December, 1937.

Because of the unofficial character of Senor Morentin's visit there were no conversations either with FCC officials or with the State Department relating to the treaty. Official conversations are being conducted by the American Embassy in Mexico City with the Ministry of Communications, now headed by Melquiades Angulo, an engineer who was named early this year to succeed Francisco Mugica, resigned.

Special Session Likely

Meanwhile, advices from Mexico City were that the President and other high officials felt it was in the best interests of Mexico to have the treaty ratified, so that it can become fully effective within a year. The Mexican Senate last October declined to ratify but this action, it is now felt, occurred because the Senate had not been fully informed on the subject.

There is likelihood of a special session in March, at which time it is expected steps will be taken for prompt ratification. If there is no special session, formal action must await the regular September meeting though there still is the hope an administrative agreement will be sanctioned which will be tantamount to signifying the intention of Mexico to ratify, and would pave the way for acceptance of the treaty terms [BROADCASTING, Jan. 15].

Meanwhile, the FCC is proceeding with new rules and regulations which would encompass the terms of the proposed new allocations. The so-called Superpower Committee shortly will complete Part II of its report on rules and regulations, thus placing the entire project squarely before the full Commission. Parties in interest will be allowed to file exceptions probably within a 30-day period, with oral arguments to be heard afterward. Thus, it is expected, several months must elapse before final promulgation of the new rules. If Mexico has not ratified the treaty by that time, the rules will prescribe existing frequency assignments but all other provisions will become effective. With Mexico's ratification, it would then be possible to specify the date on which the reallocation would become effective, involving the sliding up and down the band of most of the stations, which however generally would retain their same relative positions [see full text of treaty in BROADCASTING *1939 Yearbook*].



that's what WOWO Farmers call it!

$21,283,000 ANNUAL POULTRY INCOME

Chicken money . . . pin money . . . no matter what you call it . . . still a lot of money in the pockets of the WOWO Family.

But at that, it is only 1/13th of their annual farm income of **a quarter billion dollars.**

The loyalty of WOWO farmers and their ready buying power reflects quickly in the increased sale of products advertised over WOWO.

It costs you little to share in this buying power.

10,000 Watts: 1160 Kilocycles

NBC Basic Blue Network

WOWO
FORT WAYNE • INDIANA

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION!

Drama WITHOUT FOOTLIGHTS



● Drama begins in KLZ's well appointed studios, abetted by one of the finest sound effects set-ups in the country.

● It reaches a thrilling climax in Denver's stores where KLZ-exploited products command buyers' attention.



● KLZ has the men, methods and machinery that produce the kind of drama preferred by advertisers . . . the drama of cash registers ringing . . . the drama of buyers buying.

The record of the dramatic pitch to which KLZ facilities and performers are tuned is written in KLZ's files for 1938.

A national food product sponsor writes: "Our business has shown a steady increase in Denver since we have been using KLZ." A local packer says: "Our 1938 sales are 8% over 1937. Since we are spending 75% of our appropriation on KLZ we shall give you credit for 75% of this increase." A Denver furniture dealer sends in his renewal contract for the third consecutive year and comments: "Our urban and rural business has held up remarkably well this year which we believe is directly due to our KLZ advertising."

KLZ, too, has a market that inspires such merchandising drama . . . a market that comprises 78% of the entire population of Colorado . . . a listening audience that embraces 80% of this thickly populated "business side" of the state.

KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

ACA to Plan Campaign To Organize Technicians

PLANS for the organization of broadcasting technicians on a national scale are expected to be made at the meeting of the international executive board of the American Communications Assn., CIO union covering the entire communications field, to be held in New York, March 8-10. Broadcast division of the union has contracts with a number of stations in New York, Philadelphia and other eastern cities, but has made little headway elsewhere.

An election of the engineers at CBS M & O stations, held last fall under auspices of the National Labor Relations Board, resulted in the choice of Associated Broadcast Technicians, independent organization, as collective bargaining agency for all technicians employed by CBS, and the defeat of ACA. It is believed the recent victory of the American Federation of Radio Artists will act as an incentive for drives against radio by ACA and other unions.

One Way Out of Copyright Issue

(*Continued from page 24*)

the broadcaster is engendered by the fact that his listeners demand the latest popular hits. On the part of the publisher it is because of the expense attending the active promotion of a new tune.

Neither the writer nor the publisher makes a hit. The only thing that makes it a hit is public acceptance, and the only thing that secures public acceptance is promotion—and the chief medium of promotion is broadcasting. So obviously the broadcasters create the hits and consequently profits for the publishers.

Only a very limited number of new tunes are registered in the copyright office each year, and an exceedingly small number of these tunes ever assume the "hit" status. So we have a situation where a broadcaster, compelled by his audience's demands, performs this limited number of "pop" tunes every year and at the same time pays performance license fees for *all* music—both new and old. Actually, the broadcaster is paying $4,800,000 a year primarily for the privilege of performing a limited number of new popular tunes.

Farewell to Genius

It may seem strange to the reader why it is that there are not more new tunes available each year, as it has been conservatively estimated there are 100 tunes written for every one published. However, the explanation of this fact is also obvious when it is remembered that the publisher's largest item of expense in launching a song is promoting its performance by broadcasters. Therefore, the publisher cannot afford to have too many new tunes in his catalogue. If he did, he would not be able to spend the money necessary to give all his new tunes adequate exploitation by radio.

This matter of the limited amount of new tunes available each year brings up another question which has been given altogether too little consideration by the radio industry. This is the broadcasters' direct responsibility to the public for the discovery of new creative talent among the vast number of unheard-of composers. If it is a fact that the publisher must turn to the broadcaster as his major means of promotion, it is also a fact that the new composer must turn to the same source in order to get the product of his creative ability exploited. As the music industry is set up today, it is virtually impossible for them to give the young songwriter this exploitation.

This situation, if allowed to continue, will tend to dry up the fountain of creative genius in this country, because no writer or composer can work indefinitely without hope of reward. The broadcaster himself must eventually accept responsibility for this situation. In other words, in his hands rest the power to promote and publicize music and if he withholds this promotion from the young creative artist, he alone must accept the responsibility.

More Music Needed

It is the belief of many thoughtful people in this country that if the broadcasters made an effort they could uncover a wealth of new talent. The broadcaster today exercises a monopolistic but legal control over the only important medium of self-expression open to the composer and the broadcaster must assume the responsibility entailed by this monopoly.

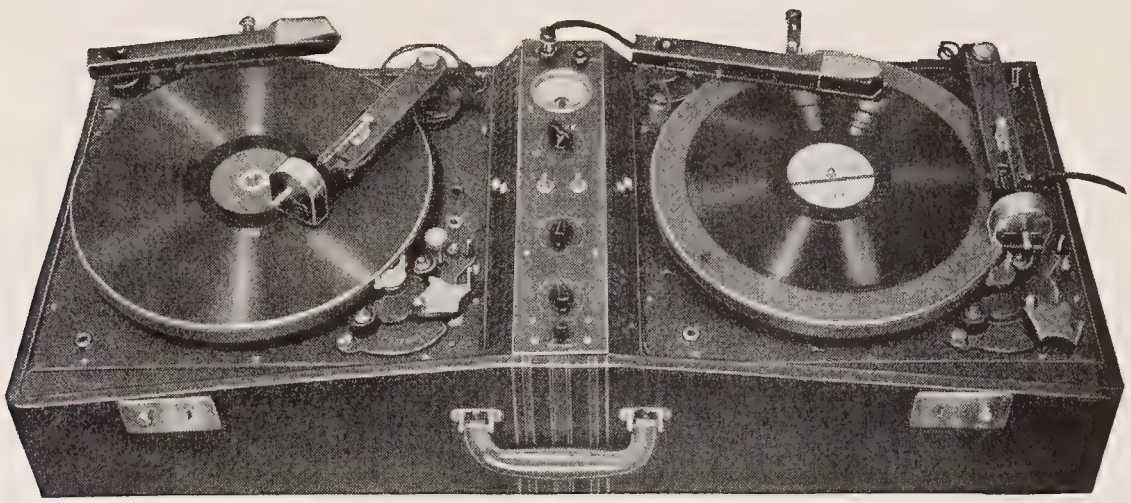
The facts of the situation are that the number of songwriters has been decreasing and the demand for new music has been increasing.

The purpose of this article is not to suggest a cure-all, either for the music licensing set-up or for the development of new talent. It is rather to expose a few facts which should be within the knowledge of every broadcaster. Broadcasting as we know it here in the United States is a business which like any other venture, must show a profit. But because of the unique position which the industry occupies in its relation to the public, the financial return must be subordinated at least in part to public service.

Music, to the broadcaster, is an indispensable basic ingredient. That some measure of control should be exercised over this vitally important material by the broadcaster is an unanswerable fact. He must protect his own source of supply, not only for the present but for the future.

Music is not a natural resource. It requires cultivating and if the broadcaster is not willing to take the responsibility for this cultivation, who will?

THE FCC, at request of applicants, has dismissed the application of Estelle P. Chapman, of Detroit, chief owner of WMSD, Sheffield, Ala., for authority to sell 80% control of the station for $18,000 to W. M. Liddon, of Nashville [BROADCASTING, July 1, 1938].



Record your remote pickups with this new PRESTO recorder

Scores of leading broadcasting stations are now recording their man-on-the-street programs, descriptions of local news events and interviews with celebrities at airports, hotels, offices, golf clubs or baseball parks.

By using the Presto Recorder, they can get to the scene of events on a moment's notice . . . avoid the uncertainties of short wave transmission . . . and broadcast their special programs without disturbing the program schedule.

These special broadcasts have become so important that many stations have asked us to design a light-weight Recorder combining all the features required for this work. Here it is.

The new Presto Model M Recorder enables you to make high quality 12" records continuously, without interruption. The original records may be put on the air, or the best features of each may be dubbed onto a 16" transcription. The Model M consists of two dual-speed 12" recording turntables, a recording amplifier and two-microphone mixer—all mounted in a single carrying case which measures 10" x 15" x 35" and weighs only 62 pounds. For field work it may be operated from storage batteries using a 120 watt, 12 V DC to 110 V 60 cycle AC converter.

Write today for bulletin giving complete technical description.

PRESTO RECORDING CORPORATION
247 West 55th Street, New York, N. Y.

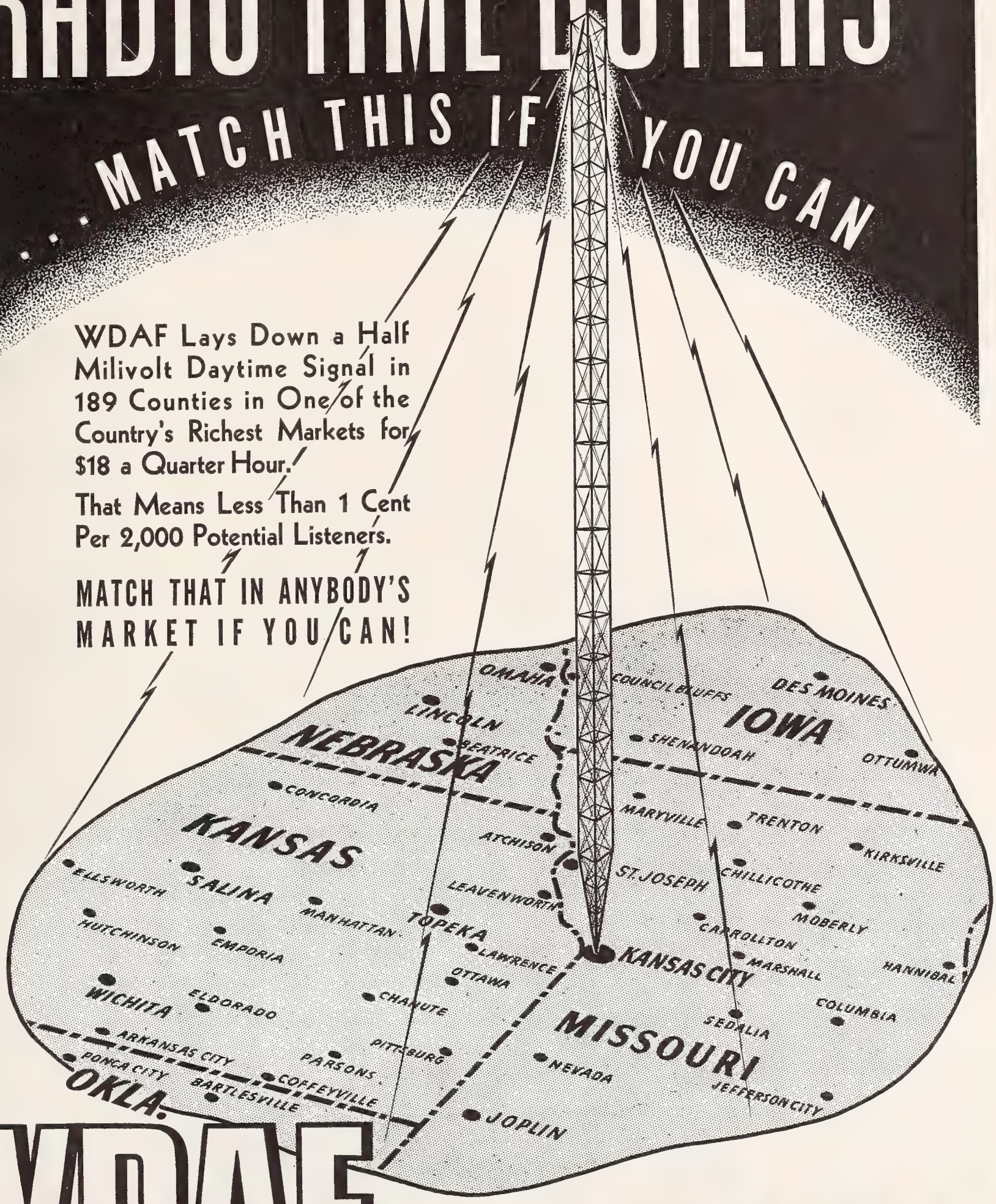
RADIO TIME BUYERS

. . . MATCH THIS IF YOU CAN

WDAF Lays Down a Half Milivolt Daytime Signal in 189 Counties in One of the Country's Richest Markets for $18 a Quarter Hour.

That Means Less Than 1 Cent Per 2,000 Potential Listeners.

MATCH THAT IN ANYBODY'S MARKET IF YOU CAN!



WDAF

THE KANSAS CITY STAR

Changes and Corrections in BROADCASTING 1939 Yearbook...

BECAUSE of changes reported since the 1939 BROADCASTING *Yearbook* went to press early in January, and to correct several errors, the following changes should be made:

Page 62: Remove (*) from KVWC, Vernon, Tex. (sixth column); also from KTSW, Emporia, Kan. (fifth column). Eliminate listing of KGCI, Couer d'Alene, Idaho (ordered deleted by FCC).

Page 66: Under 570 kc. indicate 1,000 watts as day power of WKBN, Youngstown, O. Under 1200 kc., change day power of KELO, Sioux Falls, S. D., to 250 watts. Under 890 kc., indicate night power of KARK, Little Rock, Ark., as 1,000 watts (authorized Feb. 20). Under 1200 kc., eliminate KGCI, Couer d'Alene, Idaho.

Page 68: Under 1250 kc. change day power of WNEW, New York, to 5,000 watts (effective Feb. 13). Under 1210 kc., remove (†) from WRAL, Raleigh, N. C. (goes on air March 6); under 1310 kc., change day power of WEMP, Milwaukee, to 250 watts; under 1370 kc., remove (†) from KTSW, Emporia, Kan. (now on air); under 1370 kc., change power of WMFD, Wilmington, N. C., to 250 watts day and 100 night.

Page 73: Remove (†) from KVWC, Vernon Tex., (under 1500 kc, fourth column). Under 1500 kc., indicate 100 watts as night power of WDAN, Danville, Ill.

Page 74: Under 630 kc. change power of CKOV, Kelowna, B. C., to 1,000 watts. Insert CHNC, New Carlisle, Que., under 610 kc. and eliminate it from 960 kc., listing power 1,000 watts. Change frequency of CBM, Montreal, Que., from 1050 to 960 kc.; change CBY, Toronto, from 960 to 1320 kc. (as of Feb. 26). Change frequency of CFQC, Saskatoon, Sask., from 840 to 600 kc. (as of Feb. 15). Change frequency of CJGX, Yorkton, Sask., from 1390 kc. to 1430 kc.; change power from 100 to 1,000 watts (as of Feb. 1).

Page 76: Indicate by asterisk (*) that KTSW, Emporia, Kan., is now on the air. Also that WRAL, Raleigh, N. C., goes on air March 6.

Page 84: Delete Joseph R. Spadea as Detroit manager of Edward Petry & Co., and substitute William Cartwright.

Page 88: Eliminate individual station representative listing for KGKO, Fort Worth, Tex. (Now Free & Peters)

Page 91: Indicate NBC as network for KVOA, Tucson, Ariz.; Arizona Network for KGLU, Safford, Ariz.

Page 92: Indicate 1,000 watts as both day and night power of KARK, Little Rock, Ark. (Authorized Feb. 20.)

Page 94: Change program manager of KMPC, Los Angeles, to Ted Gates. Indicate M. Scott Weakley as program director of KROW, Oakland, Cal. Change commercial manager of KFVD, Los Angeles, to F. J. Smalley Jr. Eliminate John W. Crews as general manager of KYOS, Merced, Cal.

Page 97: Change general manager of KHUB, Watsonville, Cal., to John W. Crews, and program director to Emery Milburn.

Page 98: Change licensee of KIDW, Lamar, Col., to Lamar Bcstg. Co., change chief owner to W. G. Brown.

Page 100: Change licensee of WGPC, Albany, Ga., to Albany Broadcasting Co. Inc. Eliminate asterisk (*) before call letters of WRUF, Gainsville, Fla.; station sells time.

Page 102: Indicate CBS as network for WRBL, Columbus, Ga. (as of March 15). Delete listing of KGCI, Couer d'Alene, Idaho.

Page 106: Change address of WMBI, Chicago, to 820 No. LaSalle St. Change program director of WMBD, Peoria, Ill., to Gene Trace. Indicate 100 watts as night power of WDAN, Danville, Ill. Change program director of WCLS, Joliet, Ill., to Robert M. Holt. Eliminate O. L. Menser as program director of WENR and WMAQ, Chicago.

Page 110: Change representative of WEOA and WGBF, Evansville, Ind., and WBOW, Terre Haute, Ind., to Weed & Co. Change commercial manager of WGL and WOWO, Fort Wayne, Ind., to Ford Billings.

Page 112: List M. H. Petersen as general manager of KFNF, Shenandoah, Ia.

Page 114: Remove "Construction Permit" from KTSW, Emporia, Kan. (Now on the air). Under Louisville, change program director of WGRC to Ralph Rogers. Change program director of WCMI, Ashland, Ky., to Joe Matthews.

Page 118: Change manager and commercial manager of WORL, Boston, to George Lasker. Substitute MBS, Yankee and Colonial Networks for CBS for WBRK, Pittsfield, Mass. (as of March 1). Change Representative of WSPR, Springfield, Mass., to Hollingbery.

Page 120: Add William Ward as commercial manager of WBCM, Bay City, Mich.

Page 124: Eliminate Clarence G. Cosby as manager and commercial manager of KWK, St. Louis; indicate Robert Thomas Convey as manager and V. E. Carmichael as commercial manager.

Page 127: Add RKO Bldg., New York, as additional office for WAAT, Jersey City.

Page 130: Delete Theodore F. Allen as commercial manager of WGNY, Newburgh, N. Y. (Resigned).

Page 134: Indicate Louis K. Sidney as chief executive, Herbert L. Pettey as general manager and Bertram Lebhar Jr. as commercial manager of WHN, New York. Indicate Don Shaw as general manager and Charles Stark as commercial manager of WMCA, New York. Change LS power of WNEW, New York, to 5,000 watts. Change day power of WNEW, New York, to 5,000 watts (effective Feb. 13).

Page 136: Delete "Construction Permit" under WRAL, Raleigh, N. C. (Goes on air March 6.) Change power of WMFD, Wilmington, N. C., to 250-D, 100-N.

Page 138: Change chief owner of WPAY, Portsmouth, O., to Brush-Moore Newspapers Inc. & Chester A. Thompson. (Each has 50%.) Indicate 1,000 watts as daytime power of WKBN, Youngstown, O. Indicate Weed & Co. as representative of WCOL, Columbus, O. Change program manager of WSAI, Cincinnati, to Clair Shadwell.

Page 142: Change chief owner of KOMA, Oklahoma City, to J. T. Griffin. Eliminate Joe Matthews as program manager of KBIX, Muskogee.

Page 144: Change program manager of WIBG, Philadelphia, to Douglas Arthur. Change general manager of KEX and KGW, Portland, Ore., to W. Carey Jennings, who also continues as commercial manager.

Page 148: Change power of KELO, Sioux Falls, S. D., to 250-D, 100-N. Indicate Julius C. Vessels as chief engineer of WDOD, Chattanooga, Tenn.

Page 152: Change chief executive of KFDM, Beaumont, Tex. to Darrold A. Kahn; change general manager to C. B. Locke. Indicate Jack Stapp as program director of WSM, Nashville, Tenn.

Page 156: Change Representative of KGKO, Fort Worth Tex., to Free & Peters. Change chief engineer of KGKO to R. C. Stinson. Change program director of KSAM, Huntsville, Tex., to Howard R. Holbrook.

Page 160: Remove "Construction Permit" under KVWC, Vernon, Tex.; station now on air. Add John Sullivan as manager of KVWC.

Page 162: Change chief owner or executive of WGH, Newport News, Va., to Raymond B. Bottom. Change frequency of KMO, Tacoma, Wash., to 1330 kc. and power to 1,000 watts, full time.

Page 164: Change manager and commercial manager of WHIS, Bluefield, W. Va., to Lindsey Alley. Eliminate Emery Milburn as program director of KWLK, Longview, Wash.

Page 165: WEMP, Milwaukee, day power is 250 watts (Effective Feb. 13).

Page 168: Change power of CKOV, Kelowna, B. C., to 1,000 watts.

Page 170: Change call letters of Cobalt, Ont., station to CKMC. Change power to 100 watts. Change frequency of CBY, Toronto, Ont., to 1420 kc. (As of Feb. 26). Change manager of CKOC, Hamilton, Ont., to M. V. Chestnut, commercial manager to W. T. Cranston, program director to Gordon Anderson; add All-Canada and Weed as representatives.

Page 171: Change frequency of CBM, Montreal, Que. to 960 kc. (As of Feb. 26.) Change frequency of CHNC, New Carlisle, Que., to 610 kc. (As of Feb. 26.) Change power of CHLT, Sherbrooke, Que., to 250 watts. Change frequency of CFCQ, Saskatoon, Sask., to 600 kc. (As of Feb. 15.) Change frequency of CJGX, Yorkton, Sask., to 1430 kc. and power to 1,000 watts (As of Feb. 1.) Change manager to A. Leslie Garside. Change manager of CKCK, Regina, Sask. to Gerry Graez.

Page 176: Add syndicated transcriptions to services of Kasper Gordon Studios, Boston.

Page 178: Change Chicago manager of NBC Artists Service to James Stirton.

Page 180: Eliminate Chicago branch of Radio Transcription Co. of America Ltd.; indicate G. Y. Clement as manager of Los Angeles office in place of C. C. Pyle, deceased. Eliminate listing of James L. Saphier.

Page 182: Change address of U. S. Recording Co., Washington, to 712 Eleventh St., N. W.

Page 190: Under "Radio Sales Personnel" indicate Martin J. McGeehan as manager of Milwaukee office in place of Victor Giebish.

Page 201: Under Southwest MBS Group, transpose daytime hour, half hour and quarter hour rates of KOME, Tulsa, and Texas State Network; figures for KOME should be in Texas State Network column, and vice versa.

Page 204: Add WBRK, Pittsfield, Mass., to Yankee and Colonial Networks; add KGCU, Safford, Ariz., to Arizona Network.

Page 216: In caption delete "NAB Public Library sold in December" etc. (Deal dropped; library has been transferred to Langlois & Wentworth, N. Y.)

Page 221: Under Minnesota, change listing of KATE, Albert Lea, to show 49% of stock owned by E. L. Hayek. Eliminate listing of KDAL, Duluth, now owned by Red River Broadcasting Co., not newspaper-affiliated.

Page 222: Add "WPAY, Portsmouth, O. —Licensed to Vee Bee Corp.; 50% owned by Brush-Moore Newspapers Inc., publishers of *Portsmouth Times*; 50% by Chester A. Thompson, Cleveland."

Page 223: Delete KOMA, Oklahoma City. (Sale approved by FCC Feb. 13.)

Page 223: Under Tennessee listing, change WNBR item to read: "WMPS, Memphis—Licensed to Memphis Broadcasting Co.; interlocking ownership with *Memphis Press-Scimitar* and *Memphis Commercial Appeal*, Scripps-Howard newspapers."

Page 225: Under heading "Stations Under Option," WGH, Newport News, Va., is now 66% owned by *Newport News Daily Press* and *Times-Herald* and should be listed under "Virginia" on page 224. On page 225, under Canada, eliminate listing of CKOV, Kelowna, B. C. (no longer newspaper owned).

Page 237: List James P. Selvage & Fred Smith Inc., 16 E. 48th St., New York City. Telephone Plaza 8-0371.

Page 238: Change address of Allied Adv. Agencies, Los Angeles, to 4354 W. Third St. Change Douglas Allen & Leland Davis to Allen, Heaton & McDonald.

Page 242: Insert Richard T. Clarke Co., 9533 Brighton Way, Beverly Hills, Cal., Richard T. Clark, radio director.

Page 243: Add Atlanta branch to Donahue & Coe, with address as Hurt Bldg., Harry L. Morrill Jr. in charge.

Page 245: Add Chicago branch to Gardner Adv. Co., in charge of C. L. Menser. Address not yet selected.

Page 248: Change address of William A. Joplin Adv. Agency, Portland, Ore., to 730 Southwest Salmon St.

Page 250: Delete Logan & Stebbins and insert on page 254 Barton A. Stebbins, 811 W. Seventh St., Los Angeles, Trinity 8821; Barton A. Stebbins and Arthur W. Gudelman, radio directors.

Page 252: Address of Needham, Louis & Brorby, Hollywood branch, is 8532 Sunset Blvd., Cecil Underwood in charge. Delete Howard W. Newton Co.

Page 253: Change Rawson-Morrill to Charles A. Rawson & Associates.

Page 254: Change address of Hugo Scheibner Inc., Los Angeles, to 111 W. Seventh St.

Page 255: Radio director of Jewell F. Stevens Co. is Don L. Davis.

Page 256: Change firm name of Waldron & Urbain, San Francisco, to L. H. Waldron Adv. Agency; delete Arthur J. Urbain.

Page 256: Add Chester M. Wright & Associates, 609 Carpenters' Bldg., Washington, D. C., Telephone, Republic 2511.

Page 276: Change Atlantic Ice & Coal Co. agency to Donahue & Coe, Atlanta.

Page 280: Change Glass Container Assn. of America agency to Pedlar & Ryan, N. Y.

Page 331: Change address Assn. of Technical Employes of NBC to 201 N. Wells Bldg., Chicago, Telephone, Randolph 8884.

Page 384: Delete John P. Bramhall under FCC law department. (Resigned Feb. 1.)

Page 386: Add James W. Baldwin, National Press Bldg. Telephone, Republic 0110.

Page 388: Change address of Ross Federal Research Corp. to 18 E. 48th St.; telephone, Plaza 3-6500.



LEW FROST, executive assistant to Don E. Gilman, NBC western division vice-president, who holds high score and championship of Hollywood Radio City, gives members of his bowling team a few pointers in the science of the sport. Seated (l to r) are Dave Elton, director; Matt Barr, press editor; Ken Carpenter, announcer; Joe Parker, announcer-director; standing, Charlie Smith, NBC Artists Service; Hal Bock, western division press manager, and Lew Frost.

Molasses Time

COLONIAL MOLASSES Co., of Brooklyn and New Orleans, is using radio to promote an eight-week sale of its molasses throughout the country. Type of broadcast and station to be used is decided by local distributors, so no set schedule is available, according to H. B. LeQuatte, New York, the agency handling the account.

Ripley for Nehi on CBS

NEHI Corp., Columbus, Ga., makers of Royal Crown Cola, on March 31 will launch a new program starring Robert Ripley on CBS. It is understood that the program will be heard Friday evenings, 10:30-11 p. m., although no contract for facilities has been signed as yet. BBDO, New York, is the agency in charge.

TESTED Radio Productions, New York, has announced the sale of its anti-crime series, *Calling All Cars*, to the Gruen Watch Co., Cincinnati, which will present the half-hour program Sunday nights on WSYR, Syracuse. Account was placed by McCann-Erickson, New York.

POCAHONTAS SAID, "NO!"

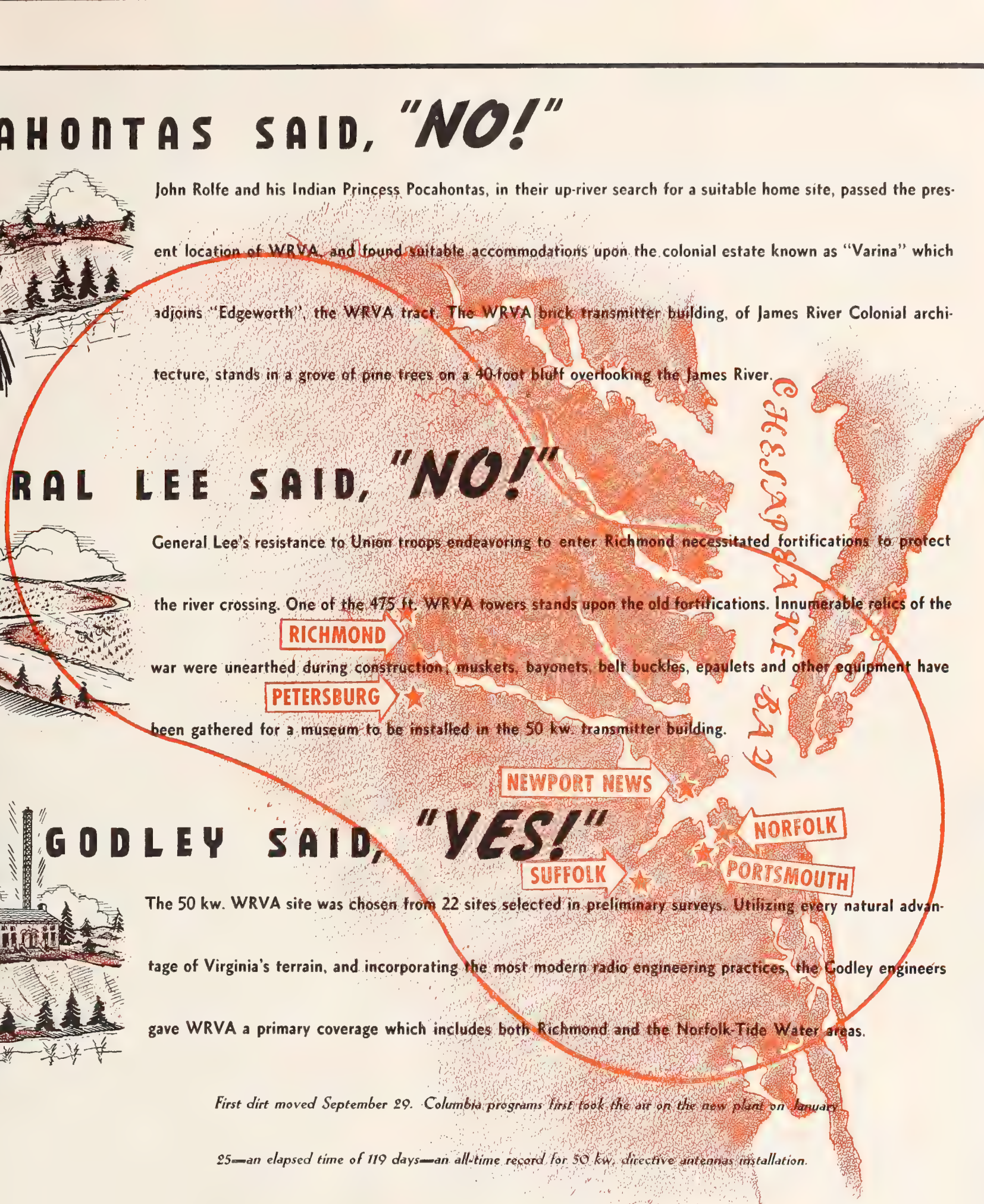


John Rolfe and his Indian Princess Pocahontas, in their up-river search for a suitable home site, passed the present location of WRVA, and found suitable accommodations upon the colonial estate known as "Varina" which adjoins "Edgeworth", the WRVA tract. The WRVA brick transmitter building, of James River Colonial architecture, stands in a grove of pine trees on a 40-foot bluff overlooking the James River.

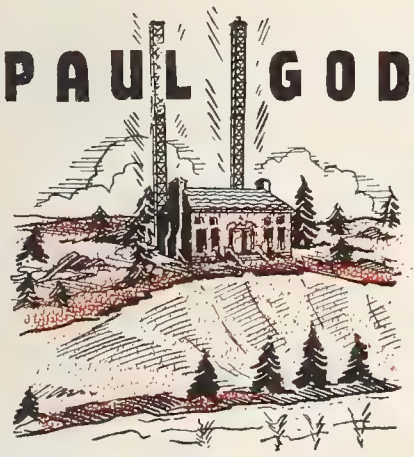
GENERAL LEE SAID, "NO!"



General Lee's resistance to Union troops endeavoring to enter Richmond necessitated fortifications to protect the river crossing. One of the 475 ft. WRVA towers stands upon the old fortifications. Innumerable relics of the war were unearthed during construction; muskets, bayonets, belt buckles, epaulets and other equipment have been gathered for a museum to be installed in the 50 kw. transmitter building.



PAUL GODLEY SAID, "YES!"



The 50 kw. WRVA site was chosen from 22 sites selected in preliminary surveys. Utilizing every natural advantage of Virginia's terrain, and incorporating the most modern radio engineering practices, the Godley engineers gave WRVA a primary coverage which includes both Richmond and the Norfolk-Tide Water areas.

First dirt moved September 29. Columbia programs first took the air on the new plant on January 25—an elapsed time of 119 days—an all-time record for 50 kw. directive antennas installation.

RICHMOND
Petersburg

TIDEWATER, VA.
Norfolk
Portsmouth
Suffolk
Newport News

PAUL F. GODLEY
Consulting Radio Engineer

MONTCLAIR, N.J.

Telephone Montclair 2-7859

Ford Series on Coast

NEW network series, *Let's Go Hollywood*, which involves a tie-up with Warner Bros. film talent, started Feb. 24 for 13 weeks, on 7 southern California Don Lee network stations, Friday, 8-8:30 p. m., under sponsorship of Ford Dealers of Southern California, Los Angeles. Show, which draws guest talent from Warner Bros. younger players, is carried as a sustainer on balance of the 28 Pacific Coast Don Lee network stations. Release is also being negotiated for the Mutual network under syndicated sponsorship. Owen Crump, Warner Bros. announcer and commentator, is master-of-ceremonies and producer of the series. Leon Leonardi, who is also under contract to the film company is musical director of the variety program, which originates from Warner Bros. Playhouse on Sunset Blvd., Hollywood. McCann-Erickson, Los Angeles, has the account.

NBC Starts Program by Doc Rockwell As Part of Blue Promotion Campaign

SECOND major step in NBC's campaign to promote the Blue Network was put into operation Feb. 21 with the first broadcast of *Doctor Rockwell's Brain Trust*, a half-hour variety show which is being broadcast from 9:30-10 p. m. each Tuesday evening on more than 50 Blue affiliates. As explained by A. E. Nelson, sales manager for the Blue, the plan embodies building the network "by means of outstanding programs, the caliber and salability of which will compare favorably with any shows currently on the air."

"NBC will plan and produce each program with a view of offering it to national advertisers as a merchandising unit. Aside from engaging the company's best production talent, we are committed to the plan of bidding in the open market for top-notch artists and first-rate scripts," he commented.

The plan has the support of Blue outlet stations, Mr. Nelson said, citing replies from most of the network's affiliates pledging full support to the plan as outlined to them in a letter from Keith Kiggins, NBC station relations manager. Admitting that in the past Blue outlets have cooperated in building acceptance for programs only to see them sold on another network or discontinued after a brief run, Mr. Kiggins explained the new proposal is to build a program and confine it to Blue stations only, with the program definitely fixed at the same time for a minimum of 13 weeks.

"The combined efforts of our program department, promotion department and sales department will be put behind this program to make it one of the most popular and salable periods of the week . . . This program will be a test case and if we are successful the same procedure will be adopted in other periods and the plan will be expanded." The letter asks each station to cooperate by throwing its full publicity and promotion forces behind the program and by working on the local distributors of those advertisers to whom the network's national sales staff is trying to sell the program.

In addition to its star and his fellow comedians, *Doctor Rockwell's Brain Trust* features Allen Roth's 30-piece orchestra and a 14-voice choir directed by Joseph J. Lilley. It will be competing with two established programs, *Benny Goodman's Orchestra* for Camel Cigarettes on CBS and *Fibber McGee* for Johnson's Wax on NBC-Red.

First move to increase Blue billings made by Mr. Nelson after he had left the managership of KDKA, Pittsburgh, last fall to come to New York as sales manager for the Blue Network, was a sliding scale of discounts for advertisers using Blue supplementary groups of stations, with progressively larger discounts as more groups were used [BROADCASTING, Oct. 15]. Since this plan was inaugurated Nov. 1, Blue billings have shown a steady increase, the network's gross time sales for January totaling $998,389, a gain of 10.8% in comparison with the October billings of $901,376. Blue supplementary billings have increased 52.8% in the same period.

These new advertisers have been added to the list of Blue sponsors since Nov. 1: American Rolling Mill Co., 42 stations; Brown & Williamson Tobacco Co., 39; Canada Dry Ginger Ale, 49; Thomas Cook & Son-Wagon-Lits, 19; Lewis-Howe Co., 42; Ralston Purina Co., 63; Swift & Co., 52. Blue advertisers that have increased their facilities since Nov. 1 include: Adam Hat Stores, 20 more stations; Anacin Co., 11; Bi-So-Dol Co., 11; Canada Dry Ginger Ale, 16; Musterole Co., 12; Sherwin-Williams Co., 11; William R. Warner & Co., 1; R. L. Watkins Co., 11; J. B. Williams Co., 2.

Record Dedication

WHEN civic leaders, representing the city government, schools, churches, women's organizations. U. S. Forest Service and Chamber of Commerce, appeared on the formal dedication program for the new studio and office building of KGVO, Missoula, Mont., the program was recorded and the guests invited to hear themselves via the recording at the conclusion of the program.

Liggett Booking

LIGGETT DRUG Co., New York (Liggett "Rexall" stores), which sponsors three quarter-hours weekly of *The Morning Almanac* on WABC, New York, besides participation five mornings weekly in Arthur Godfrey's program on WJSV, Washington, plans further radio activity of a similar nature for other cities. Company's radio advertising is placed through Neff-Rogow, New York.

5000 WATTS

COMPLETE NBC SERVICE

More Power to You!

Our new 5,000 watt 5D RCA transmitter brings thousands of new radio homes into the W T A R primary service area. The vast government naval expansion and ship-building projects centered at Norfolk and Newport News is adding directly or indirectly to the incomes of almost every family in the Norfolk region. They will have more money to spend, and now with the INCREASED COVERAGE of W T A R you can reach them all. Your copy of the new Jansky and Bailey coverage map will gladly be mailed to you on request.

WTAR

NORFOLK, VIRGINIA

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

OWNED AND OPERATED BY NORFOLK NEWSPAPERS, INC.

THE WORLD RECOGNIZES

Leadership

The vertical radiator is the result of Blaw-Knox pioneering leadership. While Blaw-Knox radiators have won all this acclaim on their own merit, being inherently superior, not a little of the world-wide confidence which greets them is due to the name of Blaw-Knox, carrying distinction in engineering circles long years before radio came on the scene. Let this world recognition be your guide when you contemplate increasing your antenna efficiency.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
OFFICES IN PRINCIPAL CITIES

BLAW-KNOX VERTICAL RADIATORS

GUYED RADIATORS

Station Call	Location	Height
WAAB-WNAC	Squantum, Mass.	420′
WABC	Wayne, N. J.	620′
WFEA	Manchester, N. H.	400′
WCAU	Philadelphia, Pa.	500′
WSM	Nashville, Tenn.	870′
WLW	Cincinnati, Ohio	820′
WNEW	Carlstadt, N. J.	429′
YR	Lyon, France (2)	395′
Radio Sofia	Sofia, Bulgaria	623′
WBNS	Columbus, Ohio	379′
HAL-2	Budapest, Hungary	1045′
Radio Vienna	Vienna, Austria (2)	493′
WJR	Detroit, Mich.	720′
WHO	Des Moines, Iowa	520′
WBT	Charlotte, N. C.	429′
"El Mundo"	Buenos Aires, Argentina	500′
Italian Govt.	Rome, Italy	820′
WOW	Omaha, Nebr.	454′
WWJ	Detroit, Mich.	400′
KWK	St. Louis, Mo.	390′
WCKY	Covington, Ky.	350′
WOWO	Ft. Wayne, Ind.	450′
WMC	Memphis, Tenn.	600′
KFBB	Great Falls, Mont.	420′
OKP	Prague, Czechoslovakia	970′
WBEN	Buffalo, N. Y.	300′
KUOA	Siloam Springs, Ark.	450′
WHAS	Louisville, Ky.	650′
Radio Cote D'Azur	Grasse, France	456′
Radio Normandie	Louvetot, France	525′
WMBI	Chicago, Ill.	490′
WDAF	Kansas City, Mo.	420′
State Police	North Carolina (5)	303′
KDYL	Salt Lake City, Utah	400′
WFBL	Syracuse, N. Y.	400′
KRLD	Dallas, Texas (2)	475′
WRVA	Richmond, Va. (2)	470′
WBBM	Chicago, Ill.	490′
CBL	Hornby, Canada	645′
CBF	Vercheres, Canada	585′
Bureau of Lighthouses	N. Truro, Mass.	132′
Bureau of Lighthouses	Point Arguello, Calif.	132′

SELF-SUPPORTING RADIATORS

WJBO	Baton Rouge, La.	159′
KMBC	Kansas City, Mo.	254′
WHN	New York, N. Y.	254′
WKRC	Cincinnati, Ohio (2)	154′
WAVE	Louisville, Ky.	229′
WIND	Gary, Indiana	254′
WIL	St. Louis, Mo.	189′
CKTB	St. Catherines, Canada	244′
Brazil Journal	Rio de Janeiro, Brazil	254′
Radio Diffusora	Sao Paulo, Brazil	254′
WPEN-WRAX	Philadelphia, Pa. (3)	229′
WPRO	Providence, R. I. (2)	254′
WNEL	San Juan, Puerto Rico	179′
WTCN	Minneapolis, Minn.	329′
KGER	Long Beach, Calif.	179′
WFBR	Baltimore, Md.	224′
WBIG	Greensboro, N. C.	154′
KWKH	Shreveport, La. (2)	194′
WOR	Carteret, N. J. (2)	385′
CKY	Winnipeg, Canada	219′
WORK	York, Pa. (3)	154′
WQAM	Miami, Florida	224′
WIBW	Topeka, Kansas	254′
CHNS	Halifax, Nova Scotia	224′
WSPD	Toledo, Ohio	214′
KTUL	Tulsa, Okla.	214′
WCFL	Chicago, Ill.	490′
CKLW	Windsor, Ontario	279′
WDAS	Philadelphia, Pa.	154′
WLBF	Kansas City, Kansas	174′
WMAZ	Macon, Ga.	244′
KGBX	Springfield, Mo. (2)	179′
WMPC	Lapeer, Mich.	154′
WCOL	Columbus, Ohio	189′
9XBY	Kansas City, Mo.	144′
KGNC	Amarillo, Texas	229′
KELD	Eldorado, Arkansas	179′
"El Mundo"	Buenos Aires, Argentina	254′
KGDM	Stockton, Calif.	204′
WJAS	Pittsburgh, Pa.	175′
PRA-9	Rio de Janeiro, Brazil	254′
KGMB	Honolulu, Hawaii	179′
WEBQ	Harrisburg, Ill.	204′
KVOR	Colorado Springs, Colo.	204′
KFKA	Greely, Colo.	279′
KABR	Aberdeen, S. D.	179′
WRR	Dallas, Texas	229′
KIEM	Eureka, Calif.	169′
WBNY	Buffalo, N. Y.	179′
WMBR	Jacksonville, Fla.	179′
—	Rome, Italy	229′
WJAR	Providence, R. I. (2)	300′
KFXD	Nampa, Idaho	204′
KFH	Wichita, Kansas	219′
WNAX	Yankton, S. D.	434′
KFWV	Hilo, Hawaii	179′
KBIX	Muskogee, Okla.	179′
KLZ	Denver, Colo.	429′
WCAZ	Carthage, Ill.	229′
WWSW	Pittsburgh, Pa.	154′
WMC	Memphis, Tenn.	315′
CJRC	Middlechurch, Manitoba, Canada	404′
CJRM	Belle Plaine, Sask., Canada	404′
WMBD	Peoria, Ill.	254′
OAX4E	Lima, Peru, S. A.	254′
WWRL	Woodside, L. I.	229′
WHEC	Rochester, N. Y.	304′
WDEV	Waterbury, Vt.	429′
WTHT	Hartford, Conn.	204′
WDBJ	Roanoke, Va.	304′
—	Manizales, Colombia	204′
KGBU	Ketchikan, Alaska	279′
WBRC	Birmingham, Ala.	279′
KCMO	Kansas City, Mo.	179′
KIDO	Boise, Idaho	229′
KMED	Medford, Oregon	179′
WKBH	LaCrosse, Wis.	279′
KWTO	Springfield, Mo.	429′
WEAN	Providence, R. I. (2)	325′
WMIN	St. Paul, Minn.	199′
WTAG	Worcester, Mass. (1) 254′ (2)	354′
KGNF	North Platte, Nebr.	174′
WABY	Albany, N. Y.	179′
CMCY	Havana, Cuba	229′
WSAZ	Huntington, W. Va.	204′
CRCV	Vancouver, B. C.	404′
WWVA	Wheeling, W. Va.	279′
WDBO	Orlando, Fla.	364′
WRAK	Williamsport, Pa.	179′
KORE	Eugene, Oregon	179′
WIBX	Utica, N. Y.	204′
WIOD	Miami, Florida	189′
KGGM	Albuquerque, New Mex.	224′
—	Venezuela	279′
KMAC	San Antonio, Texas	179′
WNNY	Watertown, N. Y.	179′
WHFC	Cicero, Ill.	174′
KRKO	Everett, Wash.	179′
WACO	Waco, Texas	179′
KWOS	Jefferson City, Mo.	204′
WJAC	Johnstown, Pa.	179′
KALE	Portland, Oregon	179′
WEBR	Buffalo, N. Y.	304′
KMO	Tacoma, Washington	179′
WGST	Atlanta, Georgia	279′
KXRO	Aberdeen, Wash.	179′
KLS	Oakland, Calif.	179′
WTMJ	Milwaukee, Wisc.	400′
WMBO	Auburn, N. Y.	204′
KROY	Sacramento, Calif.	179′
KCMC	Texarkana, Texas	154′
KRMC	Jamestown, N. D.	179′
KOY	Phoenix, Arizona	279′
KZRM	Manila, P. I.	404′
WISN	Milwaukee, Wisc.	254′
KRRV	Sherman, Texas	179′
KRE	Berkeley, Calif.	179′
KSAL	Salina, Kansas	179′
KRMD	Shreveport, La.	304′
YV5RB	Caracus, Venezuela	179′
WRDW	Augusta, Ga.	350′
LS-1	Buenos Aires, Brazil	179′
WPRA	Mayaguez, Puerto Rico	279′
WRNL	Richmond, Va.	204′
KDLR	Devils Lake, N. D.	179′
KCRC	Enid, Oklahoma	174′
KATE	Albert Lea, Minn.	204′
CKCH	Hull, Quebec, Canada	374′
TGW	Guatemala	275′
KOAM	Pittsburg, Kansas	204′
KHEG	Okmulgee, Okla.	234′
KSOO	Sioux Falls, S. D.	400′
WLBZ	Bangor, Maine	154′
WKAT	Miami, Fla.	179′
WCOA	Pensacola, Fla.	350′
WMAS	Springfield, Mass.	179′
WBNS	Columbus, Ohio	194′
WPAX	Thomasville, Ga.	204′
WTOL	Toledo, Ohio	179′
KABR	Aberdeen, S. D.	330′
KGKO	Arlington, Texas (2)	179′
WSFA	Montgomery, Ala.	154′
KPAB	Laredo, Texas	150′
KNOW	Austin, Texas	175′
KGLU	Safford, Ariz.	230′
WOL	Washington, D. C. (2)	225′
WPIC	Sharon, Pa.	235′
WDEL	Wilmington, Del.	199′
WMBH	Joplin, Mo.	175′
KQV	Pittsburgh, Pa.	321′
WDAN	Danville, Ill.	350′
WSTP	Salisbury, N. C.	350′
WDNC	Durham, N. C.	300′
CKPR	Fort William, Ont.	229′
2-CA	Canberra, Australia	300′
—	Spain	194′
WJMC	Ricelake, Wisc.	125′

POLICE AND SPECIAL

—	Russia (8)	94′
WPFM (Police)	Birmingham, Ala.	94′
WPFO (Police)	Knoxville, Tenn.	89′
WPGS (Police)	Mineola, L. I.	119′
KGPI (Police)	Omaha, Nebr.	124′
KGZX (Police)	Albuquerque, New Mexico	94′
KGPB (Police)	Minneapolis, Minn.	94′
WPGL (Police)	Binghamton, N. Y.	89′
WPGH (Police)	Albany, N. Y.	94′
KGHX (Police)	Santa Ana, Calif.	94′
WPDY (Police)	Atlanta, Ga.	154′
Oklahoma County (Police)	Tulsa, Oklahoma	159′
State of Minn. (Police)	Redwood Falls, Minn.	139′
KNFE (Police)	Duluth, Minn.	91′
— (Police)	New Rochelle, N. Y.	89′
WQFA (Police)	New Haven, Conn.	94′
— (Police)	Charlotte, N. C.	104′
— (Police)	Seattle, Wash.	134′
— (Police)	State of California	154′
— (Police)	San Bernardino, Calif.	179′
— (Police)	Baltimore, Md.	134′
— (Police)	Kansas City, Mo.	160′
— (Police)	Detroit, Mich.	210′
Detroit, Mich.		114′
U. S. Government	Kansas City, Mo.	125′
U. S. Civil Aeronautics Authority	Various Locations (843)	125′
U. S. Signal Corps	Various Locations (85)	125′
U. S. Navy	Pensacola, Fla. (4)	125′
Canadian Dept. of Transport	Various Locations (111)	125′
U. S. Bureau of Lighthouses	Various Locations (17)	125′
State of Penna.	Various Locations (10)	125′
United Air Lines	Various Locations (10)	125′



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ALABAMA
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KELD . . . *El Dorado*
KFPW . . . *Ft. Smith*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

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KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ . . . . *Los Angeles*
KLX . . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*

COLORADO
KFEL . . . . *Denver*
KFXJ . . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . . *Hartford*
WELI . . . *New Haven*

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WJSV . . . *Washington*

FLORIDA
WRUF . . . *Gainesville*
WQAM . . . . *Miami*
WDBO . . . . *Orlando*
WFOY . . *St. Augustine*
WSUN . . *St. Petersburg*
WTAL . . . *Tallahassee*
WJNO . *West Palm Beach*

GEORGIA
WAGA . . . . *Atlanta*
WRDW . . . . *Augusta*
WMAZ . . . . *Macon*
WRBL . . . *Columbus*
WAYX . . . . *Waycross*

IDAHO
KIDO . . . . . *Boise*
KID . . . . *Idaho Falls*
KRLC . . . . *Lewiston*

ILLINOIS
WGN . . . . *Chicago*
WDAN . . . . *Danville*
WJBL . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

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WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
WKBB . . . *Dubuque*
KMA . . . *Shenandoah*

KANSAS
KFBI . . . . *Abilene*
KVGB . . . *Great Bend*
KWBG . . . *Hutchinson*

KENTUCKY
WLAP . . . *Lexington*

LOUISIANA
WJBO . . *Baton Rouge*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WEEI . . . . *Boston*
WCOP . . . . *Boston*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*

MINNESOTA
KATE . . . *Albert Lea*
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WFOR . . . *Hattiesburg*
WAML . . . . *Laurel*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
KWK . . . . *St. Louis*
KGBX-KWTO . *Springfield*
KMBC . . . *Kansas City*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR . . *Lincoln*
KOIL . . . . *Omaha*

NEW MEXICO
KGGM . . *Albuquerque*
KICA . . . . *Clovis*

NEW YORK
WOKO . . . . *Albany*
WGR-WKBW . . *Buffalo*
WESG . . . . *Elmira*
WOR . . *New York City* (Newark)
WINS . . *New York City*
WQXR . . *New York City*
WHAM . . . *Rochester*
WFBL . . . . *Syracuse*

NORTH CAROLINA
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WSTP . . . *Salisbury*
WAIR . . *Winston-Salem*

NORTH DAKOTA
KRMC . . . *Jamestown*
KLPM . . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . . *Canton*
WCKY . . . *Cincinnati*
WHK . . . *Cleveland*
WHKC . . . *Columbus*
WSMK . . . . *Dayton*
WKBN . . . *Youngstown*

OKLAHOMA
KADA . . . . . *Ada*
KCRC . . . . . *Enid*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . . *Tulsa*

OREGON
KFJI . . *Klamath Falls*
KOIN . . . . *Portland*

PENNSYLVANIA
WCBA-WSAN . *Allentown*
WFBG . . . . *Altoona*
WLEU . . . . . *Erie*
WKBO . . . *Harrisburg*
WCAU . . *Philadelphia*
WIP . . . *Philadelphia*
WCAE . . . *Pittsburgh*

RHODE ISLAND
WJAR . . . *Providence*

TENNESSEE
WOPI . . . . *Bristol*
WDOD . . *Chattanooga*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . . *Amarillo*
KFDM . . . *Beaumont*
KGKO . *Dallas-Ft. Worth*
WBAP . *Dallas-Ft. Worth*
KRLH . . . . *Midland*
KPDN . . . . *Pampa*
WOAI . . *San Antonio*

UTAH
KDYL . . *Salt Lake City*

VERMONT
WCAX . . . *Burlington*
WNBX . . . *Springfield*

VIRGINIA
WSVA . . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KMO . . . . *Tacoma*
KUJ . . . . *Walla Walla*
KIT . . . . . *Yakima*

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WHIS . . . . *Bluefield*
WBLK . . . *Clarksburg*
WCHS . . . *Charleston*
WPAR . . . *Parkersburg*

WISCONSIN
WEAU . . . *Eau Claire*
WHBY-WTAQ . *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . . *Madison*
WOMT . . . *Manitowoc*
WISN . . . *Milwaukee*
WHBL . . . *Sheboygan*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

ALBERTA
CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKOC . . . *Hamilton*
CKCA . . . . *Kenora*
CBO. . . . . *Ottawa*
CKSO . . . . *Sudbury*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLT . . . *Sherbrooke*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

FOREIGN

AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . . *Brisbane*
3 KZ . . . *Melbourne*
2 GB . . . . *Sydney*

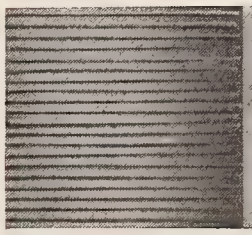
NEW ZEALAND
1 ZB . . . *Auckland*
2 ZB . . . *Wellington*
3 ZB . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serralles Incorporated . *Ponce*

VENEZUELA
YV5RA-YV5RC . *Caracas*



WORLD PROGRAM

WORLD BROADC

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WBS

For the

World Program Service

A contract you will prize—because it gives you exclusive local use of the greatest repertory of music ever recorded exclusively for radio. With this rich and ever-growing library, World's member stations build programs in endless variety for their local audiences. World's contract provides:

150 artist and orchestra names, not available on phonograph records or by any other medium . . . 2,500 separate musical numbers, new and old, modern and classical . . . 18 hours a week of varied continuity, comprising over 65 programs under 22 distinctive titles . . . every new musical work, every type of performing group brought to the World microphone and recorded for our member stations by the Western Electric vertical-cut Wide Range method—the ultimate in high fidelity.

If your city is not listed on this page, the internationally famous World library is available to your station—and you enjoy an exclusive contract in the world's *only* exclusive library service. Write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.

Transcription Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

SERVICE . . . *a Service of*

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Hollywood Pulls Plug!

RECENT events indicate that the *Radio-has-gone-Hollywood* trend has been slammed into reverse. Certain film companies are pulling the plug, so to speak, on their contracted performers because they claim exhibitors are wringing their hands over box-office returns, blaming radio competition.

Our first impulse is to say, "So what?" But there are other considerations—practically all of them on radio's side, as we view it. Mainly for the convenience of radio-discovered and radio-nurtured talent which Hollywood beckoned, several millions of dollars have been invested by radio in Hollywood originating facilities. It was not primarily a case of a network trek to the coast to exploit for the air movie-made personalities, though this was a partial consideration.

Getting down to personalities, it really doesn't matter whether Grace Goosefat or Horace Horsefeather, under contract to Stupendous Studios, has been pulled off the air, though it may be front page news and the Hollywood press agents can revel in it. They promptly will be replaced by others, who, by dint of radio's buildup, will soon relegate GG and HH to whatever they were before their radio excursions.

The Jack Bennys, Fred Allens, Bing Crosbys, Eddie Cantors, Don Ameches, Jane Fromans, Dorothy Lamours and Kenny Bakers, who are also film stars, are first and foremost radio stars. Whether or not they happen to be under contract to film companies isn't important in the long run. Contracts expire as contracts will, and the free agent artist who is a top-flight radio performer, and incidentally, a movie actor mainly because of his radio popularity, will make his own choice between one or the other media. On the basis not only of stipends but of continued performance and popularity, we have little doubt what their choice will be.

It was for the convenience largely of radio-developed artists who had Hollywood calls that radio and many of the major advertising agencies, established Hollywood as a key program originating point. There is no gainsaying that some of the big movie names are valuable to radio, but it is foolish to think they are indispensable. So, instead of the movies pulling the plug on radio, it is entirely possible that radio can, if necessary, jerk the juice from Hollywood and keep its stars to itself.

7 Come 11

THE FIGHT on FCC reorganization is precisely where it should be—before the Senate, with two diametrically opposed viewpoints set forth in two radically different bills. That conduces to full committee consideration before there is legislation, and it certainly nips the mile-a-minute plan espoused by Chairman McNinch to reorganize first and consider afterward.

Indeed, as things stand now, there is an even chance no radio legislation will be passed this session. Chairman Wheeler is now disposed to compromise the three-man bill bearing his name, admittedly drafted by Chairman McNinch. Senator White, who in strong terms called the Wheeler bill crude in draft, wrong in principle and political in purpose, admits that his own measure for an 11-man FCC has "infirmities" and is far from a finished product. He insists on full and free hearings. Since his judgment on communications matters carries weight in the Senate, where he is recognized as the outstanding expert in Congress, he will probably get them if the Senate leaders decide they should go ahead.

We would dislike to see the present dissension-ridden and inefficient Commission continued indefinitely. If there is no legislation this year, there likely can be none next—a presidential election year. But no legislation is better than ill-conceived legislation. And still again we maintain that the problem is not basically one of a defective Act; it is a problem primarily of manpower. It seems to us the Administration, if it felt so inclined, could weed out the undesirables from the present FCC for good and sufficient cause. President Roosevelt's demanded resignation of TVA's Chairman Morgan, which apparently has stuck, could be used as the pattern for other changes if that course became necessary. And certainly the return to the division form of administration, under the existing act, could be invoked until such time as an objective study is made and the law altered along sound lines.

As between the two pending bills, it is obvious the White measure is more in keeping with democratic principles, and therefore far less dangerous to the industry and the public. It calls for what is tantamount to two separate commissions, functioning under one roof, with the gap between the two bridged by a non-voting administrator who would hold the title of chairman. In this respect he recognizes the basic differences between broadcasting and common carrier communications — in effect, gives broadcasting the separate regulation to which its great importance entitles it.

In several other respects, the White bill would improve present regulatory functions by sharper delineation of FCC authority and broadcasters' rights. The provision for minimum one-year licenses as against the present six-month tenure, for example, can only be applauded as a recognition of right.

Where the McNinch-Wheeler bill calls for three men, Senator White goes to the other extreme with a proposal for 11. We doubt whether either will prevail when and if there is a final vote. Totally aside from his unquestioned interest in proper regulation, Republican Senator White's blast prior to introduction of his bill smacks of party-supported anti-Administration effort. His withering attack upon Chairman McNinch alone, and his implied defense of all other members of the FCC, does not accord entirely with his previous statements in which he has assailed the FCC administration generally.

At this stage, the industry itself can ill afford to become embroiled in defense of either of the measures. It must take the position that unless there is clear thinking and calm deliberation, any legislation enacted hastily might be even more restrictive and perilous. When it comes to changing the "substantive" provisions of the present act, it should pitch in for all it is worth toward greater freedom from undue legislative and regulatory shackles.

Radio's I.Q.

THE CHARGE oft-times has been that radio caters to the intelligence level of the 13-year-old. We wonder what the originator of that catch-clause has to say now in the light of the great popularity of such programs as *Information Please, This Is New York, The Circle, Town Meeting of the Air* and the various other forums, debates and highly intelligent presentations and discussions currently on the wavelengths? Even the patter of Bing Crosby and Bob Burns often has an air of sophistication which the top intellectual level enjoys no less than the lower. As for radio's offerings of Toscanini, Metropolitan Opera, the Philharmonic, the other leading symphony orchestras and the greatest of concert artists, enough of them are heard regularly to furnish proof sufficient that radio has restricted itself to no dead level of appeal.

We hear less and less complaint about radio from what might be classified as the sophisticated audience, and even fewer from the Average Citizen—who, by the way, is learning more of appreciation of Americanism and democracy via the radio these days than ever the schoolbooks taught him. For there is hardly a station today that is not stressing The American Way in programs designed to offset repulsive foreign ideologies; even Walter Winchell and Eddie Cantor interpolate their periods with capsule sermons on Americanism that have won them new respect from the most discriminating.

All of which demonstrates that radio can and does keep pace with public need, popular demand and universal intelligence. It proves also that radio needs no governmental guidance so far as programs are concerned.

We Pay Our Respects To —



MILTON M. BLINK

A SHOE that didn't fit was the quirk that first introduced Milton M. Blink to transcriptions. Today, with both feet on the ground, he is the co-owner of Standard Radio, one of the leading transcription firms in the business.

To fill in the gaps, we should have explained that it was a shoe *account* that didn't fit *the national market.* That was back in 1929. "Bashful" Blink was radio director of Dyer-Enzinger Advertising Agency in Milwaukee. The agency had a prosperous shoe account, and it wanted a good radio program, but the distribution problem was one the networks just couldn't answer. The sponsor wouldn't gamble with local spot in those days because of the poor talent threat.

Milt Blink turned to transcriptions, which is ABC now, of course, but in 1929 he was the third to consider such adventurous procedure plausible. The programs were produced, transcribed and shipped to stations around the country with hearty and very satisfactory success to the advertiser.

Everything would have been swell, and Milt might still be in Milwaukee if the agency which he had joined after college as a sort of intellectual office boy, had not decided, after a reorganization, to open a Chicago office and place the 26-year-old Blink in charge. Everything was fine for two years, but when the depression began scraping bottom, Blink blinked and began looking for something more solid in the way of a future. He wanted to try something on his own.

Leaving the agency, he opened an office and painted on the door the very impressive legend "Universal Radio Productions". He began moving in transcription equipment, and moving out transcriptions. A by-product was air-check recordings—one of the first such ventures ever tried. He began serving large agencies and sponsors from coast to coast by recording their programs from the air. Business thrived.

Along Chicago's Radio Row—Michigan Avenue—he became known as a bright and enterprising young business man, notable for his bubbling enthusiasm and pleasing personality. That's what people said of him, and that's how it happened that, when Jerry King was organizing Standard Radio in Hollywood and wanted an alert Chicago representative, he approached Milt Blink. Universal took over the selling job of Standard Radio features in that territory.

Up to that time the Blink talents had been exerted mostly along creative lines. Now, however, he became a salesman. With the same intelligent sense of adventure that had built an agency's radio department and Universal, he set about learning the art of selling. Even before the rise of Dale Carnegie, he soon was outselling all the other Standard districts combined. His sans-pressure, sans-hoax methods soon made both friends and sales.

The Standard Program Library Service was conceived and Standard Radio itself took on a new aspect. Milt Blink purchased the interest of President Seth Ely, who resided in Hollywood, and the Blink-King partnership was formed. Things began to hum. The library service sold well. Today it has around 200 subscribers. Sound effects offered as supplements also were developed, along with other features which have gone well. The "Popular Supplement" introduced in latter 1937 spread quickly. The Blink-King combination has been clicking since.

Milton Blink was born in Milwaukee May 28, 1904. The middle "M" stands for nothing, unless it is *Milwaukee.* He decided on legal studies when he entered the University of Michigan, but chose dramatics as his extracurricular activity. His summers were spent in directing dramatic work and social activities at a boy's camp, where he developed a consuming passion for sleep. His most intimate circle of friends often refer to him as the "Matador of the Mattress". During his school years his work as actor and director in the Michigan Mimes plays and annual musical productions constituted his major interest. This interest he pursued in Milwaukee, pioneering in Little Theatre work with the Wisconsin Players, which group he regularly presented on WTMJ, originating the *Wisconsin Players Workshop* on the air. He selected the plays, edited them for radio, cast them, directed them and often took roles too.

Chief among his hobbies (aside from the good old-fashioned snooze) is a canter through the bridle paths of Chicago's parks under the self-imposed soubriquet of the "Gaucho of Michigan Boulevard"; taking movies of his wife and 6-year-old daughter, and listening to what he calls the soul-soothing strains of his company's music.

Personal NOTES

ARTHUR A. ISBELL, commercial manager of RCA Communications Inc., New York, has been transferred to the honorary retired list of the U. S. Naval Reserves with the rank of lieutenant commander, having recently reached the retirement age of 64.

ANDREW D. RING, assistant chief engineer of the FCC for broadcasting and Mrs. Ring, are the parents of a 7 lb. daughter, Cintha, born Feb. 14. She is their second child.

JOSEPH LANG, manager of WHOM, Jersey City, has returned from a winter vacation at Coral Gables, Fla.

JULIA JOSEPH, secretary to FCC Chairman McNinch, underwent an emergency appendectomy Feb. 18, after having been stricken while at work. She is reported convalescing.

CHARLES BITTEL, graduate of Oregon U, has joined the sales staff of KGER, Long Beach, Cal., and Alice Woods has joined the KGER staff as personal secretary to John A. Dobyns, commercial manager.

EDWARD HANDLEY, formerly in charge of the Oakland studios of KYA, San Francisco, and before that operator of his own agency, has contracted with KJBS, San Francisco, and KQW, San Jose, stations operated by Ralph Brunton, to represent them in Oakland, Alameda, Berkeley and the adjacent East Bay territory.

J. D. KEMP, formerly of CKCK, Regina, Sask., and CKSO, Sudbury, Ont., has been named assistant manager of Jas. Richardson & Sons Ltd., owner and operator of CJRC, Winnipeg.

ROBERT BEGLEY, formerly with Titan Productions, San Francisco, has joined KROW, Oakland, Cal., as account executive.

JOHN W. CREWS, formerly manager of KYOS, Merced, Cal., has been named general manager of KHUB, Watsonville, Cal.

J. LEONARD REINSCH, general manager of WHIO, Dayton, recently was elected to the board of directors of the Dayton Better Business Bureau.

JACK DAVIDSON recently joined the local sales staff of CJKL, Kirkland Lake, Ont.

HOWARD M. LOEB, manager of WFDF, Flint, Mich., became president of the Flint Advertising & Sales Club Feb. 9.

F. J. SMALLEY Jr., KFVD, Los Angeles, account executive, has been elevated to commercial manager. He succeeds Pete Watts, who resigned to join the sales staff of KMPC, Beverly Hills, Cal. KFVD has added I. H. Case as account executive.

JANET MacRORIE, director of the NBC continuity acceptance department, and Earle Pearson, managing director of the Advertising Federation of America, on Feb. 21 were guest speakers at the semi-monthly meeting of the Alumni of the Advertising and Selling course, conducted by the Advertising Club of New York.

ART KIRKHAM, public relations director of KOIN, Portland, Ore., recently was elected president of the local alumni organization of Beta Theta Pi fraternity, and Stanley Church, KOIN public events director, was named treasurer.

JACK HENDERSON, since 1933 with KWK, St. Louis, has joined the sales staff of KSTP, St. Paul.

BILL FORBES, CBS Hollywood sales executive, was awarded a new Chevrolet on his winning entry in the slogan contest conducted by Roi Tan cigars during its Sophie Tucker show on that network.

FRED R. RIPLEY, vice-president of WSYR, Syracuse, has been made an honorary member of Trigris Temple Oasis of Syracuse.

GORDON G. VANDERWARKER was recently transferred from the NBC statistical division to the sales department to act as assistant to Charles Rynd, who is in charge of the sales service section of the eastern division sales department.

GERALD A. VERNON, of the NBC statistical division, who has been doing research in the NBC sales department during the past six months has been officially transferred to the sales staff, where he will continue research under the supervision of John M. Greene.

C. W. FARRIER, NBC television coordinator, on Feb. 24 gave a talk on the marketing possibilities of television at a luncheon meeting of the New York chapter of the American Marketing Assn.

O'DARRELL CUNNINGHAM, formerly of the sales staff of WMBH, Joplin, Mo., has joined WCBS, Springfield, Ill.

D. S. ROBINSON, for several years in Northwest radio, has joined the Tacoma sales staff of KVI.

MRS. EARL T. IRWIN, manager of KVI, Tacoma, addressed the Associated Women Students of the U. of Washington Feb. 21 on "Opportunities for Women in Radio."

GAYLE GRUBB, manager of WKY, Oklahoma City, has composed another song, "Jasmine", used by the Paul Martin orchestra as a theme song. His newest novelty number is "Dinner at Nick's".

FRANK R. McNINCH, FCC chairman, Feb. 24 addressed the Masonic Fellowship Group of Charlotte, N. C., on "Democracy Faces the Future". It was broadcast locally only over WSOC.

ELTON RULE, new to radio, recently joined the sales staff of KROY, Sacramento.

GLENN MacCORMICK, manager of KORE, Eugene, Ore., has adopted a baby girl, Glenda Lou.

CHARLES HOTCHKISS, of local sales staff of NBC-Chicago, is the father of a baby girl born Feb. 9.

JOSEPH LANG, manager of WHOM, Jersey City, recently returned from a three-week vacation at Coral Gables, Fla.

ART TOLCHIN, salesman of WHN, New York, recently became the father of a baby boy, named John Robert.

E. V. MURPHY, formerly in newspaper representation, has been named commercial manager and representative of WHIP, Hammond, Ind. WHIP will be represented in New York by George Hopewell, 101 Park Ave.

BEHIND the MIKE

MARY VIRGINIA (Pat) MURPHY, for three years secretary to Elliott Roosevelt, president of Hearst Radio Inc. and Texas State Network, was married Feb. 18 to James B. Cheek, prominent Dallas architect. Mrs. Cheek is a graduate of Southern Methodist U, Dallas, where she was a member of Pi Beta Phi sorority. The couple honeymooned in New Orleans and will make their home in Dallas.

JOHN W. HUGHES, in charge of dramatics for Texas State Network, on Feb. 18 married Margaret Greene, of Dallas.

ROBERT M. HOLT, formerly of KMOX, St. Louis, and recently program director of KTUL, Tulsa, has joined WCLS, Joliet, Ill., as program director. Stanley Kroger also has joined the WCLS announcing staff.

FREDERICK H. WAGNER, author of the photoplay, "Killers of the Sea", has written a series of 39 radio episodes under the same title, now being produced by Witte Radio Productions, Hollywood, and transcribed by Recordings Inc.

MARY LOUISE RHODENBERGER, of the sales staff of KSAL, Salina, Kan., has sold a new series of five-minute shorts, *Forward March*, which she is writing, to United Life Insurance Co.

EMERY MILBURN, formerly program director and announcer at KWLK, Longview, Wash., recently joined KHUB, Watsonville, Cal., in the same capacity. Before leaving the Pacific Northwest, he married Miss Rosemary Sanders of Longview.

TAMARA ANDREEVA, formerly with the *Chicago Times* and for several years with the Associated Press in China, has joined the CBS press staff in New York, where she is handling publicity on the network's television activities.

ANDREW POTTER, production manager of National Transcription Recording Co., San Francisco, has joined KROW, Oakland, as producer and writer, and is also in charge of national sales. Potter continues his connection with the transcription company, becoming an associate member of the firm.

CLARENCE PETTIT, director of public relations of KDKA, Pittsburgh, discussed "Radio Values" before the Co-Operative Club of Pittsburgh Feb. 28.

JAMES O'NEILL, veteran newspaperman and formerly chief rewrite man for the Associated Press in New York City, recently was added to the news staff at KYA, San Francisco.

RALPH ROGERS, formerly of WBT, Charlotte; WWL, New Orleans, and several other Southern stations, has joined WGRC, New Albany, Ind., as program director.

BILL BRENNAN, formerly a reporter with *Northern News* in Kirkland Lake, Ont., has joined CJKL as chief newscaster, replacing Fin Hollinger, now freelancing in Toronto.

TRO HARPER, announcer, and Jane McCreevy, actress, both of KSFO, San Francisco, were married recently.

BOB DWAN, producer at NBC, San Francisco, is recuperating from an appendectomy.

CHARLES FOLL, formerly of KFRC, San Francisco, and KWLK, Longview, Wash., has joined the announcing staff of KMO, Tacoma. Dick Ross, continuity director, recently was named program director of the station, in addition to his other duties.

JACK STAPP, former assistant program director of CBS, joins WSM, Nashville, as program director March 2.

CHARLES S. TIGNER, formerly program director of KSAM, Huntsville, Tex., has joined the announcing staff of the Texas State Network at Ft. Worth. Howard R. Holbrook, announcer-salesman, has been named KSAM program director.

TED BAUGHM, formerly of KHJ, Los Angeles, has joined KMPC, Beverly Hills, Cal., as announcer. He succeeds Floyd Mack, resigned.

LEWIS PATTERSON, publicity director and continuity writer of KEHE, Los Angeles, is recovering from injuries received in an auto accident Feb. 11.

LOU MARCELLE, announcer of KFWB, Hollywood, is the father of a boy, born Feb. 16.

LEE KENDALL, recently of the announcing staff of KROY, Sacramento, has resigned to join the parts and accessories sales department of Chevrolet Motor Division in Los Angeles.

BERNARD F. DUDLEY, of WNBX, Springfield, Vt., is to be married to Anne Elizabeth Butler, of Norfolk, Va., late this spring, it was announced recently.

DICK CRANE, formerly of KLRA, Little Rock, Ark., and Bill Kilmer, of WHO, Des Moines, have joined the announcing staff of KGKO, Fort Worth.

SAMUEL B. DICKSON, producer and playwright at NBC, San Francisco, has left the staff.

RICHARD ELLERS, supervisor of announcers at NBC, San Francisco, and for nearly a decade a member of the network force, recently left the staff.

JOYCE WILLIAMS has been promoted from merchandising to continuity at WOAI, San Antonio. Hoyt Andres, announcer, announces he will marry Miss Sulie Marye Hudson, of Waco, on June 2.

STANLEY ALTSCHULER, formerly of WJAY, WHK and WCLE, Cleveland, where he developed several nationality and patriotic programs, among them the *We American* series, has joined WJBK, Detroit, as coordinator of nationality programs, according to James F. Hopkins, WJBK general manager.

CHARLIE GRIMM, sportscaster of WBBM, Chicago, on Feb. 16 was made an honorary member of the Chicago Headline Club of Sigma Delta Chi, national journalistic fraternity.

BILL TREDWAY, formerly program director of KTRI, Sioux City, Ia., has joined KFBB, Great Falls, Mont., as head of the continuity and special events department.

FRED IBBETT, Hollywood producer, has taken over production of the weekly CBS *Dr. Christian* program, sponsored by Cheseborough Mfg. Co. (vaseline). Dorothy Barstow formerly produced the script show for McCann-Erickson, the agency.

CHARLES FOLL, announcer, formerly with KWLK, Longview, Wash., recently joined KMO, Tacoma, as newscaster.

GEORGE BOONE, CBS Hollywood night receptionist, married Geraldine Jones in Los Angeles Feb. 11.

ALLEN BELL and Don Ebersbach have joined WDZ, Tuscola, Ill., as production manager and music director, respectively.

JACK CHASE, announcer of KSO-KRNT, Des Moines, has been named a candidate for the role of John Archer in the RKO movie, "Career", and appeared on the Feb. 19 broadcast of the Jesse Lasky-Wrigley *Gateway to Hollywood* series.

HENRY ADRIAN, Hollywood script writer, and Wilma Strickland, secretary to Terry DeLapp, Paramount publicity director, were married Feb. 14.



NEW MANAGER of KFDM, Beaumont, Tex., is C. B. Locke, former technical supervisor of KGKO, Fort Worth. He assumed his new duties Feb. 15 after ownership of the station was taken over by the Beaumont Broadcasting Co., of which Darrold A. Kahn, former head of KGKO, is the secretary-treasurer. Mr. Locke's engineering post at KGKO has been assumed by R. C. Stinson, who is also chief engineer of WFAA-WBAP.

TSN Personnel Changes

COINCIDENT with the resignation in latter February of Neal Barrett as vice-president of Texas State Network, effective March 15, Elliott Roosevelt, president of the network, announced several new appointments. Mr. Roosevelt stated that Mr. Barrett is not being replaced, but he named Gerald Stanley, of St. Louis, formerly with Knox Hat Co., as business manager. Steve Wilhelm, production manager, was promoted to vice-president. Benton Ferguson was named merchandising, promotion and publicity director. To the TSN board of directors the appointment of Briggs A. Hoffman, prominent insurance man of St. Louis, was announced. Mr. Hoffman, while public relations chairman of the St. Louis Insurance Board, handled its sponsorship of the *Captains in Peril* radio series.

GARY BRECKNER, CBS Hollywood announcer, has been cast in a similar role in the Universal Studio film, "Risky Business".

CARL HOHENGARTEN, a CBS musical director, wrote special lyrics to "Jeepers Creepers" which Postal Telegraph singing girl messengers in more than 200 cities used in delivering vocal Valentines on Feb. 14.

C. L. MENSER, program manager of NBC-Chicago, addressed the Assn. of University Women, Gary, Ind., Feb. 10 on "You and I and the Modern Theater".

JAMES E. COX, publicity writer of WKY, Oklahoma City, recently delivered the first of two scheduled lectures on "Radio Writing" before the Oklahoma Writers Guild.

H. DAY FOSTER, production and publicity director of KORE, Eugene, Ore., is the father of a boy born recently.

JOHN TILLMAN, formerly of WSB, Atlanta, and WHAS, Louisville, has returned to Atlanta as a reading clerk in the Georgia House of Representatives.

PHILLIP STALEY DOELKER, Ohio State U graduate, has joined the production staff of WALR, Zanesville, O.

BILL BRENNAN has joined the announcing staff of CJKL, Kirkland Lake, Ont., to replace Phin Hollinger, who has left to free-lance in Toronto.

BENNY CRAIG, Little Rock sports announcer, has moved to KARK to broadcast baseball for Colonial Baking Co.

JIM THOMAS, formerly of WWL, New Orleans, has joined WCOA, Pensacola, as production manager. He entered radio in 1933 as an actor but turned to announcing thereafter.

LEWIS JULIAN, recently returned to NBC after a two year's absence, has been transferred from guest relations to the staff of the network's music library.

LIN MASON, announcer, has returned to WKRC, Cincinnati, after an absence of three weeks due to illness. Ruth Lyons, program director, was out with flu.

WILLIAM WINTER, acting director of special events and publicity at WBT, Charlotte, has been named permanent chairman of the newly organized Mecklenburg Foundation for Infantile Paralysis, which will treat polio cases in the county with funds raised at the local President's Birthday Ball.

JACK SOLON, formerly of WSBT, South Bend, recently joined the announcing staff of WFIL, Philadelphia.

JOHN FRANKLIN, announcer of WIP, Philadelphia, has written the words and music of a song "Yours Very Truly".

HOWARD G. BARNES, formerly announcer for WOR, Newark, recently joined the announcing staff of WHN, New York.

BOB EDGE, formerly sports commentator on WOR, Newark, has joined CBS to do a special series of sportsman programs.

ELIZABETH MORRIS, of the NBC legal department, on Feb. 4 was married to Thomas J. Marshall, of Boston.

ENID BEAUPRE, of NBC sales promotion, has returned to her office after a month's illness.

CARL CANNON, instructor of studio and television guides in Radio City, New York, addressed a recent meeting of the Bucknell Alumni Association of New York on television.

CHARLES ANDERSON, former announcer of KOA, Denver, recently returned from London after completing his studies at the BBC under the Rockefeller Foundation Radio Fellowship.

FLORENCE E. SCHWARZER, of the NBC photo section of the press department, recently became engaged to Carl L. Plock of the Royal Livermore Insurance Companies.

FRANCES GOLDACKER, secretary to NBC local sales manager Maurice M. Boyd, recently became engaged to Charles H. Ott of Philadelphia.

RANALD MacDOUGALL, NBC script writer, has been transferred from transcription service to the NBC script division to fill the vacancy caused by the resignation of James H. Hill, who left NBC to return home to Los Angeles. G. Thornton Steil from the NBC music division, has succeeded Mr. MacDougall in transcriptions.

JOE MATTHEWS, program director of KBIX, Muskogee, Okla., was named program director of WCMI, Ashland, Ky., effective March 1.

CHARLES MORRISON has severed his association with Nat Goldstone Agency, Hollywood talent bureau. Mr. Goldstone will supervise the department.

THOMAS L. RILEY, NBC producer of dramatic shows, has been transferred to the network's television staff, where he will begin preparing for the advent of regular visual broadcasting in April.

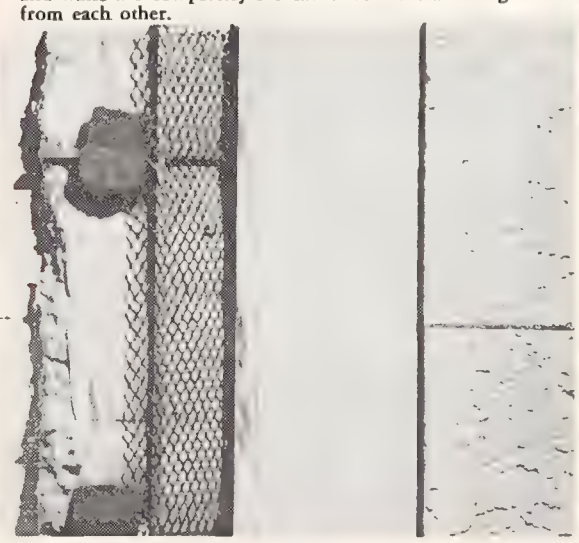
MARIE BILYEU, known on KSAL, Salina, Kan., as "Dorothy Day," leaves March 25 after having been on the air for the last year-and-a-half for Stiefel's Department Store, in two quarter-hours daily. She is moving to Fort Worth. Eulalah Nissen succeeds her on the series.

THE *Real McCoy* IN MAKE-BELIEVE



Above: The real McCoy in organs. WKY's Kilgen is probably the largest ever built expressly for broadcasting.

Below: The real McCoy in studio construction. Floors and walls are completely insulated from the building and from each other.



● WKY takes pride in the manner in which it serves Oklahoma's largest radio audience with the real McCoy in make-believe . . . in its ability to build up one of the finest sound effects set-ups outside the network centers.

WKY went to Hollywood for advice on its sound effects when the new studios were opened in 1936. Likewise it drew on the experience of the network experts. Keeping up with constantly increasing demands for sound realism in studio productions is a job that WKY's own staff has done most admirably.

But to WKY, its sound effects facilities are simply symbolic of the faculty this station has always possessed for delivering the real McCoy in serving the public interest, convenience and necessity of a million and a half people.

Listeners in Oklahoma seldom twirl their dials any more. They are satisfied to stick to 900 kilocycles and enjoy WKY's star-studded programs eighteen hours a day. Advertisers have conclusive proof of this when a WKY-produced show brings 80,000 requests for song sheets in a single month.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY ● THE DAILY OKLAHOMAN ● OKLAHOMA CITY TIMES ● FARMER-STOCKMAN

KVOR, COLORADO SPRINGS ● KLZ, DENVER (Affiliated Management) ● REPRESENTED BY THE KATZ AGENCY, INC.



...which means

you've got to be GOOD!

Those seven words in your license..."in the public interest, convenience and necessity"— entail a very real obligation in your day-by-day operation. Your station *must* meet certain high standards of quality and dependability.

If you are Western Electric equipped, that need cause you no technical worry. For Western Electric broadcasting apparatus is engineered to *more than meet* all requirements.

That's why more stations have chosen Western Electric than any other make of equipment. If you're one of the 213 listed below who have Western Electric, let all your clients and prospects know it.

Western Electric
EQUIPPED FOR BETTER BROADCASTING

Alabama
WALA
WAPI
WHBB
WSGN
Arizona
KGLU
KTAR
KWJB
Arkansas
KTHS
KUOA
California
KDB
KDON
KFAC
KFOX
KFRC
KFSD
KFVD
KGB
KGDM
KHJ
KIEM
KLS
KLX
KQW
KRE
KRKD
KROW
KROY
KSFO
KTKC
KYOS
Colorado
KLZ
KVOR
Conn.
WDRC
WICC
WTHT
D. of Col.
WJSV
WMAL
WOL
Florida
WCOA
WDBO
WFLA
WFOY
WJAX
WKAT
WRUF
WSUN
Georgia
WATL
WMAZ
WRBL
WSB
Idaho
KFXD
KSEI
Illinois
WCBD
WHFC
WMBD
WMBI
Indiana
WHIP
WIND
WWAE
Iowa
KFJB
KFNF
Kansas
KFH
KGGF
KOAM
KOAN
KSAC
KSAL
WIBU
Kentucky
WHAS
WLAP
Louisiana
KALB
WBNO
WDSU
WJBO
WSMB
Maine
WGAN
WLBZ
Maryland
WBAL
WJEJ
Mass.
WAAB
WBRK
WEEI
WHDH
WLLH
WMAS
WNAC
WSAR
Michigan
WBCM
WEXL
WJR
WKZO
WMBC
WWJ
WXYZ
Minnesota
KATE
KVOX
KWNO
WCCO
WDGY
WMIN
WTCN
Missouri
KFRU
KFUO
KMBC
KMOX
KWK
WDAF
WHB
WIL
WMBH
Montana
KFBB
Nebraska
WOW
New Hamp.
WFEA
New Jersey
WCAM
WCAP
WHBI
WPG
WTNJ
New York
WABC
WBBR
WBIL
WFAB
WFBL
WHAM
WHDL
WHN
WIBX
WINS
WJTN
WKBW
WLTH
WNEW
WNYC
WOR
WOV
No. Car.
KDLR
WAIR
WDNC
WRAL
WSTP
N. Dakota
KRMC
Ohio
WADC
WCLE
WCPO
WHK
WHKC
WICA
WKRC
WLW
WOSU
WSAI
WSPD
WTOL
Oklahoma
KASA
KBIX
KOMA
KOME
KTUL
KVOO
Oregon
KOAC
Penn.
KQV
WBAX
WFBG
WHAT
WJAS
WKOK
WKST
WPIC
WSAN
Rhode Is.
WEAN
WJAR
WPRO
So. Car.
WAIM
WCSC
WIS
S. Dakota
KABR
WNAX
Tennessee
WLAC
WNOX
WROL
Texas
KABC
KCMC
KFDM
KGNC
KMAC
KPAB
KRIC
KRLD
KTAT
KTSA
WRR
Utah
KSL
Virginia
WBBL
WRNL
WRVA
Wash.
KABR
KELA
KFPY
KGA
KGY
KHQ
KIT
KMO
KRKO
KVI
KXRO
W. Virginia
WCHS
WMMN
WSAZ
Wisconsin
KFIZ
WCLO
WKBH
WTMJ

Graybar Distributed by Graybar Electric Company

DISTRIBUTORS: Graybar Electric Co., Graybar Bldg., New York. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

A Hero in Vain

SYDNEY DIXON, NBC western division sales manager, during the recent Hollywood storm which smashed store windows and raised general havoc, dashed through a shower of glass at Hollywood Blvd. and Vine St. to rescue a woman lying prone in the path of flying debris only to find that the supposed victim was a display dummy. An interested crowd witnessed the frustrated heroism.

NORM PIERCE, formerly program director of WOMT, Manitowoc, Wis., has resigned to join WGES, Chicago, as announcer. Fred Hessler has been appointed program director, and Edward Allen, formerly with the Chicago Federal Radio Project, has joined the WOMT announcing staff, replacing Roger Mueller, who resigned recently to join WGN, Chicago.

RALPH CHILDS, formerly of WHBF, Rock Island, Ill., and Bill Wells, of KMMJ, Clay Center, Neb., have joined the announcing staff of KMA, Shenandoah, Ia.

SIDNEY ADLER, formerly night manager of WHN, New York, has joined WHOM, Jersey City, as production director, and Ken Lester, formerly of WHBI, Newark, has joined the announcing staff.

CHARLES FOLL, formerly assistant manager of KWLK, Longview, Wash., and Jerry Geehan, well-known Northwest sportscaster, have joined the announcing staff of KMO, Tacoma.

FRED WAIBLE, former newspaperman and associate director of the Elbert A. Wickes theatrical productions, on Feb. 20 joined the William C. Lengel Literary Associates, New York, as director of radio.

FRANK DANZIG, formerly of the continuity stag of WNEW, New York, on Feb. 27 joined the Radio Division of the Federal Theatre Project as assistant continuity editor.

RALPH HARDY, of the continuity staff of KSL, Salt Lake City, on March 10 will marry Miss Maren Eccles, of Salt Lake.

A. V. BAMFORD, of Aerograms Inc., Chicago program firm, is the father of a girl born Feb. 18.

SIDNEY ANDORN, WGAR, Cleveland, theatrical and gossip reporter, was guest on a special show marking start of his fifth year for the same sponsor, Standard Brewing Co. of Cleveland. Local film executives, theater managers, hotel officials and executives of the brewery, together with a galaxy of talent from Cleveland night clubs participated.

ALDAN FITZPATRICK, formerly of Boston and Springfield stations, has joined the announcing staff of KDKA, Pittsburgh.

HOWARD ACKLEY, traffic manager of WOWO-WGL, Fort Wayne, Ind., on Feb. 27th celebrated his 11th anniversary with the stations.

JEAN ABBEY, fashion stylist and commentator, has begun a new fashion series on KSD, St. Louis, Tuesday mornings at 8:30.

PAUL deFUR, recently with the Texas State Network, has joined the production staff of WLW-WSAI.

CARROLL TORNROTH, formerly in the radio department of Music Corp. of America, Hollywood, has joined NBC Artists Service, that city, as contact man.

NEDRA CARR of CBS Hollywood publicity staff, has announced her engagement to Dr. Roger Daniels, of Sacramento, Cal. The wedding is scheduled for late April.

Shaw-Stark Join WMCA In WHN Staff Exchange

TWO FORMER network and agency radio executives have assumed key posts at WMCA, New York, following the resignation of Bertram Lebhar Jr., WMCA commercial manager, to join WHN, New York, as vice-president in charge of sales under Herbert L. Pettey [BROADCASTING, Feb. 15].



Mr. Shaw

Don S. Shaw, until recently assistant to the president of McCann-Erickson and formerly sales manager for four years of NBC in New York, has been appointed general manager and vice-president in charge of sales of WMCA under Donald Flamm, owner. Charles Stark, recently on the sales staff of WHN, and before that with CBS sales, has been appointed sales director of WMCA. He also was previously in the agency field as account executive with J. Walter Thompson Co. and as chief of radio sales for Lennen & Mitchell.

At WHN, Ira Herbert, formerly with WMCA, has been named assistant to Mr. Lebhar. Other additions to the sales staff of WHN include Irving Raskin and Cecil Hackett, also formerly with WMCA.

Shakeup at CKOC

CKOC, Hamilton, Ont., is reported to have been sold to and will be managed by Taylor-Pearson & Carson Ltd., of Calgary, Alta., beginning March 1, according to an announcement by H. R. Carson at Toronto. The station will be furnished with new transmitters, antenna and studio equipment, and studios will be rebuilt. M. V. Chestnut, manager of CKCK, Regina, Sask., will take charge of CKOC. Gordon Anderson, who has been manager of the station for a number of years, becomes program director. W. T. Cranston, commercial manager of CJCA, Edmonton, becomes acting commercial manager at CKOC. The station will add the NBC *Thesaurus* Library to its present *World* Library, and will continue to use Transradio Press. CKOC will be represented in Canada by All-Canada and in the United States by Joe Weed. Gerry Gaetz, manager of CJOC, Lethbridge, Alta., has transferred to CKCK, Regina, as manager, to replace Mr. Chestnut.

Head Charities Group

BRADLEY KELLY of King Features Syndicate has been named chairman of the radio committee of the Cardinal's Committee of the Laity for 1939 to solicit contributions for the Catholic Charities. Other members of the radio committee are: Andrew Burke; Albert A. Cormier, formerly of WINS; Dave Driscoll, WOR; Dr. Franklin Dunham, NBC; Floyd Gibbons; John B. Kennedy; Alfred J. McCosker, WOR; Louis Ruppel, CBS; Elliott Stuckel, CBS; Maj. Edward Bowes; Morton Downey, and Arthur Hull Hayes, WABC.

WALLIS M. REEF, for the last three years editor of the news service of KFEL, Denver, has resigned to become a candidate for mayor.

Complete Film-Radio Divorce Unlikely From Recent Action

Agency Executives Certain There Will Not Be Widespread Exodus of Film Talent From Air

THREATENED war between radio and motion pictures doesn't seem to faze Hollywood advertising agency executives. Consensus among those closely associated with radio is that there will be no general following of the lead taken by M-G-M and 20th Century-Fox Studios in pulling their talent off sponsored network shows. Counter feeling is strong that increased exploitation of stellar film names on programs more than compensates for any boxoffice loss alleged by motion picture exhibitors.

Although Warner Bros. is reported as joining the ban and Republic Productions Inc. will abandon plans to put a studio produced radio show on a network under sponsorship, it is the general belief that outstanding film names have become too intimately associated with radio entertainment for picture companies to take such drastic action. It is further pointed out that picture talent, knowing exploitation values received from radio appearances and also interested in big money offered by sponsors, will not stand for the ban. Several name stars, among them Jean Hersholt and Dick Powell, have severed their film studio connections so that they might freelance in pictures and thereby accept radio commitments too.

The battle will probably continue for some months but it is generally predicted in Hollywood that the two entertainment mediums so closely associated, will "get together", iron out their difficulties and come to an understanding of mutual benefit before beginning of the fall season.

Will Approach Don Ameche

Darryl Zanuck, vice-president of 20th Century-Fox Studios, who in early February withdrew Tyrone Power from NBC *Woodbury Playhouse* series, is reportedly working out plans whereby none of that film company's talent will do commercial radio work.

It is expected he will next try to induce Don Ameche to also forego future radio work for a financial consideration and devote full time to pictures. Ameche is currently featured on NBC *Chase & Sanborn Hour*, sponsored by Standard Brands Inc. Zanuck, it is understood, will not interfere with commitments that 20th Century-Fox talent has for CBS *Hollywood Guild*, sponsored by Gulf Oil Co. which contributes $10,000 weekly to Motion Picture Relief Fund.

Network executives in Hollywood have made no official comment, but professed, off the record, not to be greatly agitated by recent developments. They take the position that the fight—if there is a fight—is between film studios and radio advertising sponsors.

"We sell the time, the sponsor puts on whatever programs they want", commented one network representative. However, another observer conjectured that if a break did come, radio sponsors might be inclined to retaliate. They might demand by contract that their radio talent make no movie appearances. It was pointed out that many of the film favorites today were originally radio stars. Cited as examples are Bob Burns, Jack Benny, Edgar Bergen, Don Ameche, George Burns and Gracie Allen.

Attempt by Republic Productions Inc. to put a studio produced radio show on a network will be abandoned. Lack of a sponsor at price asked is said to be the principal reason. Belief that marketing the show might cause exhibitor repercussion was also expressed. Republic products play 20th Century-Fox theatres and abandonment of radio thereby coincides with company policy. Show was of the musical-variety type featuring studio talent.

Powell for Jolson

Lever Bros. Co., Cambridge, Mass. signed Dick Powell, film actor, to head its CBS *Lifebuoy* series, beginning with broadcast of March 21. He takes over from Al Jolson who leaves the show after more than two years, following program of March 14. Powell will sing and emsee the weekly half-hour broadcast, sharing it with Martha Raye, Parkyakarkus, Lud Gluskin's orchestra, and guest talent. Policy of the show remains unchanged. Everett Meade continues as producer for Ruthrauff & Ryan, agency servicing the account. Powell has had no regular radio program since the Warner Bros. Lucky Strike series of last year. Probability is that the Lifebuoy show will cary through the summer quarter without substitute.

Jolson's withdrawal from the Lifebuoy program was reported amicably effected by William Morris Inc., his representatives and Ruthrauff & Ryan, representing the sponsor. C. Lawton Campbell, New York vice-president in charge of radio for the agency, when in Hollywood during mid-February to dissolve the contract, stated parting was amicable so that "Jolson could fulfill a desire on his part to appear in a new type of radio program which he has had under consideration for some time."

Neither Jolson nor William Morris Inc. would reveal which show he would join. It is known that Jolson had been offered a spot on *The Circle*, sponsored by Kellogg Co. on NBC. It is expected though that he would remain out of radio until September. For the present he will devote full time to his 20th Century-Fox picture, *Rose of Washington Square.*

Carole Lombard has terminated her contract with *The Circle*, sponsored by Kellogg Co. on NBC. She has entered into an oral arrangement with J. Walter Thompson Co., agency servicing the account, to make occasional guest appearances on the weekly program at her convenience, providing script submitted meets with her approval. Original agreement with the agency was verbal, but this was later put in writing. This marks the second withdrawal from the show, as Ronald Colman recently had his contract dissolved, although it was denied by the agency and all concerned. It is expected that Cary Grant will also shortly leave the series.

RKO Radio Pictures, Hollywood, has signed Jean Hersholt for a series of three films to be based on his CBS *Dr. Christian* serial, sponsored by Cheseborough Mfg. Co. Films will be released under the same title. This will be the first motion picture work by Hersholt since his contract with 20th Century-Fox Studios was cancelled some time ago. Dispute over radio appearances was said to have been one of the reasons for his withdrawal and determination to freelance.

C & S to New York

STANDARD BRANDS switches NBC *Chase & Sanborn* program from Hollywood to New York March 12 and 19, with possibility of others emanating from that city. The move follows request of Edgar Bergen, Don Ameche and Dorothy Lamour for a change in scene. Rather than split the show at intervals or permit New York vacations, the sponsor is understood to have approved move of program intact. Donald Dickson, vocalist and Robert Armbruster, musical director, will also make the trip. A pick-up band in New York will replace Armbruster's Hollywood orchestra on the show. This will be the first time since program launching in May, 1937, that it has originated from any other city than Hollywood. Cal Kuhl, producer for J. Walter Thompson Co., and Dick Mack, writer, will also join the group.

A 'Good News' Film

IN AN EFFORT to capitalize on popularity of the NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee), M-G-M, producing the series, plans to remake an old time film by that title. Picture was first made in 1930 by M-G-M. New version will fit the radio show cast members, who include Fannie Brice, Frank Morgan, Hanley Stafford, Meredith Willson and his orchestra. Film company recently announced it would terminate its radio affiliation with General Foods Corp. and discontinue program following the June 29 broadcast.

Wilson Planning

WILSON & Co., Chicago (meat packers, food products), is planning a spot campaign of transcriptions featuring George Rector, famous chef recently employed by the firm. It is understood that the discs will be five minutes in length. U. S. Adv. Corp., Chicago, handles the account.

Court Recognizes Recorder's Rights

Federal Judge Grants Waring Injunction Against Use

FIRST recognition by a Federal Court that an artist has a property right in his recorded rendition of a musical composition was made by a U. S. District Court in North Carolina which granted Fred Waring an injunction against the unauthorized use of a transcription of his performance.

Suit was brought by Waring against Richard Austin Dunlea, owner of WMFD, Wilmington, N. C., Waring charging the station had broadcast part of a transcription Waring had made for the Ford Motor Co., which was labeled with a notice restricting its use to the Ford program and on stations selected to broadcast that program, despite the fact that WMFD was not on the Ford list. He claimed the station used the recording, with the commercials eliminated, on a program not sponsored by Ford.

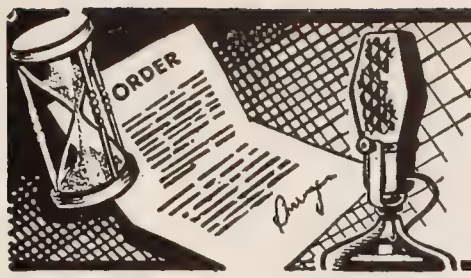
In granting the injunction to Waring, Judge Isaac M. Meekins said, in part: "It appears to the Court that complainant has created by his efforts and talents a distinctive style known as his style, in the interpretations of musical numbers. He desires to sell or license such renditions. This presents the first question: Does complainant have such an interest in his unique rendition that it is a distinct and separable property right? My answer is, Yes . . . Complainant has a property right in his performance. Complainant by mental labor creates something which is the subject of sale, for he has contracted for its rendition with the Ford Motor Co. It is his work, his property, and so recognized."

The case, which was handled for Waring by Maurice J. Speiser, general counsel of the National Assn. of Performing Artists of which Waring is president, is hailed by NAPA as establishing an important precedent and extending the previous decision won by NAPA in Pennsylvania, where a state court ruled that WDAS could not broadcast Waring recordings without his permission. Decision may possibly affect the outcome of the suit of RCA against Paul Whiteman and WNEW, now before the U. S. District Court in New York.

Wrigley Renews *Gateway*

WM. WRIGLEY Jr. Co., Chicago (chewing gum), has renewed for 13 weeks, effective April 9, Jesse Lasky's *Gateway to Hollywood* on CBS. Contract will extend the RKO Pictures talent hunt tieup to a second feature film. Winners of the second quarter's talent competition will be utilized in the picture on the same basis as those used in the present series. Charles Vanda, on leave from his post of CBS Pacific Coast program director, will continue to produce and format of the show will remain much as at present. Ken Niles stays as announcer.

SHACKELFORD MILLER Jr., brother of NAB President Neville Miller, on Feb. 20 was confirmed by the Senate as U. S. District Judge for the Western District of Kentucky, following his nomination by President Roosevelt. He was formerly counsel for RFC in Kentucky and Senator Barkley's campaign manager.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSO, KRNT, Des Moines, WMT, Waterloo, WNAX, Yankton

Sargent & Co., Des Moines, 5 *t* weekly, thru Fairall Adv. Agency, Des Moines.
Ex-Cel-Sis Products Co., Salt Lake City, 13 *sa*, thru Gillham Adv. Agency.
Schulze Baking Co., Kansas City, 3 *t* weekly, thru R. J. Potts & Co., Kansas City.
P. Lorillard Co., New York, 3 *sp*, thru Lennen & Mitchell, N. Y.
Royal Lace Paper Works, Brooklyn, 26 *t*, thru Lawrence C. Gumbinner, N. Y.
Seidlitz Paint & Varnish Co., 13 *sa*, thru Barrons Adv. Agency, Kansas City.
Consolidated Cigar Corp., New York (Harvester Cigars), 9 *sp* weekly, thru Erwin Wasey & Co., N. Y.
Chappel Bros., Rockford, Ill. Ken. L. Ration), 26 *t*, thru Wendel C. Muench Adv. Agency, Chicago.
Phillips Petroleum Corp., Bartlesville, Okla., daily *sp*, thru Lambert & Feasley, N. Y.
H & H Cleaner Co., Des Moines, 26 *sa*, thru John H. Dunham Co., Chicago.

WICC, Bridgeport, Conn.

Feminine Products, New York (Arrid), 3 *ta* weekly, thru Street & Finney, N. Y.
White Laboratories, New York (Feenamint), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Mentholatum Co., Wilmington (proprietary), 3 *ta* weekly, thru Street & Finney, N. Y.
Oxo Ltd., New York (concentrate), 3 *sa* weekly, thru Platt-Forbes, N. Y.
Richfield Oil Corp., New York, 6 *t* weekly, thru Sherman K. Ellis & Co., N. Y.

WOR, Newark

North American Accident Insurance Co., Newark, weekly *sp* thru Franklin Bruck Adv. Corp., N. Y.
Beautiderm Institute of Electrolysis, New York, weekly *sp* thru Weill & Wilkins, N. Y.
La Choy Food Products, Detroit, 3 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.

KHJ, Los Angeles

Franco-American Baking Co., Los Angeles (bread), 2 *sa* weekly, thru Heintz, Pickering & Co., Los Angeles.
Union Pacific System, Omaha (rail transportation), 60 *sa*, thru Caples Co., Chicago.

KNX, Hollywood

Knudsen Creamery Co., Los Angeles, 6 *sp* weekly, thru Heintz-Pickering & Co., Los Angeles.
Liebmann Breweries, Brooklyn (Rheingold beer), 6 *sa* weekly, thru Lord & Thomas, N. Y.

WKRC, Cincinnati

E. I. Du Pont de Nemours & Co., Wilmington, Del. (Celloglass), 2 *sa* weekly, thru BBDO, N. Y.

KICA, Clovis, N. M.

Cosden Oil Co., Fort Worth, weekly *t*, thru Advertising-Business Co., Fort Worth.

WIS, Columbia, S. C.

Chattanooga Medicine Co., Chattanooga (Black Draught), 6 *sp* weekly, thru J. Carson Brantley, Salisbury, N. C.
Pet Milk Co., St. Louis, 2 *t* weekly, to 1-4-40, thru Gardner Adv. Agency, St. Louis.
BC Remedy Co., Durham, N. C., daily *sp*, thru Harvey-Massengale Co., Atlanta.
American Chicle Co., Long Island City, 80 *t*, thru Badger & Browning, Boston.
Standard Oil Co. of N. J., New York (Esso), 5 *sp* daily, thru Marschalk & Pratt, N. Y.

WHIO, Dayton

Roman Cleanser Co., Detroit, 6 *sa* weekly, thru Gleason Adv. Co., Detroit.
General Motors, Dayton (Frigidaire), weekly *sp*, thru Lord & Thomas, Chicago.
Royal Lace Paper Co., New York, 3 *t* weekly, thru Lawrence C. Gumbinner, N. Y.
Sealtest Inc., Philadelphia (ice cream), 220 *t*, thru McKee & Albright, Philadelphia.

WCSH, Portland, Me.

Charles E. Hires Co., New York (root beer,) 6 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
J. L. Prescott Co., Passaic, N. J. (Oxol), 36 *ta* weekly, thru Arthur Kudner, N. Y.
Kemp & Lane Co., Rochester (proprietary), 6 *ta* weekly, thru Hughes, Wolff & Co., Rochester.

WFEA, Manchester, N. H.

Red Cross Chemical Co., Providence, weekly *sa*, thru Lanpher & Schonfarber, Providence.
Sunlight Chemical Co., Phillipsville, R. I. (bleach), 2 *ta* weekly, thru Lanpher & Schonfarber, Providence.

WTMJ, Milwaukee

Maytag Co., Newton, Ia. (washing machines), 48 *sa*, thru McCann-Erickson, Chicago.
Snead, Burgweger & Moore, Chicago (fruit juices), 5 *sa*, thru George H. Hartman Co., Chicago.

KFI, Los Angeles

Manhattan Soap Co., New York, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Ford Motor Co., Detroit (motor cars), 3 *ta* weekly, thru N. W. Ayer & Son, Philadelphia.

KHUB, Watsonville, Cal.

Dr. Miles California Co., Los Angeles (Alka-Seltzer), 13 *sa*, thru Associated Adv. Agency, Los Angeles.

WGAR, Cleveland

Standard Vitamin Corp., New York (Candicod), 4 *sa* weekly, thru Peck Adv. Agency, N. Y.
Standard Oil Co. of Ohio, Cleveland, weekly *sa*, thru McCann-Erickson, Cleveland.
E. B. Muller Co., Port Huron, Mich. (chicory), 3 *sa* weekly, thru Charles A. Mason & Associates, Detroit.
BC Remedy Co., Durham, N. C. (proprietary), 5 *sp* weekly (renewal), thru Harvey - Massengale Co., Atlanta.

KPO, San Francisco

California Prune & Apricot Growers, San Jose, Cal. (Sunsweet Prunes), 2 *sp* weekly, thru Long Adv. Service, San Jose.
Greco Canning Co., San Jose (canned string beans), 2 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Manhattan Soap Co., New York (Sweetheart Soap), weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

WELI, New Haven

Bost Tooth Paste Corp., New York, 6 *sp* weekly, thru Erwin Wasey & Co., N. Y.
Paramount Macaroni Co., New York, 4 *sp*, weekly, thru J. Franklin Viola, N. Y.
Penick & Ford, New York (Brer Rabbit molasses), 6 *ta* weekly, thru BBDO, N. Y.

KSRO, Santa Rosa, Calif.

Folger Coffee Co., San Francisco, 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Dr. Miles California Co., Los Angeles (Alka-Seltzer) 13 *sa*, thru Associated Adv. Agency, Los Angeles.
Diamond Match Co., Chico, Cal. (building material), 7 *sp* weekly, direct.

WABC, New York

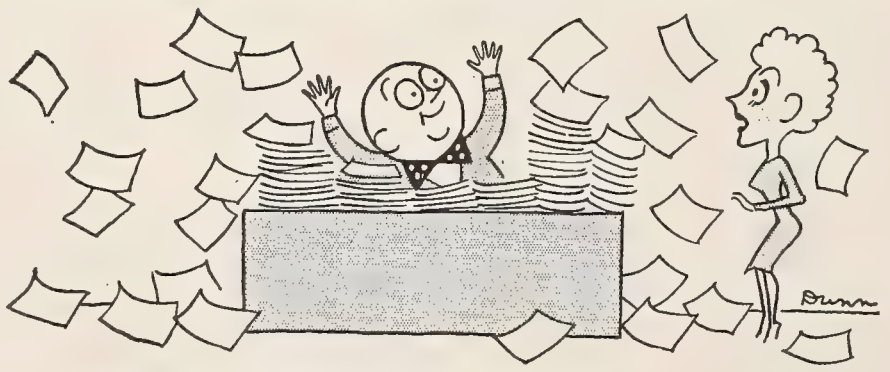
Bosco Co., New York (milk amplifier), 6 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Community Opticians, Brooklyn, 3 *sp* weekly, thru Commonwealth Adv. Agency, Boston.
Packer's Tar Soap, Mystic, Conn., 3 *sp* weekly, thru Stack-Goble, N. Y.

WHN, New York

Plough Inc., Memphis (St. Joseph's Aspirin, Breethem, Penetro), 3 *sp* weekly, 52 weeks thru Lake-Spiro-Cohn, Memphis.

KVSO, Ardmore, Okla.

Chattanooga Medicine Co., Chattanooga (Black Draught), 104 *ta*, thru Nelson Chesman & Co., Chattanooga.



"Our Washington Station Selection is Easy—The Audience Does It For Us—WRC"

Pd. Adv.

KHJ, Los Angeles

Wander Co., Chicago (Ovaltine), 2 *sa* weekly, thru Blackett, Sample, Hummert, Chicago.
Wilson & Co., Los Angeles (meat packers), 10 *sa*, thru Emil Brisacher & Staff, Los Angeles.
Calavo Growers of Cal., Los Angeles (avocados), 3 *sp* weekly, thru Lord & Thomas, Los Angeles.
O'Keefe & Merritt Co., Los Angeles (stoves & refrigerators), 3 *sa* weekly, thru Richard B. Atchison Adv. Agency, Los Angeles.
Union Pacific System, Omaha (rail transportation), 60 *sa*, thru Caples Co., Chicago.
American Pop Corn Co., Sioux City, Ia. (pop corn), weekly *t*, thru Coolidge Adv. Co., Des Moines.

WLS, Chicago

Lamont Corliss Co., New York (Danya hand cream), *sa* daily, thru J. Walter Thompson Co., N. Y.
Maytag Co., Newton, Ia., 26 *sa*, thru McCann-Erickson, Chicago.
Kitchen Art Foods, Chicago, 3 *sp* weekly, thru Earle Ludgin Inc., Chicago.
Illinois Bell Telephone Co., Chicago, 6 *sa* weekly, thru N. W. Ayer & Co., N. Y.
Dean Studios, Omaha, 3 *sa* weekly, thru Lessing Adv. Co., Des Moines.
LaPorte Production Credit Assn., La Porte, Ind., weekly *sa*, direct.

WHO, Des Moines

Firestone Tire & Rubber Co., Akron, weekly *t*, thru Sweeney & James, Cleveland.
Campbell Cereal Co., Northfield, Minn., (Malt-O-Meal), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Foster-Milburn Co., Buffalo (Doans pills), 156 *sa*, thru Spot Broadcasting, N. Y.
Bernard Perfumers, St. Louis, weekly *sa*, thru Burgland Co., Galesburg, Ill.
Sterling Insurance Co., Chicago, 3 *sa* weekly, thru Neal Adv. Co., Chicago.

KFBK, Sacramento, Cal.

Flamingo Sales Co., Los Angeles (nail polish) 7 *sa* weekly, thru Buchanan & Co., Los Angeles.
Olson Rug Co., Chicago (rugs), 3 *t* weekly, thru Presba, Fellers & Presba, Chicago.
E. I. du Pont de Nemours & Co., Wilmington, Del. (Celoglass), 2 *sa* weekly, thru BBDO, N. Y.
Industrial Training Corp., Chicago (technical school), weekly *t*, thru James R. Lunke & Associates, Chicago.

KGKO, Fort Worth

Conkey Feed Mills, Dallas, 6 *sa* weekly, thru Rogers & Smith, Dallas.
Cosden Co., Fort Worth, weekly *sp*, thru Adv. Business Co., Fort Worth.
Lydia Pinkham Medicine Co., New York, 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Southwestern Greyhound Lines, Dallas, weekly *sa*, thru Beaumont & Hohman, Dallas.

WNEW, New York

Liebmann Brewery, Brooklyn, New York (Rheingold Beer), 6 *sp* weekly, 52 weeks thru Lord & Thomas, N. Y.
Premium Payers Adjustment Bureau, New York (insurance), 10 *sa* weekly, 10 weeks, direct.

KJBS, San Francisco

Dr. Ross Dog Food Co., Los Angeles (dog and cat food), 5 *sa* weekly, thru Howard Ray Agency, Los Angeles.
Pacific Greyhound Bus Lines, San Francisco, *sa* thru Beaumont & Hohman, San Francisco.

KMPC, Beverly Hills, Cal.

Southern Pacific Co., San Francisco (rail), 5 *sp*, thru Lord & Thomas, San Francisco.

KGO, San Francisco

Ford Motor Co., Detroit (Mercury cars), 3 *sa* weekly, thru N. W. Ayer & Son, N. Y.

Radio Advertisers

CHAMBERLAIN Laboratories, Des Moines (lotion), on March 6 starts a thrice weekly quarter-hour program featuring *Eddie Dunsteder at the Novachord* on a three-station CBS California network. The account is also using five one-minute announcements weekly on 32 stations [BROADCASTING, Jan. 15]. Agency is John H. Dunham Co., Chicago.

LAMBERT PHARMACAL Co. (Canada), Toronto (Listerine) started Feb. 26 *The Adventures of Charlie Chan* on CFRB, Toronto; CKSO, Sudbury, Ont.; CFCF, Montreal. Lambert & Feasley, New York, placed the account.

BOOK-OF-THE-MONTH Club, New York, on March 3 will start sponsoring a series of six chamber music programs on WQXR, New York, from Carnegie Chamber Music Hall, to continue through April 7. Schwab & Beatty, New York, placed the account.

TUCSON (Ariz.) Chamber of Commerce, presented a special half-hour broadcast over WTMJ, Milwaukee, Feb. 24, the commercial feature being fed by telephone lines from KVOA, Tucson.

G. B. TUCKER has been appointed advertising manager of Seaside Oil Co,. Los Angeles. He was formerly assistant to F. E. McClaren, general sales manager.

CFRB, Toronto, Ont., on Feb. 20 started *Lady Esther* CBS Monday night program, placed direct; Maurice J. Walsh Ltd., Toronto (Bluebird Diamonds), Sunday transcription series starting March 5, thru MacLaren Adv. Co. Ltd., Toronto; Imperial Optical Ltd., Toronto (chain wholesale optical supplies), *How We See* series starting Feb. 19, thru Associated Broadcasting Co., Toronto; Connors Bros. Ltd., Black's Harbor, N. B. (canned sea food), Sunday sea stories starting Feb. 11, thru E. W. Reynolds & Co., Toronto.

BENJAMIN MOORE & Co. Ltd., Toronto (paints) has started a transcribed series of five-minute talks on interior decorating once a week on 17 western Canadian stations and CBL, Toronto. E. W. Reynolds & Co., Toronto, placed the account.

CANADIAN NATIONAL CARBON Co., Toronto (Everready batteries) on Feb. 15 started six weekly transcribed spot announcements on CFCN, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta; CJOC, Lethbridge, Alta; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.; CKX, Brandon, Man.; CFAR, Flin Flon, Man. Clark Locke Ltd., Toronto, placed the account.

FOSTER-MILBURN Co., Buffalo, which is running a series of weekly spot announcements for Doan's Pills on several stations, recently added WIRE, Indianapolis, and WWL, New Orleans. Account is placed through Spot Broadcasting, New York, while Street & Finney, New York, is the agency in charge.

COLONIAL DAMES Corp., Los Angeles (cosmetics), once a heavy user of radio, in a Southern California test is using thrice weekly participations in *Woman's Forum* on KNX and in the *Bridge Club* and *Ann Warner's Chats With Her Neighbors* on KFI. Glasser Adv. Agency, Los Angeles, has account.

GEORGE ABBOTT, theatrical producer, used 30 announcements during the after-midnight *Milkman's Matinee* period on WNEW, New York, to advertise his current Broadway attractions, placing direct.



OFF TO a flying start Feb. 22 was the new *Rural Crime Reporter* sponsored on WLS, Chicago, by International Harvester Co., Chicago. The half-hour weekly program, booked for 13 weeks through Aubrey, Moore & Wallace, Chicago, deals with cases taken from files of the Prairie Farmer's Protective Union. C. R. Morrison (center) International sales vice-president, spoke on the opening program and he was congratulated by Bill Cline (left), WLS sales manager, and Harold Safford, program director.

PROCTER & GAMBLE, Cincinnati (Dreft), on Feb. 27 renewed its *Kitty Keene Inc.* disc series for 52 weeks on WBBM, Chicago. The program is live on NBC. Agency is Blackett-Sample-Hummert, Chicago.

BADGER PAINT STORES, Wisconsin paint products chain, will sponsor *Heine & His Grenadiers* for 13 weeks on WTMJ, Milwaukee, starting March 3.

IMPERIAL VARNISH & COLOR Ltd., Toronto, on April 17 starts 15-minute transcribed variety show, three weekly, on CKLW, Windsor, Ont.; CBO, Ottawa; CFRB, Toronto; CKPR, Fort Williams, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CKY, Winnipeg. Norris-Patterson, Toronto, placed the account.

LIQUID VENEER Corp., Buffalo (polish) has started a four-daily dramatized spot announcement campaign in Canada on CKOC, Hamilton, Ont. Ellis Adv. Co., Toronto, placed the account.

SNAP Co., Montreal (cleanser), on Feb. 28 started two weekly transcriptions of *House of Dreams* on CFCF, Montreal; CFRB, Toronto; CKWX, Vancouver. Transcription was sold by All-Canada Radio Facilities, Montreal. A. McKim Ltd., Montreal, placed the account.

SEARS, ROEBUCK & Co. has renewed on KGNF, North Platte, Neb. for six months *Grandma Travels*, serial featuring a cheery old lady who makes the rounds of Nebraska and surrounding States.

MITCHELL FINANCE Corp., Los Angeles (loans), heavy user of Southern California radio, has started sponsoring the twice-weekly quarter-hour evening *Clipper Revue* on KHJ, that city. Contract is for 52 weeks. On Feb. 22 the firm started for 13 weeks, *The Witch's Tale* on KFI, that city, as a weekly late evening show.

America's 4th Market

KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS

AGENCY Appointments

LEHN & FINK PRODUCTS Co., New York (Lysol, Hinds Honey & Almond Cream in Canada), to Lord & Thomas of Canada, Toronto.

NATIONAL Trailways System, Chicago, to Needham, Louis & Brorby, Inc., that city. Radio may be used in a campaign of 37 bus lines slanted for travelers to and from the Fairs.

LOS ANGELES SAUSAGE Co., Los Angeles (Best-Ever meat products), to Darwin H. Clark Adv., Los Angeles. Radio is planned for the future.

ARMAND Co., Des Moines, Ia. (blended face cream), to John H. Dunham Co., Chicago. Radio will be used.

PATHE RADIO & TELEVISION Corp., Chicago, to W. K. Cochrane Adv. Agency, Chicago.

ARMAND Co., Des Moines (cosmetics), to John H. Dunham Co., Chicago.

ANGLO-American Perfections Inc., Los Angeles (Maltlifters candy), to Hugo Scheibner Inc., Los Angeles.

WORLD IMPORTERS, Seattle, to Moe Wilkins & Cole, Seattle.

LOFT Inc., Long Island City, N. Y. (candy), to Kelly, Nason & Winston, N. Y.

HELENA RUBINSTEIN Inc., New York (cosmetics), to Wesley Associates, New York.

ROUGH RIDER MFG. Co., Napa, Cal. (clothing) to Emil Brisacher & Staff, San Francisco.

Gypsum Account

GYPSUM, LIME & ALABASTINE of Canada, Toronto, will start a six-weekly transcribed dramatic spot announcement campaign on 30 Canadian stations from coast to coast, stations starting at various times between March 1 and April 15, to run until June 15. Recordings were made by Associated Broadcasting Co., Toronto. Account was placed by McConnell Eastman & Co., Toronto.



"PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

It's a Circle—
But Not So Vicious!

It's a circle all right! We sell Cincinnati WSAI—so we can sell you WSAI—so you can sell Cincinnati. And it works out very nicely for all concerned.

This year we're really going into this local promotion business. We're telling 400,000 people through double size car-cards every day, 50,000 people through movie trailers, and 42,000 people through posters. That's a total of almost 500,000 Cincinnatians told daily about commercial and sustaining programs on WSAI!

So why not find out how easy it is to get into this happy circle?

REACH ALL WHO BUY
WITH WSAI
CINCINNATI'S OWN STATION

A CORRECTION

●

In an advertisement appearing on page 249 of the BROADCASTING YEAR BOOK it was stated that WSJS was "placing 90% of the 'National Spot' business in this rich and productive market." This statement was questioned by WAIR.

A study was made to determine the correct percentage of National Spot business being placed by these two Winston-Salem stations. It was learned that WSJS is placing 23.8% of this business instead of 90% as claimed, and that WAIR is placing 76.2% instead of 10% as indicated in the WSJS statement. These percentages are for current business and are based on the latest figures made available by WSJS, those for December, 1938.

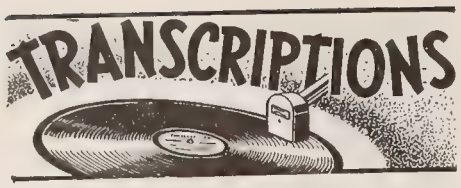
We wish to thank the management of WSJS for making their books available to us so that a correct statement of the National spot business being placed in Winston-Salem could be published.

Radio Station WAIR

Winston-Salem

North Carolina

February 18, 1939



ASSOCIATED RECORDED PROGRAM Service has completed a new transcription series of Edwin Franko Goldman and his band, including two compositions written for the Golden Gate International Exposition by Dr. Goldman. AMP recently was advised by Harris D. H. Connick, chief director of the Exposition, that the Associated library has been designated the official electrically transcribed library to be used during the fair.

LATIN-AMERICAN ADV. Co. has been organized in Hollywood by Fred Vignati, with headquarters at 2217 Canyon Drive. Besides representing South American radio stations, firm is producing transcribed programs in Spanish for American sponsors. Concern is now cutting a series of quarter-hour dramatic programs, *Mutiny on the Bounty* and *Mary Queen of Scots*, at C. P. McGregor, Hollywood transcription company, for South American distribution.

JACK SLATTER, sales manager of Dominion Broadcasting Co., Toronto, Canada, was in Hollywood during early February to attend the funeral of his mother, Mrs. Alice Slatter, of Inglewood, Cal.

C. LLOYD EGNER, manager of NBC's electrical transcription division, left New York Feb. 27 for Palm Beach, where he will spend several weeks vacationing.

ASSOCIATED Music Publishers is releasing soon a series of 16 transcriptions by Horace Heidt and his musical organization, including vocalists and glee club, according to M. E. Tompkins, AMP president.

Radio Transcription Co. Closes Chicago Offices

RADIO TRANSCRIPTION Co. of America has closed its Chicago offices and will direct all activity from Hollywood headquarters at 1651 Cosmo St. G. Y. Clement, stockholder and board member, who took over management of the firm upon death of Charles C. Pyle, president, in early February, will continue in charge of operations until board of directors meet. Mr. Clement stated there would be no change in company policy. Sales representation in various parts of the country will remain the same and production schedule is to continue as before, with eight shows issued weekly. Miss E. L. Donnan, who formerly headed the Chicago offices, is being transferred to Hollywood.

King Heads Disc Group

GERALD KING, president of Standard Radio, was elected president of Association of Radio Transcription Producers of Hollywood at a special board meeting on Feb. 7, succeeding the late Charles C. Pyle. Mr. King was formerly vice-president. C. P. MacGregor, head of C. P. MacGregor Co., was elevated from treasurer to vice-president. R. E. (Joe) Messer was named treasurer. He is general manager of Raymond R. Morgan Co. R. U. McIntosh, president of R. U. McIntosh & Associates, North Hollywood producers, continues as secretary. The association will hold its annual election in late April upon return of Mr. King from Washington, where he is attending the FCC hearings.

Empire Appoints Podeyn To Boost Monitrol Sales

APPOINTMENT of George J. Podeyn as vice-president in charge of sales and promotion of the Empire Broadcasting Corp., New York, has been announced by Gerald A. Kelleher, president of the transcription firm. Recently with World Broadcasting System, Mr. Podeyn is a veteran with more than 15 years in radio, as sales manager of NBC, NBC Pacific Coast manager and with BBDO.



Mr. Podeyn

Chief of Mr. Podeyn's duties in his new post will be the promotion of Monitrol, a new method of transcribing radio programs developed by Eugene L. Bresson, vice-president and manager of Empire. The Monitrol system includes automatic peak level control, automatic monitoring, automatic equalization and aural turntable speed indicator, which are said to insure quality of reproduction of transcriptions.

Would Reorganize Atlas

THREE Los Angeles creditors of Atlas Radio Corp., transcription concern, have petitioned the Federal court in that city for reorganization of the corporation under bankruptcy laws. Move was made, according to the petition, to conserve assets of the firm. It was stated that otherwise creditors would have slight chance of collecting under liquidation at present time. Petition stated Atlas Radio Corp. has liabilities totaling $32,257.05. Capital stock consists of 600 shares of preferred at $100 and 150 shares of common at $100 each. The Federal court had issued a temporary restraining order returnable on Feb. 27, preventing further action at present in two Los Angeles Superior Court suits until reorganization plan is set up. Creditors bringing action and sums owed them are Radio Recorders Inc., $1,156.21; Fidelity Securities Corp., $3,182; Cinema Mercantile Co., $3,041.18.

HEARING on the application of WHA, University of Wisconsin station at Madison, for the facilities of WMAQ, NBC-owned clear channel outlet in Chicago, has been postponed from Feb. 28 to May 1. WMAQ operates with 50,000 watts on 670 kc. WHA is assigned to daytime operation on 940 kc., with 5,000 watts.



in the CONTROL ROOM

R. C. STINSON, chief engineer of WFAA-WBAP, Dallas-Fort Worth, has been appointed engineering supervisor of KGKO, Fort Worth, adding that to his present duties. He takes over the post of C. B. Locke, who resigned as chief engineer of KGKO in February to become general manager of KFDM, Beaumont, Tex.

JULIUS C. VESSELS has been named chief engineer of WDOD, Chattanooga, succeeding James R. Donovan, who left to join WTOC, Savannah, Ga.

GORDON STRANG, NBC New York construction engineer, who supervised erection of the network's Hollywood Radio City structure, has returned to his headquarters after a year on the Coast.

BRUCE GEDDES, son of Bond Geddes, executive vice-president of RMA, has been transferred from the program department to the engineering staff of WJSV, Washington.

RAY BIERMAN, studio engineer of NBC central division, appeared on Don McNeill's *Breakfast Club* Feb. 14 to describe for listeners the duties of the technical staff in broadcasting.

PAUL J. HITCHEN, transmitter operator of WSAR, Fall River, Mass., is the father of a boy born recently.

JULIAN BISHOP, transmitter operator of KFRO, Longview, Tex., recently married Margaret Ferguson.

R. D. HIGGS, control room engineer of WHIO, Dayton, was married Feb. 18. Carl Kessler, also a control engineer, is to marry Murial Jaspers of the WHIO accounting department early in the summer.

ALFRED JORDA, formerly of WHOM, Jersey City, has joined the engineering staff of WOR, Newark. He is succeeded at WHOM by Ted Gempp, formerly of WFAB, New York.

WILLIAM FAIRCLOUD, of the engineering staff of WHOM, Jersey City, is the father of a boy born recently.

HAROLD CHAMPLAIN, formerly of KOIL, Omaha, and Harold Cook and Charles Pfieffer, new to radio, have joined the engineering staff of KMA, Shenandoah, Ia.

LESTER HARLOW, chief engineer of KBIX, Muskogee, Okla., is the father of a girl born in February.

STANLEY MILLER, technician of KORE, Eugene, Ore., is the father of a girl born recently.

JOHN J. KULIK, relief supervisor of the NBC master control board, and Theodore Kruse, of the NBC engineering maintenance department, recently celebrated their tenth anniversaries with the network.

HENRY MAGINNI has joined the technical staff of KGVO, Missoula, Mont., as assistant engineer, replacing Carl Johnson.

BOB RAY, studio engineer of WNAX, Yankton, S. D., is the father of a boy born Feb. 13.

DONALD GUMPERTZ, formerly of KDB, Santa Barbara, has joined the technical staff of KRE, Berkeley, Cal.

CHARLES EERBLAND, formerly of Canton, O., has joined KIUN, Pecos, Tex., as announcer and part-time engineer. Thomas W. Hubbard, chief engineer, and Grady Cotten, assistant, are taking microphone tricks.

A RECORD for changing a water-cooled power amplifier tube at the transmitter of WABC, New York, is claimed for Engineers Jack Tiffany and Oswald Read, who did the job in one minute, 11 seconds in competition with another group of station technicians.

To The Rescue

CLYDE H. BOND, of the staff of Glenn D. Gillett, Washington consulting engineer, while making a survey for KFH, Wichita, in mid-February, picked up a farmer by the side of a Kansas road who had fallen off a horse and suffered a compound fracture below the knee. He immobilized the fracture with a stiffening splint from a fence-post and some equipment straps, calling on his Navy experience. Then he took the man to the nearest hospital about 50 miles away.

FORSEEING television as a new field for motion pictures that will create a vast new audience for industrial and commercial films, Audio Productions has announced that its technical staff and Long Island City studios are now prepared to handle films for this new medium.

South Carolina Prevents Record Fee Collections

SOUTH CAROLINA on Feb. 17 became the first State to adopt a law preventing collection of license fees on performance of phonograph records or transcriptions. Governor Maybank on Feb. 17 signed the bill which previously had passed both houses of the Legislature, abrogating all common law rights to restrict or to collect royalties on the commercial use made of recorded performances on phonograph records or transcriptions. The effect is to prevent imposition of restrictions on payment of license fees as has been demanded by such organizations as the National Association of Performing Artists, which has laid claim to the artistic rights of recording artists in their recordings.

CBS has applied to the FCC for authority to transmit its programs via shortwave to CMCK, Havana, and to "other points throughout the U. S. where licensee maintains studios."

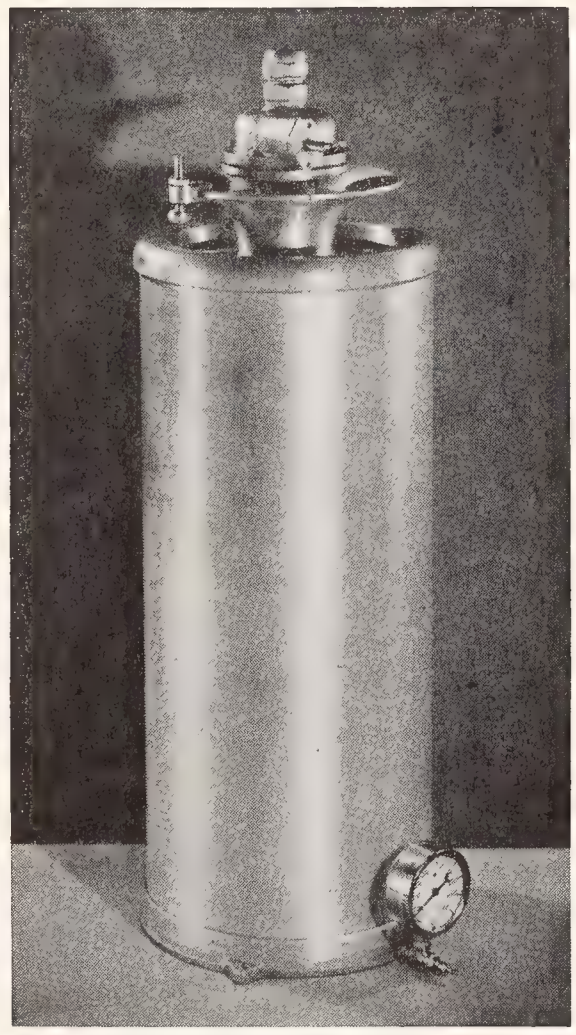


NEW!

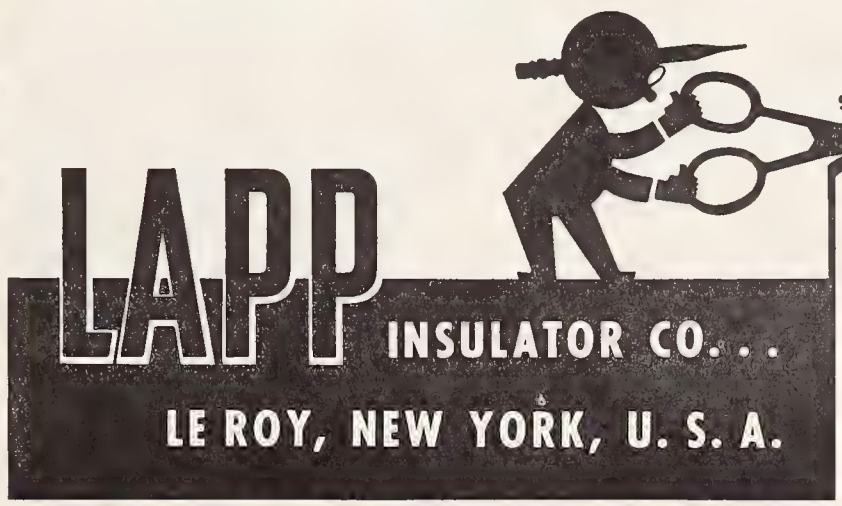
GAS-FILLED CONDENSER By LAPP

SOUND MECHANICAL CONSTRUCTION
WIDE RANGE OF SIZES
ZERO LOSS
NO CHANGE WITH TEMPERATURE
MINIMUM SPACE REQUIREMENT
PUNCTURE-PROOF

Filling a need long unanswered in radio transmission, this Lapp gas-filled condenser is a unit designed along entirely new mechanical principles, which provides a new degree of operating security. Rigid mechanical construction, heavy plates, self-sealing gaskets make it a truly trouble-free unit. It provides maximum capacity for given external dimensions. A wide range of sizes provides a unit for almost every application in your transmitter—there are 54 models, including 3 types, fixed, adjustable and variable, for 3 voltage ratings and capacitance ratings 100 to 2000 mmf. Prices range from $140 to $500. Complete descriptive data is yours for the asking. Send the coupon!



Lapp variable condenser Y150V15
100 amp., 15KV (carrier RMS, 100% modulation)
Capacitance 600-1500 mmf.
External dimensions: Height 34", diameter, 11".



SEND THE COUPON FOR LITERATURE

LAPP INSULATOR CO., INC.
LeRoy, New York, U. S. A. B

Please send me descriptive folder on Lapp gas-filled condensers for broadcast and radio frequency use.

Name.....

Station.....Street.....

City.....State.....

Merchandising & Promotion

Clips From Film—Birthday Tributes—Fu's Perfume—Cereal Awards—Window Looker-Inners

A NEW 48-page cook booklet featuring 147 of Kate Smith's favorite recipes for baking cakes and pastries is now being offered by General Foods Corp. on its CBS program featuring the popular songstress, for Swansdown Cake Flour and Calumet Baking Powder. Listeners get copies by sending in six cents in stamps to cover postage and handling. More than 100,000 requests for copies were received within two weeks, the sponsor reports.

* * *

Participator Displays

UNIVERSAL RADIO PROGRAMS, New York, recently signed four stations to its daily participating woman's show *Over the Backyard Fence* and is supplying the stations with its merchandising cards to be placed in sponsors' store windows giving the hour, date and features of the program. Stations are KYSM, Mankato, Minn.; KFJZ, Fort Worth; WJBC, Bloomington, Ill.; and CKPR, Port Arthur, Ontario.

* * *

KSFO Displays in Stores

KSFO, San Francisco, has installed merchandising displays in three of San Francisco's largest stores. A window display featuring pictures of KSFO and CBS artists is in one of the stores. In the background is a model of KSFO's new $150,000 transmitter. The radio departments of the other two stores have permanent displays of KSFO pictures in their radio sales rooms.

* * *

WWVA Highjinks

TO TEST and build up interest in its *Jamboree* program, WWVA, Wheeling, offers memberships, complete with card, in the WWVA Jamboree Whooper-Uppers Club to listeners. The original membership offer of Dec. 24 was followed within three weeks by applications from 45 States, the District of Columbia, and seven Canadian provinces.

* * *

Trailers for Mailers

ELLIS VANDERPYL, promotion director of WGAR, Cleveland, has originated a use for movie trailers placed by WGAR in a local theater. After the trailer's run of one week, VanderPyl snips the film into frames, attaches a frame to a letter to the trade calling attention to local merchandising with theaters.

* * *

New Brochures

KGU, Honolulu — Eight-page brochure on white paper promoting the Hawaiian market.

KFI, Los Angeles—*How KFI's Market Basket Survey Was Conducted*, showing findings of consumer survey.

KVOE, Santa Ana, Cal.—Brochure showing market data.

KDAL, Duluth—Prescription-style notice of new program; post-card notice of program and contest; list of advertisers.

WCCO, Minneapolis — Pictorial brochure, *A Day Behind the Dial With WCCO*.

Wheeling History

WHEELING STEEL Co., Wheeling, has issued "Listen to the Mill Whistle", an eight-page booklet promoting its original *Employe Family* variety program, broadcast Sundays on 25 MBS stations. Filled with illustrations of the varied talent used on the program, such as the well-known Steele Sisters, the "Old Timer" John Winchell, and songstress Dorothy Anne Crow, the booklet tells how the program has made industrial advertising history with its audience of steel families in the studio of WWVA in Wheeling, listening to the amateur talent recruited from the vast army of 25,000 Wheeling steel workers.

* * *

New Haven's News

IN CONNECTION with its sponsorship of daily broadcast of *Boston Herald-Traveler* news at 6 p. m. on WEEI, Boston, the New York, New Haven & Hartford R.R. has placed striking 2 x 4 foot posters in all its stations and trains calling attention to its *News Express*.

* * *

Texas Birthdays

COMPILING a list of the birthdays of several thousand leading East Texas citizens, KFRO, Longview, Texas, is sending out postcards a few days in advance bearing congratulations and "KFRO will salute you on your birthday. Listen at 7:30 a. m. on your birthday".

* * *

Dayton Photos

TO BOLSTER its contacts with both wholesale and retail trade, WHIO, Dayton, in cooperation with a committee of retail grocers and druggists, has developed a pair of monthly publications presenting pictures of stars on programs whose sponsors are in the grocery and drug fields.

* * *

More in Highlights

WTAR, Norfolk, Va., is brightening its program highlight periods twice a day by preparing special resumes carrying information on musical selections, dramatic fare and even references to plot development of serials.

Intense for Incense

OFFER of fortune-telling incense, broadcast during the closing commercial of *The Shadow of Fu Manchu* on Sunday, Feb. 12, at the end of the program's third week on WBAX, Wilkes-Barre, Pa., brought so many people into the showrooms of the serial's sponsors, Ward & Weiner, regional Plymouth and De Soto dealers, that their supply of incense was exhausted by Monday afternoon, according to Harry Thomas, commercial manager.

* * *

Classified Ads

KTFI, Twin Falls, Idaho, has started the *KTFI Trading Post*, a five-minute daily program for small-budget advertisers of the type using newspaper classified columns. Announcements are charged by the word, payable in advance. Trumpet flare, roosters crowing and a wake-up announcement introduce the program. A background of crowd noises is subdued during announcements.

* * *

Pine Ridge Degrees

HONORARY degrees of all sorts are being awarded by Lum & Abner, radio duo, on a barnstorming tour that has taken them to many cities. Among stations broadcasting ceremonials are WHAS, Louisville; WCCO, Minneapolis; KOMA, Oklahoma City. The Pine Ridge comedians are sponsored on CBS by General Foods, New York. Young & Rubicam is agency.

* * *

Spoons From Betty Lou

QUAKER OATS Co., Chicago, is offering souvenir teaspoons with Betty Lou handles to listeners on its *Quaker Party* Saturday night broadcasts on NBC, in exchange for the label from a package of Quaker or Mothers Oats and ten cents. Ruthrauff & Ryan, Chicago, is the agency.

* * *

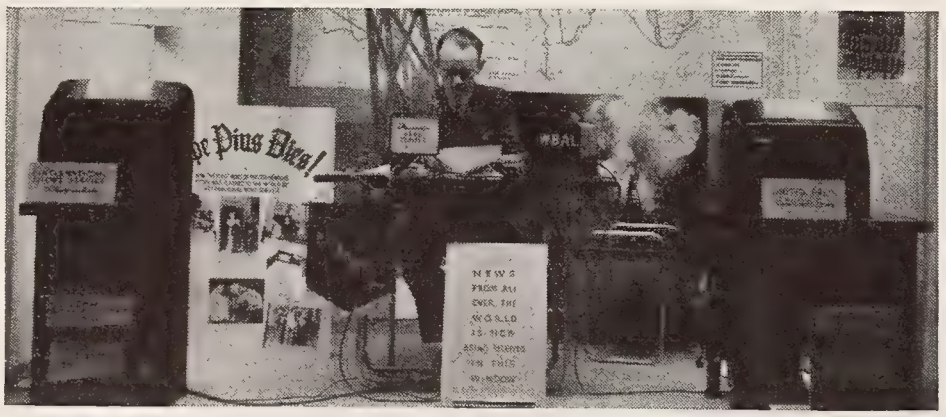
Book About Serial

A 136-page book called *The Guiding Light*, by Dr. John Ruthledge, is offered on the NBC serial of that name for three wrappers from P & G White Naptha soap and a quarter. Bound in light brown fabric, the book tells the story of the characters in the NBC drama.

* * *

Malt-O-Meal Dictionary

CAMPBELL CEREAL Co. is offering a 192-page dictionary in exchange for a dime and one Malt-O-Meal box top on its quarter-hour disc show in Swedish dialect titled *Tina & Tim*. The thrice-weekly serial is aired on 16 stations.



GOLDFISH BOWL for the newscasters of WBAL, Baltimore, during the week of Feb. 20 was the window of a downtown department store, where Announcer Fred Tample is shown doing his stint over station as loud speakers carried the broadcasts to sidewalk crowds. All newscasts from 9 a. m. to 9 p. m. were broadcast from the show window studio, in which both UP and INS teletype machines were installed along with displays and other paraphernalia of the station's regular news room.

MEMORY BASEBALL
Now in Its Fifth Year as a KWKH Feature



"Memory Baseball" Scorecard

"WE ARE speaking to you from the KWKH playing field of Loreco Memory Baseball, in Shreveport, La."

The umpire calls "Play ball", and each week two teams of seven players compete with questions and answers of practical knowledge and general information, in a routine in which correct answers are credited as "hits" and incorrect answers as "outs". The purpose of the game is to score runs through a succession of hits.

Memory Baseball is a copyrighted feature, and was the forerunner of the question and answer program craze involving competition in the studio. It is now in its fifth year and an excellent medium of good will for the Loreco dealers, distributors of Cities Service products in the Shreveport area, as well as a community service affording recreation for more than 100 local teams organized from every walk of life.

The secret of the success of *Memory Baseball* may be traced to the fact that it is ideally adapted to local station production, and its tie-in with the sport of baseball affords double competition—individual and team. Then, too, the audience, generally speaking, is acquainted and interested in both teams and players. The competition is conducted in a series of tournaments involving eight teams and running through a period of seven weeks each. Substantial awards are given the winner and runner-up of each tournament.

Those Who Gaze

FINDING that the majority of those who looked at window displays showing pictures of radio artists were women, Milton Samuel, press manager of NBC, San Francisco, decided to try pulling the male lookers with a display of transmitter tubes and photos of equipment. He put such a display in the window of the Citizens Federal Savings and Loan Association on Market Street. A check-up revealed that 99% of the window-gazers are men. The display stresses the power of KPO. The window display is right across the street from the Palace Hotel, which houses the KSFO and CBS studios.

* * *

Plug on Wax

WHN, New York, has just issued an eight-page promotion booklet, in the form of a victrola record, describing *Ed East's Houseparty*, a morning program for participating sponsors.

Campaign of CBS Is Awarded Honor

Three Agencies Are Cited in 1939 Advertising Citations

PHILIP M. THOMSON, director of public relations of Western Electric Co. and president of the Audit Bureau of Circulations, was awarded the gold medal for distinguished services to advertising in the annual 1938 advertising awards of *Advertising & Selling* made public Feb. 16. The silver medal award went to Harold B. Thomson, vice-president of the Centaur Co. and a director of the Association of National Advertisers.

CBS won honorable mention "for a campaign appearing in trade and professional publications which is distinguished for its technical excellence and ethical soundness." The citation reads as follows: "Objectives: To tell a rounded story of the significance of radio and CBS to the advertising world; to convey some of the important and exciting happenings in present-day radio. Appeals: Institutional—contributions to use of radio, and CBS activities; specific case histories showing effectiveness of radio as an advertising medium."

The CBS ads cited, all of which appeared in BROADCASTING, were prepared under the direction of Victor Ratner, the network's sales promotion director.

In the radio awards category, one of the five sections, three agencies were named "for contribution to the effective use of radio in advertising." A medal award went to John U. Reber, vice-president in charge of radio of J. Walter Thompson Co., for service that "has added to the knowledge and technique of radio advertising."

Award to BBDO

Batten, Barton, Durstine & Osborne was awarded the medal for "skill in program production" in recognition of its *March of Minnesota* series last winter over CBS, keyed from WCCO, Minneapolis. CBS selected for reproduction over the net Feb. 18, in connection with a broadcast of the awards, the Dec. 12, 1937, salute to Hibbing, Minn. Arthur Pryor Jr., BBDO vice-president, went to Minneapolis to supervise a reproduction of the broadcast over the network.

For individual excellence of commercial announcements, the medal award went to Marschalk & Pratt for *Esso Marketers* commercials.

NBC Packaged Programs

NBC Artists Service recently announced the creation of a new sales unit called Radio Features Division, which will offer a creative nationwide service, available to advertisers and agencies on all networks, under the supervision of William Hillpot. The idea is to enlist the production services of available script writers, directors, musicians, announcers and technicians and to present "packaged" programs on NBC stations in key cities for sustaining build-ups and to test audience reactions. The new division will draft "big name" talent from all branches of show business, and has already secured contracts for such headline artists as Hedda Hopper, Edward Everett Horton, George Kaufman, Victor Moore, Oscar Levant, and others.

Fur Auction Hookup

WSAU, Wausau, Wis., keyed a special hookup of Northwestern stations Feb. 6-9 during the annual $2,000,000 fur auction from the Fromm Brothers Fur Ranch at Hamburg, Wis., 20 miles away, the largest private offering of pelts ever made in this country. Manager Wayne W. Cribb, Producer J. W. Killeen and Engineer Lawrence Umnus handled the broadcasts which were carried by WTAQ, Green Bay; WIBU, Poynette; KFIZ, Fond du Lac; WHBL, Sheboygan, all in Wisconsin; WCCO, Minneapolis; WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, all in Minnesota; WJMS, Ironwood, Mich.

Frigidaire to Use 46

FRIGIDAIRE DIVISION, General Motor Sales Corp., Dayton, O., will start a series of one-minute spot announcements on 46 stations early in March. Lord & Thomas, Chicago, is agency.

Sans Blurbs

NEITHER commercials nor firm name are included in the *Olympic Opportunity Hour*, job-hunter program, sponsored a half-hour weekly on KVI, Tacoma, Wash. Sponsor is the Olympic Dairy, which carries the program as a community service.

Spots for Water Heater

DAY & NIGHT WATER HEATER Co., Monrovia, Cal., (heaters), through Hixson-O'Donnell Adv., Los Angeles, on March 13 starts for 13 weeks daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Firm also participates daily in the KTBS, Shreveport, La. news broadcasts and recently renewed for 52 weeks use of from one to six daily time signal announcements on KNX, KSFO, KMJ, KRLD, KPRC.

Novel Program Boosts St. Louis Downtown Day

ASSOCIATED RETAILERS of St. Louis on Feb. 24 sponsored a special program to promote Downtown Day, celebrated on Feb. 25 as the biggest department store sales day of the year, on five stations. The broadcast, featuring natives of St. Louis who have become famous in various lines in New York, originated in the studios of WABC, New York. and was sent direct to KMOX, CBS outlet in St. Louis, and from there to KSD, KXOK and WTMV.

Talent heard on the program included: Fannie Hurst, novelist; Ruby Mercer, singer; Vincent Price, actor; Ted Straeter of Kate Smith's program; Kay Thompson of the Ethyl Gas program; Harry Babbitt of Kay Kyser's Lucky Strike program; Gustave Haenschen, orchestra leader. Woody Klose acted as m.c., and short addresses were made by Mayor LaGuardia of New York and Mayor Dickmann of St. Louis.



Agencies

JOINT offices were opened recently in the Castle & Cooke Bldg., Honolulu, by Bowman-Holst-Macfarlane-Richardson Ltd., advertising agency, and Pan Pacific Press, affiliated for the last two years. Both organizations are affiliated with Bowman-Deute-Cummings, agency with headquarters in San Francisco. Secretary of the Honolulu agency is George B. Richardson, formerly vice-president of the San Francisco agency. Radio production is under the supervision of Kenneth B. Carney, formerly program director of NBC in San Francisco.

BILL STUART has been named by Young & Rubicam as producer of the CBS *Lum & Abner* program, sponsored by General Foods Corp. (Postum). He also continues as West Coast publicity director and assistant to Glenhall Taylor, producer of *Silver Theatre*, sponsored by International Silver Co. on CBS. Murray Bolen relinquished the *Lum & Abner* post to concentrate on NBC *Jack Benny Show*.

A. C. NIELSEN, president of A. C. Nielsen Co., Chicago market research firm, is expected to return from a European vacation about April 1.

T. H. LORITZ, formerly in agencies in Chicago and on the West Coast, has announced the opening Feb. 15 of T. H. Loritz & Associates, radio advertising and marketing counsellors, in Corpus Christi, Tex. Associated with him are T. H. Putnam, in charge of marketing; Jack Sharpe, business showmanship; Eddie Cope, public relations, and Collier Mize, research.

"Hello, George Durham" (Morse Interna'l, Inc.)

Did You say MARKET?



Bet you didn't know that "PEORIAREA" has a population almost THREE times as great as ALL of Wyoming! A "cream" market, too, including the richest county in Illinois. You can cover PEORIAREA with ONE station—WMBD.

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS WMBD

WMBD PEORIA

MEMBER CBS NETWORK

McKee Named Head

HOMER McKEE, veteran Chicago advertising man, has been named manager of the Chicago office of Erwin, Wasey & Co. Mr. McKee joined Erwin, Wasey about a year ago, having headed his own firm, Homer McKee & Co., since 1917. Roger M. Combs, former sales promotion manager for American Airlines, Chicago, has joined Erwin, Wasey & Co., that city, as account executive of the Air Transport Assn. of America, which will soon launch a cooperative campaign to promote air travel. W. L. Marshall has gone to Chicago from the New York office of Erwin, Wasey to assist Mr. McKee. Plans for the $300,000 Air Transport Assn. campaign are tentative, and the amount of the appropriation apportioned to radio has not been decided.

BARTON A. STEBBINS Adv. Agency, Los Angeles, has added three new account executives, John L. Rogers, William Arnold and Harold H. Patterson, to its staff. Rogers is a copywriter and account executive of 20 years experience, having been associated with Pedlar & Ryan, H. W. Kastor & Sons, Charles Daniel Frey Co., and Donohue & Coe. Arnold was formerly on the staff of Ruthrauff & Ryan Inc., and J. Sterling Getchell Inc. Patterson formerly was advertising manager of Forest Lawn Memorial Park Assn., Glendale, Cal., and prior to that associated with California Walnut Growers Assn., Los Angeles.

HARRY S. GOODMAN ADV. Agency, New York, within the next 30 days will move to larger offices at 19 East 53d St.

COMDR. A. W. SCOTT, radio production manager of Rufus Rhoades & Co., San Francisco, is the father of a girl born Feb. 12.

RICHARD T. CLARKE Co., Beverly Hills, Cal., is the new name of the former Howard W. Newton Co., 9533 Brighton Way. Richard T. Clarke, a major partner in the firm since November, 1937, now assumes full ownership, with company policy remaining unchanged.

I. J. WAGNER, radio producer of Schwimmer & Scott, Chicago agency, is convalescing in the Grant Hospital, that city, following an abdominal operation Feb. 11.

WITH reorganization, Howard W. Newton Co., Beverly Hills, Cal. advertising agency, is now known as Richard T. Clarke Co. Mr. Clarke, a major partner since Nov. 1937, heads the new firm. Kenneth M. Miles, founder of *Beverly Hills Citizen* and formerly president of Tarr & Miles, Los Angeles agency, is vice-president. Howard W. Newton relinquished his interest in the concern and is now assistant copy director of J. M. Mathes Inc., New York. Mr. Clarke directs radio activities. Tarr & Miles will continue to operate at 1151 S. Broadway, Los Angeles, according to Cedric Tarr, general manager and radio director.

LYNN B. CLARKE has resigned from Kenyon & Eckhardt, New York, effective March 1, to accept a position as executive assistant to the president of Donahue & Coe, New York.

DON L. DAVIS, with KDKA, Pittsburgh, in the early days of radio and more recently a writer of shows for WJJD, Chicago, has been named radio director of Jewell F. Stevens Co., Chicago.

HARRY J. WINSTEN has resigned from Lennen & Mitchell and is currently vacationing in Florida.

LOUIS TAPPE, formerly continuity editor of WINS, New York, has joined Weill & Wilkins, New York, as copy and production chief.

C. LAWTON CAMPBELL, Ruthrauff & Ryan, New York, vice-president in charge of radio, was in Hollywood during mid-February to confer with Tiny Ruffner, West Coast manager.

TRELL YOCUM, manager of the new business department of Young & Rubicam, New York, will become executive vice-president and director of Compton Adv., New York, on April 15.

STUART HARDING, formerly with The Emporium, San Francisco department store, has joined the production department of Leon Livingston Adv. Agency, San Francisco.

TOM REVERE, Benton & Bowles, New York, vice-president in charge of radio, arrived in Hollywood Feb. 20 for several weeks.

WALTER JOHNSON, Pacific Coast radio director of Music Corp. of America, Hollywood, is in New York to sign talent for summer network programs.

JAMES L. SAPHIER, New York and Hollywood talent agent, has turned over his business and contract artists to Music Corp. of America, joining that organization March 1. Under the deal he handles radio talent sales for MCA. He retains, however, management of Bob Hope, sponsored by Pepsodent Co. on NBC. Saphier will be headquartered in Hollywood.

EMORY ECKLEY has discontinued his Hollywood talent agency and joined Conlon-Armstrong Inc., that city, as head of its radio department.

HUGO SCHEIBNER Inc., Los Angeles, has moved to larger quarters in the Board of Trade Bldg. Edwin C. Klein and Meyer Skoss have joined the agency as account executive and advertising director, respectively.

NEEDHAM, LOUIS & BRORBY has established its West Coast offices at 1680 N. Vine St., Hollywood. Cecil Underwood, producer of the NBC *Fibber McGee & Co.* program, is in charge.

ALLIED ADV. AGENCIES, Los Angeles, has moved to larger offices at 4354 W. Third St., that city.

RICHARD N. HEATH, formerly vice-president of Leo Burnett Co., Chicago, has joined Maxon Inc., Detroit.

BURNS LEA, Hollywood publicity director of Benton & Bowles Inc., has announced his engagement to Pauline Slocum. Wedding is scheduled for late June.

ALEX KEMPNER Inc., Hollywood talent agency, has moved to new offices at 8611 Sunset Blvd.

Gardner Names Menser To Head Chicago Branch

C. L. MENSER has resigned as program manager of NBC-Chicago effective March 1, to open and become manager of a Chicago office for the Gardner Adv. Agency of New York and St. Louis. In addition to assuming full charge of the Gardner Chicago office, Mr. Menser will produce *The Inside Story*, sponsored by Ralston Purina, when it starts March 14 on 65 NBC-Blue stations. The address of the Chicago office has not been determined. Mr. Menser joined the production staff of NBC-New York in 1929. In 1930 he brought the *Victor* series to the air, the first program to present standard stage plays and to feature stage stars. In Chicago, he was responsible for the debut of *Vic & Sade*. On Jan. 1, 1939, Mr. Menser succeeded Sid Strotz, now acting manager of NBC-Chicago, as program manager. Mr. Menser holds degrees from Heidelberg and Michigan U. His successor at NBC-Chicago has not been named.



Mr. Menser

KRAFT-PHENIX CHEESE Corp., recently opened its new office building along the lake front in Chicago's Loop. Founded in 1904 by James L. Kraft, president, on a total capital of $60, Kraft-Phenix has been a consistent radio advertiser, and recently signed Bing Crosby to a 10-year contract.

AN $85,000 advertising campaign during 1939 has been planned by the Government of British Columbia to attract visitors attending the San Francisco Exposition. Agency is Stewart McIntosh Ltd., Vancouver.

T-W RADIO PRODUCTIONS, new New York firm, has announced the release of a new radio series, *White Banners*, adapted from the book and the motion picture of the same name. The script is being offered for $2,500 a week, to be heard five times weekly for 26 weeks.

ALLEN, HEATON & McDONALD Inc. is the new name of the former Douglass Allen & Leland Davis Inc., Cincinnati agency, with offices in the Enquirer Bldg.

SANFORD BARNETT, J. Walter Thompson Co. Hollywood writer and Roberta Black, United Air stewardess, are to be married March 10 in Salt Lake City.

JOHN BLACK, of J. M. Mathes Inc., New York agency, on March 6 will address the New York Advertising Club on "Television—The New Ad Medium".

KENNETH RING, formerly of the George H. Hartman Co., Chicago, has joined the radio department of John H. Dunham Co., Chicago.



FUN FOR HOUSEWIVES...

If you want to know what *your* wife does between 10:30 and 11 each morning, she's probably listening to ED EAST'S "HOUSE PARTY" on WHN...a sales-producing showmanship program by Ed East of "Sisters of the Skillet" fame, replete with popular recordings, swingy piano-playing, chatter, give-aways, and so on...Wire or call us NOW about a participating sponsorship.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania You *MUST* Use

WFBG

Altoona • Pa.

Spadea Quits, Cartwright Takes Petry Detroit Post

WILLIAM H. CARTWRIGHT, for the last four months a member of the Chicago sales staff of Edward Petry & Co., has been appointed manager of the firm's Detroit office, succeeding Joseph Spadea who resigned to start his own station representative organization.



Mr. Cartwright

E. C. Wyatt, formerly commercial manager of KITE, Kansas City, has been named to the Chicago staff of the Petry company effective March 1 to replace Mr. Cartwright. Before joining Edward Petry & Co., Cartwright was Chicago manager of William G. Rambeau Co. He began his radio career in 1929 when he joined the McJunkin Adv. Co., Chicago, as research director and assistant director of radio. In 1931 he was named time buyer of the McJunkin agency, which position he held until 1933 when he joined the Rambeau organization.

NBC Executives on Tour

LENOX R. LOHR, NBC president, and Alfred H. Morton, vice-president in charge of NBC managed and operated stations, will meet in San Francisco March 2. Mr. Lohr, who left New York Feb. 26 and the following day stopped over in Chicago to address a meeting of department heads of the Commonwealth Edison Co., will proceed to Los Angeles for a week and then to Tucson, Ariz., where he will join his son for a mid-winter vacation, returning to New York about March 20. Morton, who is making his semi-annual visit to the network's M & O stations, began by speaking on "A Decade of Broadcasting" before the Cleveland Advertising Club on Feb. 15, spent the week of the 20th in Hollywood, and planned to be in San Francisco the following week, then continuing to Denver, Chicago and Pittsburgh, returning to New York late in March.

Quaker Spots in Canada

QUAKER OATS Co. Peterborough, Ont. (Quaker Flour) started February 13 a series of daily spot announcements, on CFCY, Charlottetown, P. E. I.; CHNS, Halifax; CJCB, Sydney, N. S.; CFNB, Fredericton, N. B.; CKCW, Moncton, N. B.; CJKL, Kirkland Lake, Ont.; CKX, Brandon, Man.; CKBI, Prince Albert, Sask.; CJRM, Regina; CFQC, Saskatoon, Sask.; CFCN, Calgary; CFRN, Edmonton; CFGP, Grande Prairie, Alberta; CKOV, Kelowna, B. C.; CJAT, Trail, B. C. Lord & Thomas, Toronto, placed the account.

PENDING removal of its equipment to the site of its new transmitter four miles east of Elgin, Ill., WGN, Chicago, has received authority from the FCC to use the old WENR-WLS transmitter at Downers Grove, Ill., from March 3 to April 1.

WALTER P. BURN, head of the research organization bearing his name and of the Burn-Smith station representative firm, is confined with a broken ankle.

WSPR, Springfield. Mass., has appointed George P. Hollingbery Co. as its representative, effective March 1.

An Agency Sponsors

ROWLAND BROILES Adv. Agency, Fort Worth, has taken a year's contract of Sunday quarter-hours over KGKO, Fort Worth, for a 2:30 p. m. program titled *Rowland Broiles — the Ad Man*, featuring transcribed music with talks about the Broiles Agency and facilities.

THE Department of Fisheries of the Canadian Government, Ottawa, started on Feb. 20 a Monday, Wednesday and Friday afternoon 15-minute musical show on the 34 stations of the CBC national network. The program originates at CBL, Toronto, the first commercial national network daylight live talent show to originate in Canada. Commercial announcements for the six Quebec stations will be keyed by CBF, Montreal. Campaign is for six weeks to March 31, placed by E. W. Reynolds & Co., Toronto.

Aurora Booking

AURORA LABORATORIES, Chicago (Clear-Again cold tablets), on Feb. 20 started George Fisher's *Hollywood Whispers* twice weekly quarter-hour show on the Don Lee Network and KFBK, Sacramento. On the same date twice daily minute spot announcements were begun on WBZ-WBZA, Boston; WLS and WGN, Chicago, and five weekly participations in *Make Believe Ballroom* on WCFL, Chicago. For the present, the firm has discontinued *Stella Unger* on its MBS network in the East. Erwin, Wasey & Co., Chicago, has the account.

Kerr Joins, Simonds Quits IRS

ALLAN KERR, well known in the station representation field, has joined the New York sales staff of International Radio Sales, Hearst-owned representative organization, effective Feb. 27. Lincoln Simonds resigned from IRS on the same date. Kerr was for several years associated with Free & Peters and has recently been with William G. Rambeau.

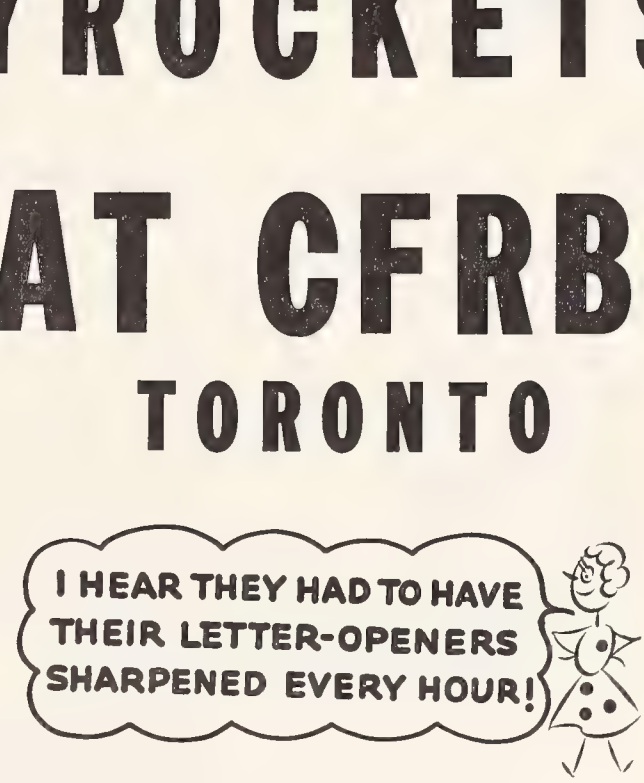
NEWSPAPER CHAIN WPAY HALF-OWNER

THAT WPAY, Portsmouth, O., is now 50% owned by the Brush-Moore Newspapers, publishers of a chain of Ohio dailies, including the *Portsmouth Times*, was disclosed in February with the issuance of its regular license renewal. The other 50% owner is Chester A. Thompson, Cleveland real estate and insurance man. The Brush-Moore Newspapers are understood to have purchased their interest from J. E. Henry of Detroit, and Mr. Thompson from M. F. Rubin of Cleveland.

The Brush-Moore Newspapers in March, 1938, acquired WHBC, Canton, O., for $21,000, after a 4 to 3 FCC decision which was regarded as a test of the Commission's attitude toward newspaper ownership [BROADCASTING, April 1, 1938]. In addition to the *Portsmouth Times*, the chain owns the *Canton Repository*, *Steubenville Herald-Star*, *Marion Star*, *East Liverpool Review*, *Salem News* and *Salisbury* (Md.) *Times*.

MAIL SKYROCKETS AT CFRB! TORONTO





For over a month now the clerical staff at CFRB, Toronto, Ontario, has been taxed to the utmost. The reason? — a new audience participation program which is attracting phenomenal attention throughout CFRB's extensive coverage!

With absolutely no advance publicity, this half hour novelty program swept CFRB listeners off their feet from its very first broadcast! In response to the inaugural program 5,366 bona fide replies poured in from 344 centres, including many enthusiastic U. S. communities!

A deluge of 10,401 replies greeted the second program! Despite the fact that during the 3rd program the prize money, capable of accumulating from week to week, was all disbursed, in rolled 9,509 replies! Every week hits a new high . . . 17,681! . . . 22,919! (the latest returns!). No one can predict the limit! This tremendous, gratifying response to an unpretentious program proves beyond the shadow of a doubt that CFRB IS ONTARIO'S MOST POPULAR RADIO STATION!

Naturally such a successful program did not go long unsponsored. After the initial broadcast CFRB's lines were humming constantly with spirited bidding from prominent potential sponsors. As a result this program is now advertising a world-famous product! Merely another shrewd advertiser who knows that CFRB's inestimable audience goodwill can and will put dollars in his treasury! Write for complete details concerning the coverage of the most popular station in Canada's richest province—CFRB, Toronto, Ontario!

CFRB TORONTO

THE KEY TO ONTARIO SALES!

Advertising Representatives in U. S. A.
JOSEPH HERSHEY McGILLVRA

New York ● Chicago ● San Francisco
Los Angeles ● Atlanta

Worcester History

WITH QUESTIONS covering everything from ancient history to contemporary politics to test general knowledge of listeners, *Who, What & Why* has started on WTAG, Worcester, Mass. After each question, music is played to suggest the answer. Final question on the program is to be answered by listeners and mailed to studio, with the best answer read on the following week's program.

the key CJBR to the Lower ST. LAWRENCE

14, 207 LETTERS

Program	No.	Letters
RIDDLE BOX	8	5280
REQUEST	225	8412
REGIONAL NEWS	5	515

Typical examples of CJBR listener response

CJBR
RIMOUSKI, QUEBEC
Affiliated with CBC
U. S. Representative:
JOSEPH HERSHEY McGILLVRA
1,000 Watts Full Time

Purely PROGRAMS

FIRST of a series of programs described as "democracy propaganda" was inaugurated Feb. 12 on WMCA, New York, and was transmitted via W2XQP, WMCA's new shortwave station, to South America and Europe. Entitled *America Marches On*, this first group in the series, heard in 13-week cycles, dramatizes the infiltration of foreign doctrines in the United States. Originating on KFWB, Hollywood, the programs were heard on WMCA by special transcription from the coast. The second group in the series will be called *Salute to America*, and the third in the series now in production at WMCA, will be called *Persecution Must End* and will be presented in cooperation with various refugee groups.

* * *

A Theme a Day

CAMPBELL Feed & Fuel Co., Longview and Kelso, Wash., believing it is appealing to a limited audience by presenting hillbilly music daily, recently worked out a series of varied shows, to run seven days a week, with a different theme each day, over KWLK, Longview. One program features the week's five top tunes, selected by the listeners of the station's request programs. Another offers the melodies of Victor Herbert. Another local news items, and so on. Each program is in direct contrast to the one presented the previous day.

* * *

Test of Poetic Drama

TO EXPLORE the entertainment possibilities of poetic drama on the air, WQXR, New York, is presenting a new half-hour weekly program entitled *Poetic Justice*, with Emile Beliveau directing a group of professional actors in a series of poetic plays by noted poets.

Southwest Perspective

KGKO, Fort Worth, recently started its new *Texas Viewpoints* series with an informal ad lib dinner table discussion by Stanley W. Foran, Dallas advertising agency executive; F. A. Briggs, editor of *Farm & Ranch* magazine; John Erhard, assistant U. S. district attorney; J. B. Critz, general manager of the Dallas Chamber of Commerce, and Jack Keasler, KGKO merchandising manager. The program originates one evening weekly from the Dallas Athletic Club through KGKO's Dallas studios. Mr. Foran continues as moderator, with guests changing weekly.

* * *

Pedagogs on Parade

NEW QUIZ feature, *Oh Teacher!*, open to all grade school, high school, college and university students, is heard weekly on KPO, San Francisco, under sponsorship of Rough-Rider Mfg. Co. The weekly contests are built around the best queries submitted by students, with teachers meeting the question barrage. Students win prizes for questions that stump the teachers, who in turn are awarded bright red apples. Gene Clark, NBC interviewer, presides at the Friday afternoon shows.

* * *

Land of Liberty

IN TEMPO with the times, WSM, Nashville, has inaugurated a series titled *Our America*, featuring a 12-minute dramatization subtitled *Proudly We Hail* in which little known patriots and patriotic deeds from the dim past are given fresh radio enactment. Through its parent company, National Life & Accident Insurance Co., WSM offers any student or teacher a booklet containing the Constitution in its original form, and also in printed form.



NOVEL is the *International Host* program sponsored on WQAM, Miami, by Whittemore Bros. Corp., Cambridge, Mass., (shoe polish). A microphone is set up in customs at the Pan American Airways terminal in Miami and plane arrivals are interviewed. Here are Norman MacKay, WQAM director; D. M. Holsenbeck, Southern district manager for Whittemore; Leslie Harris, program conductor, and M. E. Wilson, Whittemore manager for Florida. Celebrities in large quantities are caught by the WQAM microphone.

Alexander's Arbiters

A. L. ALEXANDER, conductor of the *Good-Will Court* program which was heard on MBS from 1935 to 1937, has started a new hour program on WHN, New York, which presents authentic social and economic problems sent in by persons of the radio audience for discussion before a board of arbiters. Entitled *A. L. Alexander's Arbitration*, the weekly program features for its arbiters a group of men and women, prominent in public life, who judge each case on its merits as both sides of the argument are presented by the actual people involved.

* * *

Pedal Pedagogy

CLASS in bicycle operation and bicycling rules is conducted by police officer Tom Wheat, of the Cincinnati police department, on *Bicycle Court*, broadcast weekly from the City Hall on WSAI, Cincinnati. The *Court* is held in conjunction with the city's recently extended drive to minimize traffic accidents, with city officials setting up rules governing the operation of bicycles in and about Cincinnati.

* * *

People in the News

GEORGE HICKS, well-known NBC announcer and commentator, is featured in the new *Names Make News* program of word pictures of personalities in the news on WEAF, New York, three evening quarter-hours weekly. Program is sponsored by Morris Plan Industrial Bank of New York, placed through Gotham Adv. Co., New York.

* * *

Double Talk

WBNX, New York, has started a new weekly quiz program, *It's on the Tip of My Tongue*, broadcast in Yiddish and English, with Abe Lyman acting as "the Yiddish inquisitor".

* * *

Students vs. Faculty

MOUNT HOLYOKE College during the winter term is presenting a weekly unrehearsed collegiate quiz series between faculty and students on WSPR, Springfield, Mass.

for agency, radio advertiser and station executives . . . .

FOOD-DRUG-COSMETIC REPORTS

Affiliated with Telecommunications Publishing Company, Incorporated

A specialized, confidential, weekly Washington news letter devoted to government activity and trends in the food, drug, cosmetic and related fields.

A clear, concise, accurate, prompt news (and news behind the news) coverage of government regulation based on the all-important Wheeler-Lea and Food and Drug Acts.

Send for Sample Copy

FOOD-DRUG-COSMETIC REPORTS Wallace Werble, Editor

958 National Press Bldg.
WASHINGTON, D. C.
Phone Metropolitan 0606

NAME_____

FIRM_____ TITLE_____

CITY_____ STATE_____

A Building Moves

UNUSUAL was the recent broadcast by WRVA, Richmond, of an eye-witness inch-by-inch account of the moving of the big Aluminum Bldg., which houses the city's department of public works, to its new location more than a block away. The building, moved intact, was set down safe and sound without even a minor accident. The broadcast included descriptive accounts by Ira Avery, WRVA special events announcer, and interviews with Mrs. Mattie E. Row and her daughter, Eleanor, supervisors of the project and heads of what is believed to be the only heavy-moving firm managed by women.

Patriotic Programs

A PATRIOTIC disc series *America Marches On* started recently on WMCA, New York, presented in cooperation with KFWB, Warner Brothers station in Hollywood, where the programs are produced in cooperation with screen artists. The series is a documentary record of the work of foreign agents in the United States. It is the first of a group of democracy programs planned by WMCA. In preparation is *Persecution Must End*, with racial groups saluting their adopted country.

* * *

Hot Music Quiz

WELL LARDED with recorded swing, a new musical quiz feature of WNBC, New Britain, Conn., brings together New Britain and Hartford jitterbugs in a question-answer competition on musical questions. Bugs from other surrounding cities also are expected to compete during the series.

* * *

Chance for Composers

A BOARD of experts scrutinizes works of amateur composers submitted for the *Song Search* program of CKWX, Vancouver, B. C. If a song appears to have hit possibilities, it is published and recorded.



CROWDS swarm around the man-in-the-street in Columbus when WHKC broadcasts on behalf of local Chevrolet dealers five noons a week, all because a loudspeaker carries the voices 150 feet in all directions. First use of the speaker tied up traffic. As one phase of the merchandising, each dealer has salesmen make 10 phone calls a day, using the program as a hook.

* * *

Slaughter Session

MURDER and mayhem are featured on *Horror Hits the Airwaves*, Sunday night home-talent dramatic show on CKGB, Timmins, Ont. The quarter-hour drama for adults, produced by The CKGB Craftsmen, local artist group, under direction of Sturdee Jarvis, presents radio adaptations of tales from Edgar Allan Poe and other writers. After starting as a sustaining series, the plays now are sponsored by a local furrier.

* * *

Sunday With the Ladies

SPONSORED by a local laundry is *Women Make News*, a new Sunday supplement to *For Women Only*, weekday feature on WFEA, Manchester, N. H., dealing with unusual news of the day featuring women's activities. A local furrier sponsors the weekday program, which has been running a year.

* * *

Thill's Thrill

TO CARRY the maiden speech in Congress of Rep. Lewis D. Thill (R-Wis.), speaking on "National Defense", WTMJ, Milwaukee, recorded the address and broadcast it shortly afterward.

News From the Air

CKCL, Toronto, has started a daily except Sunday *Newspaper of the Air*, each morning, 7:45-8:45. The program includes all items of a newspaper, with world-wide news supplied by Transradio, local news by the station's own reporters, and editorials by prominent people under a policy adopted by the station's owners, sporting news, and women's news. Al Leary, CKCL manager and sportscaster, is managing editor, and Maurice Rapkin, program director, has developed good music which will signify the "turning of the pages" to different topics. The different sections of the paper will be broadcast at the same time each day, so that listeners can tune into whatever section of the paper interests them most at regular time. Portable recording equipment is being obtained to enable the station's reporters to interview prominent persons visiting Toronto, and the interview will be broadcast.

* * *

Bygone Highlights

PRESENTED as though the commentator were addressing a radio audience a half-century ago, *Headlines of the Past*, new series on WBT, Charlotte, flashes bulletins on Theodore Roosevelt's appointment to the Civil Service Commission by President Harrison, construction progress of the Eiffel Tower and such. Weird sound effects introducing the show are produced with a bass drum and Chinese gong combination. Script is written by Dottie Conne, and Ron LeRoy handles production.

* * *

All About the Arts

QUESTIONS and answers on painting, sculpture and the other arts form the basis for a new serious-minded and educational quiz program on WNYC, New York municipal station, to be broadcast weekly under the auspices of the Brooklyn Museum.

* * *

Manhattan Gadabout

WHN, New York, is running a new series of programs called *We Cover New York* featuring interviews by Dick Fishell with celebrities gathered at late evening spots all over the city.

In One Ear and Out the Other?

•

No, sir—in one ear and out the MOUTH into another ear, and so on by geometric progression.

THAT'S how your advertising message gathers momentum over WSPD, because the listeners in our territory know and respect the honesty of Northwestern Ohio's leading radio station.

And how many ears are involved? Well, over a million people are CONSTANT fans of WSPD programs. Each tells his neighbor about your product.

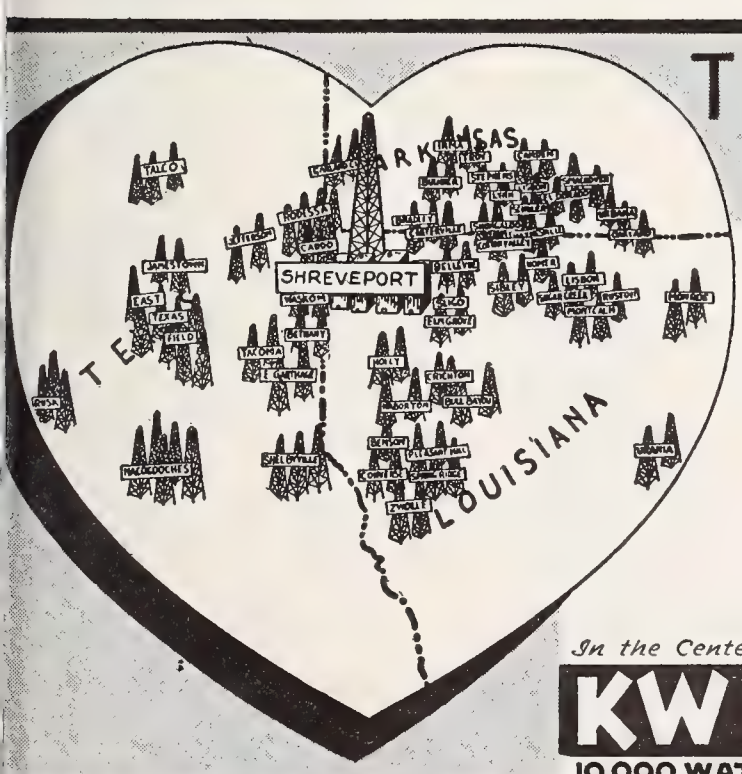
•

WSPD

5000 watts day
1000 watts night

Toledo, O.

National Representatives
JOHN BLAIR & CO.
New York Chicago Detroit
Los Angeles



There's plenty of OIL in our Sales Story

If you notice a lot of oil in our sales story it's because the area served by KWKH and KTBS is the world's greatest oil and gas area, producing 20% of this country's total; because most of the 1,500,000 persons living in this region find that oil provides them a mighty prosperous living; because since the discovery of these fields the Shreveport area never has known a recession.

Isn't That Reason Enough?

In the Center of the World's Greatest Oil and Gas Area

KWKH 10,000 WATTS CBS

REPRESENTED BY THE GRAHAM CO.

KTBS 1,000 WATTS NBC

SHREVEPORT • LA •

Just Twins

MORE than 100 pairs of twins attended Loew's State Theatre in Syracuse Feb. 14 as guests of WFBL, the Netherland Dairy, and the theatre. A radio team, The Netherland Twins, used on each broadcast, served as host and hostess, dressed in Dutch costumes. The twin idea was suggested by the company trade mark, a little Dutch boy and girl. The theatre party marked the 100th broadcast by the Netherland Dairy over WFBL and prizes were awarded to the oldest and youngest pairs present, 57 years and 2 years of age, respectively. The account is placed by the Flack Adv. Agency, Syracuse, and handled by Frank Harrington, account executive.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Radio and Film Review

UNUSUAL stunt of offering simultaneously a radio and film preview of the current Warner Brothers' picture, *Wings of the Navy,* was the feature of Kate Smith's program on Feb. 2, sponsored by General Foods Corp. George Brent, star of the moving picture, was heard in excerpts from the film by a studio audience, composed of film and radio critics, and aviation officials, who were afterward taken to a preview showing of the picture at a New York theatre. The world's premiere of the picture which was made at the U. S. Naval Air Training Station, Pensacola, Florida, was broadcast the following day on WCOA of that city, and four other Southern stations.

* * *

Thugs With Manners

STORIES of "respectable" people who, unwittingly or for personal gain, become lawbreakers are carried in the new half-hour dramatic series, *Don't Cheat Uncle Sam,* on KTBS, Shreveport. The program calls attention to the fact that these "polite" criminals, with their educational and social advantages, are often worse than slum-reared public enemies. The series is written by Ellen Lee Brashear and produced by Edward Murphey.

* * *

Making the Radio Grade

HINTS on how to plan a radio career, by Ed East, are featured on a new daily program on WHN, New York, in addition to interviews with production men, script writers and radio executives on *How to Get on the Radio.*

HIS *Valentine!*

500% Increased Candy Sale!

The Tower Grill is Tulsa's fashionable eating place. A year ago Valentine Candy was a small item. This year, however, the Tower Grill used 10 fifty word daytime announcements over KVOO.



M. R. DUBIN, Prop.
Tower Grill, Tulsa

The increase was 500%! The Tower Grill sold hundreds of pounds of Valentine Candy, in fact, SOLD COMPLETELY OUT! KVOO is doing the job for everybody!

You can bet that the TOWER GRILL and KVOO are Sweethearts now!

KVOO

TULSA OIL CAPITAL OF THE WORLD

25,000 WATTS

BOTH N.B.C. NETWORKS

EDWARD PETRY AND COMPANY
National Representatives

Books Dramatized

DRAMATIZATIONS of newly-published books will be broadcast on the first Friday of each month by the *Campbell Playhouse,* heard on CBS from 9 to 10 each Friday evening sponsored by Campbell Soup Co., Camden. Books will be selected by a jury headed by Orson Welles, star of the series, who will interview the author on the air following the dramatization. Familiar books and plays will be presented on the other Fridays as in the past. Series is placed through Ward Wheelock Co., Philadelphia.

* * *

Quickie Quiz

NEW type of audience participation program during which members of the studio audience are asked to identify localities throughout the world from a brief description is now being heard twice weekly on NBC-Red. Ben Grauer, m.c., describes the place selected to a contestant who receives $2 if he guesses the spot correctly within eight seconds. Listeners are invited to send in descriptions of places to the program, entitled *Name the Place.* Three dollars is paid for those used on the air.

* * *

El Paso Pioneer

LIVES of the city's pioneers are dramatized on the new *Builders of El Paso* series of KTSM, El Paso, sponsored by Peyton Packing Co. A touch of realism is added by using an old church bell, the first to be rung in the city, on the program. Demands for copies of the script have been so great that the sponsor is mimeographing them for free distribution. Research and dramatization is by Conrey Bryson.

* * *

Uncle Sam on Guard

BEGINNING March 1, WHN, New York, will broadcast a weekly half-hour series, *The Eyes of the Eagle,* based on activities of the law enforcement agencies of the Federal Government. Designed, written and produced by the WPA radio department, the series is planned to inform the public of the protection afforded by the various Government agencies.

* * *

Mama Goes Gadding

DESIGNED to give voice to America's wives on their night out, WBBM, Chicago, has started a Thursday evening half-hour series called *Wife's Night Out.* Aired from the local Home Arts Guild, the show features Tommy Bartlett in interviews and quiz fests with the wives. WBBM guest stars are also featured.

* * *

A Book a Week

TANTALIZING is the word for the *Book Theatre* on MBS each Sunday afternoon. Mabel Cobb, who picks a new book each week and condenses it into a 15-minute show which she casts and produces, leads the listener right up to the climax of the story and then stops, forcing him to buy the book to find out how it all turns out.

* * *

Peeper at Talent

AL DAVIS, announcer of KGVO, Missoula, handles thrice weekly *The Old Eavesdropper,* in which gossip about radio programs and personalities, both local and national, is bandied about. Listeners are invited to submit their questions about programs and personalities heard on the station.

Neophytic Newsmen

CLASS in news gathering, with items picked up by school kids, who during the class present the accounts before a dummy mike, is conducted by Brian Shellon, manager of CJKL, Kirkland Lake, at the local school Friday afternoons. News is edited, rewritten and prepared for a half-hour commentary. The class prepares students for work on coming regular Saturday morning newscasts.

* * *

Five Big Minutes

PACKED INTO the five-minute daily show, *Maytime Salute,* sponsored on WKY, Oklahoma City, by May Bros., are a salute of the day to an Oklahoma citizen, an original theme written by WKY Manager Gale Grubb, a music memory contest, a song-title guessing game and rapid-fire commercial chatter between Sol May and announcer.

* * *

Radio Home in Cleveland

TWICE weekly WGAR, Cleveland, broadcasts from "Radio's Model Home", being constructed in downtown Cleveland by the Low Cost Home Demonstration Assn. Broadcasts thus far have followed construction of the house, featuring local architects, builders and FHA officials answering the questions of listeners in regard to home building and financing.

* * *

Dramas of the Road

DEDICATED to the Oklahoma State Highway Patrol, from whose files material for the dramatizations are taken, *Tales of the Highway* is being sponsored on WKY, Oklahoma City, by Mistletoe Express Co. Capt. S. P. Smith, assistant chief of the Patrol is master of ceremonies of the series.

* * *

Collectors Items

ANTIQUES and curios are the theme of the new afternoon quarter-hour, *The Old Curiosity Shop,* on WFAA, Dallas. Written by Cecil Hale, WFAA continuity editor, the program dramatizes adventure stories built around curios in the shop of an old collector.

* * *

Horticulture Delineated

GARDENING tips are offered on *Poole's Garden Guide,* sponsored on KVI, Tacoma, by Poole Seed Co., Tacoma, three times a week. A woman garden authority gives advice and interviews local and visiting gardeners. Programs are remoted from garden shows.

* * *

Job Finder

WISCONSIN Unemployment Service is cooperating with WOMT, Manitowoc, in presenting the new *I Want Work* series, started Feb. 24 under sponsorshop of a local department store.

LOCAL SPONSORS!

Use Radio's Greatest Salesman

SMILIN' ED McCONNELL

NEW SERIES
HYMN TIME



Now 78 Transcribed Programs Supplied by

PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

FCC Revives Utility Concept of Radio

Counsel Upset Present Status of Industry In Court Briefs

WHAT may be a turning point in radio jurisprudence, vitally affecting future FCC grants of new stations, is raised in a half-dozen pleadings filed by the FCC's new youthful legal battery of William J. Dempsey and William C. Koplovitz, general counsel and assistant general counsel respectively, with the U. S. Court of Appeals for the District of Columbia.

In a series of motions and briefs filed with the court during the last fortnight, the FCC counsel have projected issues going to the very roots of competition in radio, which eventually may limit profits of stations and reopen the public utility common carrier concept under which the rate regulation theory has been advanced, despite the specific Communications Act provision against it.

Five Main Theories

The basic contentions of the Dempsey-Koplovitz team, in the series of court petitions, are:

1. That a station cannot appeal from a new station grant on the ground that it would suffer economic injury through loss of advertising even though the financial damage may be substantial, because such damage would be "without injury" and therefore not actionable.

2. That the FCC under the law is not required to issue findings of fact in *granting* new facilities but must issue findings in *denials*.

3. That a station cannot appeal to the courts alleging interference from a new station grant if the interference occurs outside its normally protected contour.

4. That an applicant for new or additional facilities has no appealable interest if the Commission grants the same facilities to another, until such time as the Commission renders its decision in the applicant's case.

5. That a station has no appeal from a new station grant on the grounds that it will suffer loss of listening audience, talent or program material, this all being construed as "damage without injury."

The series of sensational contentions by the FCC has Washington's radio legal fraternity astir. Counter-petitions filed by appellants in the cases sharply attacked these contentions as wholly without basis and as flying in the face of established precedent, both in the Court of Appeals in other radio cases and in the Supreme Court of the United States in cases involving analogous issues.

The private practitioners were emphatic in challenging the contentions that economic effect upon existing stations cannot be considered, arguing there is no question whatever that Congress intended these issues should be taken into account. Moreover, they described as fanciful and illusory the claim that the Commission was not required to issue findings in station grants, pointing out that aggrieved stations would have no basis upon which to take appeals. In this instance also citations of numerous previous court cases were made.

In provoking these issues, it appears a certainty that whatever the action of the appellate court, the questions ultimately will go to the nation's highest tribunal for decision. It has been indicated that the FCC will seek final adjudication should the appellate court turn against it. Because of the fundamental importance of the issues, it appears just as obvious that industry litigants will likewise seek final adjudication should the Commission be sustained in any of its contentions.

Arguments Listed

First arguments before the appellate court are scheduled March 7, in two of the cases. These involve the appeal of KTSM, El Paso, from an FCC decision authorizing a new station in that city in which the economic factor is raised, and three appeals from the FCC decision granting WMEX, Boston, a high-power regional assignment in that city in lieu of its present local assignment. In the latter cases the economic issue is raised by WAAB and WCOP, while the interference issue and curtailment of service question is advanced by WLAC, Nashville, assigned to an adjacent high-power regional frequency.

On the same day the court also is scheduled to hear arguments on the appeal of CBS from the FCC decision denying its application for lease of KSFO, San Francisco. This case embraces only the issue of the contractual provision, under which the present licensee could recapture the KSFO license under certain specified conditions.

On the economic issue, the underlying theory of the FCC appears to be that broadcasting is a private rather than a public business and that competition is free and open when such matters as advertising, audience, talent and the like are concerned. Presumably it takes the position that only the transmitter is licensed and that the "survival of the fittest" precept must obtain insofar as competition is concerned.

The alternative, judging from the Commission's pleadings, is that Government protects industry against competition only when it is in the utility or common carrier classification, where it is in a position to regulate rates and in effect limit profits. Thus, the Commission viewpoint appears to be that so long as broadcasting is a private industry it must be prepared to face competition. Conversely, if it seeks economic protection through limitation of competition, it must be prepared to accept the corollary public utility concept and consequent possible limitation of profits and rate regulation. This theory unquestionably will become the chief argument in the imminent juridical clash.

A Possible Change

The fact that the law itself specifically classifies broadcasting as a non-public utility, of course, will have an important bearing, though it appears the FCC, or at least its present majority, might foster new legislation to alter that proviso.

Running through the pleadings in the current cases is the Dempsey-Koplovitz assertion that the Commission is in accord with the view that if the effect of granting a new license would be to defeat the ability of the holder of an outstanding license to carry on in the public interest, the application for the new station should be denied unless there are "overweening" reasons of a public nature for granting it. There is an even stronger case where neither licensee will be financially able to render adequate service, it is added.

It is asserted, however, that if the Commission should make an error of judgment in granting a new facility which would result in such destructive competition, the existing station or stations still would have no appealable interest and the court still would not be able to assume jurisdiction. This would be true irrespective of the merits of the case, it was held.

In supporting the contention that recognition of an appealable interest because of economic injury resulting from competition is fallacious, FCC counsel held that if

(*Continued on page 63*)

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

FU MANCHU
Is Now
AVAILABLE
for
Sponsorship!

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

.....*in Canada*

CALGARY CFAC in the Province of Alberta delivers 65% of the Calgary audience.

EDMONTON CJCA in the Province of Alberta delivers 70% of the Edmonton audience.

LETHBRIDGE CJOC in the Province of Alberta delivers 86% of the Lethbridge audience.

REGINA CKCK in the Province of Saskatchewan delivers 82.7% of the Regina audience.

TRAIL CJAT the "Voice of the Kootenays" is located in British Columbia in the midst of a rich fruit farming district.

• *Canadian Representatives: All-Canada Radio Facilities, Toronto—Montreal — Winnipeg — Calgary — Vancouver. U. S. Representatives: Weed & Co., New York — Detroit—Chicago—San Francisco.*

Board of Judges Named For WLW Scholarships

THREE nationally-known agricultural experts will act as judges in the WLW Practical Training Scholarships competition, completed several weeks ago, for students in land grant institutions, George C. Biggar, rural program director of the Cincinnati station, announced recently.

Judges will be Wallace B. Kadderly, chief of radio, U. S. Dept. of Agriculture; Carl Menzer, director of WSUI, Iowa City, and president of the National Assn. of Educational Broadcasters, and John J. Lacey, director of information of the American Farm Bureau Federation. Winners, to be announced June 1, get six months of training in radio at WLW, with $500 for living expenses.

Red NBC Blue

WCSC

1000 watts at 1360 kc.

Work



THE INAUGURATION of the Governor of South Carolina carried as a public service feature of WCSC.

A Radio Station alive to its public responsibility is a good bet as an advertising medium.

For Radio In CHARLESTON, S. C. It's WCSC

Radio AND Education

OPENING discussion panel of the 10th Institute for Education by Radio to be held at Ohio State U May 1-3 will be directed by the NAB, with President Neville Miller presiding. Educators and broadcasters will be featured, and among the guests invited to participate are FCC Chairman McNinch, NBC Vice-President John Royal and H. V. Kaltenborn. Broadcasters are being urged to send recordings of their educational programs before March 15 to provide "a comprehensive picture of the individual station's as well as the industry's contributions to educational broadcasting."

NEW RADIO broadcasting course, designed to acquaint educators with the techniques of preparing and broadcasting educational programs, is scheduled for the first term of the 1939 summer session at the University of Kentucky, Lexington. The course, offering three credits, will be directed by Elmer G. Sulzer, director of the University radio studios, with cooperation of WHAS, Louisville, and members of the WHAS staff, who will actively participate in the instruction.

PRIZEWINNERS in the first annual Wayne University Broadcasting Guild script-writing contest, recently announced by Garnet Garrison, Guild director, include Ralph Nottingham, who won first prize of $25 in the undergraduate division for his script, "The Quick and the Dead"; Earl Gormaine, $10 second prize for "Mr. Smith and the Infinite"; Robert Deisley, first prize in the graduate division for "A Story of Tycko Brahe," and Morris Weiss, second prize for "With Kid Gloves." Judges selected from the staffs of Detroit radio stations, included Eric Howlett, production director of WJR; Geraldine Elliott, WJR education director; Charles Livingston, WXYZ dramatics director, and Myron Golden, WWJ education director. The scripts are to be broadcast on regular Guild programs.

WELLS (Ted) CHURCH, radio director of the Republican National Committee, has been appointed to the staff of Catholic University, Washington, to teach radio broadcasting and dramatics. His two classes are devoted to production and direction of radio plays and developing announcers and commentators through a study of the use of radio in public life and a generalized picture of the American radio industry.

WKZO, Kalamazoo, Mich., has begun a new program series for children, including daily school recitals, a chorus of 150 voices, a children's orchestra, and a weekly stage broadcast under direction of an educator with 14 years experience as teacher and superintendent of schools. The school recitals are scheduled daily at 4:30 from the children's clubrooms.

TO GIVE teachers a chance to engage in a summer of fulltime radio work, State College of Washington, Pullman, will start a new radio workshop under Director A. A. Cleveland. Aiding him will be M. Reid White, production director of KWSC, Pullman; Prof. Harry F. Lickey, engineering instructor; and Maynard Hicks, instructor in script writing and station organization.

WILL, Illinois U., Urbana, aired a total of 1,723 editorials from Illinois newspapers in 1938 during its *Illinois Editorial Review*, a weekly news program featuring Art Wildhagen. Papers represented included 18 dailies and 40 weeklies. The program has started its third year on the air.

A SERIES of special farm programs explaining the organization and operation of the Agricultural Adjustment Administration is heard on WLW in conjunction with the station's rural education program. In addition, *Everybody's Farm*, weekly WLW full-hour farm broadcast, each Saturday will devote a portion of its program to news of the AAA.

A SERIES of youth guidance programs, featuring Dr. Guy Stanton Ford, president of the U. of Minnesota, and other notable northwest educators, is being aired weekly over KSTP, St. Paul. The series is *Tangled Lives*, staged jointly by the station, the Minnesota Congress of Parents and Teachers, and the Minnesota division of the National Youth Administration. The station is transcribing each program, and offering them to other Minnesota outlets through NYA.

CLASSES in Radio Writing and Advanced Radio Dramatics of the U. of California Extension Division, Los Angeles, are getting practical knowledge by presenting original skits on KECA, that city. Classes are conducted by Andrew C. Love, NBC Hollywood continuity editor, who on March 15 will add an advance course in radio continuity.

THE CBC, in conjunction with the Canadian Association for Adult Education, is encouraging the formation of Listening Groups to discuss and study radio programs. A course for leaders of Listening Groups is to be started this season. A number of friends, fellow employes in a company, neighbors in the country are to constitute themselves into groups, the number of each not to be over 30.

SECOND semester of the *Nation's School of the Air* from WLW on MBS began Feb. 27 and will continue until April 28, including 81 sessions for a total of 22 hours and 30 minutes.

KSO, Des Moines, and the *Des Moines Register & Tribune* are cooperating with local high schools in promoting interest among students in current events through a twice-weekly news quiz series. Microphones are installed in four local high school and student teams are quizzed on news stories of the week. Names and pictures of participants are published in the paper, and prizes will be awarded at the close of the series March 21.

KSEI, Pocatello, on Feb. 1 opened new studios on the campus of the University of Idaho. Programs are directed by John C. Snidecor of the faculty and produced by students.

PROBABLY for the first time in the history of radio, high school students traveled from New York to Washington for the specific purpose of broadcasting from the nation's Capital when on Feb. 25 eight students participating in *Youth Meets Government*, third in a series of NBC programs presented by the Brooklyn Institute of Arts and Sciences, were taken to Washington to discuss the chosen topic *Relief—More or Less*, with Howard Hunter, Deputy Administrator of the WPA, and Senator Wiley of Wisconsin.

CLASSROOM GUIDE PUBLISHED BY NAB

TO FOSTER educational broadcasting, NAB has published a new pamphlet titled "How to Use Radio in the Classroom," prepared by a committee of teachers and radio educators in association with Ohio State University.

To be distributed nationally, the booklet is expected to be of primary value to educators in adapting broadcasts for classroom use. How radio can be worked into the curriculum; selection of school broadcasts and their preparation; equipping classrooms for listening; the part teachers may play in planning educational broadcasts and how teachers may learn more about radio in education, are covered.

The pamphlet carries introductions by Dr. John W. Studebaker, U. S. Commissioner of Education, NAB President Neville Miller, and Prof. Norman Woelfel, of Ohio State, under whose general supervision it was produced.

Facsimile at Colleges

W. G. H. FINCH, president of the Finch Telecommunications Laboratories, New York, has completed arrangements with several universities for installation of 25 to 50 facsimile sets for use by students of electrical engineering. Universities which have requested the sets and are located within 50 to 75 miles of the stations equipped to send Finch facsimile broadcasts will start using the new method as soon as their orders for sets can be filled.

Facsimile in Cleveland

FACSIMILE'S utility as an educational medium was scheduled for demonstration during the week of Feb. 27-March 4 in connection with the convention of the American Assn. of School Administrators in Cleveland. Scanning apparatus was installed in the Board of Education Bldg. and material was to be sent to various high schools. Both RCA and Finch apparatus are being used for the Cleveland educational demonstrations. Facilities of WBOE (500 watts on 41500 kc.), one of the two noncommercial high-frequency educational stations, were utilized.

BECAUSE youths sometimes are late for school when they listen to Sam Agnew's sandlot sports program at 8:35 a. m. on WKRC, Cincinnati, radios have been installed in high school recreation rooms.

WBAL means business in Baltimore

WCBS

The Salesway to Central Illinois.

NATIONAL REPS. SEARS AND AYER CHICAGO NEW YORK

SPRINGFIELD ILLINOIS

ASSOCIATED WITH THE ILLINOIS STATE JOURNAL

ILLINOIS 2nd MARKET

Networks Promote School Convention

Present 24 Special Programs From Cleveland Session

THE three major networks are cooperating with the country's educators by staging 24 special broadcasts in connection with the 69th annual convention of the American Association of School Administrators, which opened in Cleveland Feb. 25 and continues to March 2. Programs brought the highlights of the convention to listeners throughout the land and enabled the broadcasters to demonstrate to the educators the latest developments in the use of radio as an educational medium.

CBS broadcast seven programs —a "schoolteacher" period of the *Americans at Work* series, broadcast from the convention hall; a *People's Platform* broadcast from Cleveland with "Propaganda and Education" as its subject and educators and editors as its guest-talkers; a demonstration broadcast of the *American School of the Air;* an address by Dr. John A. Sexson, A.A.S.A. president; an *Adventures of Science* broadcast with a group of scientists at the convention participating, and a summary of the convention by Lyman Bryson, chairman of the CBS adult education board.

Mutual Schedule

Mutual's eight broadcasts included a preview of convention exhibits, *Tools of Learning;* two special sessions of *The Nation's School of the Air;* a talk on "Educational Policy in the Making" by A. J. Stoddard, superintendent of schools, Denver; a dramatized story of safety education in Cleveland; a panel discussion on crime by Austin H. MacCormick, New York City Commissioner of Correction; William E. Grady, associate superintendent of New York schools; Mayor Harold E. Burton of Cleveland and J. A. Johnston, warden of Alcatraz Prison; an address on the "Purposes of Education" by Harry Elmer Barnes, and a program by the Detroit Schoolmen's Chorus.

Beginning with the reading of Washington's Farewell Address by Walter Hampden, noted actor, on the *Our American Schools* broadcast on Feb. 22, NBC presented nine programs, including: A preview of the convention by Dr. Sexson; an interview with Superintendent William B. Jack of Portland, Me., by Florence Hale, editor of *Grade Teacher;* a concert by the Ohio State University Orchestra, using instruments made of animal bones, test-tubes, etc.; addresses by Hon. Harold L. Ickes, Secretary of the Interior; Jan Masaryk, son of the first president of Czechoslovakia; Dr. Frank Cody, superintendent of schools in Detroit, and Dr. Benjamin Graham, newly elected president of the A.A.S.A., and a special broadcast of *America's Town Meeting of the Air* on the subject "Are the Schools Doing Their Job?"

NBC was represented at the convention by Judith Waller, educational director in Chicago, and Dr. James Rowland Angell, Dr. Franklin Dunham and Walter G. Preston of the network's New York educational staff. Four CBS New York officials attended: Douglas Coulter, assistant director of broadcasts; Sterling Fisher, director of talks and education; his assistant, Leon Levine, and Earle McGill, who directed the *School of the Air* demonstration.

Mutual was represented by Joseph Ries of WLW, producer of the *Nation's School of the Air,* and Neil Collins, of WHK, Cleveland, through whose facilities the MBS broadcasts from the convention were fed to the rest of the network.

Utility Concept

(*Continued from page 61*)

Congress had intended to provide for such an appeal it would have given every existing licensee the right to appeal from every decision of the Commission granting a license for a new station. It made this contention on the ground that every existing station competes to some degree with every other station for advertising revenue, particularly for national spot. It even goes beyond that, holding that other advertising media, including newspapers, magazines, outdoor advertising and farm journals would have the right to intervene, since they likewise would suffer from such "unlawful invasion".

Damage Without Injury

"It is submitted," said the Commission in one of the pleadings, "that the court should hold that no person, whether he be a licensee of an existing radiobroadcast station located in the same city, or in some other city, or whether he be engaged in some other form of advertising, suffers any legal injury from competition which results from the establishment of a new radiobroadcast station, even though the establishment of such station may cause such person substantial financial damage.

"The Commission submits that financial loss resulting from competition between broadcast stations is *damnum absque injuria* [damage without injury] and no right of appeal can be asserted because such financial loss may be the result of an order of the Commission granting a construction permit or a license for a new station."

The attorneys held that whether or not the Commission makes findings when it grants an application is entirely a matter of administrative discretion in the fulfillment of a statutory duty. Such findings, it said, may be as complete or as meager as the regulatory agency may choose.

Cases in which the FCC filed briefs, motions and petitions, aside from the WMEX and KTSM appeals, involved WKBB, Dubuque, Ia., which recently won a victory in the court in its appeal from the FCC grant of a new station to the *Dubuque Telegraph-Herald,* on economic grounds, and the appeals of WOKO, Albany, Adirondack Broadcasting Co. and Tri-City Broadcasting Co. from the FCC decision granting the application of the Troy Broadcasting Co. for a new daytime 1 kw. station in Troy, N. Y.

SURVEY of the number of radio-equipped tractors in Illinois, Indiana, Wisconsin and Michigan is being conducted by the promotion department of WLS, Chicago.

Committee Investigating Quasi-Judicial Methods In Government Offices

APPOINTMENT of a committee to study practices of quasi-judicial Federal agencies and recommend improvements in procedure was announced Feb. 23 by Attorney General Murphy at the behest of President Roosevelt.

Need for "procedural reform in the field of administrative law" was emphasized by the Attorney General in pointing out that this has become apparent in attempts to uphold the validity of decisions by these agencies, which in addition to the FCC include SEC, Federal Trade Commission, ICC, Federal Power Commission and Bituminous Coal Commission.

Tying directly into the current splurge of the FCC Law Department in connection with appealable cases to the U. S. Court of Appeals for the District of Columbia, it was stated at the Department that the main problem to be studied is the extent to which decisions of administrative agencies are reviewable by the courts. The FCC, in a number of cases now pending, challenges the right of applicants in various phases of broadcasting to seek court review of FCC decisions.

Adding interest to this study is the fact that Chief Justice D. Lawrence Groner, of the Court of Appeals for the District of Columbia, which sits just over the FCC, is a member of the committee.

HENDRIK WILLEM VAN LOON, author, artist and commentator on everything and anything, is back on NBC with a Sunday afternoon series titled *Deliberate Reflections.*

WBRE AGAIN!

The business conditions map appearing in the February issue of NATION'S BUSINESS, official publication of the U. S. Chamber of Commerce, shows the Wilkes-Barre area ahead of the same period a year ago — business was good then, too!

Any way you figure it WBRE is the most popular station among *Retailers,* and serves the most people in the market which is "white spotted" on the map from NATION'S BUSINESS.

To do your Best selling job efficiently and economically, your list must include . . .

WBRE

NBC Red and Blue

WILKES-BARRE, PA.

WILKES-BARRE *in the heart of the Anthracite* PENNSYLVANIA



A new man has joined the Weed parade . . . and a man of letters is he! Experience proves that he, like the other progressive *Selling Letters* in the markets we represent, produces

Results That Count!

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

Regionals Tell of Labor Costs

(*Continued from page 20*)

stock in the holding company was held by Don Lee himself until his death in 1934, Mr. Weiss said, and now it is held by his estate, with Thomas Lee, president of the System, as sole legatee.

Don Lee Broadcasting System itself owns and operates three stations—KFRC, San Francisco, KHJ, Los Angeles, and KGB, San Diego—he said, while the Don Lee estate also owns KDB, Santa Barbara.

Individual Stations Allowed Wide Discretion

Discussing the contracts between Don Lee network and its affiliates, Mr. Weiss said there were no penalty provisions, pointing out that individual stations are allowed wide discretion in determining their own versions of "public interest". He cited an instance in which an affiliate did not carry a particular network commercial over a period of a week in favor of broadcasting, under local sponsorship, a softball tournament played in that city. Explaining the exclusivity provisions, he pointed out that while NBC and CBS sold "power" on the Pacific Coast, Don Lee sells "concentrated coverage in the individual markets", and that Don Lee feels that after developing an audience for a station through network programs, it should have the opportunity to place commercial time on these stations.

Describing Don Lee's contract with Pacific Broadcasting Co. as the basis of Don Lee's Northwest expansion, he said it provided 16-hour daily program service by Don Lee, along with a 15% commission on net revenue from business placed on the Oregon and Washington stations if the net revenue exceeds the cost of wire lines to Pacific Broadcasting Co.

Questioned on the network's program policies, Mr. Weiss described how "rich Mr. Lee, lavish in the use of talent on programs on his stations", set out from the start to build up an audience with high class programs. He commented that when he first joined the Lee organization in 1930, Mr. Lee "had no conception" of the commercial possibilities of radio and was working on the belief that when the time for commercial return arrived, he would be prepared with a big audience for commercial programs.

Tells of Various Quotas For Staff Musicians

He pointed out that while KHJ had a staff musician quota of $84,000 a year at present, KFI-KECA, the NBC station in Los Angeles, had a quota of only about $35,000. In San Francisco, he continued, KFRC had an annual quota of $54,000 for staff musicians, while KSFO, the CBS station, had only about $20,000. On Don Lee's four owned and operated stations he estimated there were about 182 full-time employes and 797 casual employes, accounting for an aggregate wage of $538,000 in 1938.

Don Lee contracts for all lines used by itself and by MBS in California, Mr. Weiss said, while Pacific Broadcasting Co. contracts for lines used in serving the Oregon and Washington stations. Line charges for the 28-station network amount to about $18,000 per month, he said, about half of which goes for service within California.

Don Lee maintains no artists bureau, Mr. Weiss said, adding that the Thomas Lee Artists Bureau, which he described as "unprofitable", was dissolved about six months ago.

He estimated that of the network programs originated by three of the Don Lee owned and operated stations, KHJ originated 50%, KFRC 40%, and KGB 10%, most of which had to do with Army and Navy activities.

Believes Nets Should Own Originating Stations

Cross-examined by Mr. Funkhouser, Mr. Weiss declared that neither Don Lee nor its stockholders held any community of interest in other organizations such as agencies or representative firms. He explained that while Don Lee Inc., Cadillac and LaSalle agency also controlled by the Don Lee interests, bought time, it paid cash and there was no cross crediting on the organizations' books. He added that as Don Lee Inc. paid cash for its radio time, Don Lee Broadcasting System also paid cash to it for building rental.

On further questioning, he said that network employes received "customary trade discounts" on repair work and purchase of automobiles as employes. He also explained that Don Lee Inc. paid only about 50% of card rates for its broadcasting, which was done on a "floating" spot schedule—purchasing unused spots, subject to recapture, which otherwise would not be used, and which are available on the same basis to other advertisers as well as Don Lee Inc.

He declared it "quite essential" that a network own stations, particularly at originating points, adding that although it would be possible to originate and release programs without owning stations "I don't think it could be done as efficiently or economically".

Stating that the arbitrary demands of union organizations constitute "a very substantial drain" on station and network operations, particularly because they "freeze" the flexibility of operation, Mr. Weiss said the great problem of "mounting demands" of unions and other "semi-parasitical services" was the fear that rising costs, which could be reflected only in the rate card, might "drive advertisers to other media".

As Mr. Weiss produced no documented figures on revenue and expense, Mr. Funkhouser requested profit and loss and balance sheets, to be produced at a later date, for Don Lee from 1934 through 1938, along with rate cards and specific program analyses.

Mr. Weiss pointed out that during the week of Oct. 1-7, 1938, which he said approximated the average for the nine months excluding the summer season, Don Lee's affiliated stations carried an average of 10.6% network commercial hours, of which only about one-fifth to one-sixth represented MBS accounts; 48.8% network sustaining hours, 21.8% local commercial hours, and 18.8% local sustaining hours.



SLIDE-RULE in hand, E. C. Page, of Page & Davis, Washington consulting engineers, testified on Don Lee coverage and duplication at the FCC Network Inquiry on Feb. 23.

Coverage Picture Shown by Mr. Page

Stating that he was "very strong for the preservation of the identity of individual networks as to their positions in their respective fields," he said regional networks provided a valuable "protective umbrella" under which everyone from listeners to individual affiliated stations benefited.

To present the Don Lee duplica-

Summary of Concluding Days of MBS Hearing . . .

OPENING the final stages of the MBS presentation Feb. 14, W. E. Macfarlane, president of MBS, director of WGN Inc., and business manager of the *Chicago Tribune*, was called to the stand briefly by Louis G. Caldwell, MBS counsel. Mr. Macfarlane, declaring that MBS is and shall remain a "mutual" organization, explained exhibits outlining "other interests" of officers and directors of the Chicago Tribune Co., along with a similar list for the officers and directors of WGN Inc.

Declaring that WGN lost $12,000 in 1938, Mr. Macfarlane estimated that the Tribune Co. had an investment of $1,297,000 in its radio properties, including the purchase price of WGN and the assets of two other stations subsequently acquired.

Listing the advantages of WGN's network affiliation with MBS, he included the freedom of the station to broadcast network programs "what and when it pleases", with "our more desirable time not blocked off", as he said was not the case with stations affiliated with the other networks, a higher proportional return to the station on the advertising dollar, and geographically diversified programs.

Executive Setup At WGN Is Reviewed

The officers of the Tribune Co., as outlined by Mr. Macfarlane, with their "other businesses", included Joseph M. Patterson, chairman board of directors, first vice-president and secretary, president of News Syndicate Inc., a Tribune Co. subsidiary, publisher of *New York News*, and chairman of the board, first vice-president and secretary of WGN Inc., licensee of WGN, Chicago; Robert R. McCormick, president and treasurer of both the Tribune Co. and WGN Inc.; E. S. Beck, second vice-president, assistant editor-in-chief of the *Chicago Tribune*; W. E. Macfarlane, assistant secretary, president of MBS and second vice-president and director of WGN Inc., and D. M. Deininger, auditor and controller for both the Tribune Co. and WGN Inc.

Officers of WGN Inc., according to Mr. Macfarlane, included Mr. Patterson, chairman of the board, first vice-president and secretary; Mr. McCormick, president and treasurer; Mr. Macfarlane, second vice-president and director; E. M. Antrim, assistant secretary, assistant business manager of the *Chicago Tribune* and treasurer and executive secretary of MBS, and Mr. Deininger, auditor and controller.

Coverage Data for MBS Affiliates Revealed

Directors of WGN Inc. he listed as Mr. Patterson; Mr. McCormick; Mrs. Eleanor Patterson, publisher of the *Washington* (D. C.) *Times-Herald* and director of the Tribune Co.; Mr. Macfarlane; H. D. Lloyd, of Little Compton, R. I., a retired physician, member of the State Senate and director of the Tribune Co., and Mrs. Albert G. Simms, of Albuquerque, N. M., president of Rockford Consolidated Newspapers Inc. and director of the Tribune Co. He explained that the vacancy on the board of directors resulting from the death of Alfred Cowles, Chicago lawyer, had not been filled.

George C. Davis, of the consulting engineer firm, Page & Davis, followed Mr. Macfarlane for MBS. Questioned on direct examination by Frank D. Scott, WOR-MBS counsel, with FCC General Counsel William J. Dempsey handling cross-examination, Mr. Davis presented engineering data on MBS duplication, explaining that his compilations represented a study of MBS facilities in relation to all other stations in the United States.

Exhibits Show Little Duplication for MBS

His 39-page exhibit presented a series of maps and supplementary tables picturing comparative day and night primary and secondary service duplication for MBS stations, along with coverage data on independent stations that are potential network affiliates.

Analyzing coverage of the MBS basic network, he pointed out that 98.5% of the listeners receiving service from basic stations receive service from one station only, leaving only 1.5% duplication of population in the basic network, computed on the stations' day ½-millivolt coverage. A similar breakdown for supplementary MBS facilities showed duplicated population ranging from 8% to 12%, depending on the combination of optional facilities. For the entire network, duplication ranged from 15% to 20%, depending on combination of

(*Continued on page 67*)

on and coverage picture, Mr. ohnes called E. C. Page, of Page Davis, consulting engineers, who xplained coverage data for the on Lee facilities, supplementing greater detail the general pic- ire presented by Mr. Davis dur- ig his appearance for MBS.

In his testimony, which extended ito Feb. 23, when hearings re- med after Washington's birth- ay, Mr. Page diagnosed coverages or the 29 stations served by Don ee, computing populations served ithin the ½-millivolt and 2 milli- olt daytime contours and the in- erference-free nighttime areas. [e pointed out that since there are o clear-channel stations on the on Lee network, it was not neces- ary to deal with nighttime sec- ndary areas in discussing poten- ial service and duplication.

Within the ½-millivolt daytime ontours of the Don Lee stations n the state, 92.1% of persons erved in California receive their ervice from one station only, he stimated, while 98.3% of persons eceiving 2 millivolt daytime serv- ce in the State receive unduplicated service. He estimated that ,672,100, or 97% of persons re- eiving interference-free service at ight in California receive such ervice from only one Don Lee sta- ion.

No Oregon Duplication; Little in Washington

For the five stations serving Oregon he said there was no dupli- cation on either the ½ or 2 milli- volt contours, or in the night inter- ference-free areas. Within the ½-millivolt daytime contours of Don Lee's Washington stations, he indicated that 91.3% of the per- sons served receive unduplicated service, 99.3% within the 2 milli- volt day contours, and 98.5% of those receiving interference-free service at night.

Summarizing, Mr. Page said that 92.6% of the persons served re- ceive unduplicated Don Lee service within the ½-millivolt daytime contours in the three States, 98.5% within the 2 millivolt daytime con- tours, and 97.6% within the inter- ference-free service limits.

Cross-examined briefly by Mr. Funkhouser, Mr. Page outlined the method and sources used in com- puting the Don Lee coverage data, explaining that his findings applied only to electrical duplication from a "purely engineering standpoint" rather than to program duplication as such, and that his data covered the "maximum duplication", as- suming that all stations simultane- ously carried the same network program.

John Shepard 3d Tells Of Yankee and Colonial

Prefacing the Feb. 23 appear- ance of John Shepard 3d, president of Yankee and Colonial networks, Paul D. P. Spearman, counsel, ex- plained that because the two net- works are "the equivalent of one" it was requested that the two be considered simultaneously in the inquiry. Mr. Shepard pointed out also that although Yankee and Co- lonial were "legally" two networks, they both used the same telephone lines on a definite time-sharing basis, one operating part of the time and the other the remainder, and that they did not operate as two distinctly separate networks because these lines could not be duplicated economically.

Mr. Shepard spoke briefly of the corporate organization of the ra- dio holdings of The Yankee Net- work Inc. Tracing the genesis of the "active" Shepard radio hold- ings, Mr. Shepard said that The Yankee Network Inc. owns four regular broadcast stations— WNAC and WAAB, Boston; WICC, Bridgeport, Conn., and WEAN, Providence, R. I., and nine high-frequency and relay stations; that it is 100% owned by the Winter Street Corp., de- scribed as "merely a holding company", which also owns The Yankee Network News Service Inc., and which in turn is owned by John Shepard Jr., his father. The Colonial Network Inc., organized Aug. 5, 1936, is owned one-half by himself and one-half by Robert F. Shepard, his brother, Mr. Shepard said.

Additions and improvements credited by Yankee Network from Feb. 2, 1930 to Dec. 31, 1938, ex- clusive of stock assets acquired, amounted to $618,181.48, he said. Explaining an estimated balance sheet for Yankee, as of Dec. 31, 1938, he said total assets amounted to $768,935.45, including $245,- 670.53 in current assets and $505,- 419.76 in permanent assets, such as real property, after depreciation. Among liabilities he listed $119,- 335.02 in accounts payable and ac- crued expenses, and $600,560.58 in capital and surplus.

Analyzing the disposition of in- come of Yankee since Feb. 2, 1930, Mr. Shepard listed a total net profit, after deducting Federal taxes and including depreciation, of $1,538,036.48, disposed as to net working funds, $50,224.73; permanent assets, $773,040.90; dividends paid, $136,600, and goodwill of WAAB charged off, $100,000.

Yankee News Service A Separate Corporation

With profits for Yankee Net- work Inc. aggregating $1,051,- 460.64 since 1930, including an estimated profit of $138,125.00 for 1938, Mr. Shepard said that in- dividual profits were shown by three of the four owned and oper- ated stations in 1937, amounting to $111,093.57 for WNAC, $28,308.28

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
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for WEAN, $24,468.92 for WICC, with a profit for the chain of $48,743.47 for the year and a loss of $23,588.93 for WAAB.

Since its organization in 1936 the Colonial Network has made a total profit of $46,486.07, he said, including $599.64 in the 18 weeks ending Jan. 31, 1937, $8,931.62 in the 48 weeks ending Dec. 31, 1937, and $36,954.81 estimated for 1938. Total Colonial assets amounted to $75,726.44 as of Dec. 31, 1938, he added.

In response to questioning on the Yankee News Service setup by Commissioner Walker, Mr. Shepard said that in 1938 the news service paid out $52,000 for its INS service, $41,726 in salaries for reporters and news processors, predominantly in Boston, Providence and Bridgeport, and $17,165 for supplementary telephone, telegraph and other checking services. Mr. Spearman explained that the news service was set up as a separate organization primarily to escape tying up the whole system in case of legal trouble resulting from some item in the news broadcasts. Yankee has a five-year contract with INS for exclusive broadcasting rights on INS news service, and has permission to feed this news to all affiliated stations on the network, Mr. Shepard added.

Queried by Mr. Funkhouser on cross-examination, carried on concurrently as the exhibits were introduced, Mr. Shepard said he thought that using two names for the same network, as is substantially the case with Yankee and Colonial, was "no detriment to the public", but that use of the two names was definitely an aid in selling the advertiser, since in buying one or the other networks he would know definitely what coverage he was getting.



CLIENT and counsel, being John Shepard 3rd (left), president of Yankee Network, and Paul D. P. Spearman, former FCC general counsel, discussing the FCC Network Inquiry.

Discussing the contracts between stations and Yankee and Colonial, Mr. Shepard said the network pays them 30% of their gross card rate, with the network shouldering wire charges, except for WTIC, which gets 40% of its card rate, and WTAG, which gets the customary 30% on all time except the 7:30-8 p. m. period, for which it gets 40%.

Analyzing the return to stations and the network, he explained that of the gross dollar, with 30% going to the station, 20 to 25% for time discounts, 15% for agency commissions, and another 10% for sales commissions, the network has a final share of about 32%, from which it pays wire costs, overhead, and the expense of sustaining programs on the network. In the final analysis the station gets about 50% of the net revenue, he estimated.

Many Staff Orchestras Inferior, He Asserts

Concluding his testimony Feb. 24, Mr. Shepard analyzed a series of exhibits dealing with commercial and sustaining programs on the network during a typical week, outlining also the network's policies in regard to both commercial and sustaining features.

Asked by Mr. Funkhouser about the closed-shop agreement with AFM, Mr. Shepard said the union contract was executed because "we had a sword hanging over our heads" through a threatened strike. He pointed out that if it were not for the agreement, the network would not be spending the "approximately 5½%" of net revenue for full-time staff musicians on its four owned and operated stations. At the time the contract started, none of the four stations maintained a full-time staff orchestra, he said.

Pointing out that the quality of local staff orchestras generally is not as high as better known transcription orchestras, Mr. Shepard said he did not think listeners suffered from inferior program service since the staff orchestras are available to the station for only a short time each day, so "there is still plenty of time" for presenting high-quality music through transcriptions if necessary.

Outlining the Yankee Network Weather Service setup, Mr. Shepard said the network has installed a $44,000 shortwave station atop Mt. Washington, along with a $10,000 penthouse studio in Boston. Expenses run about $10,000 a year for the Mt. Washington station and more than $11,000 for the Boston studio, he estimated.

The weather information is carried on the network as a sustaining service, he said, with four daily reports from Mt. Washington and others from Harvard University's Blue Hill meteorological observatory, U. S. Weather Bureau reports, and supplementary reports from various local communities gathered by telephone shortly before the regular weathercasts.

Telephone Line Cost Was $111,411 Last Year

Yankee paid $111,411 for telephone lines in 1938, Mr. Shepard said in discussing the line system used by Yankee and Colonial networks. Included in this amount was "about $20,000" paid for special wire services by stations and advertisers, he said.

In a lengthy discussion of sustaining programs, Mr. Shepard outlined in detail features originated for and carried on the Yankee and Colonial hookups, which he described as "not just the ordinary sustaining programs, but features of special interest to the New England public," including educational and religious discussions, sports events, interviews with well-known personalities, and special news coverage of disasters such as the 1938 New England hurricane.

Cross-examined by Mr. Funkhouser, Mr. Shepard outlined the relationship between the various organizations in the Shepard holdings, explaining that there were no connections in any other business outside of radio, such as agency or representative firms.

YANKEE PICKUPS
Via Ultra-high and Vermont Facilities Sought

SEEKING coverage in New England areas where network service is not now economically feasible because of high line charges with disproportionate revenue returns, Yankee Network plans to ask the FCC to allow the rebroadcasting of network programs, including commercial features "with their high-quality talent", via its new Mt. Asnebumskit frequency-modulated transmitter, John Shepard 3d told the FCC network inquiry committee Feb. 23 [BROADCASTING, Feb. 1].

Mr. Shepard explained that in addition to extended service resulting from the direct broadcasts from the Mt. Asnebumskit transmitter, which he said would be operating by April, further extension could be obtained by rebroadcasting over Vermont stations through a receiving antenna setup serving them in lieu of telephone lines. Network commercial programs carried by both the frequency modulated ultra-shortwave station and the rebroadcasting stations would be carried on a sustaining basis, with no revenue resulting for either station, he commented, although the next step, after the system had proved its efficient operation, would be to ask permission to carry the commercial programs for revenue.

The relay transmitter, in Boston, supplementing the Mt. Asnebumskit station, located near Paxton, Mass., will be completed and tested "within about three weeks", he said. The rebroadcasting idea may be extended to other stations on the network, supplanting the present "expensive" use of telephone lines in several instances, according to Mr. Shepard.

Reynolds Bill Proposes School Radio Systems

AS PART of his bill (S-594) to establish nautical academies for the training of youth in each State, Senator Reynolds (D-N.C.) proposes that each school have its own radio station for intercommunication and that four of the stations be "available as a coastal radio network for defensive purposes if needed as a screen against foreign radio penetration and propaganda in times of war or national emergency."

Broadcasts to ships and their passengers, officers and crews at sea, Senator Reynolds proposes, shall include "programs of a moral, educational and religious nature" and seagoing craft of all kinds would be encouraged by the Maritime Commission to install short wave receivers to get these programs, which would start and end with the national anthem. Government messages would be handled without cost, the proposed "Maritime Radio Service" to be available for delivery of messages to American embassies and consulates abroad.

Montana Libel Bill

A BILL relieving broadcast stations of responsibility for libel and slander uttered over their facilities by speakers on public questions, has passed both Houses of the Montana Legislature and is before Gov. Roy E. Ayres for signature. The bill (S. 1657) is similar in some respects to a measure pending before the Washington State Legislature.



JUST around the corner from the new N.A.B. Headquarters on K Street, In the center of busy Washington.

Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER
Connecticut Avenue at L Street
WASHINGTON, D. C.
R. L. POLLIO, Manager

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that

CHNS
HALIFAX . NOVA SCOTIA
Can do the job in its own city better than any other radio station located elsewhere.

"Hello, Ray Stricker" (Ruthrauff & Ryan, Inc.)

Did You say **MARKET ?**



Yep, Vermont's O.K. Got 359,000 population. BUT . . . did you know that WMBD alone covers the "PEORIAREA" that has 605,646 population? And the second richest county in the U. S. in value of Cereal Crops!

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS wmbd

WMBD PEORIA
MEMBER CBS NETWORK

Concluding Days of MBS Hearing

(*Continued from page 64*)

optional facilities, while for the entire network, excluding stations claimed by NBC or CBS, it dropped to 3.5% to 4%.

Similar computations of the daytime 2 millivolt coverage indicated only ¼ of 1% duplication for the basic stations, from 3.3% to 6.9% for combinations of supplementary facilities, 8.7% to 10.7% for the entire network, and 1.25% for the entire network, exclusive of stations claimed by NBC or CBS.

Maps Show Contours Of WGN and WOR

Mr. Davis' figures on nighttime primary coverage of the basic network indicated only 0.36% duplication, from 3.5% to 5.3% for supplementary facilities, from 7.3% to 7.6% for the entire network, and 1.5%, minus stations claimed by NBC or CBS. He explained that there were no instances of duplication in the 10 millivolt areas, either day or night, of stations on the network.

Illustrating the night primary coverage of 196 independent stations in cities having no full-time or share-time MBS outlet, Mr. Davis pointed out that by including locals, time-sharing and specified-hour stations, only about 12,700,000 potential interference-free population could be acquired by MBS by extending affiliation to all stations not now affiliated with some national network.

He also presented a tabulation showing the number of stations in the various cities, their classifications, and the stations on the major networks for each city having a 1930 census population above 50,000. He continued by listing 70 cities of 50,000 or more population in which MBS has no outlet and in which no independent full-time outlet is available, along with a further breakdown showing MBS part-time facilities.

He concluded his presentation with a series of maps showing comparative contours of WGN and WOR in relation to WLW operating at both 50 and 500 kw., and a supplementary picture of the duplication situation with various combinations of Texas State Network stations.

Bamberger Ownership Outlined by Mr. McCosker

Alfred J. McCosker, president of Bamberger Broadcasting Service Inc., licensee of WOR, and chairman of the board of MBS, concluded the MBS case with a brief appearance Feb. 15. Outlining his 16 years in radio, from his first association with WOR in 1923, along with an account of his earlier experience in the newspaper, public relations and theatre fields, he declared that his business interests since then have been confined "entirely to the broadcasting business".

Under direct examination by Mr. Scott, Mr. McCosker presented a list of the officers, directors and stockholders of Bamberger Broadcasting Service, L. Bamberger & Co., and R. H. Macy & Co., the parent organization. As officers of Bamberger Broadcasting Service he listed, in addition to himself as president, Theodore C. Streibert, vice-president and general manager of WOR; Frank Braucher, vice-president (in charge of sales); Hector Suyker, treasurer, and J. R. Poppele, secretary and WOR chief engineer. The board of directors, he said, included these five officers, William J. Wells, president of L. Bamberger & Co., and Richard Weil Jr., vice-president and secretary of L. Bamberger & Co. With each of the seven board members holding one share of stock in Bamberger Broadcasting Service, L. Bamberger & Co. owns the remaining 1,993 shares, he explained, adding that R. H. Macy & Co., the parent organization, in turn holds 499,989 of the 500,000 shares of L. Bamberger & Co. With more than 12,000 stockholders in R. H. Macy & Co., he explained further that no one person, firm, or corporation holds as much as 10% of the 1,657,554 shares of common stock outstanding except Percy S. Straus, Macy president, who holds 191,705 shares or 11.5%.

He explained that he was "completely in accord" with Mr. Macfarlane's comments on MBS operation, and queried on cross-examination by S. King Funkhouser, recently appointed FCC special counsel, he reiterated the advantages, from the standpoint of public interest and station benefits, of the MBS network plan.

Favors Term Limitation On Network Contracts

Terming the present exclusive and restrictive contract situation an "insuperable obstacle . . . and unfair competition to us, judged by MBS's inability to overcome it", Mr. McCosker declared that if competition is to exist between the networks, "something must be done about such unfair contracts".

He recommended a term limitation of one or two years, rather than the present five, on exclusive contracts as a solution to the problem. Declaring that 99% of MBS contracts are non-exclusive, he explained that the only exclusive contract, on a bilateral basis with Don Lee, was "no longer necessary" so far as the network was concerned, and it would not object to operating on a 100% non-exclusive basis.

Continuing, he listed as other remedies a greater effort, both on the part of stations and networks, to live up to the Commission's expectations of good service; modification of network options on best listening times; improving programs, and hence extending public service, by giving the stations a greater share of the network dollar, thus giving the station more money to produce better programs.

Answering queries by Commissioner Paul A. Walker and Mr. Funkhouser, Mr. McCosker said that although it was "a good idea" to make "events of transcendent national importance", such as a Presidential address, available simultaneously on all networks, it would probably be less desirable to make individual outstanding educational programs, such as *Nation's School of the Air*, available to all networks, since this might work to discourage development of other programs which in time could rival or even surpass the present features.

"TOPS"

IN INNER CALIFORNIA

THE

McCLATCHY STATIONS

KFBK Sacramento — KWG Stockton — KMJ Fresno

KERN Bakersfield

Represented By

Paul H. Raymer Company



HERE'S THE PROFITS FROM FIELD 7, LEM!

What with fertile soil, favorable climate and modern farming, our hayseeds have just about everything they need for making big money—as easy as it's made anywhere else today! And they've also an important instinct for spending it! In fact, retail purchases of Red River Valley people come to $343,900,000, annually!

WDAY, by itself, delivers the whole Valley in one audience, at one nominal cost. Write for all the facts, today!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

The Truth Will Out!

• More national business all the time shows how the word is getting around! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showmanly foreign-language programs of . . . . .

WGES

In The Heart of Chicago

AFRA Organizes West Coast; Disc Firms Next on the List

Many New Members Claimed by Hollywood Chapter As Mrs. Holt Directs Unionization Drive

By DAVID GLICKMAN

ORGANIZATION of West Coast regional networks and local radio stations by American Federation of Radio Artists got under way Feb. 21 following a mass meeting the night before of Los Angeles Chapter members in Hollywood, at which Mrs. Emily Holt, executive national secretary, outlined new drive for extension of unionization.

Mrs. Holt said the organizational drive to set scales and working conditions would encompass 11 Western States. Exact demands to be made on regional networks and local stations, she said, will depend upon a coordination of Hollywood and San Francisco problems. Contracts with transcription firms will be the next objective, she stated.

At press time, negotiations with KNX, the CBS Hollywood station, covering writers, announcers, sound effects engineers and directors, were nearing the signing point. With that station signed, attention was to be centered on KFI-KECA, the NBC Red and Blue network affiliates and KHJ, owned and operated by Don Lee network, all in Los Angeles, and then extend to independents in Southern California.

Many New Members

Mrs. Holt urged the Los Angeles chapter to give the regional and local programs the same support which AFRA was guaranteed by Equity, Screen Actors Guild and American Guild of Musical Artists, and to that end, she said, the radio union will extend its influence to every broadcasting city.

Laurence Beilenson, attorney for SAG and AFRA, warned Los Angeles chapter members to use discretion in employing power granted them by transcontinental contracts. Mass meetings of Los Angeles chapter, over which Carlton KaDell, president, presided, gave Mrs. Holt a rising vote of thanks for her AFRC activity in securing network and commercial contracts.

Since the AFRA agreement with agencies and networks went into effect, dozens of Hollywood film and radio players are said to have joined the union. AFRA had 35 team captains assigned to check 24 transcontinental shows originating from Hollywood during the first week following inauguration of the code. Talent not already signed applied for membership before going on their respective programs.

Screen Actors Guild guest talent on the CBS *Hollywood Guild* program, sponsored by Gulf Oil Corp. who donate services both for rehearsals and performance, is no exception, it was stated. Gulf Oil Corp. contributes $10,000 weekly to Motion Picture Relief Fund, and although AFRA recognizes full worthiness of the cause involved, Los Angeles chapter executives stated that regulations of the radio artists organization demands that all performers appearing on transcontinental broadcasts be members. It was declared that no exceptions could be made, even though the show was a benefit and presented by SAG, which has been one of the chief supporters of AFRA since the latter organization's inception.

Paul Taylor's Chorus of 16 voices has been dropped from NBC Kraft Music Hall, sponsored Kraft Phenix Cheese Corp. to keep program within budget requirements, according to J. Walter Thompson Co., Hollywood executives. Contract put in force by AFRA is said to have forced the agency to eliminate this musical feature. It was stated that the agency would eliminate all choral groups from its network shows. Taylor's Chorus in all probability will continue on *Gilmore Circus*, sponsored by Gilmore Oil Co. on NBC-Pacific Red network, since AFRA's scale for transcontinental shows differs from those for coast network release.

Feb. Program Rankings

ACCORDING to the current program ratings issued by C. E. Hooper Inc., New York, the two top-ranking programs as of February, 1939, are the *Chase and Sanborn Hour* and the *Jell-O* program, both leaders for the same month last year. In third and fourth place are the *Kraft Music Hall* and the *Lux Radio Theatre*, also in similar positions as in 1938, while the *Grape Nuts* program, fifth last year, gave way to *Fibber McGee & Molly* for February, 1939. Also revealed by the Hooper Radio Report was the fact that "network competition" is currently making itself felt in the case of *The O'Neills*, a daytime leader which since October has been sharing time with another network program, *Her Honor, Nancy James*. Other periods of broadcast time which have been affected by the advent of new programs are: Phil Baker on Saturday, 9-9:30 p. m.; *Hollywood Guild* program on Sunday, 7:30-8 p. m.; and the Kellogg Co.'s *The Circle* on Sunday, 10-10:30 p. m.

CHALLENGING previous spot sales records, KRBC, Abilene, Tex., reports its contract with local Lester's Credit Jewelers for 14 spots per day for a year, a total of 5,110 announcements, with six-daily supplementary announcements at seasonal peaks bringing the grand total to about 5,600.

CHICAGO DISPUTES AFRA JURISDICTION

JURISDICTIONAL dispute between the American Federation of Musicians and AFRA broke out in Chicago the week of Feb. 20 and had not been settled as BROADCASTING went to press. Affiliates of AFL, unions were disputing the status of musical organizations whose members play and sing or talk over the air. AFM Local 10 ruled that its members would have to withdraw from AFRA or AFM, since they could not be members of both unions. Singers, such as hillbilly performers who accompany themselves instrumentally, formed the target and it is understood many of them resigned from AFRA.

The new commercial contracts require singers and actors to be members of AFRA. Chicago AFRA officials would not comment on the status of AFM members not members of AFRA who play and sing on sponsored programs.

Meanwhile, AFRA continued its negotiations with WGN, MBS-Chicago outlet, under its proposal to sign MBS key stations individually and not as a network [BROADCASTING, Feb. 15]. Announcers, producers and sound effects men of WBBM, Chicago, continue as associate members of AFM. AFRA is continuing its negotiations with the WBBM producers and sound effects men.

AFRA Completing New York Contracts; Ironing Out Various Code Provisions

EVERY advertising agency and program producer placing commercial programs on NBC or CBS has signed either the Code of Fair Practice of the American Federation of Radio Artists or the letter of acceptance, according to George Heller, assistant executive secretary of AFRA, and nearly all the companies placing programs on WOR have also signed, with expectations that the entire group will have come in by the end of February.

Contracts identical with those signed by NBC and CBS, covering the employment of performers on both sustaining and commercial programs broadcast on WOR, were signed Feb. 16 by Alfred J. McCosker, president, for the station and accepted by Heller for the union.

Removing the Fog

Negotiations with Mutual key stations in Chicago and Los Angeles are under way but contracts have not been signed, according to Heller who said that since the code went into effect at NBC and CBS on Feb. 12 AFRA executives have spent practically their entire time with agencies and producers, interpreting the provisions of the code and their applications to specific situations. Since the acceptance of the code and the prevention of a national strike, the union's relations with the agencies have been most friendly, he said, and while ironing out some of the details has taken a lot of work and much discussion there have been no serious arguments.

Proof of the union's willingness to cooperate was indicated when it gave permission for George M. Cohan to appear on the Ethyl Gasoline Corp. *Tune-Up Time* program on CBS Feb. 23. When Cohan refused to join AFRA, just as he had opposed Equity 20 years before, AFRA gave BBDO a waiver on the performance, explaining that since the contract for Cohan's appearance on the broadcast had been arranged prior to the time the code went into effect AFRA was willing to make this a special exception in order to avoid putting the agency in a jam. In the future however, the union will insist on a membership card from Cohan before he will be permitted to broadcast, Heller said.

Asked about the union stand on such programs as the Wheeling Steel show on Mutual, in which the company employes furnish the entertainment, Heller replied that since this particular program does not originate from one of the four key cities specified in the contracts with the networks (New York, Chicago, Los Angeles and San Francisco) it does not concern AFRA. However, he added, employes of Consolidated Edison Co. appearing on the *Around New York* broadcasts of this company on WJZ, New York, are all AFRA members.

Asked if the code had curtailed employment for actors as had been predicted by agencies, Heller said that as far as he knew it had not, but that it was as yet too early for any such effects to show up. NBC reported that American Home Products Corp. had cancelled the repeat broadcasts of *John's Other Wife* and *Just Plain Bill* on six western stations effective March 24, because the limited market reached did not warrant the cost of the rebroadcast under the code, which calls for a minimum payment of $10 for each actor for a rebroadcast of a 15-minute program. Although fears were expressed that this might be the forerunner of a number of such cancellations, with the possible effect of depriving West Coast listeners of all daytime serials broadcast in the East during the morning hours, these are the only programs whose rebroadcasts have been curtailed on NBC. CBS has had no cancellations.

Makers of transcriptions, logically the next group to be subjected to the union's demands, have not yet been approached by AFRA, Heller said, adding that the union executives would not go after any further expansion until all details resulting from their agency contracts for network programs have been completely settled.

R. B. Bottom Is Named New President of WGH

ELECTION of Raymond B. Bottom, publisher of the *Daily Press* and *Times Herald* of Newport News, as president of WGH, control of which the newspapers recently acquired by purchase from James W. Baldwin, former NAB managing director, was announced Feb. 24. E. E. Bishop, general manager of the station and part-owner, continues in that capacity as vice-president. W. R. Van Buren was elected secretary-treasurer. Directors include C. G. Marshall, of Washington, associate publisher of the *Pathfinder Magazine*, and H. L. Collier. Messrs. Collier and Van Buren are also officers of the Daily Press Inc., publisher of the newspapers.

Beginning Feb. 27 news broadcasts by WGH will originate in the news room of the two newspapers. G. Edward Travis, formerly of the *Times Herald* staff, will devote full time to the newscasts. Associated Press reports will be used, replacing Transradio.

NBC Studies Use Of Films in Video

Confers With Screen Industry On Plans for Cooperation

THE POSSIBLE use of films in television, both as a means of efficiently presenting programs for the home audience and as a method of making the same program available to more than one television station, pending the development of network video broadcasting, has been the subject of many recent discussions between executives of NBC's television department and the officials of a number of motion picture producing companies, according to C. W. Farrier, NBC television coordinator.

"The problem is not an easy one," he said, "nor its solution obvious. Very few pictures produced for showing in motion picture theatres are suitable for broadcasting. In fact, a search of all the film material available produced only 25 hours that can be used as broadcast material.

Cost of Production

"Pictures made for television will have to be produced specially for this medium along lines quite different from those now followed by the film industry and to find and develop this new technique will require close cooperation of both broadcaster and movie producer. For that reason NBC has offered to cooperate in every way with any picture studio which is interested in experimenting in building entertainment for this new medium."

Among the studios whose executives have visited NBC to discuss the problem are Selznick, Columbia, Disney and RKO-Radio, the last company having already produced a special short version of *Gunga Din* which NBC will broadcast shortly after the inauguration of its regular television schedule the end of April.

The expense of programming for television is a major factor in limiting the number of applications for video stations, Mr. Farrier believes. Many broadcasters would be willing to take a chance on building and operating television transmitters, he thinks, if inexpensive programs were available to them, but they are unwilling to risk the extra expense involved in programming until such time as either through films or a network the heavy cost of producing video entertainment can be divided among a number of stations.

NOTICE:—

WSYR

of

Syracuse

will go on

Daylight Saving

Time

this summer

NAB Convention

(*Continued from Page 11*)

in detail by qualified broadcasters or NAB spokesmen. These would encompass legislation, copyright, libel and slander, business subjects and other pressing issues.

Under the NAB by-laws, district directors representing the 17 districts are elected for two-year terms. However, at the convention last February, when the NAB was reorganized and provision made for hiring a paid president, eight of the 17 district directors were designated for one-year terms, the others for two-year terms. Directors-at-large are elected annually.

Pursuant to the by-laws, those eight districts which have one-year directors must meet at least 30 days prior to the convention, or by mid-June and elect their district directors. Notice of these meetings must be given at least 60 days earlier. The directors standing for reelection this year will be John Shepard 3d, Yankee Network, for District 1; Clair McCollough, WDEL, Wilmington, for District 3; W. Walter Tison, WFLA, Tampa, for District 5; Walter J. Damm, WTMJ, Milwaukee, for District 9; Earl H. Gammons, WCCO, Minneapolis, for District 11; O. L. Taylor, KGNC, Amarillo, for District 13; Ralph R. Brunton, KJBS, San Francisco, for District 15; C. W. Myers, KOIN-KALE, Portland, for District 17.

Directors at large whose terms expire with the July convention are Harold V. Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, for clear channel stations; Frank M. Russell, NBC vice-president, and Elliott Roosevelt, Hearst Radio, for regional stations; and John Elmer, WCBM, Baltimore, and Edward A. Allen, WLVA, Lynchburg, for local stations. Nominations for these posts will be made by a committee of regional directors to be appointed by President Miller in advance of the convention.

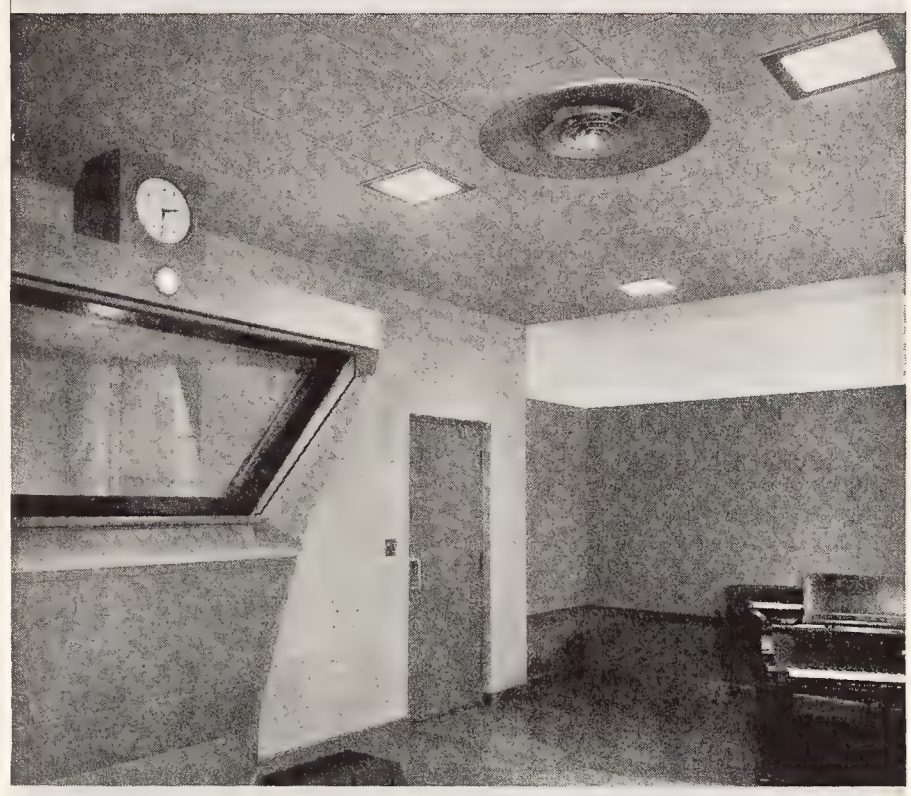
Most important, aside from the actual agenda at the convention, will be President Miller's accounting of his stewardship during his first year in office. He took over the NAB helm last June.

New Watkins Serial

R. L. WATKINS Co., New York, has launched a new dramatic serial on NBC-Blue, *Orphans of Divorce*, starring Margaret Anglin, one of the theatre's most distinguished actresses, in the leading role. Program is broadcast 7-7:30 Monday evenings, replacing *Alias Jimmy Valentine* which the company formerly presented at this time. With the change in program, 11 stations were added to the network, earning the sponsor a 15% discount in accordance with NBC's plan for encouraging the use of Blue supplementary groups. Series advertises Dr. Lyons toothpowder, for which the company, a Sterling Product unit, also presents *Manhattan Merry-Go-Round* on NBC-Red, from 9 to 9:30 p. m. Sundays, and *Backstage Wife*, also on the Red, from 4 to 4:15 five afternoons a week. Blackett - Sample - Hummert, New York, is the agency.

Competent and Complete Acoustical Service

IS OFFERED YOU BY USG



To meet today's exacting standards for high fidelity broadcasting, this studio utilizes the USG system of Sound Control

COMPLETENESS of service—plus *competence*—are two important things in seeking acoustical consultation or advice. You get both from USG. USG offers you a complete acoustical service . . . materials and methods that fit your needs today and tomorrow . . . a system containing vital, exclusive features both for absorbing noise within the studio and for preventing sound transmission between studios. And USG has the *competence* which assures your lasting satisfaction . . . for every USG material and method is the outgrowth of long research and wide practical experience.

Investigate the USG system of sound control—the system which gives you the right number of sound-absorption units at various frequencies in each studio, and which includes the highly effective, patented, full-floating wall and ceiling construction. USG consultation service is always available for your use, and it costs you nothing. Call or write us about *your* problems—USG stands ready to aid you.

UNITED STATES GYPSUM COMPANY

300 West Adams Street, Chicago, Illinois B-3-1

WKY's Chickens

WHEN Oklahoma City police were about to release an alleged chicken thief because nobody could identify his ruffled booty, a rural couple appeared at the police station and announced they had heard about the capture through a WKY broadcast. After they had identified some of the 31 chickens the thief confessed. "I'd been all right," he said, "if it hadn't been for that radio station. Say, do any of them WKY men have a hen house?"

Business is Good IN SALT LAKE CITY

Largest and richest market between Denver and the Pacific Coast.

It's particularly good for advertisers using the

5,000 WATTS daytime 1,000 WATTS night

POPULAR STATION . . .

KDYL

The Popular Station SALT LAKE CITY

NBC RED NETWORK

Representative: John Blair & Co.

Congress and FCC

(*Continued from page 12*)

ing, including television and facsimile, while the Division of Private Communication would handle common carriers, both radio and wire, and related functions. Senator White called this a recognition of the fundamental differences in the types of communications involved.

Under the White bill the chairman, instead of having plenary authority as proposed in the Wheeler measure, actually would be an administrative officer and would coordinate all of the work of the Commission except the determination of cases before the separate divisions. Experience has demonstrated, Senator White said, that a chairman cannot devote the time and attention necessary to a proper handling of technical and contested questions and at the same time efficiently discharge other duties of a chairman.

To settle once and for all the question of longer licenses, the White bill proposes a minimum one-year license with a maximum three years for broadcasting. The present law permits three-year licenses but the Commission has issued them for only six-month periods. Chairman McNinch recently stated he felt a majority of the Commission opposed longer licenses.

Unlike the Wheeler bill, the White measure simply provides for abolition of the offices now held by present members of the FCC and for the appointment of 11 new members. The Wheeler bill, on the other hand, provides for abolition of the Commission and the change of its name to the Federal Communications & Radio Commission.

Picking a Chairman

Although the White bill provides for two separate autonomous divisions, which in fact would be two separate Commissions, no provision is made for the designation of chairmen of the respective divisions or for a vice-chairman of the full Commission. Senator White answers this and other apparent procedural discrepancies with the statement that the bill can only be regarded as a rather rough draft. It is understood that the plan envisioned election of the chairmen of the respective divisions by the division membership and that these chairmen should also serve ex-officio as vice-chairmen of the full Commission. The chairman of the full Commission would serve ex-officio and without vote as a chairman of both divisions, as the bill is now framed. In the case of a vacancy in either of the divisions, the chairman temporarily would serve on the division.

The chairman would be appointed by the President to serve for two years and would draw a salary of $12,000. The chairman subsequently appointed would serve for six years. The five members of each division would be appointed for terms of two, three, four, five and six years respectively and reappointed for six-year terms. Their salaries would be $10,000 per year. Not more than seven members of the Commission and not more than three members of each division would be members of the same political party.

In defining the functions of the Division of Public Communications (broadcasting), the bill states the division would have jurisdiction over all matters relating to wire and radio communications intended to be received by the public directly or by the intermediary of relay stations. This presumably would also encompass such services as wired radio if in interstate commerce. It would also cover network operations, since it extends to relay stations. The divisions' activities also would encompass judicial or quasi-judicial proceedings, in this respect also broadening the scope of the present Commission's jurisdiction.

Libel Provisions

The 11-man Commission would have jurisdiction over allocations to various services, over rules and regulations of general application, including procedural rules, over ship communications, over amateurs, and over miscellaneous services. It would also handle all matters not otherwise assigned specifically to the two statutory divisions and would adjust any conflicts as to jurisdiction between divisions.

The only important change in the "substantive" provisions of the existing law advanced by Senator White deal with libel and slander and the political section of the Act. He told the Senate he proposed these changes because of the controversy over the question of discussion of public matters over the air.

Broadcaster's Burden

Some construe the present provision as imposing upon broadcasters the duty of accepting and broadcasting slanderous or libelous material when submitted by a candidate for public office, even though the station might become liable for damages or in criminal proceedings under state laws. To clarify this section, Senator White explained he had added a new section which provides that although no licensee shall have the power to censor, alter or in any way affect or control the political or partisan trend of the material, he nevertheless should not be required to broadcast any material submitted by a candidate which is slanderous or libelous or otherwise actionable under local, State or Federal law. The provision specifies that the licensee can demand a complete and accurate copy of the material



THAT OLD saw about what the Governor of North Carolina said to the Governor of South Carolina jumped right out of the book and into a radio interview on George Washington's birthday. It happened in Charlotte and WBT's general manager, Lincoln Dellar was the impresario. Left to right are North Carolina's Governor, Clyde R. Hoey, Mr. Dellar, Governor Burnet Maybank of South Carolina, and WBT's program director Charles Crutchfield. Members of the North Carolina legislature met in Charlotte for the first time on Washington's birthday, and Neighbor-Governor Maybank was honor guest. Asking what the Gov. of N. C. might ask the Gov. of S. C., Dellar got the response: "Why I'd invite him to have a drink with me—but a *soft* drink". (Hoey's a confirmed prohibitionist.) It was the first time the two governors met before a mike, or in public. WBT also figured in a "command performance" voted by the legislators, with the *Briarhoppers*, hillbilly troupe on WBT, invited by joint resolution of both houses to entertain the solons en route from the capital at Raleigh.

2,300,000 New Englanders comprise the potential listening audience of station

WLAW

Lawrence, Massachusetts

680 Kilocycles 1,000 Watts

News is your best bet

TRANSRADIO

sufficient time in advance to permit an examination and deletion of any material necessary to conform to the new requirement.

An entirely new section would require identification of the speaker in the case of broadcasts dealing with public or political questions, together with the announcement of the names of persons or organizations in whose behalf the broadcast is made. Announcements of this nature would be required at the beginning and the end of each broadcast. Public officials, whether local, state or national, elective or appointive, would be announced by name and office, and designation must be made whether the office is elective or appointive and by what political unit or public officer the power of election or appointment is exercised. The purpose, Senator White explained, is to acquaint the audience with full particulars as to the origin of a political or controversial talk.

Appellate Changes

Considerably broadened would be the appellate provisions of the existing Act. Much importance attaches to these proposals since the newly reorganized FCC Law Department is currently involved in the courts on issues affecting the right of particular applicants to procure court jurisdiction. Cases in point include the effort of WLW to stay the effect of the Commission's decision ordering its reduction in power from 500 to 50 kw. and the appeal of KSFO, San Francisco, from the FCC decision denying the CBS application to lease the station. In each instance the FCC contends there is no appealable interest.

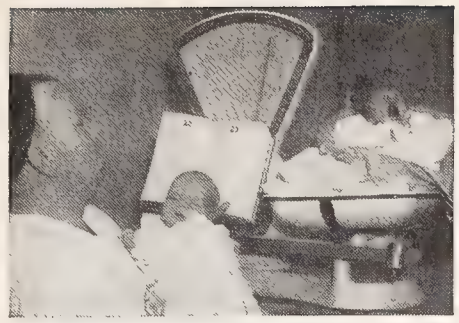
The White bill, however, provides for appeals from any instrument of authorization issued by the Commission for the construction or operation of a station whose application is denied, including assignments or transfers of control, experimental or temporary authorizations, revocations, suspensions or modifications.

Private counsel have contended the Commission's view of no appealable interest in such cases is erroneous. The provisions of the White bill would settle that point.

Indicating further the autonomy of the two divisions, is a new provision dealing with motions for reconsideration or hearing. This provides that the petition for reconsideration in any matter determined by a division shall be reconsidered by the division, rather than the full Commission. It is also provided that petitions for rehearing must be filed within 30 days from the effective date of any decision and would automatically stay the effective date of the Commission's action.

Examiners Revived

The final provision of the White bill would restore the examiners reports in all adversary proceedings. While it does not specifically provide for appointment of examiners—specifying merely that any qualified employe of the Commission can hold hearings—it nevertheless requires the person conducting a hearing to file a report setting out all basic or evidentiary facts developed by the evidence as well as "conclusions of fact and of law upon each issue submitted for hearing." This provision in effect would countermand Chairman McNinch's recent abolition of the Examining Division, under which the Commission does not use the examiners' reports procedure but instead adopts proposed findings of fact as grounds for decision.



NO SHORT weight here as Arthur Fulton, sound effects engineer of Aerogram Corp., Hollywood transcription concern, and bewildered father of Jerome and Eugene, keeps daily tab on the weight of his twin sons. They were born Jan. 23 and were Hollywood's first twins for 1939.

It did not take long for opposition to develop to the Wheeler bill after its introduction Feb. 9, at which time Senator Wheeler issued a statement in which he espoused the three-man Commission idea. [BROADCASTING, Feb. 15]. The legislative committee of the NAB immediately got together under the chairmanship of John A. Kennedy, WCHS, Charleston, W. Va. Following several conferences with Senator Wheeler and with Chairman McNinch, the Committee was asked to submit recommendations to the Senate Committee chairman which might be considered in revising the McNinch-Wheeler draft.

Wheeler Not Dogmatic

Chairman Wheeler stated he was willing to make concessions on demands from the industry for changes in the bill. He told the NAB group he would be glad to give serious study to any suggestions it might advance.

"I am not dogmatic about the bill," he declared, "and I will remain open-minded on the subject pending presentation by the industry of its official argument on the type of setup they favor." He reaffirmed his faith in a smaller Commission, pointing out that arguments have been made for a larger board. He said he felt a smaller Commission is conducive to greater efficiency.

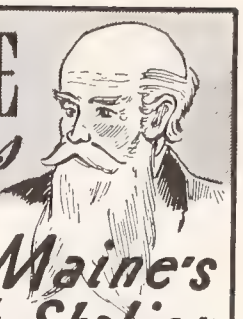
"If it were not for the fact that the industry itself is in favor of a non-partisan Commission, I would advocate a one-man administration to supervise radio, telephone and telegraph," he asserted. The present Commission is "weak and inefficient," he added, and has been "plagued by politics" ever since its inception.

Senator White's statement on the Wheeler bill was issued Feb. 17—just four days before he introduced his own measure. Calling the bill primarily the handiwork of Chairman McNinch, Senator White said that it did not reflect the "considered judgment" of any person informed as to the communication problems and did not make a contribution to the communications services of the country. He held that Chairman McNinch had contradicted himself and repudiated previous expressions he had made in connection with the FCC. He pointed out that in abolishing the divisions of the Commission in 1937, Chairman McNinch had brought out that the aggregate wisdom and judgment of seven minds is "surely greater than any two or three of the seven." Now, however, "he is advocating a three-man Commission", said the Senator.

Senator White called the McNinch-Wheeler proposal a "legislative purge of commissioners of independence and courage". He said that, stripped of all pretense, the bill is designed to vest in one man authority over the vast communications of the country and in particular a "life and death power over broadcasting, one of the two means of reaching the mind and influencing the thought of America." He added the bill makes contribution only "to the political efficiency of the Commission".

"No statutory change is necessary in order to make effective the framework and administrative machinery of the Commission," he continued. "It does require legislation to abolish the present Commission of seven and to create a Commission of three and to centralize power in the chairman as is now proposed. It does require legislation to force out of office men who think for themselves and who act independently and courageously. These are the real reasons for the McNinch bill."

SAGE Sayings about Maine's Oldest Station



"Add the tried and true loyalty of WABI listeners to the sales potential of a market that's just humming with activity. Well, then, mister, what's the answer?

"The answer is RESULTS . . . the famous WABI kind. Are you wise to them?"

Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

WFBL SCORES 3-Hour Beat ... On Syracuse Story of the Year

WFBL was first on the scene by more than three hours at the biggest local story of the year—the Collin's Block fire. And WFBL men stayed on the scene hour after hour, day after day. They gave listeners eye-witness reports of the disaster which held the interest of Syracuse for a full week.

This is another reason why WFBL is the favorite station of the majority of Syracuse listeners. For WFBL brings the best of national programs and seasons them with plenty of local color. If you want to cover the rich Syracuse and Central New York market, in an inexpensive way, sell your product over WFBL.

Write for rates and time available to WFBL, Syracuse, N. Y. or Free & Peters, Inc., national representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

General Hearing on Television Likely To Be Held This Spring

May Date Considered for Study by FCC Group; Technical Standards, Spectrum Are Problems

THE FIRST general hearing on television, to appraise its present status and to project standards for its orderly growth as a public service, are likely this spring—perhaps in May.

The FCC committee of three, to which was referred the whole matter of television development, is inclined to favor a general conference and is expected to make such a recommendation to the full Commission in the near future. The committee comprises Craven, chairman, Brown and Case.

Among matters referred to the committee are adoption of technical standards to govern television so that all receivers would conform to transmitters, to protect the public against obsolescence for a definite period, perhaps three to five years.

A second matter, involving application of WTMJ, Milwaukee, for an ultra-high frequency television station, was that of authorizing experimental operations to test public reaction. Current rules prescribe that television experimenters must engage in technical research designed to aid advancement of the art.

The Spectrum Problem

Because many problems, technical as well as economic, are involved in adoption of a policy to nurture television, committee members apparently feel a public hearing is desirable before regulations are finally adopted.

Also important technically is the limited spectrum available for visual broadcasts. At present 19 channels of six megacycles each are staked off for ultimate television use. In the present state of the television art, it is generally conceded these channels would not accommodate national television service with competitive facilities in larger cities. Despite the limited coverage of the ultra-high frequencies, there would not be sufficient geographical or frequency separation, particularly in the congested East, to afford diversified service.

Economic and policy problems are staggering, with no definite solutions in sight. Not the least important is competition with other established industries. Most likely to be affected would be motion pictures and newspapers. Whether television would cut into motion pictures to any appreciable extent is still problematical, but it is known that the movie industry has been jittery since the recent strides made by visual radio.

Some tapering of national lineage in newspapers has been attributed to sound broadcasting, though local lineage generally has accelerated. The note of concern injected in some circles over imminent television is that it will cut into local lineage such as department store display, groceries and other merchandising—since in addition to the ear appeal, radio then would offer an eye appeal in the display of wares.

These two phases admittedly are in the conjectural realm but because they are present at least in some quarters, it is felt that the entire economic and competitive problem should be fully exposed at a public hearing.

Yet another policy problem eventually destined to come into the open is that of specific allocations. The question there is whether broadcasters, motion picture exhibitors, newspapers or any other group should be regarded as the most desirable types of prospective licensees. Broadcasters, as evidenced by activity of the major networks and applications of independent stations such as WTMJ, have taken the initiative on the theory that television, as a radio service, is the rightful inheritance of the broadcaster. The motion picture industry, to a less marked extent, has espoused the view that television falls in its sphere of operation and there have been several tie-ups of film companies with television experimenters.

The FCC committee has conferred recently with the Engineering Committee of the Radio Manufacturers Assn. in connection with standards. This matter is being given further study by the RMA group, particularly in the light of allocation phases.

PRAYER FOR RADIO
Uttered by Colorado Bishop On KLZ Program

A PRAYER for "the right use of radio" has been authorized by the Right Rev. Fred Ingley, bishop of the Episcopal Diocese of Colorado. The Bishop addressed the diocesan convention in Denver recently. KLZ expressed sympathy with the Bishop's ideas of the use of radio in Christian education. A talk on KLZ was scheduled and the Bishop was heard Feb. 25, first Sunday in Lent. His prayer was:

"O God of all creation, by whose guidance and inspiration men of genius are bringing the whole world into intimate contact and fellowship; direct us, we pray Thee, into a right use of the Radio; that, putting away from us those things that are hurtful, we may engraft into our hearts and impress upon our minds, whatsoever things are pure and lovely and of good report, that they may bring forth in us the fruit of good living, to Thy glory and our comfort through the meditation of Thy Son Jesus Christ our Lord."

Muzak to Expand

MUZAK Inc., wire entertainment service, heretofore confined to New York City, is planning to expand its service to key cities in the East during the next two months and has tentative ideas of expanding coast-to-coast during 1939. A group of hotels and restaurants have already signed for the service in Newark, which will be the first city to use it. Philadelphia and Boston will follow shortly, each having its own unit. Warner Bros., owners of Muzak, are responsible for the expansion, feeling such a successful service should not be confined to one section.

WEVD Starts Program To Combat Demagogues

WITH the avowed purpose of "combating the demagogic, anti-democratic and anti-semitic campaign of Father Coughlin and his allies," WEVD, New York, on Feb. 16 began a weekly Thursday night series of half-hour programs titled *Free Speech Forum* in which Rev. W. C. Kernan, Episcopal minister of Bayonne, N. J., was the first speaker. Since the discontinuance of the Coughlin broadcasts by WMCA, New York, the Detroit priest's Sunday afternoon discourses are now carried on WHBI, Newark, with an evening rebroadcast by transcription on WWRL, Woodside, N. Y. WHBI, however, is also carrying a new Monday night series of replies to Coughlin under auspices of the American League for Peace and Democracy.

Meanwhile, picketing of WMCA continues each Sunday, with the marchers alternately also demonstrating before the studios of CBS and WOR. At the Feb. 20 Madison Square Garden Nazi Bund meeting, where President Roosevelt and other Government officials were hissed and Hitler was cheered, it was reported that loudest cheers were for Fr. Coughlin. James Wheeler-Hill, Bund secretary, asked the gathering to help Fr. Coughlin by picketing WMCA. On Feb. 26 the pickets numbered only about 200 due to rain.

Institute Adds 9

UTILITIES Engineering Institute, Chicago, has increased its spot campaign to 33 stations, latest additions including KNX WEEI WKRC WHB KLRA KOMA WSAN CFNC CJRN. Series varies from one to three weekly quarter-hour discs titled *Music for Men.* First United Broadcasters, Chicago, is agency.

Sixth Show on CBS

PROCTER & GAMBLE, Cincinnati, will be sponsoring six programs on CBS when on March 6 it starts *Manhattan Mother* for Chipso on ten CBS stations, Mondays through Fridays, 9:15-9:30 a. m. Pedlar & Ryan, New York, is the agency in charge of Chipso advertising.

Main Television Problem, Says Lohr, Will Be to Keep Down Initial Expense

KEEPING costs down will be the chief objective of those in charge of the experimental television broadcasts to be started this spring by NBC, President Lenox R. Lohr asserted recently. NBC's contemplated two hours a week of sight broadcasts will entail the expenditure of approximately $1,000,000 a year, he said, and under pressure from dealers wishing to increase sales of video receivers or from competitive television broadcasters for better programs and more time on the air it would be extremely easy to toss in a few hundred thousand dollars here and there until the new medium was hopelessly in the red.

Dodging Bankruptcy

Pointing out that the least expensive motion picture costs in the neighborhood of $3,000 a minute, with the most costly pictures averaging more than $25,000 for each minute of screen time, Maj. Lohr said that television must find some way of cutting those costs to about $50 a minute before it can begin to worry about increasing the quality of its entertainment. Since it will be at least a few years (five is his own guess) before television will be in a position to ask for support from advertisers, economy will be the watchword of the sight broadcasters, unless they are all going to end up in the bankruptcy courts, he stated. NBC will request lower wage scales for television work from the American Federation of Musicians and other unions than those paid for sound broadcasting, he said.

If for no other reason that that it would double costs, RCA has no plans of setting up a separate corporation to handle television only, Maj. Lohr declared, scotching a frequently recurring rumor that such plans were under way. Neither will there be a separate television organization within NBC, he said, and for much the same reason. Instead, television will be handled along with sound broadcasting by each department concerned, although certain individuals in engineering, program, production, publicity, etc., will probably devote most of their time to the new medium, forming a capsule organization that could easily at some future time be segregated into a separate organization if that should become desirable.

How soon commercial television will come cannot be estimated on any scientific basis, he said. For example, he continued, assume that television is four times as effective an advertising medium as sound broadcasting so that an advertiser whose program on a New York station now has a maximum audience of 4,000,000 sound receivers would be satisfied with a video audience of 1,000,000 receivers. Assuming that Americans will purchase television sets ten times as rapidly as the English, who have bought 4,000 receivers in the two years television has been broadcast in England, it would take 50 years for the 1,000,000 total to be reached. While the figures are correct, the answer is nonsensical, he said, adding that only by common sense and experience with what radio has done can a reasonable conclusion be reached as to the future of television.

Although some 25 advertisers have applied for the privilege of being the first television sponsors, NBC has turned them all down, Maj. Lohr stated. In the first place, the FCC has not yet issued any commercial television licenses, he said, but even if such licenses were available NBC would not offer television to advertisers until it had something more than novelty to sell.

Ian Javal, Baird Official, Proposes Manufacture of Video Sets in America

IAN JAVAL, commercial director of Baird Television Ltd., English manufacturer of television sets and television research organization, is in New York studying the feasibility of forming an American company to manufacture and distribute video receivers of Baird design in this country. Mr. Javal expressed special interest in the use of television as mass entertainment in theatres, stating that his company, which is associated with Gaumont British Films, has developed equipment capable of projecting television images on a screen 12 x 16 feet with delineation comparable to that of the average newsreel. On Feb. 23, he said, the BBC telecast of the lightweight championship bout was reproduced in three G-B London movie houses, which were filled to capacity at $5 a seat.

Audience reaction to the televised picture was so good, he said, that all G-B theatres will be equipped with television reproducers if the government will permit Baird either to pick up the regular BBC sight broadcasts or erect its own transmitter for telecasting programs for exclusive theatre reception.

Asked what had retarded the distribution of sight receivers in England, Mr. Javal explained that the high prices of the first sets on the market, the original broadcasting schedule of only an hour a day with no performances on Sundays, and the natural apathy of the British public toward any innovation, had combined to keep down the sale. Recently, he said, reduced prices for sets and an expanded schedule of four hours of telecasting seven days a week had greatly stimulated set sales.

Philco and Zenith Plan Spring Video Receivers

THAT Philco Radio & Television Corp., Philadelphia, will have televisors on the market in May, when regular daily service starts in the New York area coincident with the World Fair, was announced in latter February by that company. Models and prices will be announced to distributors at Philco's sales convention in New York March 6. Philco has been conducting its own television experiments for several years and is licensed by the FCC to operate its own ultra-high frequency visual station in Philadelphia.

Another radio set manufacturer apparently making ready for the television market is Zenith Radio Corp., Chicago, which in latter February applied to the FCC for a license to cover its construction permit for a television broadcasting station in that city. RCA, which with NBC will operate the Empire State Bldg. transmitter in New York, previously announced that it would have televisors on the market. Trade circles estimate that up to 50,000 sets will be sold in the New York area during 1939.

INDICATING that it may soon begin installation of a television transmitter in Chicago, NBC has acquired options for antenna sites atop the Chicago Opera, Board of Trade and Marshall Field buildings.

Temporary License Procedure Dropped

(*Continued from page 16*)

be entered, the licensee should be immediately notified by wire in order that he may be informed that such an order has been entered and that there will be forwarded to him copy thereof to get the required notice or reasons therefor. Thus, the licensee will not be informed for the first time through the press."

Stations Harassed

In his minority report, Commissioner Craven declared the setting of an application for hearing in itself works frequent injustice. The former practice, he said, resulted in an "onerous burden upon an already harassed station personnel." He recommended that the Commission entirely abolish its past and present procedure of handling complaints as well as the practice of designating license renewal applications for hearing for isolated instances of infractions of the Act or the Commission's rules and regulations or of conduct of the station contrary to the standard of public interest.

Pointing to the strict prohibition against program censorship in the law, Commissioner Craven urged that the Commission exercise its power, whatever may be its extent and limitations, over program service "sparingly and with extreme caution". It is important, he said, that the Commission in dealing with program service, does not run counter to the guarantee of free speech.

In matters coming under the jurisdiction of other Federal agencies, such as the Trade Commission, Post Office, Department of Justice, Securities & Exchange Commission and others, Commissioner Craven suggested the Commission withhold disciplinary action until there has been a judgment or finding by competent courts or agencies.

Commissioner Craven cited recent court decisions holding stations liable for defamation occurring in speeches which broadcasters are forbidden to censor. On this point he suggested the possibility of an appropriate Commission recommendation to Congress.

He urged the Commission to refrain from any attempt, direct or indirect, to force stations to broadcast programs "which the Commission thinks best for the public." It should confine the exercise of whatever regulatory powers it may have over programs to "particular evils as they develop and these evils should be of serious proportions."

Revocation Is Drastic

"The Commission has a mandate from Congress to refrain from censorship and to preserve freedom of speech by radio and should do nothing inconsistent with this mandate. On the other hand, the very essence and foundation of the guarantee of freedom of speech is competition under private ownership, a policy which the Commission has similarly been directed by Congress to adhere to."

He warned that refusal to renew or revocation "is an extremely drastic punishment not likely to be deserved or desirable in many cases."

"Much can be accomplished in the future by the radio industry itself," Comdr. Craven said, "in the setting up of standards and a procedure for dealing with its members who do not conform to such standards. The persistent non-conformity by a licensee to accepted practices which have been proven to be in the public interest might be taken as an indication of the capability of any licensee to operate a station in the public interest."

Marconi Scholarship

HIGH SCHOOL students within 50 miles of New York are invited to compete for the second Marconi Memorial Scholarship offered annually by the Veteran Wireless Operators Assn., according to Jack Poppele, chief engineer of WOR and chairman of the scholarship committee. The annual award of a two-year scholarship at RCA Institutes, first made last year, is planned as a regular yearly project by VWOA, with a different chapter making the contribution each year. Winner of the scholarship, which has a monetary value of $880, will be determined by a competitive examination to be given during the spring.

WPTF Covers Tornado

WPTF, Raleigh, aired a special remote broadcast giving details of the devastation on the outskirts of Windsor, N. C., where a tornado swept four persons to their deaths, injured scores and caused hundreds to be homeless. Within a short while after State Police had cleared roads into the stricken area, WPTF had dispatched a special events crew to the scene and by 8:15 the morning following the big wind, Wesley Wallace, assistant program director of WPTF, was on the air. Though arriving in Windsor, 125 miles northeast of Raleigh, in the early morning, Technical Supervisor Henry Hulick was able to get his telephone lines through from the scene in record time.

KATE SMITH was presented with an honorary membership in the Abbott E. Kittredge Club, 50-year-old organization of young business women in Greater New York, and a newly-created club medal during her broadcast for Diamond Crystal Salt on CBS at noon, Feb. 18.



ZWORYKIN BLENDS SIGHT AND SOUND

A SYSTEM for broadcasting both sight and sound signals on a single carrier wave is covered by a patent (No. 2,146,876) recently granted Dr. Vladimir K. Zworykin, director of electronic research of RCA, to whom the patent is assigned. Said to be more simplified than the systems now in use, which broadcast the sight and sound signals on separate frequencies, and to eliminate any interference between the two signals, this new system is also said to permit of economies in the manufacture of receiving sets, with a consequent reduction in their price.

Basis of the system is a new type of cathode-ray tube that stores up the sound signals while the visual images are being broadcast and then sends out the sound in the brief interval that occurs when the scanner in the television camera, having scanned one line, returns to the start of the next line. During this returning period, which takes about one one-hundred-thousandth of a second, no visual images are broadcast and it is then that the sound is sent out.

Television Is Topic

FURTHER PROOF that television's future in Hollywood is being seriously considered by film technicians is indicated with announcement by Homer G. Tasker, convention arrangements chairman of the Society of Motion Picture Engineers, that a complete evening session will be devoted to discussion of the new medium. Final meeting of the convention on April 21 will be featured with papers on television by leading radio authorities from every section of the country, Tasker said. Lorin Grignon, Paramount chief transmission engineer, will preside at the television meeting.

More Take *Lone Ranger*

GENERAL BAKING Co., New York (Bond bread), on March 27 starts *The Lone Ranger* on WOR and WSPD for 52 weeks, Monday, Wednesday, Friday, 7:30-8 p. m. Agency is BBDO, N. Y. Effective March 1, the program is being sponsored on WDGY, Minneapolis, by the Zinsmaster Baking Co., that city, and on Feb. 20 started for Hart Baking Co. on WSEI, Pocatello, Idaho.

MORE NATIONAL ACCOUNTS

Buy Time on CJOR than on any other Vancouver radio station

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

KFVD Tower Crashes

A STORM which swept Southern California Feb. 16 toppled over the KFVD, Los Angeles, 250 foot, 60 ton transmitter tower, located in Culver City. The tower crumbled off its 25-foot concrete base, narrowly missing the transmitter power plant, and caused damage estimated at more than $5,000. Station, operated by Standard Broadcasting Co., and managed by Frank Burke Jr., was off the air from 11:02 a. m. to 4:12 p. m., until an emergency antenna was erected. Jack Smithson, chief engineer, was on duty at the transmitter plant at time of the storm.

White Labs in Gotham

WHITE LABORATORIES, Newark (Feen-a-mint), on Feb. 13 started a campaign of one to five spot announcements daily for 20 weeks on the following New York stations: WNEW, WINS, WEVD, WBBC, WMCA and WHN. Wm. Esty & Co., New York, handles the account.

KFRU

●

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

●

AN A.M. CUSTOMER GETTER

KDYL's 'Bargain Hunter' Staged From Super Markets Entices Crowds Before Noon



"BARGAIN HUNTER" of KDYL, Salt Lake City, interviews three shoppers daily on the program sponsored by and presented from the local Grand Central Super Markets. These shoppers each receive a dollar's worth of groceries free from the market for their appearances.

AFTER eight weeks on the air, KDYL's *Bargain Hunter* program, sponsored five minutes at 10:30 a. m. Mondays through Fridays by Salt Lake City's Grand Central Super Markets, has established itself as a proved morning business-getter. Programs are remoted from the market in Sugarhouse, a suburb.

A KDYL announcer, acting as the *Bargain Hunter*, quizzes three shoppers on each program on their choice of the three best bargains in the store. Each shopper interviewed received a dollar's worth of groceries free. All are interviewed on likes and preferences in menus and other pertinent facts about victuals.

The program has boosted morning traffic in the store phenomenally, it is claimed. Plans now call for broadcasts in each of the five markets operated by Grand Central, with the *Bargain Hunter* presented from each store for a two-month period. The feature is well merchandised, each market displaying banners and carrying "reminders" of the broadcasts in all their newspaper advertising. Special Saturday afternoon programs have been staged to acquaint more people with the broadcast, which is handled by Dave Simmons, KDYL assistant production manager, who developed the idea and writes the daily script.

WMCA Ransacked

EXECUTIVE offices of WMCA, New York, were entered and ransacked on Sunday, Feb. 21, apparently by vandals, who opened desks and scattered papers about, although nothing was reported stolen. How the intruders entered the offices was not determined, but it is believed that the intrusion took place about 1 p. m. at which time a telephone operator noticed that a receiver had been taken from the hook in the office of Donald Flamm, president of the station. Station executives thought some "crank" or intoxicated person was responsible for the act, and did not consider the intrusion at all connected with WMCA's recent trouble with picketers sympathizing with Rev. Charles E. Coughlin, whose Sunday addresses WMCA has refused to broadcast.

4455 recipes from six 5 minute spots? Where?

*WMT of course!



Between January 10 and 21, six 5-minute spots promoting a recipe contest (for a women's publication, mind you) produced 4455 replies from WMT listeners at a cost of only 2.7 cents per reply.

That *is* food response—where it counts.

WMT's 600 kilocycle frequency puts a strong signal into more than 69,000 square miles of the richest part of the midwest.

Cedar Rapids and Waterloo are only part of the picture. WMT's daytime primary area population is 3,151,776—747,569 radio homes. Retail business is greater than $800,000,000.

You can buy a quarter hour on WMT for as little as 3 cents per thousand radio families.

To produce sales at minimum cost in most of Iowa, Western Illinois, Southern Minnesota, Southwestern Wisconsin—it's WMT, of course.

**And, of course, you can buy WMT in combination with WNAX and KSO or KRNT at an exceptionally low rate.*

WMT Cedar Rapids-Waterloo • 600 Kilocycles

NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night

Represented by THE KATZ AGENCY

69,000 Square Miles of the RICHEST PART of the MIDWEST

WBNS



ALL YOU NEED IN CENTRAL OHIO

5000 WATTS DAY

1000 NIGHT

JOHN BLAIR & CO. REPRESENTATIVE

Studio Notes

WHILE facsimile broadcasts are still primarily for the benefit of the engineers and still more concerned with the production of clear copies than with the entertainment or educational value of the material transmitted, WOR, Newark, has announced it will soon broadcast pictures and printed lessons on amateur gardening for the benefit of owners of facsimile receivers within range of the station. Series will be presented in cooperation with the Agricultural Extension Service of Rutgers University, which also broadcasts the *Homemakers' Forum* and *Radio Garden Club* on WOR.

IN LATE February when churches were closed in Champaign, Ill., as a result of a flu epidemic, WDWS, that city, aired as many as four sermons daily for all denominations.

MIDWEST news bureau of Transradio Press Assn. has been moved to 201 N. Wells St., Chicago, the studios of WJJD, according to an announcement Feb. 26 by Herbert Moore, president of Transradio. Rex Goad continues as regional manager. Arrangements have been made for a direct TWX wire from New York to WIND, Gary, so that important news breaking after the regular broadcast day may be announced during the *Night Watch* heard nightly on WIND from 12 until 4 a. m.

MORE than 1,700 veterans of the Edward Hines Jr. Memorial Hospital watched the *NBC Jamboree* when the half-hour Friday evening sustaining program originated from the hospital auditorium Feb. 24.

A SPECIAL military program was prepared by WKY, Oklahoma City, for National Defense Week, in cooperation with local military officials. Interviews with officers, remote pickup of a militia inspection and brief talks featured the program, aired by James Cox, of the WKY staff, who is a reserve officer.

ANOTHER preview presentation of *The Shadow of Fu Manchu*, serial program released through Radio Attractions, New York, was put on by WHEC, Rochester, Feb. 28. Preview guests were given a Chinese supper, shown the opening chapters of the serial, and escorted around WHEC's studios by Chief Announcer Ken French, dressed as Dr. Fu Manchu.

STAR RADIO PROGRAMS, New York, has released a promotional sales brochure on its new feature script show, the *Woman's Radio Journal*, to aid local station salesmen in selling time for the show, which is scheduled to start March 13.

BECAUSE of the success of its morning round-up of news and information for America's rural population, WOR, Newark, has extended the *Farmers' Digest* to almost a full hour, six days a week. Prepared under the supervision of Transradio Press, the programs are presented by m.c. Howard Barnes from 6-6:55 a. m.

PRESENTATION of an anthracite plaque by Scranton firemen to honor Syracuse firemen who died in a recent fire was broadcast Feb. 23 by WFBL, Syracuse. A recording was carried later by WGBI, Scranton.

KVOA, Tucson, which joined NBC-Red on Feb. 5, has been made a bonus station, available without extra charge to NBC advertisers whose programs are also broadcast on KTAR, Phoenix. The base network rate of the latter station was on Feb. 25 increased from $120 to $160 an evening hour.

GOLDEN GLOVES fights are being broadcast on MBS from Feb. 27 to March 29 inclusive. New York finals will be aired March 6, 10:15-11 p. m.; the Chicago finals on March 10, 10:50-12 midnight, CST. For the ninth consecutive year, Quin Ryan is handling the Chicago series, while Dave Driscoll handles the Eastern bouts.

KIT, Yakima, Wash., was host to 15,000 visitors at the formal opening of its new studios Feb. 12. Mr. and Mrs. Carl Haymond, owners of KMO, Tacoma, and also of KIT, and Manager James A. Murphy, personally received the visitors, and staff members conducted the studio tours. In addition to an address by Mayor E. B. Riley, and origination of a Don Lee network program, the day's broadcasting schedule consisted of elaborate musical presentations.

KFBB, Great Falls, Mont., missed no airtime when the studios were being completely remodeled last month, the announcing staff moving to the transmitter building five miles from the city where complete studios, almost duplicating the downtown quarters, have long been used.

THE *Radio Gym Class* over CKWX, Vancouver, B. C., began its ninth year in February under the same sponsorship. CKWX also claims a record for remote pickups early last month when Engineer Ross MacIntyre and Announcer Bob Tweedie handled the Western Canada Ski Championships at Revelstoke, using both wires and pack transmitter.

WIS, Columbia, S. C., stayed on the air by candlelight for 45 minutes Feb. 13, operating on an emergency schedule without loss of time on the air when studio power failed. Allyn Cornis, WIS announcer-pianist, performed under the candlelight substituting for transcriptions on "dead" turntables, with Announcer Jack "Statue of Liberty" Peyser handling the mike, holding script in one hand and burning candle in the other.

WPTF, Raleigh, on Feb. 25 covered the 10th Annual Southern Conference Indoor Games by remote control direct from Woolen Gymnasium on the campus of the University of North Carolina, Chapel Hill. The broadcast, handled by WPTF's sportcasters Graham Poyner and J. B. Clark, was the first time the indoor track meet had been covered on the scene by radio.

WJJD, Chicago, and KXOK, St. Louis, cooperated Feb. 19-23 to broadcast four transcribed programs of outstanding events at the Mardi Gras, New Orleans. Paul Arandt, of the special events staff of KXOK, made the discs in New Orleans and they were flown to St. Louis, then to Chicago for broadcast on WJJD six hours after they had been recorded.

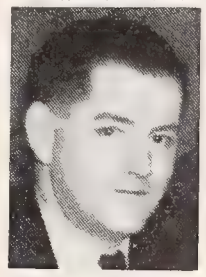
H. P. DREY, general manager of KROW, Oakland, and Scott Weakley, production manager, have turned their hobbies into another outlet of public service for the station. Each is building a new speed boat equipped for shortwave pickups in case any events break on San Francisco Bay news in the future.

BEGINNING March 1, KWKH and KTBS, Shreveport, are enlarging their artist staff with a 10-piece orchestra, bringing the artist staff to 28, musical and singing, with a dramatic staff for script shows.

HERB HOLLISTER, manager of KANS, Wichita, and Merle H. Tucker, manager of KSAL, Salina, Kan., have arranged with Bethany College, Lindsborg, Kan., to broadcast its famous *Messiah* production, staged by students, townspeople and farmers, April 7, and it will be fed to the NBC-Blue network.

WCBS, Springfield, Ill., Dedicates Its New Home

LINCOLN'S birthday, Feb. 12, was appropriately selected as the dedicatory date for the new home of WCBS, Springfield, Ill., the city in which the Great Emancipator spent much of his early manhood. On that date WCBS formally opened its new offices and studios in Springfield's "Radio Center" in the Leland Hotel, with a program featuring acting Gov. Jone Stelle of Illinois and Mayor Kapp of Springfield.



Mr. Dewing

The new plant includes three studios, the largest seating 125 persons and containing a complete kitchen for household science programs. Studios and offices have indirect lighting, air conditioning and modern acoustical treatment throughout. Harold E. Dewing is president and manager of WCBS Inc., with the *Illinois State Journal* (which issued a special supplement for the dedication) as minority stockholders.

MONTANA STATE U, on dedication of the new studio and office building of KGVO, Missoula, Mont., Feb. 14, saluted the station in a special broadcast originating on the campus of the school. The 60-voice men's chorus participated in the program, and President Simmons of the University paid tribute to the station and its management.

TOMMY DORSEY, with 292,474 votes, won the recent Philadelphia King of Swing poll conducted by WHAT, Philadelphia, on its *9:15 Express* program, closely followed by Benny Goodman with 274,442 votes and Artie Shaw with 99,402.

EVIDENCE of Latin American interest in the Spanish news broadcast over GE's shortwave station, W2XAD, Schenectady, is shown by a request from two Cuban stations for permission, which was granted, to rebroadcast the daily program. COJK and CMJK, Camaguey, Cuba, recently asked permission to rebroadcast the program conducted by Vincent Tovar.

WEVD, New York, has started an *Author Reviews His Book* series of weekly quarter-hour programs in which well-known writers will discuss their own work. Miss Kressman Taylor, author of *Address Unknown*, opened the series in February.

UNITED PRESS has recently added the following stations to the list of those carrying its radio news service: WGNC, Gastonia, N. C.; WCMI, Ashland, Ky.; WLNH, Laconia, N. H.; WAML, Laurel, Miss.; WRAK, Williamsport, Pa.

KMA, Shenandoah, Ia., has started use of a 30-page manual, compiled by Owen Saddler, KMA production head, outlining procedures and practices for the continuity, program and production departments.

COLLISION with another car enroute to a remote broadcast from Omaha crippled the mobile unit of KMA, Shenandoah, completely demolishing antenna mountings and tuning box located on the front of the truck.

NBC on Feb. 26 broadcast a special program of the opening festivities of the famed Basle Carnival, celebrated annually in Switzerland since the Reformation. Max Jordan, NBC's continental European representative, described the colorful scene in Basle's market square, which started at 4 a. m., Basle time, but due to the difference in time, could be heard in this country on Sunday evening.

TO increase good will between America's exporting manufacturers and Latin America, the editors of *Importers Guide*, export trade journal published by J. E. Sitterley & Sons, New York, are presenting a series of Latin American broadcasts on W3XAU, CBS experimental shortwave station in Philadelphia, twice weekly from 2 to 2:30 p. m. The programs, broadcast in Spanish under the title *Los Andelantos del Progreso* (Progress on the March), consist of commentations on the outstanding scientific and industrial developments in the United States and their resultant benefits to Latin America.

WAVE DOESN'T COVER EGYPT, OR EGYPT (KY.)!

Yes, Kentucky has an Egypt, too—a little village 110 miles from Louisville. But we don't try to sell Egypt to you—nor dozens of other "towns" in the Kentucky backlands! What we DO offer is the million *best* consumers in the *best* part of Kentucky and southern Indiana. At WAVE's low cost, that's delivering a lot! Want more facts? . . . . An N. B. C. outlet.

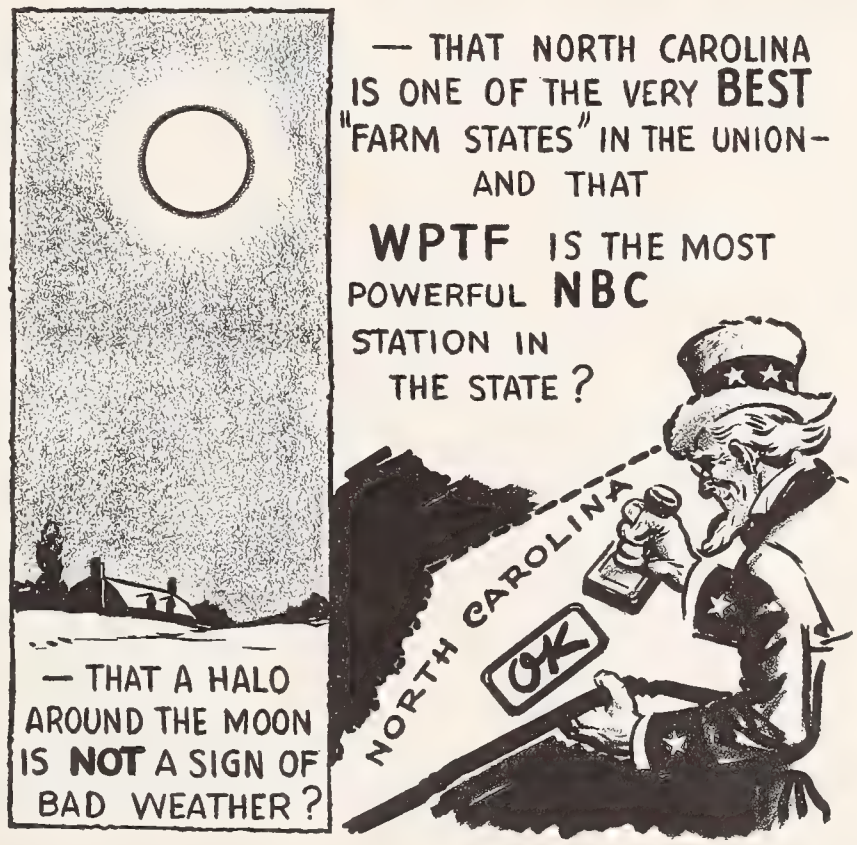
National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
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MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS
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THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.
WATL
ATLANTA

DO YOU KNOW?



WPTF RALEIGH, N.C.
5,000 WATTS—CLEAR CHANNEL
FREE & PETERS, INC., NATL REPRESENTATIVES

Program at Dawn Is Successful for Cincinnati Bank

Variety Motif Draws Audience As Well as Customers

THE OLD THEORY that banks and financial institutions had to use symphonies, concerts or lectures in radio advertising has been disproved by WKRC, Cincinnati.



Mr. Hill

As far as the WKRC management has been able to determine, the Fifth Third Union Trust Co., of Cincinnati, is the first bank in the country to adopt a program of popular appeal to sell its service to listeners. The Fifth Third's *Sunup Jamboree,* heard over WKRC daily, Monday through Saturday, 7-7:30 in the morning, is a variety show that might just as easily be used to promote the sale of bread or soap.

By using six half-hour programs weekly, it is believed Fifth Third Union Trust Co. is one of the largest buyers of radio time in its class of sponsorship. Scrupulously attentive to results of its promotion efforts, the Fifth Third has declared itself highly pleased with its WKRC campaign, and on Feb. 23 it renewed the schedule for another 26 weeks.

Doing the Job

"Our *Sunup Jamboree* program is eminently satisfactory," said G. Carlton Hill, vice-president of the bank. "It is doing the job we want done and our business in the personal loan department is increasing steadily, which we attribute directly to our radio campaign for just such a result."

The Fifth Third's program, now being used to promote the institution's small loan department exclusively, will eventually be the medium for acquainting the public with every phase of the bank's activity. Any effort as successful as the *Sunup Jamboree,* Mr. Hill said, necessarily reaches all types of customers and each department of the bank will receive special attention on the air in its turn.

A few weeks before Christmas, WKRC broached Mr. Hill on the subject of the Fifth Third using radio time. The bank executive agreed to try the idea and accepted WKRC's suggestion of a popular type program to be broadcast in the early mornings. On Nov. 29 the bank signed a 13-week contract. The show was to be a pot pourri of transcribed music, time and weather reports every five minutes, and a five-minute news period giving the freshest news of the day.

The *Sunup Jamboree* went on the air one Monday. By noon of the next day, there were 15 applicants for personal loans from the Fifth Third. Merwyn Love, conductor of the show, visited the bank and was told that each of the applicants had referred to the WKRC program in introducing themselves.

An interesting fact about the applicants was that they all came to the bank during the lunch hour, prompting the conclusion that WKRC's suggestion of a show to reach the working people was correct.

Perhaps the most unusual case the *Sunup Jamboree* has resulted in was that of a farmer living in Indiana, more than a hundred miles from Cincinnati. After the first week of the Fifth Third's radio program, the bank received a letter from the farmer outlining his position and wanting to borrow $200. Never having borrowed any money, the farmer didn't know how to go about it; the radio program, coming to him in the early morning when he was preparing for the day's work, solved his problem by telling him how to negotiate a loan. He was referred to a local bank.

The radio program was in the nature of a public market place; the commodity, money, was available for anybody able to meet the requirements to get it. The program served as a guide.

For financial institutions having personal loan departments, there can be no better time nor method of reaching consumers than an early morning radio show, Mr. Hill says. Usually, the type of loan desired is small, to help tide over a tough spot or to lump debts into one sum, thereby making it easier to pay. The class of people wanting these loans are the working men and women who do not make large salaries and who have to be on the job by 8:30 or 9. Their credit, in most instances, is excellent and they are good risks up to a nominal sum; they are, in short, the men and women who do the world's work.



COMPETING in the Fort Wayne National Bank's *DYKTA* quiz series on WOWO-WGL, Fort Wayne, recently were two family groups, the Hammetts and the Crabills, shown here with (in background, l to r) Franklin Tooke, announcer; Harold D. Cothrell, assistant cashier of the bank and producer of the show; A. G. Hercules, of the bank's mortgage loan department, who was interviewed on the program; Ervin Frauenfelder, commercial teller, scorekeeper, and Arthur H. Gertz, of the auditing department, who served as timekeeper during the ceremonies.

Q--SHOULD BANKS USE RADIO?

A--Yes, Says Fort Wayne Bank, As Quiz Program, Successful, Is Sponsored 39 Weeks

FORT WAYNE National Bank is accumulating a large radio following for its current question-answer show, *DYKTA* (Do You Know the Answers), on WOWO-WGL, Fort Wayne, Ind., according to Harold D. Cothrell, assistant cashier of the bank and radio director of Financial Advertisers Assn. Thirty-two four-man teams, selected before the program started last September, represent local service and social organizations and include school teachers, insurance men, realtors, business and professional men and women.

Competing for a grand prize of $200, two teams meet for each weekly session, heard Mondays at 7 p. m., the winners advancing to a succeeding round and losers getting consolation prizes. On each program an officer or employee of the bank is interviewed about his department in the organization.

The bank has contracted for 39-week sponsorship, and with 32 teams providing only 31 broadcast sessions, eight extra sessions were planned, one every fourth week, to play off ties. Other groups, not included in the original 32 teams, also are brought into the competition through the extra sessions.

"We know that the program has helped keep our volume of time payment loans up, and has been responsible for a number of new loans," Mr. Cothrell said. "We also notice that our volume of new accounts in both our checking and savings departments has been fairly consistent. Just what part of this is due to the *DYKTA* program is problematical, but we do feel that it really is doing its share to publicize our bank and bring in new customers."

Diesel Schedule

HEMPHILL DIESEL SCHOOLS, Chicago (instruction), on Feb. 28 increased its spot schedule of varying announcements and participations to include: KMBC, Kansas City; WHO, Des Moines; WDAY, Fargo; KGKO, Fort Worth; WLS, Chicago. The series on WLS is a five-minute, thrice-weekly program. Critchfield & Co., Chicago, handles the account.

Folger WNAX Test

WNAX, Yankton, S. D., is making a 40-week test for Folger Coffee Co., Kansas City, using its transcribed quarter-hour *Tom Bradley, Adopted Father.* To push the new program, WNAX devoted every available station break during one day to spot announcements promoting the show. Gardner Adv. Agency, St. Louis, is agency.

Arizona Bank's Business Aided by News Program

CULMINATING six years of steadily increasing use of radio, Valley National Bank, large Arizona banking concern, recently signed a 52-week non-cancellable contract for six weekly news broadcasts on KTAR, Phoenix, and KVOA, Tucson. The news is processed in KTAR's news bureau from UP leased wire reports.

In January, 1933, President Walter R. Bimson, sponsor of the campaign and chairman of the investment committee of the American Bankers Assn., with I. N. Shun, president of Advertising Counselors, agency in charge of the account, outlined a long-term campaign employing all major media. At that time the bank had nine branches and a main office; today the number has been doubled. Deposits have grown from under 7 million dollars to over 40 millions; accounts from fewer than 12,000 in 1933 to 60,000 in 1938; loans outstanding, from three to 16 millions. Bank personnel, during the six years, has grown from 85 persons to more than 300. Increases in the advertising budget have been predicated on increases in total deposits and net profits by department.

Newscaster on the Valley National Bank series is Jimmie Creasman, with Arthur Anderson handling the commercials.

Sales Session Set

THE Sales Institute for Ohio broadcasters, launched successfully last year, will hold its second annual forum April 1 at Columbus under the chairmanship of Fred Bock, sales manager of WADC, Akron, and organizer of the group. The Ohio Broadcasters Association has adopted the Institute as one of its official activities. Serving with Mr. Bock on the arrangements committee are Bill Orr, WBNS, Columbus; Gene Carr, WGAR, Cleveland, and Dave Brown, WHIO, Dayton. It is a one-day meeting for radio salesmen with guest speakers. First-hand information on radio advertising and sales technique is exchanged for the benefit of Ohio salesmen.

11th District to Meet

STATIONS of the 11th District of the NAB, comprising North Dakota, South Dakota and Minnesota, will hold their next meeting at Rochester, Minn., in May, at which time they will nominate the district director to sit on the NAB board. The nominating committee, named by Earl H. Gammons, general manager of WCCO, and present director, comprises E. C. Reineke, WDAY, chairman; E. L. Hayek, KATE, Albert Lea, Minn.; Wallace Stone, KSOO, Sioux Falls, and Gregory Gentling, KROC, Rochester.

Swift in Kansas City

SWIFT & Co., Chicago (frankfurters), has started a spot campaign in Kansas City consisting of daily announcements and five chain-break announcements on Friday evenings on WDAF; five Friday evening chain breaks on KMBC and KCKN. J. Walter Thompson Co., Chicago, is agency.

U. S.-Canadian Agreement Disclosed

Terms of Havana Treaty Basis of Pact for Wave Shifts

DISCLOSURE for the first time of collateral agreements made by the United States with Canada on assignment of regional and local stations on duplicated channels, pursuant to the terms of the Havana Treaty of 1937, to become effective upon the effective date of the North American Agreement, was made Feb. 27 by the FCC. An exhibit setting forth the exchange of notes between the State Departments of the two Governments was placed in the record during hearings on the application of WHLS, Port Huron, Mich., for unlimited time on 1370 kc. in lieu of its present daytime assignment on that channel.

The 1370 kc. channel under the Havana Treaty would become 1400 ks. and C. H. Owen, broadcast engineer, testified that ruinous interference would result by virtue of the terms of the agreement since CFPL, London, Ont., is earmarked for the same channel. At that time, Mr. Owen placed in the record the text of the agreements.

Other Agreements

In addition to the agreement covering assignments of regional and local stations in Canada on shared channels, the exchange of notes also covered an agreement between the two nations for the use of 540 kc. at Saskatchewan with provision for adequate protection. Also covered was a third agreement governing WLW's operation on 700 kc. with power of greater than 50 kw. to prevent interference to a Canadian station in Montreal which would operate on the adjacent 690 kc. channel with minimum power of 50 kw.

The agreement bore the date Oct. 28, 1938 and was approved in a letter transmitted to the State Department Dec. 10 by the Canadian Legation.

The agreement regarding shared channels specifies there shall be 16 full-time station assignments in Canada to stations which at present are considered regional or local. Six of these stations will have power of 1,000 watts and 10 will have power of 100 watts. The six 1,000-watt stations and the channels to which they will be assigned under the agreement when the Havana Treaty becomes effective are:

CJBR, Rimouski, Que., 1300 kc; CFQC, Saskatoon, Sask., 600 kc.; CJAT, Trail B. C. 610 kc.; CHNC, New Carlisle, Que., 610 kc.; CKCK, Regina, Sask., 620 kc.; CJCA, Edmonton, Alta. 1260 kc.

Stations in the Class IV or local category which will operate with 100 watts on shared channels under the reallocation are CKPR, Port Arthur, Ont., 1230 kc.; CJCJ, Calgary, Alta., 1230 kc.; CFPL, London, Ont. 1400 kc.; CKIC, Wolfville, N. S., 1240 kc.; CKWX-CKCD, Vancouver, B. C., 1450 kc.; CHML, Hamilton, Ont. 1310 kc.; CFRN, Edmonton, Alta., 1340 kc.; CKCO, Ottawa, Ont., 1340 kc.; CKCR, Waterloo, Ont., 1490 kc.; CFRC, Kingston, Ont., 1490 kc.

It was brought out that these assignments are reserved pending ratification and operation of the North American Regional Broadcasting Agreement, but that pending such action the two Governments agree that in making any changes in existing assignments or authorizing new assignments, the assignments agreed to will be afforded protection in accordance with the allocation standards provided in the treaty.

Local Assignments

In addition to these 16 stations, it was stated, there are 13 stations now operating in Canada with power of 100 watts on channels that are now classified as regional channels and under which the terms of the proposed agreement will be regional channels for the assignment of Class III stations with a minimum power of 500 watts. It was agreed the two nations would recognize if possible that these stations should be assigned to local channels in order that they may be afforded protection from interference from other stations under the allocation principles. Assignments for these stations were specified in the agreements as with 100 watts on the proposed new frequencies as follows:

CFCO, Chatham, Ont., 630 kc.; CFCH, North Bay, Ont., 1230 kc.; CFPR, Prince Rupert B. C., 1240 kc.; CJOC, Lethbridge, Alta., 1240 kc.; CRCS, Chicoutimi, Que., 1240 kc.; CFLC, Prescott, Ont., 1450 kc.; CKPC, Brantford, Ont., 1380 kc.; CKCL, Toronto, Ont., 1450 kc.; CJGX, Yorkton, Sask., 1450 kc.; CHGS, Summerside, P.E.I., 1480 kc.; CHLP, Montreal, Que., 1490 kc.; CKFC, Vancouver, B. C., 1490 kc.; CKMO, Vancouver B. C., 1490 kc.

Out of Control

DON McBAIN, CBS Hollywood engineer, was a victim of Southern California's recent freak storm and as a result spent an entire day and night at an abandoned airport. McBaine, a licensed pilot, flew to Phoenix, Ariz., to take delivery on a new plane for a friend and return it to Los Angeles. Halfway home however, the plane headed into Southern California's "unusual" snow storm, and heavy headwinds prohibited landing. He circled Desert City for two hours, was unable to land and tried two other airports unsuccessfully. He was finally forced down, out of fuel, at an abandoned airport near Indio, and hitch-hiked through the blizzard to Indio to wire CBS in Hollywood of his predicament. Then he hiked back to the plane, tied it to a tree and waited until the following morning to continue his trip.

RADIO AND THE CRIME WAVE

Tips From Stations Prove Helpful to Law Enforcers In Tracing and Capturing Criminals

RED HOT news was carried by KOIN, Portland, Ore., recently when it broadcast a holdup flash while the crime still was being committed, stealing a march on Foster May of WOW, Omaha, who a few weeks ago apprehended a fugitive criminal under the noses of a pursuing posse.

When two armed holdup men entered a Union Oil Co. office on the sixth floor of a building in the heart of downtown Portland, a switchboard operator, although covered by a revolver, whispered an alarm to an adjoining office, and the alarm was relayed to police. Through its own news-gathering channels, KOIN learned of the police call and carried the flash: "Two bandits are holding up the Union Oil Co. offices in the Yeon Bldg. *right now!*", along with details of the robbery and suspected license numbers of the get-away car a few minutes later.

KSOO and KELO, Sioux Falls, played an active part in a recent manhunt for two escaped prison farm convicts. After the pair had stolen a cab in downtown Sioux Falls, the stations started the manhunt over the air under direction of Gene Dennis, young special events news announcer, asking the cooperation of all listeners along the prisoners' route. Meantime Dennis was broadcasting complete descriptions and official instructions to posses organized as a result of earlier broadcasts. Doping out the convicts' probable route, Dennis supplied special instructions to police officers and other listeners along the road. When the pair did appear at Sisseton, S. D., as predicted by Dennis, they were immediately arrested by Sheriff Wickaman, who had followed their trail via the broadcast and was waiting for them.



Seattle Post-Intelligencer

"Now, Mr. Wallace, you take your hands off that delicious creamy frosting made with handy Everquick vanilla!"

IRNA to Testify At FCC Hearing

Executive Committee Decides To Describe Its Functions

INDEPENDENT Radio Network Affiliates, representing the majority of the 320 network outlets in the country, will appear before the FCC Network Inquiry Committee probably this month to set forth its functions, intentions and potentialities, it was decided Feb. 28 at a meeting of the executive committee of the group in Washington. Appearing for IRNA will be Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, Mark Ethridge, WHAS, vice-chairman, and George W. Norton Jr., WAVE, Louisville, counsel.

The executive committee announced that pending the action of the NAB committee on self-regulation within the industry, scheduled to begin meetings next month, it had resolved to defer final action on the subject of network commercial announcements and other matters relating to continuities. The committee will report to the IRNA meeting to be held in Atlantic City in July during the NAB convention.

The committee declared it had received only 145 replies to questionnaires sent to 320 stations last October dealing with network program policies and stated that a further effort will be made to get replies from the remainder.

Present at the meeting in addition to Messrs. Rosenbaum, Ethridge and Norton, were Gene O'Fallon, KFEL; John A. Kennedy, WCHS; Walter J. Damm, WTMJ; Paul W. Morency, WTIC; John Shepard, 3d, Yankee Network.

Book on School Radio

A NEW BOOK titled *Development of Radio Education Policies in American Public School Systems*, by Dr. Carroll Atkinson, is scheduled to be off the press about April 15 as the first of a series of six books being published by the Radio Survey Project as a follow-up of Dr. Atkinson's *Education by Radio in American Schools*. The author traces the historical beginnings and present radio policies of 126 American public school systems (10.3% of the total) representing population centers of 8,000 and more. His introduction also summarizes the radio services of the Office of Education, National Education Association, NBC, CBS, MBS, NAB, etc. The book is being published by the Edinboro Educational Press, Edinboro, Pa.

AMOS 'n' ANDY, in blackface makeup, were the subjects of an experimental television pickup at the New York World's Fair on Feb. 26, the day before the noted NBC entertainers broadcast a half-hour description of the sights at the Exposition on their regular program for Campbell Soup Co. The experiment marked the first television experiment with a commercial program to come from the Fair grounds as well as the first time the team has ever faced a television camera.

CHARLES W. PHELAN and Mrs. Phelan, in association with Edward F. Flynn, an attorney, are principals in an application filed with the FCC Feb. 25 for a new 100-watt station on 1200 kc. in Salem, Mass.

Penney Chain to Expand

J. C. PENNEY Co., New York (chain stores), on or about April 1 will place its script serial program, which has been tested for 26 weeks on WOW, Omaha, under the name of *The Jangles*, on eight to ten additional stations. The program will be given another name and will be recast. Pedlar & Ryan, New York, handles the account.

Portland Silence

WHEN a storm in Portland severed KOIN broadcasting facilities temporarily in February, a woman listener called to inquire why she was not hearing the station. She was told the power had failed and it was impossible to broadcast. "Well, why don't you announce that the power is off?" she asked.

Plans Frequency Tests

TO EXPERIMENT with frequency modulation, as opposed to amplitude, John V. L. Hogan, New York engineer and operator of WQXR, on Feb. 27 was authorized by the FCC to build a 1,000-watt station for ultra-high frequency operation in New York City. Mr. Hogan will employ principles developed by Maj. Edwin H. Armstrong, New York inventor and experimenter [BROADCASTING, Feb. 1] and proposes to parallel the experiments contemplated by the Yankee Network, General Electric Co. and WDRC, Hartford.

Crosley Television

CROSLEY Corp., operator of WLW, on Feb. 20 announced filing of an application with the FCC for a new ultra-high frequency television station in downtown Cincinnati. If the application is granted, equipment will be designed and built by engineers under direction of R. J. Rockwell, Crosley technical supervisor. The station would be of 1,000 watts output and seeks the band of 50 to 56 megacycles. It was stated no provisions have been made to broadcast television on a regular schedule and for the present the Crosley operations would be along experimental lines.

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A. EARL CULLUM, JR.
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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
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CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

CAN YOU WRITE RADIO SCRIPTS? If so tell us about yourself, your radio experience and qualifications. Include postage for return of any material sent us. Box A263, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

WANTED: Salesman who can produce for daytime regional in excellent medium size Eastern market. Prefer experienced man in early thirties who can assist in station management. Must have personality which will blend with present organization. State full particulars in first letter. Box A269, BROADCASTING.

Situations Wanted

COMMERCIAL MAN with excellent sales record, plus three years experience with national advertising agency. Knows local, national, and spot business. Managerial ability. Exceptional business and personal references. Presently employed. Box A259, BROADCASTING.

SALES PROMOTION - MERCHANDISING: Good producer now employed desires change immediately. Experienced dealer calls rural or metropolitan. Thorough working knowledge sales promotion; program presentation; layout; publicity. Good foundation program principles with regional network newspaper affiliate. Work with salesmen all times. Highest references. Box A271, BROADCASTING.

GENERAL MANAGERS: Capable assistant needs south or southwest location. Handle details—promotion—merchandising. Network, agency experience. Salary secondary. Dartmouth graduate, married, presently employed. Box A275, BROADCASTING.

EXPERIENCED station manager, now sales manager educational work, seeks better opportunity. Qualifications excellent for station or commercial management. Past record substantiates. Know virtually every field broadcast industry. Available now. Box A273, BROADCASTING.

Assistant Manager of a 1000 watt station desires to make a change. Wants position as Commercial Manager. Protestant, 28, married, and can show the finest of recommendations. Box A270, BROADCASTING.

PROGRAM-PRODUCTION MAN: Experienced national local accounts. Know programming A to Z. Excellent organizer; producer; supervisor. Twelve years leading newspaper stations. College. Available immediately. Box A272, BROADCASTING.

Announcer-Producer, thirteen years all-around radio experience. Regional station and major networks. Excellent references. Now employed, desires relocation anywhere with opportunities. Box A268, BROADCASTING.

Advertising Manager seeks location northwest mountain states. Take charge advertising department large station, complete charge smaller. Ten years exceptional record. Box A260, BROADCASTING.

Experienced radio operator. First Class Radio telephone license. R. C. A. graduate. Good references. Desires position in small station anywhere. Box A218, BROADCASTING.

Situations Wanted (Cont'd.)

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

SALESMAN anxious for permanent connection. Six years' national representative, transcription, local station production. Best references. Box A276 BROADCASTING.

Announcer: Employed, wants change. Prefer network station. $35 per week, nothing less. Experienced, good record. Box A261, BROADCASTING.

CHICAGO STUDENT - ANNOUNCER: thoroughly trained, some experience. Versatile. Age 26. Anywhere. Box A265, BROADCASTING.

Manager or Commercial Manager: Newspaper, theater, radio, managerial experience. Can make investment. Box A277, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handle studio utility, references, recordings available. Box A252, BROADCASTING.

Announcer and continuity writer with new program ideas. Regional station and network experience. Desires change. Box A264, BROADCASTING.

Announcer: Wants job immediately. Handles commercials, newscasting, musicals. Experienced, reliable. $22.50. Box 279, BROADCASTING.

Salesman-writer-announcer with North-central, 5000 watt, net station, desires change. Box A266, BROADCASTING.

Announcer—handle complete studio fare, news radio, dramatics. Single, educated, references. Box A274, BROADCASTING.

Young man now employed as announcer desires change. Three years experience. Voice recording. Box A258, BROADCASTING.

Wanted to Buy

STATION WANTED: In or near Virginia. Have cash. Box A262, BROADCASTING.

Will pay cash for station priced right. Write particulars. Dr. Charles H. Jones, Montgomery, Ala.

Station desired: Experienced manager wishes to purchase interest in station. Box A278, BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 75B, latest model. Excellent condition, sacrifice for cash. Box A239, BROADCASTING.

First $100 takes galvanized steel uniform cross section vertical radiator—200 feet or less—one only—new. Box A267, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Equipment

WBBM, Chicago, has wired its studios with 20-cycle current direct from AT&T to reproduce the telephone sound effect. Also in use is a "busy signal buzz" that can be plugged in for use in any studio, along with the sound of a long distance telephone ringing on the other end of the line.

NATIONAL UNION RADIO Corp. has announced a new "stubby" 5-inch cathode-ray television tube 13 inches in length, 3½ inches shorter than earlier tubes with the same size screen. In addition to being better adapted for small cabinets, the new tube, numbered 1805-P4, is lined with aquadag, a non-reflective coating preventing the reflection of light beams within the tube and assuring clear-cut picture tones on the tube's screen, according to its makers. Electrostatic deflection is utilized and the images are reproduced in black and white.

ST. PAUL police officials have ordered one of the largest two-way, ultra-high frequency radio systems in the world from RCA Mfg. Co. By means of a specially-designed receiver-transmitter the system will clear all incoming and outgoing calls directly from police headquarters. System includes a 500-watt transmitter, giving coverage over a 40-mile radius; two-way equipment on 32 police cars and a central receiver for incoming calls. This will replace a one-way system now in use.

KSEI, Pocatello, Ida., has installed a new Western Electric transmitter under supervision of James E. Mitchell, chief engineer. KSEI, an NBC affiliate, operates with 1,000 watts day, and 250 watts night on 900 kc.

JAY TAPP, chief engineer of KGER, Long Beach, Cal., has designed a new rectifier to replace high voltage generators for the transmitter, and also is designing a new layout for mixing and monitoring equipment for the KGER Playhouse, in which new WE Cardoid microphones have been installed.

WEMP, Milwaukee, has purchased a type 100-EM modulating unit from RCA.

WDZ, Tuscola, Ill., has purchased an RCA conversion kit for its 1-D transmitter.

WRNL, Richmond, has purchased Fairchild recording equipment.

KOMA, Oklahoma City, has added two-channel WE studio audio equipment, Fairchild recording apparatus, and RCA distortion and frequency measuring equipment.

WEMP, Milwaukee, has installed new RCA equipment and on Feb. 20 increased its daytime power from 100 to 250 watts.

WOR, Newark, recently has acquired 16 639A microphones from Western Electric.

ENGINEERS ADOPT NEW VOLUME UNIT

SUBSTITUTION of "volume unit" for "decibel" as the factor in determining audio volume level has been agreed upon by broadcast engineers at several recent conferences and is being adopted by NBC, CBS and Bell Telephone Laboratories. General adoption of this new principle would bring about use of an entirely new type of meter, or indicator for all audio panels.

Engineers attending the Second Annual Engineering Conference at Ohio State University, Feb. 6-17, agreed to adopt the new volume indicator as one which would eliminate confusion and provide a simplified means of measuring modulation. H. A. Affel, assistant director of transmission development of Bell; Howard A. Chinn, engineer in charge of audio engineering of CBS, and Robert M. Morris, development engineer of NBC, developed the new system. Weston Electrical Instrument Corp., Newark, N. J., assisted in the work and developed the volume indicator. Known as Weston Type 30 volume level indicator, specifications for the meter have been made available to other manufacturers and it is expected they will enter the field.

Agreements reached at several engineering conferences regarding the meter included the specification that zero volume level shall be defined by specifying the characteristics and methods of use of the new instrument and that a steady-state reference of one milliwatt be used. The impedance of the circuit across which the instrument is calibrated shall be 600 ohms. In order to avoid the more cumbersome term "db above zero level" and confusion with several existing standards, it was agreed to designate the readings of the new instrument as so many "vu" numerically equal to the number of db above zero volume.

The three originating companies announced their intention of installing the new instruments as soon as possible and of inaugurating their use on the one milliwatt in 600-ohm basis together with the adoption of the term "vu" in their plants on May 1, 1939. The hope was expressed that others would join in adopting the new standards at the same time.

RCA VICTOR has announced two new recording and instantaneous playback instruments, one a de luxe console type and the other a handy, low cost portable. Each is a completely self-contained unit, with a reproducing pickup, tone arm and loudspeaker, in addition to a velocity microphone, recording head with "Float Stabilizer" and amplifier. The console instrument is MI-12700, the portable model, MI-21701.

Coast Shortwave Station Is Opened at Exposition

WESTERN America began a program of shortwave broadcasts to South America with the inauguration on Feb. 18 of General Electric's transmitter at the Golden Gate International Exposition in San Francisco, the most powerful shortwave station licensed west of the Mississippi.

The station is operating every day of the fair and at its close will be moved to Belmont, Calif. Call letters are W6XBE. It operates on 9530 and 15,330 kc. with 20,000 watts and is equipped with directional antennas designed by Dr. E. F. W. Alexanderson, pointed to the Far East and South America. It was installed under the supervision of Harold G. Towlson, GE engineer. Two 70-foot towers have been constructed atop the ferry terminal at Treasure Island.

EQUIPMENT of Associated Cinema Studios, Hollywood transcription concern, which recently went into bankruptcy, has been purchased by Cinematone Corp., producers of industrial films, recordings and short shorts. Equipment was appraised at $24,000. Company has leased the Associated studio building and will spend approximately $25,000 in renovating and rebuilding the present setup, according to Dr. G. K. Woodard, president and general manager. New mixers, recorders, lights and other apparatus will also be installed. W. P. Falkenberg is treasurer and sales manager of the new concern. John H. Marshall is secretary. Kenneth Alliston who took over management of the old Associated Cinema Studios upon resignation of Frank W. Purkett in late December, remains as studio manager of the recording division.

Buzalski Heads Video

THOMAS BUZALSKI, engineer in charge of NBC's television transmitter at the Empire State Building, New York, was incorrectly identified as a chauffeur-mechanic in the list of NBC and RCA personnel handling the recent television demonstrations in Washington [BROADCASTING, Feb. 15]. G. F. Hettick is the chauffeur- mechanic. BROADCASTING regrets the error.

GLENN D. GILLETT, Washington consulting engineer, has been awarded a contract by the Massachusetts State Police to erect two 225-ft. Truscon vertical radiators for the State police radio service. One will be erected at Framingham, replacing the one destroyed in the September hurricane. The other will replace an old-style antenna at the Bridgewater station. Contract also includes modernization and removal of the transmitter at Bridgewater.

THE EARS HAVE IT!

Thousands upon thousands of ears perk up when WAIR tells a sales story. Here's a station that has both the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer



The Z NET

—covers Montana's largest metropolitan area—and Montana's capital city.

KGIR Butte NBC Affiliates KPFA Helena

RIGHT IN STEP...



You're right in step. That's what Advertisers say when you use *"The Triumphant Trio Way"* --- ITALIAN, JEWISH, POLISH --- for your forward march to sales in our important Foreign Language Market with its tremendous Buying power! So step right up and reserve your place NOW!

WPEN PHILA. 1000 WATTS

WM. PENN BROADCASTING CO.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 14 TO FEBRUARY 28, INCLUSIVE

Decisions . . .

FEBRUARY 15

MISCELLANEOUS — KTSW, Emporia, Kan., granted license new station 1370 kc 100 w D; KSEI, Pocatello, Id., granted license new equip.; KTBS, Shreveport, La., oral argument applic. change freq. etc. continued indefinitely.

FEBRUARY 17

MISCELLANEOUS — NEW, Patrick Henry Bcstg. Co., Martinsville, W. Va., granted petition intervene; WDAN, Northwestern Pub. Co., Danville, Ill., granted continuance; NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y., granted motion receive depositions; NEW, Copper Country Bcstg. Co., Hancock, Mich., granted order take depositions; WEAU, Eau Claire, Wis., granted motion amend applic. to 1-5 kw on 1050 kc.; NEW, Don Lee Bcstg. System, San Francisco, granted motion amend television applic.; NEW, Oregon Bcstg. System, Grants Pass, granted petition intervene; KLCN, Blytheville, Ark., granted petition for late appearance, also to continue hearing.

FEBRUARY 18

KOB, Albuquerque, N. M.—Granted extension temp. auth. 1180 kc 10 kw unl.; KEX, Portland, Ore., granted temp. auth. 5 kw; NBC, New York, granted temp. auth. transmit programs to Havana, Cuba.

FEBRUARY 20

WLW, Cincinnati—Denied rehearing on denial of extension of exp. auth. 500 kw.

KUMA, Yuma, Ariz.—License revoked for alleged false statements in renewal applic.

MISCELLANEOUS—KARK, Little Rock, Ark., granted amended CP increase N to 1 kw; WBEN, Buffalo, granted extension exp. auth. facsimile; NBC, granted auth. transmit programs to Havana; WMSD, Muscle Shoals City, Ala., granted dismissal without prejudice applic. transfer control; WORL, Boston, denied delay in decision re applic. increase power etc.; NEW, Hunt Bcstg. Assn., Greenville, Tex.; ordered to show cause why CP should not be revoked because of death of a partner; WDAN, Danville, Ill., granted reconsid. and grant without hearing applic. operate N, 100 w; KGCI, Coeur D'Alene, Idaho, retired to closed files and deleted call letters in applic. new station.

SET FOR HEARING—WPTF, Raleigh, applic. increase to 10 kw. etc; KRBC, Abilene, Tex., mod. license N to 250 w; W9XAK, Manhattan, Kan., television renewal, granted temporary license.

TEMPORARY RENEWALS — KFDM, WNAX, WSUN, KGBU, KUMA, KFDQ; MBS, Chicago, granted temp. extension auth. transmit programs to CKLW.

FEBRUARY 23

WKAC, San Juan, P. R.—Hearing on WKAQ and WNEL renewals etc. continued to 4-25-39.

FEBRUARY 24

MISCELLANEOUS — WHA, Madison, Wis., granted continuance hearing 60 days; NEW, Cabarrus Bcstg. Co., Concord, N. C. granted petition take depositions; WHDF, Calumet, Mich., granted continuance hearing, along with applic. Copper Country Bcstg. Co., Hancock, Mich.; KFJZ Fort Worth, granted order take depositions; NEW, Spartanburg Adv. Co., Spartanburg, S. C., granted petition take depositions; NEW, Birney Imes, Columbus Miss., granted dismissal without prejudice applic. CP; KOVC, Valley City, N. D., granted petition file appearance; WRDO, Augusta, Me., denied reopening hearing renewal applic.

FEBRUARY 25

WMAQ, Chicago—Continued hearing on renewal to 5-1-39.

WLAC Nashville—Continued hearing indefinitely on applic. 50 kw.

FEBRUARY 27

NEW, World Wide Bcstg. Corp. Norwood, Mass.—Granted CP international station 20 kw.

NEW, John V. L. Hogan, New York—Granted CP high-freq. 1 kw. frequency modulation.

NEW, WBNS Inc., Columbus—Granted CP facsimile.

WAAW, Omaha—Granted consent assign license to World Pub. Co. (McNinch, Walker voting No).

KWKH, Shreveport, La.—Granted mod. exp. auth. move trans. to increase power to 50 kw 1100 kc directional N.

WCLE, Cleveland—Granted regular renewal.

SET FOR HEARING—KUSD, Vermillion, S. D., renewal license; KINY, Juneau Alaska, change 1430 kc 250 w to 740 kc 1 kw; NEW, John R. Pepper, Greenville, Miss., CP 1310 kc 100-250 w unl.; NEW, Gazette Co., Cedar Rapids, Ia. CP 1420 kc 100 w unl.

MISCELLANEOUS — KOY, Phoenix, Ariz., order entered setting aside order of 12-12-38 denying KOAC motion to reopen hearing; reopened hearing, amended order of 1-30-39 and denied motion of Salt River Valley Bcstg. Co. and granted motion of Oregon State Agri. College; KNOW Austin, Tex., retired applic. mod. CP.

FEBRUARY 28

MISCELLANEOUS — WTAR Norfolk, Va., granted license increase D power; KVWC, Vernon, Tex., granted license new station 1500 kc 100 w unl.; WTCN, Minneapolis, granted license change equip.; WAWZ, Zarephath N. J., granted license increase N to 1 kw directional.

Applications . . .

FEBRUARY 14

King-Trendle Bcstg. Corp., Detroit — Extension auth. transmit programs to Canada.

WBRE, Wilkes-Barre, Pa.—Mod. license N to 250 w.

WKRC, Cincinnati—Mod. license D to 5 kw.

WFOR, Hattiesburg, Miss.—CP increase D to 250 w.

KGIR, Butte, Mont.—Mod. license N to 5 kw.

FEBRUARY 17

CBS, New York—Auth. transmit programs to Cuba.

NEW, Crosley Corp., Cincinnati—CP television station.

WROL, Knoxville, Tenn.—Mod. CP new trans, re antenna and equip.

NEW, Owen Franklin Neel, Eaton, Col.—CP television 50 w.

NEW, Western Bcstg. Co., Cheyenne, Wyo.—CP 1210 kc 100-250 w unl.

FEBRUARY 21

NEW, Wichita Bcstg. Co., Wichita Falls, Tex.—Denied motions for rehearing of new station grant.

WCOP, Boston—Denied mod. license to 1130 kc. ltd.

NEW, Food Terminal Bcstg. Co., Cleveland—Denied CP 1500 kc 100 w D.

NEW, WBEN Inc., Buffalo—Facsimile.

WTIC, Hartford—CP directional N.

NEW, World Peace Foundation, Abraham Binneweg Jr., Oakland—CP international station 5 kw.

FEBRUARY 24

NEW Neptune Bcstg. Corp., Atlantic City—CP 1500 kc 100-250 w unl.

WKBO, Harrisburg, Pa.—Auth. transfer control to J. H. and John F. Steinman.

NEW, Tom M. Bryan, Ft. Lauderdale, Fla.—CP 1370 kc 100-250 w unl.

KMA, Shenandoah, Ia.—CP new antenna move trans.

WMRO, Aurora, Ill.—License new station.

KELO, Sioux Falls, S. D.—License increase D power.

WEMP, Milwaukee—License increase D power.

KRBM, Bozeman, Mont.—Mod. CP re trans. site.

NEW Mollin Investment Co., Palm Springs, Cal.—CP 1200 kc 100 w D.

FEBRUARY 25

NEW North Shore Bcstg. Co., Salem, Mass.—CP 1200 kc 100 w unl.

WSGN, Birmingham, Ala.—Mod. license N to 250 w.

WEAU, Eau Clair, Wis.—CP increase 1 to 5 kw.

Common Antenna Analyzed by RMA

USE OF a single radiator for the operation of two or more stations, appears to be conducive to the development of cross-modulation interference, it is contended by the Engineering Department of the Radio Manufacturers Association, after an investigation in Seattle.

Bringing out that a technical study of interference conditions in Seattle was undertaken last fall by Lawrence C. F. Horle, consulting engineer, with the assistance of local Seattle engineers, RMA said that it disclosed definitely the presence of spurious frequencies from the locations of KOMO and KJR in Seattle, which use a common antenna. Signals of KOL, located in the same area, likewise are affected, it said.

The conditions reported, it was stated, "argue strongly against the simultaneous use of a common radiator for the operation of two stations because cross-modulation difficulties occur largely where the high field strength areas of two or more stations coincide and because the use of a common radiator by two or more transmitters inevitably results in complete coincidence of the fields of the transmitters."

Cross Talk Problem

Regarding the field strength of the spurious radiations, RMA stated that while they are far less than those of the signals on the assigned frequencies of the two stations, "a modern broadcast receiver will easily accommodate such a range of signals." The survey further showed, it was stated, that spurious radiations from the transmitter location are small as compared to those from other sources.

The report claimed that a cross-talk condition of this nature is "quite beyond control of the radio receiver industry since there is no expedient known at this time for alleviation of this condition through receiver design." Districts having overhead wiring may show a much higher susceptibility factor on cross-modulation than those having underground wiring, it was stated.

The report further showed that cross-modulation exists between three closely positioned transmitters — KOL, KOMO and KJR — which are located in approximately the same area in Elliott Bay.





TELEVISION'S first public proving ground is to be New York when the World Fair starts there April 30 [BROADCASTING, Feb. 15] but it is making a sort of preliminary debut at San Francisco's Golden Gate Exposition where RCA has erected this building which includes a television studio and viewing room. As illustrated here, guides direct visitors to the television studio where they may stand before the Iconoscope and are seen and heard by other visitors on Kinescopes in an adjoining room while also being visible through a glass window. Transmission is via wires from room to room, since RCA-NBC are still concentrating their shortwave transmissions in New York where the telemobile units are to be kept for that fair. Exhibit drew an opening-day audience of over 12,000 persons, RCA reports. It was estimated that one out of every 12 persons in the crowd of 150,000 visitors to the entire Fair saw and heard the television broadcasts in the reception room of the RCA studio, while inside crowds filed before the lens of the camera at the rate of 15 persons-per-minute for 12 hours, to watch the demonstration of video transmissions.

RCA's Radio Toy

FOR the scientifically inclined youngster RCA has introduced two new items to the toy trade—an electronics kit and sound effects kit. The kits were displayed at the annual preview of toy wholesalers in New York in February. The electronics kit may be used to build radio sets and p. a. systems; the sound effects package contains devices similar to those used by NBC sound effects engineers.

Network Accounts

All time EST unless otherwise indicated.

New Business

BATHASWEET Corp., New York (Bathasweet), on Feb. 27 started *Quin Ryan's News Commentary* on 2 MBS stations (WGN, WHK), Mon., Wed., Fri., 12:30-12:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on April 4 starts NBC show *Fibber McGee* for 52 weeks over the 28 stations of the CBC national network, except Quebec Province. Agency: Needham, Louis & Brorby, Chicago.

FORD DEALERS of Southern California, Los Angeles, on Feb. 24 started for 13 weeks *Let's Go Hollywood* on 7 Southern California Don Lee network stations, Fri., 8-8:30 p. m. Agency: McCann-Erickson, Los Angeles.

R. L. WATKINS Co., New York (Dr. Lyons tooth powder), on Feb. 20 started *Orphans of Divorce* on 34 NBC-Blue stations, Mon., 7-7:30 p. m., replacing *Alias Jimmy Valentine*, and at the same time adding 11 stations to the network. Agency: Blackett-Sample-Hummert, N. Y.

DOMINION RUBBER Co., Toronto (tires), on Feb. 22 started the CBS show *99 Men and a Girl* on CFRB, Toronto, and CKAC, Montreal, regular CBS Canadian outlets. Agency: MacLaren Adv. Co., Toronto.

RALSTON-PURINA Co., St. Louis (Shredded Ralston), on March 14 starts *The Inside Story* on 62 NBC-Blue stations, Tues., 8-8:30 p. m. Show is aired in East on 31 NBC-Blue stations at 8 p. m., repeat broadcast in West on 31 NBC-Blue stations 10:30-11 p. m. Agency: Gardner Adv. Co., St. Louis.

WAITT & BOND, Newark (Yankee cigars), on Oct. 3 starts *Eddie Casey's* football talks on 16 Yankee stations, Tues., Thurs., and Sat., 6:15-6:30 p. m. Agency: BBDO, N. Y.

WAITT & BOND, Newark (Yankee cigars), on March 28 starts *Fred Hoey* sports program on 16 Yankee stations, Tues., Thurs., and Sat., 6:15-6:30 p. m. Agency: BBDO, N. Y.

RICHMAN BROTHERS, Cleveland (men's clothing), on Feb. 27 started *Front Page Parade*, dramatized news featuring Peter Grant, on MBS (WLW WGN KSTP KXOK WHK WSPD WCAE), Mon., Wed., Fri., 6:30-6:45 p. m. CST. Agency: McCann-Erickson, Cleveland.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on March 6 starts *Manhattan Mother* on 10 CBS stations, Mon. thru Fri., 9:15-9:30 a. m. Agency: Pedlar & Ryan, N. Y.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on April 2 renews *Hollywood Playhouse* on 72 NBC-Blue stations, Sun., 9-9:30 p. m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on April 2 renews *Walter Winchell* on 31 NBC-Blue stations, Sun., 9:30-9:45 p. m. Agency: Lennen & Mitchell, N. Y.

WARD BAKING Co., New York, on March 27 renews *Jane Arden* on 14 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a. m. Agency: Sherman K. Ellis, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on April 5 renews *Kay Kyser's College of Musical Knowledge* on 90 NBC-Red stations, Wed., 10-11 p. m.; on Feb. 18 added KGGM KARM KDAL WMFG WHLB. Agency: Lord & Thomas, N. Y.

Ad Club Campaign

CAMPAIGN of public education in the economics of advertising has been started by the Advertising Club of New York through its special activities committee, and a speakers bureau is to be recruited from prominent members of the club, the Alumni Assn. of the Advertising and Selling Course, and the Assn. of Advertising Men. On the radio committee, headed by Sam G. Wingfield, president of Sam G. Wingfield Associates, who also is general chairman of the special activities committee, are Henry Obermeyer, assistant vice-president of Consolidated Edison Co. of New York, and Edgar Kobak, vice-president of Lord & Thomas.

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on March 31 will renew *Kate Smith Noonday Chats* on 14 CBS stations, Tues., Thurs., and Sat., 12 noon to 12:15 p. m. Agency: Benton & Bowles, N. Y.

S. C. JOHNSON Co., Racine, Wis., (floor-wax), on April 11 renews for 52 weeks *Fibber McGee & Molly* on 76 NBC-Red stations, Tues., 9:30-10 p. m. Agency: Needham, Louis & Brorby, Chicago.

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer) on Feb. 1 renewed for 62 weeks *Newspaper of the Air* on 25 Pacific Coast Don Lee network stations, Mon. thru Sat., 9-9:15 p. m. Agency: Associated Adv. Agency, Los Angeles.

Network Changes

MENNEN Co., Newark (shaving cream), on Feb. 19 added WOL and KWK to outlets for *People's Rally*, now heard on 11 MBS stations, Sun., 3:30-4 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

STANDARD BRANDS, New York (Royal desserts), on March 16 switches *Rudy Vallee* on NBC-Red from New York to Hollywood.

P. LORILLARD Co., New York (Old Gold cigarettes), on April 23 switches CBS *Melody & Madness* from New York to Hollywood.

QUAKER OATS Co., Chicago on March 4 switches *Quaker Party* on NBC-Red network from New York to Hollywood for six weeks or more, using Freddie Rich's orchestra.

SWIFT & Co., Chicago (Sunbrite cleanser), on March 2 moves *Sunbrite Smile Parade* from Fri. mornings to Thurs., 3-3:30 p. m., CST, on 51 NBC-Blue stations with delayed broadcast at 11:30 a. m., CST, Fri. on KFBK, KMJ, KERN, KWG. Show originates in Chicago. Agency: J. Walter Thompson Co., Chicago.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon cigarettes), on March 11 changes time on 70 NBC-Red stations from Sat., 7-7:30 p. m. to 8-8:30 p. m. with a rebroadcast at 12 m.

LEVER BROS., Cambridge, Mass. (Lifebuoy), on March 21 replaces Al Jolson with Dick Powell on CBS.

ANACIN Co., Jersey City (headache pills), on March 14 drops KOA and KDYL and adds Southern, Southwestern, and Mountain Group for *Easy Aces*, on NBC-Blue.

No Tongue Twisters

A PLAN has been announced by the Royal Blue Line Motor Tours Co. to christen its buses with the names of many of radio's big-name stars before the opening of the New York World's Fair. The flag bus of the fleet will be called *Benny Goodman World's Fair Express*, while others will be named after such stars as Orson Welles, Bob Hope, Gracie Allen, Edgar Bergen and Charlie McCarthy, Paul Whiteman, Bob Burns, etc.

Milwaukee Journal Takes Annual Listeners Poll

CHARLIE McCARTHY and Edgar Bergen topped the list as favorite comedians and conductors of the best-liked radio program in the ninth annual listener poll of the *Milwaukee Journal*, recently completed. With Jack Benny running second to McCarthy-Bergen, another comedian, Bob Hope, was named "brightest new star in 1938". Don Ameche, Bing Crosby and Rudy Vallee were top choices as masters-of-ceremonies, with Kay Kyser succeeding Wayne King as favorite dance band.

Bing Crosby was named most popular male star, while Deanna Durbin, Kate Smith and Dorothy Lamour led the women. For the eighth year Russ Winnie, sports commentator of WTMJ, Milwaukee, led Bob Elson and Ted Husing, while Nancy Grey, also of WTMJ, was chosen top woman commentator for the seventh straight season. *Lux Radio Theater* and *One Man's Family* led other dramatic programs. Don Wilson, Ken Carpenter and WTMJ's Bob Heiss led the field of ten in the studio announcers' classification, and male concert artists were led by Nelson Eddy, Richard Crooks and Lawrence Tibbet, while Jeannette MacDonald, Grace Moore and Lily Pons led feminine singers. Other winners included the Andrews Sisters, harmony singers; New York Philharmonic, symphony orchestras; *Vice and Sade*, serials; *Lone Ranger*, children's programs; Boake Carter, commentators; Dave Rubinoff, instrumentalists, and Len Salvo, organists.

Gruen Watch Spots

GRUEN WATCH Co., Cincinnati, on April 3 will start six daily time announcements on WEAF, New York, and plans to use several additional stations later this spring. The time signals will be broadcast seven days a week on a 52 week contract. The company will also sponsor *Calling All Cars*, a serial program released through Tested Radio Productions, New York, on WSYR, Syracuse, Sundays, 7:30-8 p. m., starting March 26. McCann-Erickson, New York, is the agency in charge.

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

What the Students Like in California

POLL of the 1,700 students of Pasadena, Cal. Junior College, conducted Feb. 17 by William Michael, student, placed the *Jack Benny* program as the favorite in all categories, *Chase & Sanborn Hour* as favorite variety show, *Ford Sunday Evening Hour* as favorite classical music program, *Kay Kyser* as favorite popular music program, *Lux Radio Theatre* as favorite dramatic program, and *Prof. Quiz* as favorite educational program.

The voting, which the conductor of the poll believes furnishes a cross-section of California student appeal, was as follows by percentages:

FAVORITE PROGRAM OF ANY KIND—Jack Benny, 16.59; Chase & Sanborn Hour, 11.32; One Man's Family, 9.1; Lux Radio Theatre 7.89; Kay Kyser's Kollege, 7.43; Orson Welles' Mercury Theatre, 3.97; Your Hit Parade, 3.45; Fred Allen's Town Hall, 3.38; Kraft Music Hall and Good News of 1939, tie, 3; Robert Benchley, 2.6.

FAVORITE VARIETY AND COMEDY SHOW—Chase & Sanborn Hour 25.54; Jack Benny, 25.48; Kraft Music Hall, 7.6; Good News of 1939, 6.9; Fred Allen, 5.75; Bob Hope, 4.28; Kate Smith Hour, 3.64; Fibber McGee, 3.13; Major Bowes, 2.49; Robert Benchley, 2.49.

FAVORITE CLASSICAL MUSIC PROGRAM—Ford Sunday Evening Hour, 49.27; Standard Symphony, 15.42; Voice of Firestone, 13; New York Philharmonic, 7.18; Metropolitan Opera, 7.18; Magic Key of RCA, 1.74; Nelson Eddy (Chase & Sanborn Hour) 1.74; NBC Symphony, 1.55.

FAVORITE POPULAR MUSIC PROGRAM—Kay Kyser, 25.46; Your Hit Parade, 22.15; Benny Goodman, 14.53; Artie Shaw, 10.52; Tommy Dorsey, 4.91; Guy Lombardi, 2.77; Andre Kostelanetz, 1.94; American Music Album and Skinnay Ennis tie, 1.87; Paul Whiteman, 1.52; Phil Harris, 1.38.

FAVORITE DRAMATIC PROGRAM—Lux Radio Theatre, 36.31; One Man's Family, 15.67; Orson Welles, 15.45; Big Town, 6.58; First Nighter, 6.37; Woodbury's Hollywood Playhouse, 4.37; Gang Busters, 1.94; Calling All Cars, 1.87; Silver Theater, 1.66.

FAVORITE EDUCATIONAL PROGRAM—Prof. Quiz, 34.94; March of Time, 12.84; Cavalcade of America, 11.85; Information Please, 9.01; We the People, 8.15; CBS American School, 4.94; World Is Yours, 3.21; American Town Meeting, 2.96; Dorothy Thompson, 1.36; Edwin C. Hill, 1.36.

Lambert in Canada

LAMBERT PHARMACAL Co., St. Louis (listerine), through Lambert & Feasley, New York, has taken 130 quarter-hour transcribed episodes of the *Charlie Chan* detective series from Irving Fogel Radio Productions, Hollywood, for release on 15 or more Canadian stations starting March 5.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

KSD Seeks Shift To Get Full Time

Would Give Present Channel To KXOK and Use 630 kc.

IN AN unusual petition for "relief", KSD, *St. Louis Post-Dispatch* station, on Feb. 28 filed with the FCC a request for what amounts to a junior reallocation of stations which would place KSD on the 630 kc. channel with full time, and shift KXOK, *St. Louis Star-Times* station, to KSD's present time-sharing assignment on 550 kc.

The effect of the petition is to request a reversal of the applications filed in January by KXOK, under which there would be a three-station shift placing the *Star-Times* station on a full-time 630 kc. assignment. In its application, KXOK asked for the full-time 630 assignment in lieu of its present assignment on 1250 kc., on which it began operation last fall. Simultaneously, KFRU, Columbus, Mo., also owned by the *Star-Times*, filed for assignment on 1370 kc., as a local, in lieu of its present part time operation on 630 kc. At the same time WGBF, Evansville, filed for KXOK's assignment on 1250 kc., in lieu of its 630 kc. part-time assignment.

Precedent Cited

The KSD petition requests that KSD be given 630 kc. with 1,000 watts night and 5,000 watts day; that KFUO, Lutheran station in St. Louis with which KSD shares time, retain its present 550 kc. assignment, sharing with KXOK; that KFRU and WGBF be given the same assignments requested in their pending applications.

The petition, filed by Paul M. Segal, George S. Smith and Harry P. Warner, KSD counsel, contends the FCC is authorized to make such an allocation under the law and that it has precedent for it in several cases. A request for a hearing on the petition was made. It is contended that KSD, operating since 1922, is the logical station for the full-time assignment, and recites at length the efforts to which it has gone in seeking full-time.

Apropos the *Star-Times* and related applications for the frequency shifts, it is contended that none of them reveals whether there is any understanding or contract among the parties, oral or written, involving payment to any of the parties for the proposed changes. The applications, it was alleged, "trade the affected frequencies as though they were the property of and under the control of the licensees rather than the subject of assignment by the Commission under conditions to produce the maximum public service and benefit."

In citing other reasons for the assignment of 630 kc. to KSD, the petition alleges that KXOK has not made good its promises of program service since it began operation last fall, and should not be advanced to the occupancy of the "most desirable regional frequency available for the service of the St. Louis area". Particular reference was made to the testimony of J. Bill Williams, proposed program manager of KXOK at the time of the hearing on the application. It was brought out that the same individual appeared in several other cases involving new station applications, and that he had testified that he solicited the business of applicants for new radio facilities.

The only basis on which KXOK preference for the 630 kc. assignment could rest, the petition concluded, "would be a claim on the part of KXOK that it had purchased through a subsidiary corporation the 630 kc. frequency and that it desires to assert a property right to that frequency against the regulatory power of the United States, which of necessity implies full duty on the part of the Commission to assign the frequencies upon the basis of merit and priority in the public service."

Late Personal and News Notes

EARLE J. FREEMAN has announced his resignation as vice-president of the Kellogg Co. and Kellogg Sales Co., Battle Creek, Mich., effective at once. With the firm for nearly 24 years, Mr. Freeman served as advertising manager from 1925 until early in 1938, since when he has been in charge of merchandising and field promotion. He was elected to the board of directors in May 1932, and was named a vice-president a year later.

GUY MEAD is now field representative for the programs division of Walter Biddick Co., Los Angeles, succeeding T. N. Turner, who has joined Davis & Schwegler.

ROBERT F. CROWELL, formerly with Schwabacher-Frey Printers, has joined the sales staff of KRE, Berkeley, Cal.

E. P. H. JAMES, NBC sales promotion director, on Feb. 27 addressed the advertising class conducted by Advertising Women of New York. The meeting was held in the NBC studios.

ADELINE DALLMEYER has joined KWOS, Jefferson City, Mo., as continuity writer and secretary to Program Director John Corrigan.

PHILIP BARRISON, dramatic director of WMCA, New York, and Milton Lewis, staff dramatist, re-signed with the station on long-term contracts, effective Feb. 27.

VANCE BABB, NBC press department manager, has returned from a three weeks' trip to the West Coast.

LAMBDIN KAY, manager of WSB, Atlanta, addressed the Georgia College Press Assn. Feb. 24 on "Journalism and Radio".

PHILIP L. BARBOUR of NBC's International Division, on March 2 will give a talk, analyzing European attempts to undermine the Good Neighbor policy, at a luncheon meeting of the Export Advertisers Association at the Hotel Astor, New York.

HAL WOLF, for eight years sportscaster and special events announcer of KOMO-KJR, Seattle, has joined the NBC announcing staff in San Francisco.

NEEDHAM & GROHMANN, New York agency, on March 4 moves to 630 Fifth Ave., International Bldg., Rockefeller Center.

HAMILTON Z. PALMER, of the CBC Toronto traffic department, has been loaned for two months to Metro-Goldwyn-Mayer, to act as technical adviser at Hollywood for the production "Hands Across the Border" in which he will advise on life at Canada's West Point, Royal Military College, Kingston, Ont.

KNOX MANNING, CBS Hollywood news commentator, has just completed a three-way job in connection with the Douglas Corrigan film, "The Flying Irishman", at RKO. Manning wrote narrative for the film, served as commentator and appears as a member of the cast.

KFNF, Shenandoah, Ia., has appointed Wythe Walker as representative. Management of the station was taken over last month by M. H. Petersen and Jesse Kaufman [BROADCASTING, Feb. 15].

LARRY MAILES, formerly of the *Little Rock Arkansas Democrat*, has joined the sales staff of KARK, Little Rock. Bennie Craig, formerly of KLRA, has joined KARK as sportscaster.

ADAM HAT STORES, New York (chain hatters), on March 3 will sponsor another in its series of Friday evening prize fight broadcasts when NBC sports announcers Sam Taub and Bill Stern describe the battle between Buddy Knox and Nathan Mann on 37 NBC-Blue stations. Glickman Adv. Co., New York, handles the account.

RAYDENCE Inc., New York, has re-appointed the Raymond Levy Organization, New York, to handle advertising for its liquid beautifier, and on Feb. 26 started a test campaign for 13 weeks of thrice weekly participation in Polly Shedlove's *Polly the Shopper* program on WHN, New York.

PEP BOYS, auto accessories chain, on March 8 takes over sponsorship of *Dawn Patrol*, heard six days weekly, 1-6:45 a. m., on WIP, Philadelphia. The time-block of 34½ hours weekly is claimed to be the largest sale of its kind made in Philadelphia. Under Fred Wood, the feature presents music, news, and weather and temperature reports.

WHITE PACKING Co., Salisbury, N. C., has returned to the air after a four-year absence with 12 spot announcements weekly on WSTP, Salisbury. J. Carson Brantley Adv. Agency, Salisbury, handles the account.

GRAPEVINE Milling Co., Grapevine, Tex., has signed for a series of 13 five-minute programs over KGKO, Fort Worth, to feature the "Manamar" ingredient in its poultry and cattle feed. Program is known as the *Jolly Millers* and is presented on early morning time. Account is handled direct.

RADIO is carrying the chief load in the promotion campaign introducing Frostkist Ice Cream Co.'s new packaged ice cream to the Portland, Ore., market, with Roscoe W. Segar, Portlang agency, placing the spot campaign over KGW, KEX and KOIN.

POLICYHOLDERS Advisory Council, New York, which has been running a campaign of quarter-hour programs, two to 14 times weekly, on eight stations in the New York area, has added WCNW, Brooklyn, WLAW, Lawrence, Mass., and WFEA, Manchester, N. H., to the list, which includes WMCA WNEW WINS WAAT WHOM WARD WWRL WBNX. Programs, live and transcribed, consist of discussions of the company's service as an insurance consultant. R. J. Roberts Agency, New York, handles the account.

LOOSE-WILES BISCUIT Co., Long Island City, on March 6 will start sponsoring a quarter-hour daily program of local news on WJSV, Washington. Reginald Allen, staff announcer of the station, will be the commentator. Newell-Emmett Co., New York, handles the account.

R. L. WATKINS Co., New York (Dr. Lyons toothpaste), on Feb. 27 started its fifth year of *Backstage Wife*, dramatic serial heard five days weekly on NBC-Red network. Blackett-Sample-Hummert, New York, handles the account.

IRVING CAESAR, song-writer and originator of the juvenile "safety song" series featured on Rudy Vallee's program last season, on March 2 will start a new campaign to make children more safety conscious with a series of quarter-hour weekly programs on WMCA, New York.

Rural Ownership Survey Published

Joint Committee Tabulations Show Family Home Habits

PUBLICATION of the Joint Committee *Study of Rural Radio Ownership and Use in the United States* was completed Feb. 23 with the release of Section 4, containing 85 pages of statistical data on which the conclusions and general tabulations [see BROADCASTING *1939 Yearbook*] contained in the first three sections were based. Major part of the volume is devoted to a study of family availability by hour periods of the average weekday, Saturday and Sunday, for all rural residents broken down first by time zones, then by residence on farms or in villages, and finally by adults, adult males, adult females, girls from 12 to 18, boys from 12 to 18, and children from 5 to 12, each sex and age group being analyzed according to day, hour and residence.

Because listening habits are the result of both family home habits and program appeal, the investigators felt it desirable "to find out not only when rural listeners listen, but also when they are in a position to listen, that is, when they are 'at home and awake'." Results show that throughout the country, at all hours from 9 a. m. to 10 p. m., Monday through Friday, people are "at home and awake" in two-thirds or more of all rural radio homes, with the peak hour being 7 to 8 p. m. (EST) when 94.5% of rural families are available. Peak for adult availability is between 6 and 7 p. m. in all time zones except the Pacific, where the peak comes two hours later. Other peaks occur from 7 to 8 a. m. and at the noon hour in all time zones.

Results are presented with the reservation that "so many farming occupations center around the barns and the homestead itself that members of the family may well be 'at home' without necessarily being fully accessible to the radio."

Table on location of receiving sets within the home shows that of all sets 75.7% are located in living rooms, 10.4% in dining rooms, 7.5% in bedrooms, 4.6% in kitchens, 0.5% in dens, libraries and game rooms, and 1.3% elsewhere. Second and third sets are located principally in bedrooms.

Study was sponsored and published jointly by CBS and NBC.

WEAF-WJZ Spot Sales

MAURICE M. BOYD, NBC eastern spot sales manager, has announced that since the first of the year the Eastern Division of NBC spot sales had signed up nine new accounts on WEAF and WJZ, New York. Accounts are: Modern Food Process Co., Philadelphia; Revlon Nail Enamel Co., New York; Borden Co., New York (Reid's ice cream); Chas. B. Knox Gelatine Co., Johnstown, New York; Breakstone Bros. Inc., New York; W. L. Douglas Shoe Co., New York; Scott Paper Co., Chester, Pa.; Gruen Watch Co., Cincinnati; Morris Plan Industrial Bank of New York.

Author! Author!

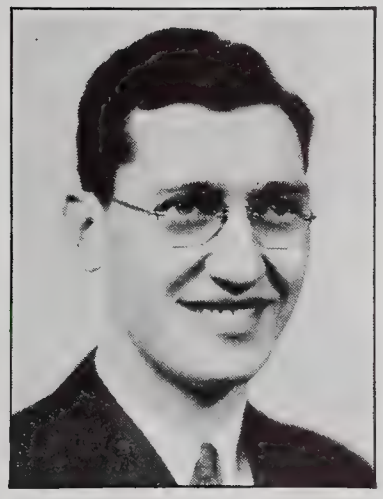
To write continuity the WLW way requires a minimum of 10 full time continuity writers . . . experienced, talented men capable of creating all types of radio scripts. And because their writing is better than average . . . they have contributed greatly to making the phrase . . . "produced in the studios of the Nation's Station" the hallmark of outstanding radio production . . . the reason WLW is the only winner of TWO Variety Showmanship Awards for program originations.



LATHAM OVENS



LEE HOUSE



EDWARD CARDER



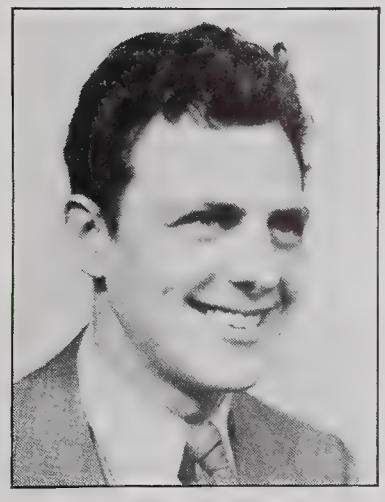
DOUGLAS MUSSINON



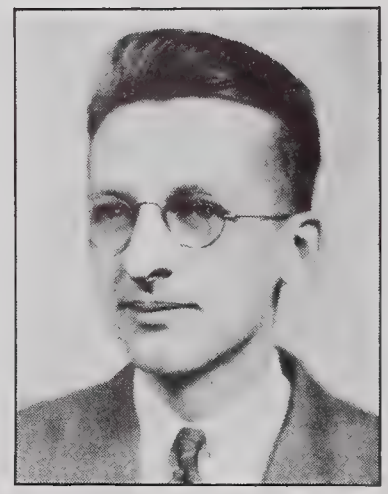
ROBERT MONROE



RALPH BROWN



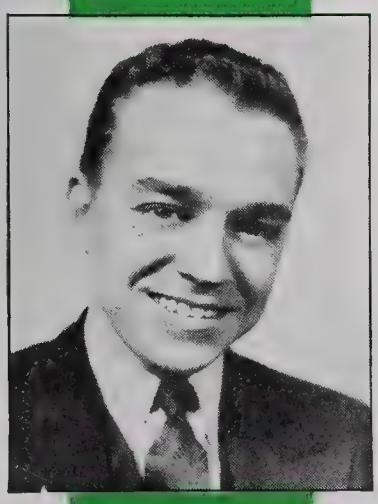
JACK C. WILSON



VAN WOODWARD



DERICK WULFF



BOB MALEY

***...these things too, we think are part of the story of* WLW**

A LARGE STATION SPEECH INPUT SYSTEM THAT'S *Ideal* FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM *at low cost!*

The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to de luxe systems at a price amazingly low.

ADVANCED FEATURES!

Conveniently located operating controls... Separate talk-back microphones with interlocked switching to studios or remote lines... Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized . . . Rugged mechanical construction with hinged chassis for greater accessibility . . . Switches for quick connection of complete emergency amplifying channel . . . Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue . . . Plate current metering for checking of tubes in program channel . . . Attractive 2-tone umber gray finish—modern functional design . . . Factory wired, tested, and guaranteed, this equipment also offers many other features.

• • •

Use RCA tubes in your station—for quiet, reliable performance



RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. · A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue
Chicago, 589 E. Illinois Street
Atlanta, 530 Citizens & Southern Bank Bldg.
Dallas, Santa Fe Building
San Francisco, 170 Ninth Street
Hollywood, 1016 N. Sycamore Ave.

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 6

MARCH 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"I wouldn't have DREAMED *that the two could be so alike!"* (ANOTHER OLD IDEA EXPLODED!)

● An orchidacious young Easterner of our acquaintance, visiting recently in these parts, was much amazed to discover that Iowa girls tint their finger-nails, dress their hair in the latest upswirl, and even say "*def*initely" in the same approved manner as the silken creatures of his own native New York, New York.

Which makes a pretty point when you discuss radio in this section. We believe our Middle-Western audience is the most eager and receptive group of people in the world, to anything that is *new* and *better*. . . . For proof we point to the fact that during 1938 WHO was on the air 6,602 hours. Of this time, 4,212 hours (or 63%) were sponsored . . . and a further breakdown shows that 2,082 (49%) of our sponsored hours were used by "spot" accounts. . . . Such figures are a nice compliment to the *effectiveness* of WHO, because they are the best possible evidence that our advertisers *get results.*

A good part of the almost unbelievable results produced by WHO is due to WHO's unmatched coverage of "Iowa Plus" (consistent returns from 42% to 50% of all the counties in the U. S.). But the rest of the answer is found in the character and pocketbooks of our Iowa Plus people themselves—their eagerness to *live more fully,* and their ability to buy the things that contribute to such living. Does your product meet this specification?

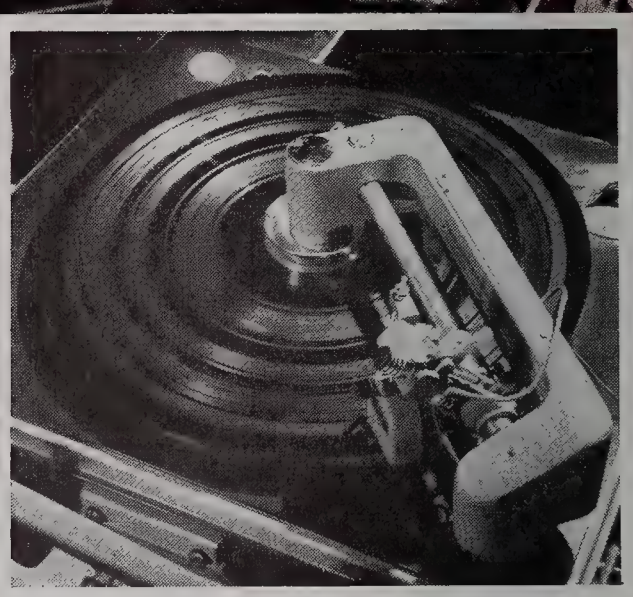
WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives



HISTORY *Repeats* ITSELF





With all its original sound effects!

● Great events seldom happen in a radio studio—outstanding entertainment and educational features, yes, but when history is in the making it occurs all too often out along the by-ways where telephone and power lines are not available.

KLZ is always a welcomed spectator at such events. It takes all Colorado along. Its modern 200-watt mobile transmitter is powered with an independent electric plant. Its public address system and battery of powerful searchlights aid the fire department and peace officers far beyond the demands of duty.

Equally as valuable to the public interest, convenience and necessity of Colorado as all this are the ability and facilities of this radio station on wheels to record at the scene of action and then later to re-create the events of today that will fill the history books of tomorrow.

No other station in Colorado so richly satisfies the natural desires of its listeners to go places, see things and meet people. No other station in Colorado has equipped itself with the men, methods and machinery to give its listeners this satisfaction.

KLZ *Denver*

CBS AFFILIATE ++ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ++ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ++ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ++ REPRESENTED BY THE KATZ AGENCY, INC.

Voice Ways

are the *Fast Ways* to New England's Markets

WIDE separation of trading areas in the major New England market impedes contact with that market as a whole by ordinary channels.

The direct, the quickly effective means of selling this territory is by coordinating sales effort through The Colonial Network.

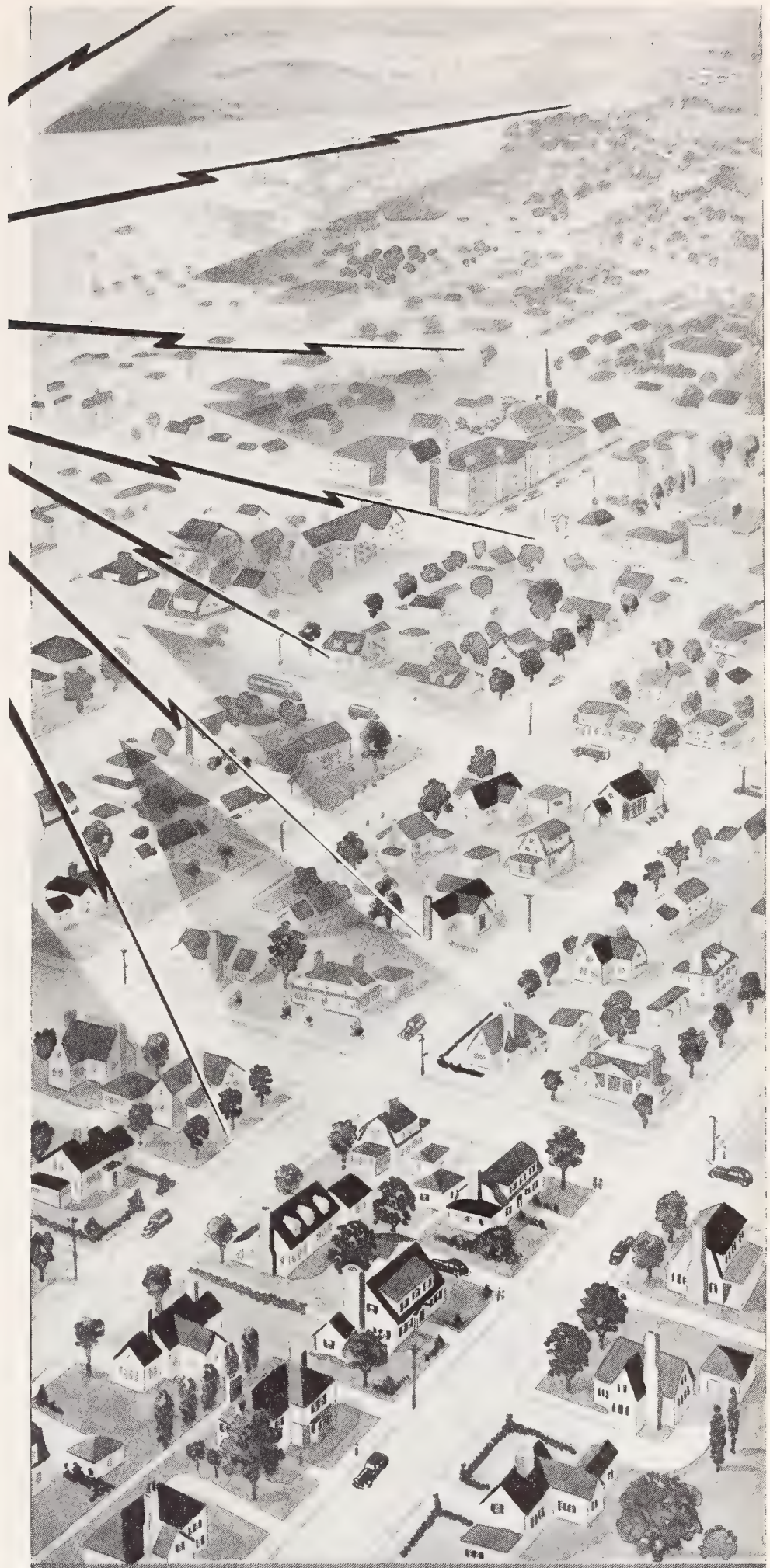
Seventeen stations, comprising this network, take your sales messages into city and suburban homes of important trading areas, from the Connecticut shore to northern Maine.

The Colonial group does a New England selling job, covering more territory than any other network at equally low cost.

17 STATIONS

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston, Auburn
WBRK	Pittsfield		

EDWARD PETRY & CO., INC.
National Sales Representative



The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

RCA Helps Build a Better World of Tomorrow Through RADIO'S SERVICE TO EDUCATION



IN the past ten years knowledge of good music has grown a thousandfold. An informed electorate has been created by the thorough airing of public issues. Drama, literature, the arts and sciences are vastly better understood. Students, from kindergarten to university postgraduates, have found new interest in their studies. All this is, in large measure, due to the educational activities of broadcasters.

The National Broadcasting Company, the broadcasting service of Radio Corporation of America, has given long and careful thought to the building of programs of an educational nature. NBC now offers each week many "public service programs" planned to fit into the scheme of education in the United States. They do not seek to replace educators or supplant schools or colleges. Rather they are planned to help the work of teachers by inspiring greater interest in learning.

RCA Victor Radios, RCA Victrolas, and Public Address Systems are instruments for education. Other services of RCA contribute to raising the nation's cultural standards.

Fact is, broadcasters have succeeded in making radio a fourth "R" in the famous series...readin', 'ritin', 'rithmetic and *radio*.



He teaches in more than 70,000 schools

The "Music Appreciation Hour," conducted by Dr. Walter Damrosch and broadcast each Friday during the school year by NBC is a regular part of the course of study in more than 70,000 schools.

RCA Radio

RCA MFG. COMPANY, INC.

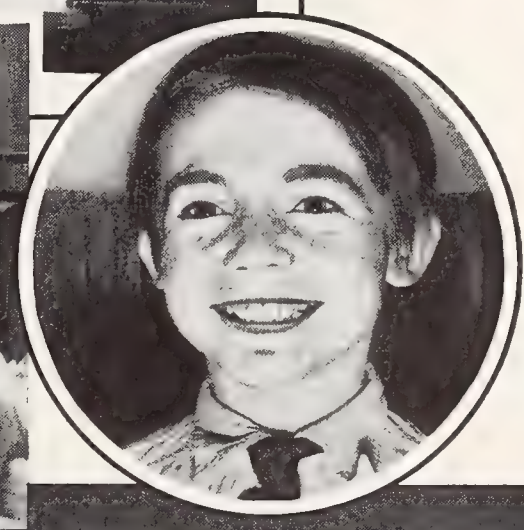


Youth's is a great heritage. Today through the magic of radio, whether it be the first generation in this country, or the tenth, the younger generation and all people of the United States understand and appreciate their country better—are more widely informed on more subjects than ever before.

Through Radio, the Crossroads School finds itself at the Crossroads of the World

Typical country school in New Castle Township (N. Y.) where today radio opens new fields of cultural opportunity.





"I like school now we've got a radio!"

Corporation of America

RADIO CITY, N. Y.

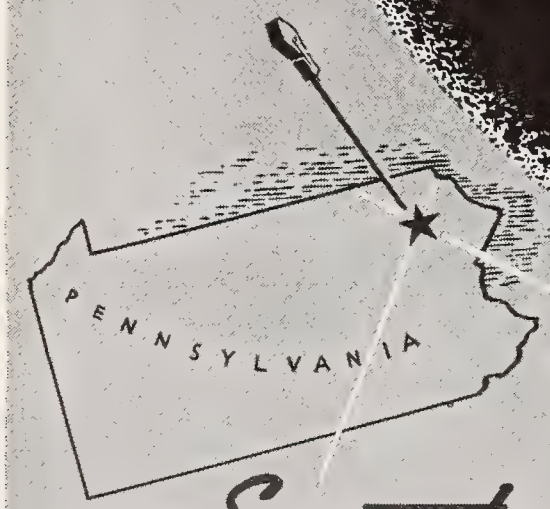
NATIONAL BROADCASTING COMPANY RADIOMARINE CORPORATION OF AMERICA
R.C.A. COMMUNICATIONS, INC. RCA INSTITUTES, INC.

LOST

LOST: complete coverage of Northeastern Pennsylvania and the 17th largest Metropolitan Center in the U. S. A.

unless your radio schedule is on WGBI,

the only station that consistently serves this rich area . . . Wyoming, Lackawanna, and Luzerne Counties, including such cities as Scranton and Wilkes-Barre.



WGBI

Scranton *Penna.*

1000 WATTS L.S. 500 WATTS NIGHT 880 Kc.

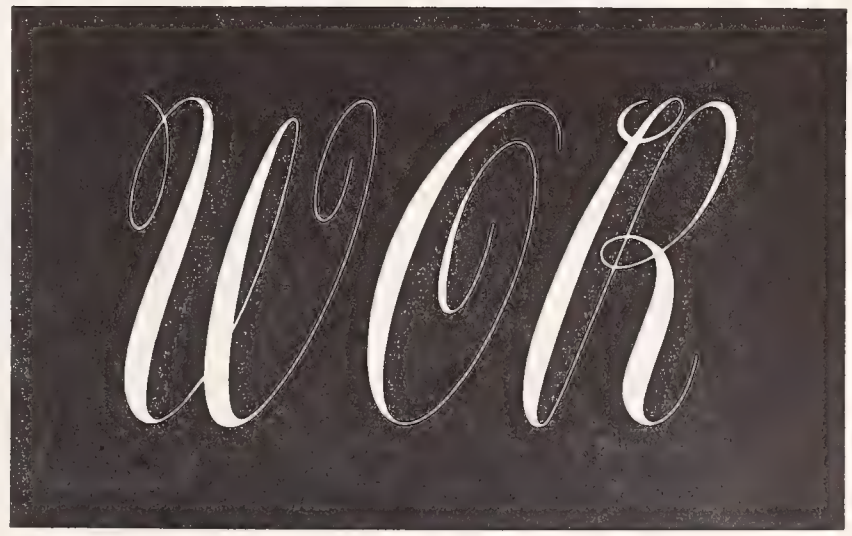
SCRANTON BROADCASTERS, INC. *Frank Megargee* PRESIDENT

NATIONAL REPRESENTATIVES: *John Blair and Co.*

What's a Trapper got to do with it?



IN EVERY election, we have noticed, there is always a child who swallows a campaign button, and there is always a remote trapper who paddles a great distance through the wilderness to cast his vote. These are inevitable electoral incidents. They remind us sometimes of those things called program ratings at WOR. Take a coincidental by C. E. Hooper (we take it once a month) and there, inevitably, is WOR's Transradio news at 12:30 with a rating of — well, this month — 36%. Or maybe it's the 6:30 p.m. Transradio bucking through with 42% in the face of competition that makes the Rocky Mountain range look like a hedge of forget-me-nots. If your fancy turns to Sunday, you'll find "The Shadow" gooseflesh-ing 40% of the people who listen at 5:30 p.m. Is a station's success then merely the result of good ratings? No. WOR must make sales. *Sales are what WOR must make.* Otherwise any rating of any program would total only some marks on some paper. To make sales you must get the right audience — and the most of that audience. WOR not only gets the audience, but — given the right program — does things to that audience which cause an immediate and painless exchange of cash. Maybe it's the unique package of markets we cover that causes this. Maybe it's because it's WOR. Most likely it's a combination of both.



How to describe a Champion in 76 words



THE CHAMPION: *KMOX, St. Louis*

LISTENERS: Crossley, Inc. and Irwin & Irwin coincidental studies prove KMOX has *more listeners* than the *five* other St. Louis stations *combined.*

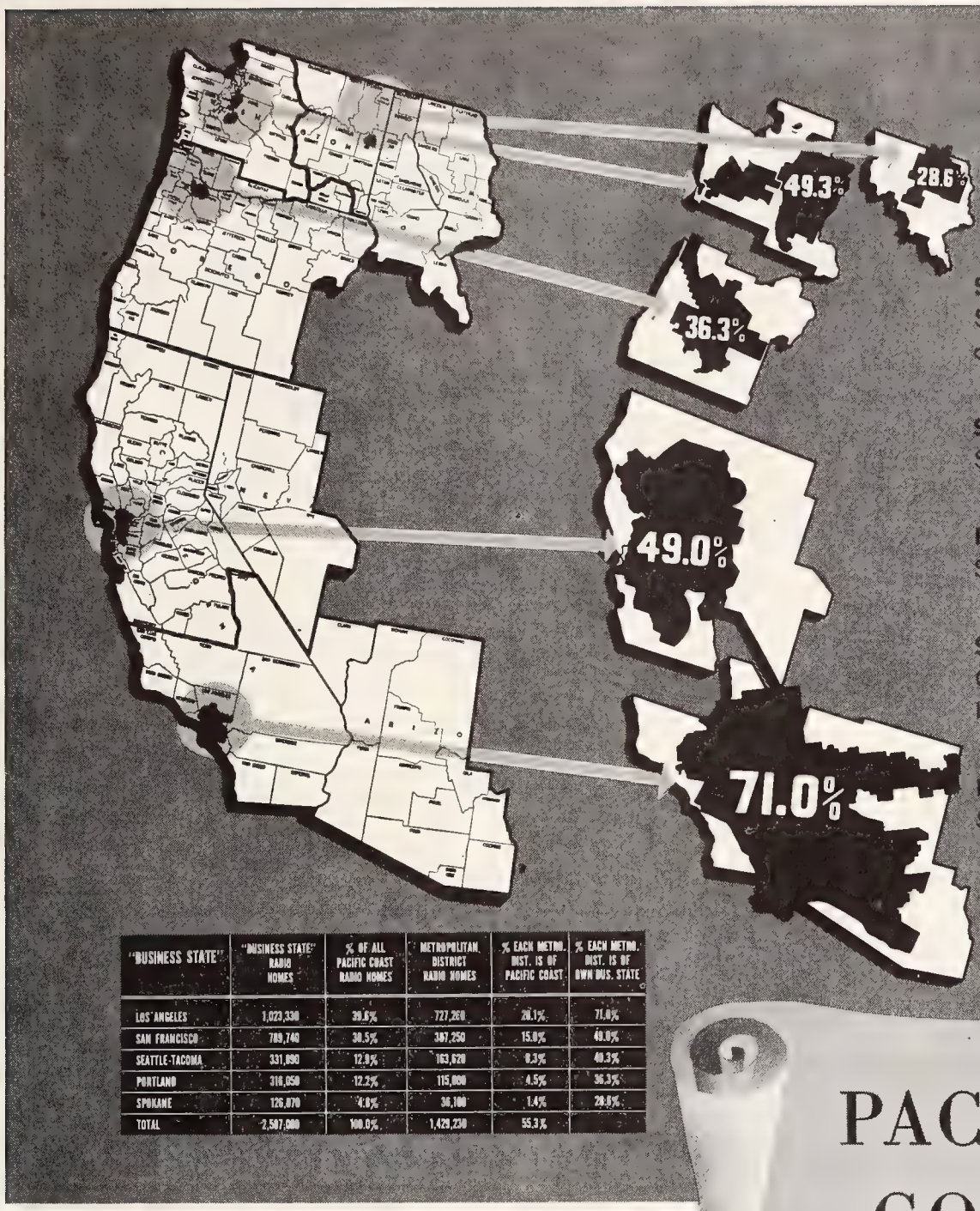
ADVERTISERS: KMOX carries 42.3% more local and national spot business than the other *two* network stations *combined.*

DEALERS: Typical comment of typical retailer (J. T. Westfall, Executive Secretary of Missouri Retail Grocers' Association): *"KMOX has the wholehearted and enthusiastic support and cooperation of grocers both in St. Louis and in the surrounding trading area."*

KMOX—a 50,000 Watt Columbia Network *originating* station...with the kind of local service that makes "The Voice of St. Louis" an exact description of the station! Owned and operated by Columbia.

50,000 WATTS **KMOX** ST. LOUIS **A CBS STATION**

Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco



"BUSINESS STATE"	"BUSINESS STATE" RADIO HOMES	% OF ALL PACIFIC COAST RADIO HOMES	METROPOLITAN DISTRICT RADIO HOMES	% EACH METRO. DIST. IS OF PACIFIC COAST	% EACH METRO. DIST. IS OF OWN BUS. STATE
LOS ANGELES	1,023,330	39.5%	727,260	28.1%	71.0%
SAN FRANCISCO	789,740	30.5%	387,250	15.0%	49.0%
SEATTLE-TACOMA	331,890	12.9%	163,620	6.3%	49.3%
PORTLAND	316,050	12.2%	115,000	4.5%	36.3%
SPOKANE	126,070	4.9%	36,100	1.4%	28.6%
TOTAL	2,587,080	100.0%	1,429,230	55.3%	

PACIFIC COAST *Sales Geography*

WHEN you buy a Regional Network to support Pacific Coast sales give *first* thought to the relative station popularity in these 5 key distributing centers. Their combined metropolitan districts represent *more than half* the population of the five "Business States" (see note and map) of Pacific Coast. By specifying the Columbia *Pacific* Network you get 7 basic stations* and your program will be bracketed with many of the most important programs on the air today. For supplementary coverage the Columbia Pacific Network maintains 7 additional far western stations from which to choose.

A "Business State" is the area served by the leading drug and grocery wholesalers operating from the major distributing point.

*The Columbia California group may be bought as a separate unit.

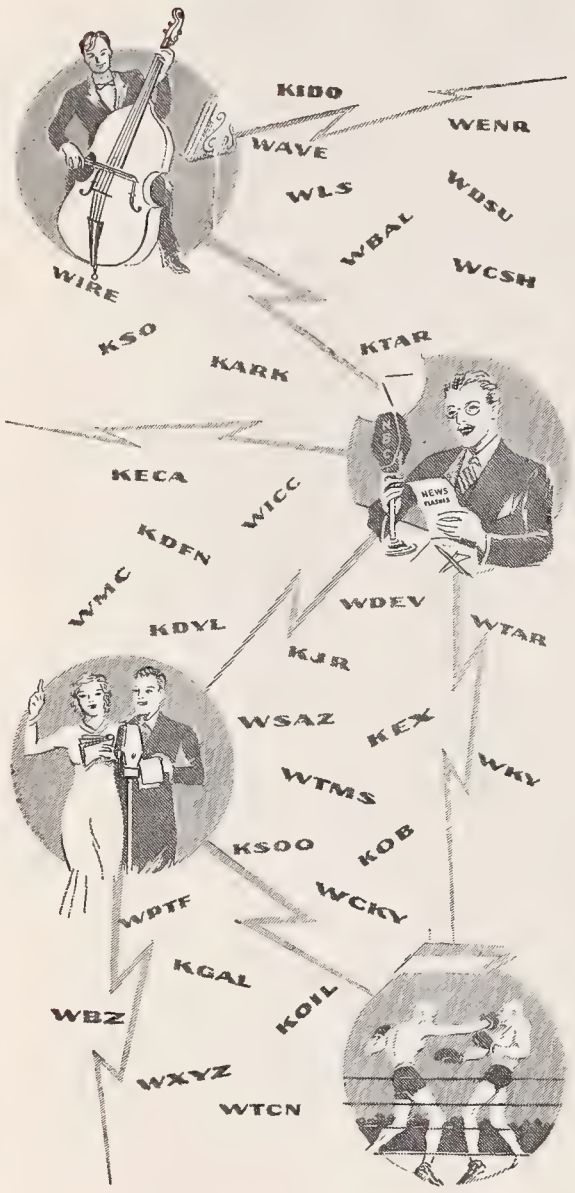
COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

FORTY TWO STATES

*Can't be wrong**



Hydrogen and Oyxgen combine and Water "happens." But this fortuitous set of events only occurs in the presence of an Electric Spark.

Successful National Spot Campaigns have resulted from various combinations of Programs and Stations. But Frequency is usually the Spark of Success.

This latter fact highlights the value of KWK. For you can buy Frequency on KWK and stay within your budget. You can also give due consideration to other important factors such as Network Affiliation, Listeners per dollar, Coverage, etc.

Put the spark of Success into your Campaign by selecting KWK.

**A KWK Survey proved that the most successful National Spot program sponsors in 42 states in the Union, use no less than five quarter hours a week.*

ST. LOUIS
KWK

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS

Representative

PAUL H. RAYMER CO.
New York - Chicago - San Francisco

Endorsed by the

NATION'S RADIO LEADERS!

"The Radio Industry must equip itself with tax-free music. The deal the NAB has made with Lang-Worth is the best way I know of doing it." . . . MARK ETHRIDGE, WHAS



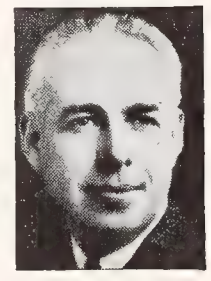
"Am in hearty accord with your tax-free music plan as approved by NAB. We approve the transfer of our Bureau of Copyrights contract to you. Please keep us informed of your progress in making available the balance of the tax-free hours." . . . JOHN SHEPARD III, YANKEE NETWORK



"At least 200 hours tax-free music in addition to present combined Lang-Worth and NAB transcription libraries absolutely essential to stabilization of copyright question in Broadcasting Industry. You are to be congratulated upon opportunity to perform this great service and you have the best wishes of Stations KOIN-KALE." . . . C. W. MYERS, KOIN-KALE



"I have always maintained the Broadcasting Industry should have available a large amount of good tax-free music and earnestly hope the new arrangement between NAB and Lang-Worth will result in the achievement of one of the most important purposes of the founding of the NAB Bureau of Copyrights. We wish you every success and assure you of our cooperation." . . . ARTHUR B. CHURCH, KMBC



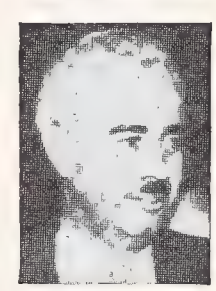
"I have felt for some years that there must be a source of tax-free music available to Radio. The recent NAB-Lang-Worth plan I feel is a step in the right direction and should certainly be supported by every radio station operator." . . . RALPH BRUNTON, KJBS



"As the operator of a small independent station I regard the NAB Bureau of Copyrights—Lang-Worth tieup as of primary importance. Certainly 300 hours of tax-free music will represent a sound back log of programs that cannot be overlooked." . . . HERB HOLLISTER, KANS



"Pleased to learn you will supply additional hours provided under our contract with NAB Bureau of Copyrights. Consider it vitally important that each broadcaster now give all possible support and encouragement to every source of tax-free music in praparation for next year's ASCAP negotiations." . . . GENE O'FALLON, KFEL



"If the Industry hopes to make a satisfactory agreement with ASCAP in 1940 we must be in a position to operate our stations with an independent supply of music while these negotiations are taking place and further if necessary. In the NAB-Lang-Worth produced library I believe we have the answer. I strongly urge the immediate and full support of every Broadcaster in this important undertaking." . . . E. A. ALLEN, WLVA



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WMBD	Peoria
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WCSC	Charleston
WIS	Columbia
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Vol. 16. No. 6 WASHINGTON, D. C., MARCH 15, 1939 $3.00 A YEAR—15c A COPY

Sykes Loss to Leave FCC in Low Straits

By SOL TAISHOFF

Acceptance of Resignation by President Leads to Wide Speculation on Possible Successors to His Post

MORALE on the all but demoralized FCC has plunged to a new low with the resignation, effective April 1, of Commissioner E. O. Sykes, charter member of the original Radio Commission and veteran of 12 years in radio regulation.

The father-confessor of staff members, and perhaps the only stabilizing force on the FCC during the bitter internal conflict of the last few years, his retirement to enter private practice of law leaves older members of the FCC staff with the feeling they are losing their only champion. To the industry, his retirement means not only the loss of a commissioner of broad experience and unquestioned motives, but brings up the spectre of a new appointee who might be radical in policy views.

When President Roosevelt announced March 10 that he would accept Judge Sykes' resignation, rumored for a week but submitted the previous day, speculation immediately arose as to his successor. The resignation added another complication to the already muddled regulatory situation, with two bills pending in Congress for FCC reorganization along with resolutions for far-reaching investigations. The President himself is pledged to sponsorship of reorganization legislation.

May Join Law Firm

It is expected Judge Sykes will become a senior member of the Washington law firm headed by Paul D. P. Spearman, first FCC general counsel and a fellow Mississippian. While no formal announcement has been made, it is logically assumed he will become associated with that office, other members of which are former Senator Hubert Stephens of Mississippi and Frank Roberson, former assistant general counsel of the FCC and president of the Federal Communications Bar Association.

Though there has been no official inkling regarding Judge Sykes' possible successor, a number of names have been advanced as possibilities. These include, for the most part, former New Deal members of Congress who were defeated in last year's elections. This is regarded as a likely course because of other appointments made by the President since November, including the provocative Amlie nomination for the Interstate Commerce Commission.

It is a certainty that broadcasters will urge naming of some outstanding individual possessing more than a cursory knowledge of radio. The nominee must be a Democrat under the law. While the geographical consideration is not important, it is naturally expected that Southern Democrats will seek appointment of another Southerner. On the other hand, the Far West is not represented on the present Commission, and it is entirely possible that delegations from that area will get behind one of their own men as they have in the past.

Possible Successors

Names first advanced as possibilities include those of former Senator Fred H. Brown, of New Hampshire, who was retired from the Senate last year, and who is well-liked in Administration circles; former Rep. Otha D. Wearin, of Iowa, sponsor of legislation at the last session to force divorcement of newspaper-radio station ownership; Maury Maverick, Texas New Dealer defeated in the last elections, who headed the "Young Turk" bloc in Congress; former Gov. Phil LaFollette, of Wisconsin, as an "independent" rather than a Democrat; former Rep. David Lewis, of Maryland, who ran an unsuccessful "purge" race against Senator Tydings; and former Rep. W. E. MacFarlane of Texas, a sharp critic of radio while in Congress, who was defeated last November.

In the non-political school, few names have been mentioned. Most significant, however, has been the suggestion that William J. Dempsey, 33-year-old general counsel who assumed that post last fall, might be selected. Credited with having accomplished good work in reorganizing the Law Department, and a protege of Chairman McNinch, his nomination would not come as a complete surprise to those close to the scene, despite his youth. He is a legal resident of New Mexico.

Another long-shot, it is thought, is Ed Craney, operator of KGIR, Butte, and a potent influence in independent broadcasting. Senator Wheeler (D-Mont.), chairman of the important Senate Interstate Commerce Committee, holds him in high esteem and would strongly urge his appointment if Mr. Craney consented. The fact that Senator Wheeler and the Administration have made peace, particularly insofar as the President's legislative program is concerned, might augur for such an appointment.

Jett, Wheat Mentioned

Two other names have cropped into the speculation—E. K. Jett, FCC chief engineer and former naval officer and Carl I. Wheat, California attorney and former FCC telephone rate counsel during its AT&T investigation of two years ago.

Lieut. Jett has been the FCC chief engineer since Comdr. T. A. M. Craven was elevated from that post to a commissionership in August, 1937. He was formerly assistant chief engineer in charge of telegraph and has been with the FCC and its predecessor Radio Commission since 1929. Highly regarded for his executive ability, Lieut. Jett's possible appointment, like Dempsey's, would be looked upon as a "merit" promotion.

Mr. Wheat, while a registered Republican, is understood to have voted for the Roosevelt ticket during the last two elections and could qualify for the Democratic vacancy created by Judge Sykes' retirement. He was among those prominently considered for the successorship to Dr. Irvin Stewart, when the latter resigned in 1937.

The name of Theodore Granik, special counsel for the U. S. Housing Authority and conductor of the *American Forum of the Air* over MBS, has been presented to the President, it was learned on good authority. As a hobby, Mr. Granik, who is 37, has conducted radio forums for the last dozen years over WOR and afterward over MBS. A Democrat, he was assistant district attorney in New York until his appointment on the Housing Authority in December 1937.

Auguring in favor of a possible early appointment of a successor, as opposed to views given for an ultimate recess appointment, is the fact that there would be the chance of deadlock votes on the FCC with only six members. At present, the division appears to be largely 5 to 2—with Commissioners Craven and Payne dissenting mainly on policy questions and Commissioner Case siding with them on occasions. The majority on fundamental policy matters has been made up of Chairman McNinch and Commissioners Sykes, Brown and Walker.

It is expected that Chairman McNinch will figure in the new appointment, since he has been in close contact with the President on FCC affairs and has discussed the Sykes resignation with him. He spent half an hour with President Roosevelt March 13 to discuss the Sykes successorship. No announcement was made following the conference though it is understood several names were discussed. This indicated that there might be fairly prompt action.

Whether the President will fill the vacancy promptly also is conjectural. After announcing he would accept the resignation at his press conference March 10, he did not promptly send Judge Sykes the customary acceptance in writing. As BROADCASTING went to press March 13, the President had not yet formally accepted.

Possibility of Delay

There was thought in some quarters that the President might delay making the appointment, possibly withholding it altogether if he feels there can be reorganization legislation at this session. On the other hand, with an early adjournment of Congress predicted by party leaders—perhaps in June—he may conclude to leave the post vacant until adjournment and then fill it with a recess appointment, rather than have the new member run the fire of committee hearings which conceivably would expand into a rump investigation of radio generally and of FCC administration.

In addition to Judge Sykes' retirement, President Roosevelt will have another vacancy to fill by July, when the term of Paul A. Walker, Oklahoma Democrat, expires. Whereas Judge Sykes' term was to run until July 1, 1941, the Walker expiration opens a new seven-year term. There has been much conjecture about the chances of Commissioner Walker's reap-

(*Continued on page 72*)

Baseball Pickups Start in New York

Exhibition Game Marks Debut Of Big League Play-by-Play

MAJOR LEAGUE baseball broadcasts in New York, which will be on the air this year for the first time on a regular full-season basis, got under way March 11 when a pre-season exhibition game between the Brooklyn Dodgers and the Cincinnati Reds was broadcast on WOR and WHN, New York, under the combined sponsorship of General Mills, Procter & Gamble Co. and Socony-Vacuum Oil Co.

About 20 of these exhibition games will be broadcast by the two stations before the regular Dodger season gets under way April 18. Red Barber, formerly of WLW, will do the play-by-play descriptions for both stations, WHN being fed the broadcasts from the WOR control board. When the Dodgers are playing at home, Barber will broadcast from Ebbetts Field. When they are away, he will reconstruct the games from Western Union wire reports.

Announcement that WHN would carry the Dodger broadcasts in addition to WOR was made March 7 after the sponsors had considered and discarded their original idea, which was to have WHN carry the home games only, broadcasting the home games of the Yankees and Giants on the days that the Dodgers are playing away from home as a supplementary outlet to WABC, which is broadcasting the home games of these two teams under the same three-way sponsorship. Pre-season schedule for the Giants and Yankees has not yet been worked out but, as in the case of the Dodgers, it is planned to broadcast a number of exhibition games before April 18.

McDonald Signed for WABC

Arch McDonald, sports announcer of WJSV, Washington, will relinquish his capital post to cover games from the Polo Grounds and the Stadium on WABC during the summer. McDonald was placed under contract by the sponsors after considering 600 applicants, although he himself had not applied. It was reported in Washington that Walter Johnson, the "Big Train" now in retirement on a farm near Washington, would take McDonald's place on WJSV.

Each WABC play-by-play broadcast will be preceded by a 10-minute *Baseball Preview* by Arch McDonald and followed by the *Tenth Inning*, a quarter-hour of informal interviews with players, coaches and spectators, conducted by John Reed King and John Allen Wolf.

WABC will broadcast nine preseason games with Arch McDonald.

Many details of the complete program are still unsettled. The 11 games the Dodgers play in St. Louis during the summer present a problem inasmuch as a two-hour time difference puts the starting time of the games at 5 p. m. New York time. Present plan is for WOR to record Barber's play-by-play account as he reconstructs it from the wire for broadcasting at a more desirable time during the evening for the eight weekday games, the Saturday and Sunday games being broadcast at the times they are played, although this has not definitely been approved by the sponsors. Neither has a decision been made as to whether WHN should carry such broadcasts during game time or with WOR in the evening.

Martha Deane's daily program on WOR under participating sponsorship will be moved from its present 3-3:45 p. m. period to the 2-2:45 p. m. spot on March 20 to make way for baseball. The Sunday MBS *Wheeling Steel* programs, now heard on WOR from 5 to 5:30 p. m., will be recorded by the station for broadcast from 6-6:30 p. m. whenever necessary and similar arrangements will be made for the programs displaced by the 10 night games included in the Dodgers' schedule, all of which will be broadcast as played by both WOR and WHN. Brad Robinson of Knox Reeves Adv., Minneapolis, General Mills agency handling the broadcasts for all three sponsors, is now in New York completing arrangements with the three teams and the three stations.

WNEW, New York, which for the last four years has broadcast the games of the Newark Bears in the International League, hopes to do so again this season and is at present attempting to rearrange its commercial schedule to make room for the baseball broadcasts.

Summer Baseball Sponsorship Doubled by Atlantic Refining

Schedules 1,842 Games on the Eastern Seaboard; Sandlot Baseball Schools to Be Organized

ATLANTIC REFINING Co., Philadelphia, is more than doubling its appropriation for baseball play-by-play broadcasts this season, having scheduled 1,842 games on 39 eastern stations from New Hampshire to Georgia.

With its expanded schedule, again placed by N. W. Ayer & Son, Philadelphia, Atlantic ventures into the top bracket of baseball sponsors with General Mills, Procter & Gamble and Socony-Vacuum.

Atlantic's baseball budget for 1939 may exceed $600,000, concentrated in the firm's seaboard marketing area covering 14 States. General Mills and associated sponsors spent some $1,500,000 for baseball play-by-play last year, reaching from coast-to-coast.

In entering its fourth year of baseball, Atlantic will broadcast games of five major league teams, the Philadelphia Athletics and Phillies, the Boston Red Sox and Bees, and the Pittsburgh Pirates. In addition it again will cover games of a number of minor league teams.

Merchandising Tieups

Les Qualey, in charge of Ayer sports broadcasts, will train baseball announcers individually, traveling around the Atlantic circuit during the season. He will develop a uniform style of play-by-play announcing and teach announcers how to handle the famed Atlantic commercials, which are painless and dignified.

James Peterson, former Philadelphia Athletics pitcher, is in charge of club relations, contacting club managers and executives.

The Atlantic merchandising program will include a number of unique features, such as the gift of gasoline coupon books to ball players scoring home runs or pitching shutouts. Atlantic will take space on score cards; have painted signs in parks; give away schedules; use window displays and stickers in service stations; hold dealer contests for best decoration of windows and driveways; give salesmen portfolios with data on the broadcast campaign.

Thirty-four dealer meetings will be held, starting March 20 in Savannah and moving northward, ending May 2.

Twenty-two sandlot baseball schools will be held starting the last week in June, with Manager Connie Mack and Coaches Ira Thomas and Jack Coombs of the Athletics in charge. They will select coaches for each school and hold an elimination series at the end of the season.

Two network hookups will be utilized by Atlantic. Boston major league home games will be broadcast every other day except Sunday on a Colonial list including WAAB, Boston; WEAN, Providence; WSAR, Fall River, Mass.; WSPR, Springfield; WFEA, Manchester, N. H.; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WTHT, Hartford; WATR, Waterbury, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WHAI, Greenfield, Mass.

Tri-State Hookup

The second hookup will consist of 10 stations in Pennsylvania, New Jersey and Delaware for games of the Philadelphia Athletics and Phillies. It is designated "Atlantic Baseball Network" and will carry all home games, including 14 at night, keyed from WIP, Philadelphia. Other stations are: WPG, Atlantic City; WEEU, Reading; WSAN, Allentown; WILM, Wilmington; WGAL, Lancaster; WORK, York; WEST, Easton; WKBO, Harrisburg, and WAZL, Hazleton.

In Pittsburgh, home games of the Pirates will be carried every other day except Sundays and Fourth of July on KDKA and WWSW. Home and out-of-town games of the Baltimore Orioles, Newark Bears, Syracuse Chiefs and Albany Senators will be sponsored every other day on local stations. These games are alternated with General Mills. On other teams, Atlantic has exclusive rights.

Games to be broadcast on single stations include those of the Syracuse Chiefs on WSYR; Rochester Red Wings on WHEC; Baltimore Orioles on WCBM; Williamsport Grays on WRAK; Binghamton Triplets on WNBF; Scranton Miners on WGBI; Elmira Pioneers on WESG; Wilkes-Barre Barons on WBAX; Albany Senators on WABY; Savannah Indians on WTOC; Augusta Tigers on WRDW; Richmond Colts on WRTD; Charlotte Hornets on WSOC; Newark Bears on WNEW.

Announcers selected by Atlantic, as BROADCASTING went to press, were Harry Thomas, Wilkes-Barre; Bill Pope, Elmira; Sol Wolf, Williamsport; Jack Barry, Rochester; Nick Stemmler, Syracuse; Rosy Roswell, Pittsburgh; Byron Saam, Philadelphia; Peco Gleason, Richmond; Thurston Bennett, Augusta; Windy Herrin, Savannah.

Chicago Baseball Plans

PLAY-by-play accounts of the Chicago Cubs and White Sox will be sponsored on WBBM, Chicago, by General Mills and Socony-Vacuum Oil Co. with the sponsors alternating on the games aired during the 1939 baseball season. Marvel Cigarettes will sponsor the quarter-hour *Flanagrams* featuring Pat Flanagan in baseball gossip from the Cubs and Sox parks. When doubleheaders are played this program is scheduled between games. Preceding the White Sox games, Peter Hand Brewing Co. will sponsor *Dug-Out Dope*, a 15-minute interview series. The same show will be sponsored by Sawyer Biscuit Co. preceding the Cubs games. Immediately after the home games of both leagues, the *Tenth Inning* will be sponsored by Nelson Bros. Storage & Furniture Co., Chicago. This show varies in length from five to 15-minutes, offers summaries and analyses.

Paul Sullivan to WHAS

PAUL SULLIVAN, one of the best known of the non-network news commentators, having been heard on sponsored programs for five years over WLW, Cincinnati, on May 1 joins the staff of WHAS, Louisville. Arrangements were completed March 2 by Robert Kennett, WHAS program director, for Sullivan's appearance in 15-minute nightly news reviews, sponsored by Brown & Williamson Tobacco Corp., Louisville, for Big Ben Tobacco. Sullivan joined WLW in 1934, coming from KMOX, St. Louis, and has been rated in various polls as one of the top-ranking newscasters.



Mr. Sullivan

Heilmann Via Discs

WXYZ and the Michigan Radio Network on March 6 returned the perennially popular Harry Heilmann's *Baseball Extra* to a Monday, Wednesday and Friday schedule, 6:30 p. m. The former Detroit Tiger star is at the Lakeland, Fla., spring training camp of the Tigers and is sending transcriptions back via air mail for broadcast the following day. Sponsor is the Pfeiffer Brewing Co., Detroit.

Goodrich Using 100

B. F. GOODRICH Co., late in March will start half-hour transcriptions of *The Shadow*, mystery serial cut by WOR, Newark, on 100 stations, weekly for 26 weeks. Goodrich also is sponsoring thrice-weekly newscasts by H. R. Gross and a part of the *Iowa Barn Dance Frolic*, on WHO, Des Moines. Ruthrauff & Ryan, New York, is agency.

CBS Starts Attack on Summer Slump

Offers Discount, Layoff Plan; NBC Studying Its Policies

A BROADSIDE attack on radio's major headache, the annual "summer slump" has been made by CBS, which on March 8 announced a new summer policy offering an extra discount to evening advertisers staying on the air the year round and curtailing the layoff periods of others to a maximum of eight weeks under penalty of losing their present broadcast periods if longer vacations are taken.

To encourage advertisers to continue broadcasting through the summer the new policy raises the extra discount for 52 weeks consecutive broadcasting from 10% to 12½% of gross time billing, with weekly discounts correspondingly reduced by 2½%. The plan applies only to CBS advertisers using time between 7 p. m. and 11 p. m.

A Flexible Policy

Purpose of the plan, which CBS describes as a "summer hiatus policy," is explained in the announcement as an attempt to serve the mutual interests of advertiser, listener, affiliate station and the network itself. For the advertiser, it is designed to "offer every possible inducement and reward for 52 weeks of consecutive broadcasting" and yet be "flexible enough to serve those advertisers whose budgets or business cycles or talent contracts require some manner of summer broadcasting vacation."

For the listener, the policy aims to "bring back to the air as quickly as possible any programs that take summer vacations," recognizing the fact that 6,000,000 automobile radios and 10,000,000 portable sets have been purchased to enable listening during weekends and vacations and that "summer listening in 1939 will actually exceed the peaks of spring, fall and winter listening of a few years ago."

The policy insures the affiliate station against the loss of established network programs that means loss of audience as well as loss of revenue. And for the network, the policy is planned as protection against "excessive instability of summer schedules and advertising revenue, because such instability works to the immediate detriment of the station-affiliate, the network and the listener, and to the eventual detriment of the advertiser."

Length of hiatus allowed by CBS varies according to the number of stations used in each program period, as follows: A network of 40 to 45 stations earns a 4-week hiatus; 46 to 55 stations, 5 weeks; 56 to 70 stations, 6 weeks; 71 to 90 stations, 7 weeks; 91 or more stations, 8 weeks. Bonus stations, Canadian Broadcasting Corp. stations and other non-affiliated stations are not to be counted and time will not be held for networks of less than 40 stations. For the summer of 1939 the vacation time will be computed on the size of the network with which the advertiser returns to the air.

New discount structure goes into effect April 1, 1939, but does not affect current advertisers until April 1, 1940, on programs contracted to before April 1, 1939, and continued without interruption until a year from that date. Advertisers taking vacations under the plan will be subject to the new discount rates on their return to the air.

Terms of New Scale

The new discount scale is 10 to 14 station hours per week, 2½%; 15 to 24 station hours per week, 5%; 25 to 44 station hours per week, 7½%; 45 to 69 station hours per week, 10%; 70 or more station hours per week, 12½%. With the extra 12½% discount for year-round broadcasting, the maximum discount remains as previously at 25%. Advertisers using 8,750 or more station hours or $1,500,000 gross billing in a year will earn this maximum discount on all programs except those for which they want time held during a summer hiatus, with a maximum discount of 20% applying on those programs.

Requests that time be held must be made 45 days before the last broadcast preceding the lay-off and the advertiser must at the same time place his order for time following the hiatus. Advertisers desiring longer than the "earned hiatus" may have time held by paying for it at regular rates, CBS in turn paying the stations and supplying sustaining programs to fill the time.

Studying Plan at NBC

Executives at CBS refused to make even a guess as to the effect of the new policy on summer billings. The fact that the policy had been announced, it was said, may be taken as evidence that CBS hopes it will encourage advertisers to remain on the network through the hot weather or at least to curtail their layoff periods, but until the network has received the reaction of advertisers and agencies it is impossible to make any sensible estimate of results.

At NBC, the CBS plan is being carefully studied to gauge its probable effects on network business generally, according to Niles Trammell, executive vice-president, who said that as yet no decision had been reached as to whether NBC would make any alterations in its own policies. Under the present NBC setup, which has been in effect for some years, orders may be placed 90 days in advance of starting dates for time on the Red network and 120 days in advance for the Blue, subject to NBC acceptance.

Theoretically, then, an advertiser who wanted to stop broadcasting during the summer could on June 1 give NBC the required 30-day cancellation order, to become effective July 1. He could also on June 1 place a new order for the same period he was vacating, to start Sept. 1, thus providing for a lay-off during July and August without sacrificing his place on the air. Similarly, a Blue advertiser could arrange for a three-month vacation.

Choice Hour Waiting List

Practically, however, there is a waiting list of advertisers for any of the choice evening hours (those covered by the CBS plan) to fill any vacancies on the Red network as fast as they occur. Since these advertisers are willing to stay on the air all summer in exchange for the chance to move their programs from less desirable times into these choice periods, NBC is able to turn down June orders for September starting dates on the Red. While the Blue is not in as enviable a position, on the whole NBC feels that its present policy has worked out pretty well.

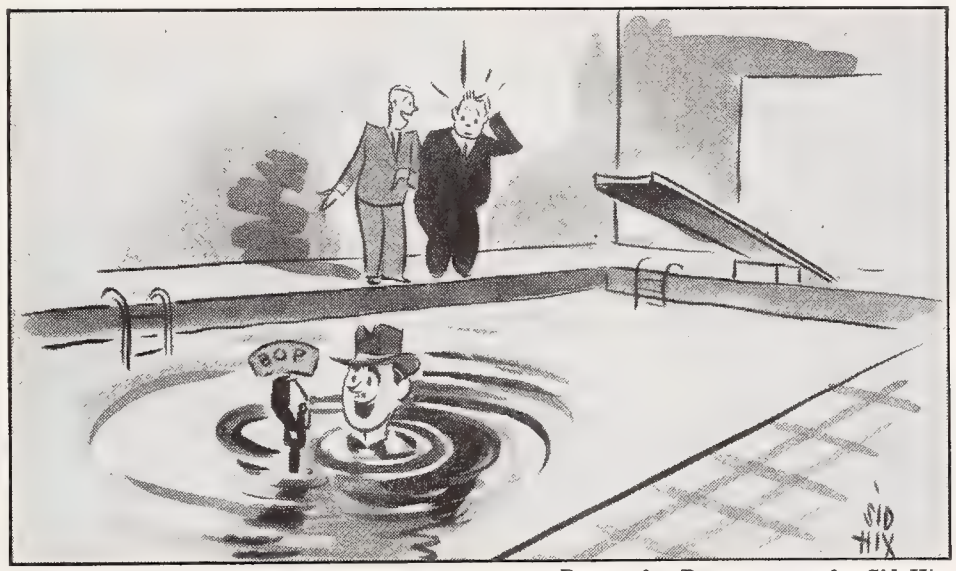
To encourage year round broadcasting, NBC gives a 10% rebate to advertisers taking 52 weeks consecutive broadcasting, in addition to the volume discounts which range from 2½% for weekly expenditures of $1,000 to 15% for weekly expenditures of $18,000 or more. Advertisers spending $1,500,000 with NBC annually are allowed the maximum discount of 25% whether they remain on the air the full 52 weeks or not. With the rise in talent costs, however, these time discounts represent a proportionately smaller part of the total cost of radio advertising and so are less effective as inducements to continuous broadcasting than they once were.

No Changes at MBS

At MBS headquarters it was said that no changes in summer policy are contemplated, but that Mutual would continue to attempt to adapt itself to the needs of its individual clients. The MBS policy is in reality not a network policy, it was explained, but the mean average of the policies of all of its affiliate stations, most of which will accept orders 90 days in advance, permitting the advertiser a three-month vacation without losing his spot. He must take his chances, however, that time will be available on those MBS stations that will not accept orders 90 days in advance.

NBC's Standards

A NEW program standard code has been tentatively approved by NBC executives and copies are now being mimeographed for distribution to members of NBC and RCA boards and a selected list of clients for comment and criticism. NBC hopes to have the code finally completed by summer.



Drawn for BROADCASTING by Sid Hix

"That's Our Roving Reporter—He's Training for the Spring Floods!"

Checkup on Spots Conducted by FTC

EXPLAINING development of the Federal Trade Commission checking technique in tracking down false radio advertising in violation of the Wheeler-Lea Act, PGad B. Morehouse, director of the Radio & Periodicals Division of the FTC, told BROADCASTING March 11 that the voluntary listening of Division employes was merely a "spot check" on the accuracy of program scripts furnished the Commission [BROADCASTING, March 1].

Mr. Morehouse pointed out that the FTC was "not questioning the stations' good faith", but merely trying to check on scripts furnished the FTC to see if they conform to the programs as actually broadcast.

Observing that ad libbing announcers sometimes depart from the script and make false or misleading representations of a sponsor's product, Mr. Morehouse said that "about a dozen" voluntary listeners within the Division organization had listened to 295 continuities during February. Of these, only 42, or 14.2%, were deemed questionable by the checkers, and 35 of the 42 already were in the Division's files. Of the 295 programs, only seven, or 2.4% of the total, departed from the scripts furnished. Nine questionable claims, not found in the continuities furnished, were reported by the checkers. Contacting the stations in these cases, confirmation of the departures from script were received in all but four instances involving two advertisers on two stations.

He explained also that the Division was not trying to develop any "tipster" system among private listeners over the country and that the present "spot checking" technique had not yet been decided upon as either a temporary or permanent procedure. About 20 questionnaires have been sent to advertising agencies, he said, since their work in preparing advertising copy has been brought under the Division's surveillance.

FCC Feuds, White Resolution Add to Regulatory Excitement

McLeod Offers Bill for Three-Year Licenses; Wigglesworth Criticizes Three-Man FCC Bill

"HELLZAPOPPIN" still epitomizes the Washington radio regulatory front, with no letup in charges and counter-charges regarding radio regulation and with additional legislation adding to the confusion.

On the heels of FCC Chairman McNinch's attack on a fellow commissioner—T. A. M. Craven—because of his minority report on program procedure of that agency, came Senator White's new resolution (S. Res.-94) for a thorough investigation of the FCC with the announced objective of procuring full information before Congress embarks upon the task of writing of new legislation. On March 2, Rep. McLeod (R-Mich.) introduced a bill (H.R.-4684) to make minimum three-year licenses for broadcasting stations mandatory and at the same time amend the law so as to "remove the fear of political reprisals" against stations by the regulatory authority.

Rep. Wigglesworth (R-Mass.), persistent critic of the FCC, took the air over MBS to answer one of Chairman McNinch's recent speeches in which he advocated enactment of legislation to reduce the FCC to a three-man agency, with the chairman serving as its chief officer.

Seeks a Broad Inquiry

The White Resolution, designed to supersede his bill for an 11-man FCC, with two separate autonomous divisions, was hailed by some of his Senatorial colleagues as the logical procedure for Congress to follow in seeking to untangle the FCC "mess". The view was generally prevalent that if the investigation is undertaken at this session, there probably would be little chance of enactment of new legislation until next year.

In his resolution [text on this page] Senator White proposes not only a study of purported censorship of radio, in all its ramifications, but also the advisability of longer licenses; the whys and wherefores of proposals for a system of license fees to be imposed upon broadcasters to defray the cost of FCC operation; investigation of interlocking ownership, leases and management of stations; extent and desirability of newspaper ownership; study of the entire network structure; superpower and its effect upon other stations; extent of the information required of broadcasters by the FCC; the non-broadcasting activities of the FCC, and a general study of policies and principles which should be declared and made effective relating to all communications.

The resolution in many respects duplicates that introduced by Senator White at the last session, which died with adjournment. However, it has been brought up-to-date to include such matters as the recently agitated censorship issue and the FCC "questionnaire craze," against which many complaints have been made.

Chairman McNinch's provocative press release of March 1 followed an announcement by the FCC of its new procedure in handling program complaints [BROADCASTING, March 1]. Declaring that a limited number of newspapers but more particularly the Chicago Tribune Press Service, carried articles which "thoroughly misrepresent" the Commission's action on the complaint procedure, he said they call for a correction, even though the publications "are partly explained by the incitement of gratuitous, alarmist statements by Commissioner T. A. M. Craven in a one-man minority report."

Commissioner Craven, he charged, by implication "attacked the intelligence, the integrity and the motives of the other six commissioners to execute a grandstand play of devotion to free speech and opposition to censorship."

Alluding to Commissioner Craven's minority report, Chairman McNinch said that he "says in thousands of words that he favors avoidance of censorship, free speech, due regard for the authority of other Federal agencies, full discussion of political questions and privately owned and competitive broadcasting. Who doesn't? A committee report to his associates on 'procedure'—not on policy—is hardly an appropriate setting for a stump speech and flag-waving. And such treatment is highly unjust to the six other commissioners."

Fuel for the Flames

Following this blast, there was complete silence from other Commission offices. Commissioner Craven did not publicly respond to the attack. Comment was not available for publication from other FCC quarters. It was clear, however, that the incident added to the tribulations of the FCC and that internal bickering has increased.

Rep. Wigglesworth, in his MBS

(*Continued on page 68*)

Text of White Inquiry Resolution

SENATOR WHITE's resolution (S.Res-94) introduced March 6, follows:

Resolved, That the Committee on Interstate Commerce or a subcommittee thereof, as the committee may determine, is authorized and directed to make a thorough and complete investigation of:

1. The acts, rules, regulations, organizations, and policies of the FCC.

2. Whether a censorship of communications has been practiced in the United States, the character and extent, and the principles which have been followed in the exercise thereof; whether the same has been exercised by the Commission, or has been influenced by other Governmental departments, agencies, or officials or by licensees and against whom directed; whether broadcasting stations have been requested or influenced by the Commission or other Governmental departments, agencies, or officials in any manner or degree to broadcast or to refuse to broadcast programs or parts thereof, or to permit or refuse opportunity for particular persons to broadcast; and in what circumstances, to what extent, and in what jurisdiction a broadcasting station shall be jointly or severally liable for words broadcast through its facilities, or by its officers or employes or whether stations shall be exempted from liability for words broadcast by its facilities.

3. The terms for which radio licenses for all classes of stations shall be issued and, in particular, whether a minimum length of term shall be fixed by statute for all classes of radio stations.

4. Whether a system of license fees shall be established, designed to produce sufficient revenue to meet the cost of maintenance of the FCC, or whether some other system of taxation for this specific purpose shall be enacted into law.

5. The extent to which and the circumstances under which the ownership, control, management, or interest in more than a single broadcasting station has become vested in any person or group of persons; whether such concentration of ownership, control, management, or interest has come about through assignment of licenses, through leases, stock ownership, arrangements with respect to management, or by other means and devices, and whether such transfers of ownership, control, management, or interest in whatsoever form effected have been submitted to the Commission for approval and have received Commission approval or acquiescence; and whether such arrangements have seemed to recognize a right in a license of a frequency other than specified in the terms, conditions, and time of the license and beyond statutory limitations.

6. The extent to which broadcast stations are owned, controlled by, or are affiliated with newspapers or other publishing interests or by other media of information or entertainment, and the effect of such ownership, control, or affiliation upon competing newspapers not possessing such facilities and upon the public interest.

7. The development and present facts concerning broadcasting networks or chains, including the effects of chain association upon the licensee's control of his station; the effect of chain operations upon the financial results and status of chain-affiliated stations and of independent stations; the ability of chain owned or affiliated stations to render a local service, both sustaining and commercial; the duplication of broadcasting programs through chain broadcasting; and the desirability of special regulations governing chains and stations engaged in chain broadcasting.

8. The effects upon the broadcasting systems of the United States of the use of high power by broadcasting stations and whether there should be a limitation by statute or by regulation upon the power to be used; the experience of other countries in the use of superpower; and the effects of high power upon local stations and the service by them.

9. The character and extent of information required of licensees of broadcasting stations by the FCC upon the filing of applications for construction permits, licenses, modification or renewals of licenses, or assignments thereof or at other times.

10. Competition between communication companies in domestic service and competition between companies, both wire and radio, in communications between the United States and foreign countries; the financial results thereof to the competing companies; whether these results threaten the financial soundness of any of the companies, loss of employment, or other adverse effect upon labor; the efficiency of said companies; and, in particular, whether the merger or consolidation of communication carrier companies within the United States and in the field of foreign communications should be permitted in the public interest; and if to be permitted, the terms and conditions thereof.

11. Said committee is further authorized and directed to make a study of the policies and principles which should be declared and made effective in legislation providing for the regulation and control of communications by wire or radio, whether interstate or foreign.

For the purposes of this resolution, the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and to act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate during the Seventy-sixth Congress; to require by subpena or otherwise the attendance of such witnesses and the production and impounding of such books, papers, and documents; and to administer such oaths and to take such testimony as it may deem advisable.

Upon the conclusion of its hearings and study, or from time to time during the progress thereof, the committee shall report to the Senate the results of its studies and its recommendations as to legislation it deems advisable.



RETURNING to his old post, Neal Barrett (left) is greeted by J. T. Griffin, new owner of KOMA, Oklahoma City, as he resumes the managership of that station this month. Mr. Barrett's resignation as vice-president of Texas State Network, which he left KOMA to join last fall, is effective March 15. Mr. Griffin, also owner of KTUL, Tulsa, last month took over KOMA upon purchase from Hearst Radio for $315,000, approved by the FCC. Mr. Barrett succeeds Waymond Ramsey as manager.

STUDEBAKER PLANS $250,000 IN SPOT

STUDEBAKER Corp., South Bend, Ind., will spend $250,000 on radio advertising, dealer meetings are being told, to herald the introduction of its new low-priced car, the Champion. The drive will begin April 1. A large schedule is being arranged of spot announcements featuring Richard Himber's orchestra, Lowell Thomas and Ted Husing. The dealer meeting outlines of planning state that virtually all 50,000-watt stations are being used to blanket the country, together with a number of supplementary stations. As BROADCASTING goes to press, schedules are in process of completion and complete details are not yet available. The agency is Roche, Williams and Cunnyngham, Chicago.

The new car has the inherent possibility of adding considerably to the stature of Studebaker Corp. as an advertising medium. Plans and quotas indicate the possibility of the firm's doubling its previous unit volume with the new small car, which is designed as a standard model throughout, priced in the Chevrolet - Ford - Plymouth price classification. It is said to offer gasoline economy 20 to 30% greater than competition through exceptionally low weight, and to develop the lowest weight to horsepower ratio among standard cars in the industry.

KTAT Move Dropped

THE FCC on March 10 authorized KTAT, Fort Worth, to withdraw its application for authority to move to Wichita Falls, Tex. Application for the proposed move was filed last September when it was reported that Raymond E. Buck, KTAT owner, had sold a 51% interest in the station to Col. W. T. Knight, Wichita Falls oil operator. On the same day the Commission granted a petition of KFJZ, Fort Worth, to withdraw its application for a change in frequency from 1370 kc. to 930 kc. and an increase from local status to 500 watts power full time. KFJZ is owned by Elliott Roosevelt and his wife.

Congress Leans Toward Radio Inquiry

Talk of Reorganization Subsides as Need of Facts Is Voiced

By WALTER BROWN

WITH Administration leaders showing no disposition to exert pressure for consideration of the FCC reorganization bills and talk already under way for an early adjournment, it is well within the realm of probability that instead of legislating in the communications field at this session, Congress will investigate.

Senator White (R-Me.) gave impetus to a program of investigation before legislation when on March 6 he dropped into the legislative hopper a resolution calling for a sweeping inquiry into FCC practices and policies as well as of the radio and communications industry [see text on page 16].

Wheeler Chills

More significant was a strong statement the following day by Senator Truman (D-Mo.), one of Chairman Wheeler's right hand men on the Senate Interstate Commerce Committee, giving full and wholehearted approval to the White proposal.

Meanwhile Chairman Wheeler continued to display a cooling attitude toward his bill to abolish the present FCC and set up a new three-man commission [BROADCASTING, Feb. 15]. Asked when he intended to begin hearings on radio legislation, he was vague, indicating his committee, overwhelmed with railroad reorganization legislation and other matters, would not get around to radio until April.

On March 8 Senator Wheeler introduced a resolution authorizing his committee to make an "emergency survey" of the telegraph industry. This investigation will make more work for the committee.

When Chairman Wheeler introduced the FCC reorganization bill, drafted in collaboration with FCC Chairman McNinch, the stated purpose was to rush it through and then later in the session consider the bill dealing with Commission policies in regulating the broadcasting and communication industries. The rush has not developed.

Suggests Combination Bill

Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, stated that in introducing the so-called McNinch Bill in the House he understood the plan was for the Senate to act promptly on the legislation. Since this has not transpired, he suggested combining reorganization and policy in the same bill instead of handling them in two measures. He indicated a bill dealing with FCC policies had been prepared, presumably by the same hands that drafted the reorganization measure.

Asked if it was still his plan to await Senate action before taking up the FCC bill before his committee, Rep. Lea said this depended on the length of time taken by the other body. He stated that his committee was so busy he doubted if it could get around to holding hearings on any radio legislation before May but if by that time the Senate had not acted he would probably go ahead.

If there is a June adjournment, as some Congressional leaders are now talking, the FCC bills would probably be caught in the usual closing rush, and in this case the White proposal for a broad study and investigation would have widespread support.

The general opinion in both the Senate and the House is that something should be done about the FCC, but there is a growing confusion over what course to follow. As a rule, when such a state of mind exists, Congress, especially the Senate, turns to investigation.

Senator White, an old-timer on Capitol Hill, sensed such a situation developing and he decided to offer his resolution, which he will press before the committee instead of his bill calling for a Commission with 11 members [BROADCASTING, March 1]. He will argue for an investigation but if the committee decides to move forward with legislation he will insist that hearings be held on both his bill and the Wheeler measure.

Wants the Facts

The White Resolution specified 11 different subjects for the Interstate Commerce committee or subcommittee to investigate, including organization and practices of the FCC; censorship; license fees for meeting operating expense of FCC; monopoly; newspaper ownership; chain control of broadcasting, and superpower.

In explaining the purpose of his resolution, Senator White told BROADCASTING he believed before Congress attempts to write a new communications act it should make a thorough study and investigation of the many broad factors involved.

"We should get the facts before we attempt to legislate," he asserted.

Asked if he did not think the Senate committee hearings on the Federal reorganization bills would produce the desired facts, he said this would depend on how extensively that committee decided to go into the subject of radio.

The White Resolution in its present form provides no money for the investigation and would not have to go to the Audit & Control Committee, which during the last Congress sat on a similar resolution until late in the session. When the resolution was finally reported, the Senate leadership never let it come up.

Senator White said that if the Interstate Commerce Committee "desires to do a real job, it can amend the resolution to authorize an appropriation which will enable the subcommittee to employ an examiner, engineer and other personnel as well as summon witnesses."

"I am going to lay the whole matter before the committee and let it decide what it wants to do," he added.

May Not Need a Law

Senator Truman, who was Chairman Wheeler's mainstay in the extensive railroad investigation on which the pending reorganization legislation was drafted, said he thought such an investigation as proposed by Senator White was many times more desirable than trying to enact a bill at this session.

"If we had the right kind of investigation it might not be necessary to have any legislation," he declared.

"The country never suffered from a lack of legislation," he observed.

Reps. Connery (D-Mass.) and Wigglesworth (R-Mass.) each have investigation resolutions pending in the House Rules Committee and before the session is over they are expected to renew their efforts for favorable action. The old Connery Resolution was defeated during the closing days of the last session.

Senator White said he would have no objection to a Joint Congressional committee making such an inquiry and study as he proposed. Senator Truman, however, said he is opposed to joint investigations and he favors an inquiry by either the House or the Senate.

Slumber Series

SERTA ASSOCIATES, Chicago (Perfect Sleeper mattresses), on March 20 starts *Man Under the Bed*, a quarter-hour Monday night program on WBBM, Chicago. The live talent show features George Watson in a burlesque of the man-on-the-street. If the 13-week test proves successful, the show will be recorded and expanded on a national basis, according to Tom Kivlan, radio director of George H. Hartman Co., Chicago agency handling the account.

WLW Asks Argument

A BRIEF, opposing the FCC's motion to dismiss its appeal from the decision denying it continued authorization to use 500,000 watts power will be filed with the U. S. Court of Appeals for the District of Columbia prior to March 20 by WLW counsel, Duke M. Patrick. Mr. Patrick, in a pleading filed with the court March 3, also requested oral argument on the motion to dismiss. The court, in a dramatic eleventh hour decision Feb. 28, denied the WLW plea for a stay order to restrain the FCC from making its decision effective [BROADCASTING, March 1], and WLW returned to 50,000 watts March 1. The FCC contended the appeal should be dismissed on virtually the same grounds it alleged in connection with the stay order—that there is no legal ground on which such an appeal can be based.

FCC May Lighten Accounting Load

Questionnaire Squawks Bring Relief to Small Stations

INDICATIONS that the FCC will pull its punches on broadcast questionnaires are prevalent since the recent storm of protest over its tactics [BROADCASTING, March 1].

While no official word has come from the FCC, it was learned that stations grossing under $25,000 yearly have been authorized to eliminate answers to certain difficult questions. This became known after Montana broadcasters had petitioned their Congressional delegations, including Senators Wheeler and Murray, to intercede in that connection. Moreover, while no extension of time has been granted on the last questionnaire covering operations for the calendar year 1938, there is little likelihood of punitive action against stations which do not meet the deadline. As of March 13, the FCC had received some 200 of the estimated 700 returns.

Criticism in House

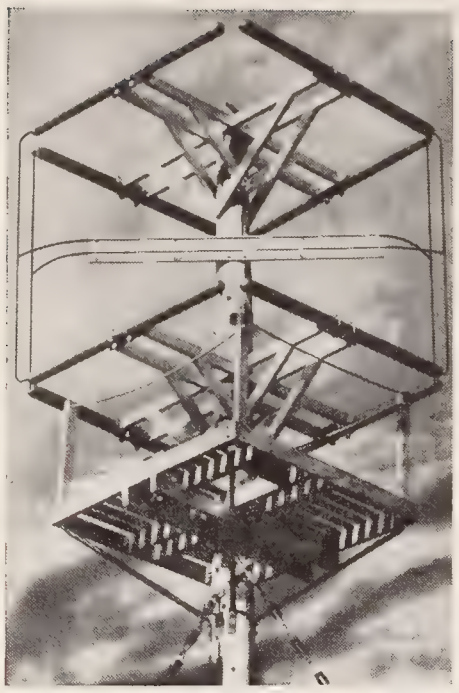
Rep. Horton (R-Wyo.) criticized the last questionnaire on the House floor March 8 during debate on tax legislation. Declaring the form was sent to him by one of the smaller stations in his State, he said it kept two men busy for two days in order to get the necessary information.

"Not only that," he said, "but this report followed closely on the heels of their 'twice-yearly' license application for renewal. This is a serious matter and is deserving of early attention by Congress. There is one broadcasting company that I do not believe has filled out this report, and that is the Federal Government. I think that it should, and I am interested in a report showing its activities. As a matter of fact, this Congress should provide for an exhaustive investigation into the activities of the FCC in its relation to radio."

MICHIGAN PHONE COMPANY SPONSORS

USE OF long distance service is promoted by Michigan Bell Telephone Co. in cooperation with the long lines department of AT&T, which on March 14 began sponsorship of *Here's Your Party* on WXYZ, Detroit, and the Michigan Radio Network. N. W. Ayer & Son handles the account.

Scheduled for an original run of 13 weeks, the 15-minute program is heard at 6:30 p. m., Tuesdays, Thursdays and Saturdays, with music supplied by an 18-piece orchestra. A dramatic group occupies the center spot on each show with an original five-minute sketch featuring the use of a long distance telephone call. Commercials feature station-to-station calls on other than business matters, and stress the advantages of night rates which go into effect 15 minutes after the show goes off the air. Opening announcements are carried by the whole network, but closing will be made locally from each station, giving a typical three-minute station-to-station night rate from the city of origin to some other familiar point, and suggesting the listener consult the directory for other rates or call the long distance operator.



NEW cubical type antenna has been developed by General Electric engineers for use in the company's new 10,000 watt television transmitter in the Helderberg Hills, 12 miles from Albany. Built of eight hollow copper bars, each four inches in diameter and about seven feet, or one-half wave, long, arranged to form a cube, the antenna is designed to radiate a horizontal polarized wave, carrying both picture and voice on the 4½-meter band, with good signal strength for a distance of 40 miles.

CBS Acquires Building For Studios in New York

CBS has just bought at an undisclosed price the property of the Juilliard Musical Foundation at 47-51 East 52d St., New York, to accommodate a steady increase in business which has resulted in a pressing need for more studio room. The seven-story building is valued by the city at $380,000 and stands 75 feet front on the street and 100 feet long, adjoining the northeast corner of Madison Ave.

CBS, whose headquarters are directly opposite the property at the southeast corner of Madison Ave. and 52d St., plans to spend several hundred thousand dollars modernizing the building and adding studios.

The Juilliard property, owned by the Foundation since 1924, originally belonged to the Vanderbilt family, and has been used for a music center for several years. The exceptional ceiling heights of the auditorium is one feature which commended the property to Webb & Knapp, real estate advisers to CBS, which plans to use the auditorium for the broadcasting of concerts and other programs requiring large studio accommodations.

Scott Tissue on 36

SCOTT PAPER Co., Chester, Pa., from March 13 through June 9 is sponsoring one-minute to five-minute participations and 100-word announcements on women's programs on 36 stations throughout the country, and is also participating in the *Marjorie Mills* program on seven Yankee stations for Waldorf and Scott paper towels and tissues. The campaign will start again in the fall to run from Sept. 18 through Dec. 15. J. Walter Thompson Co., New York, handles the account.

AFRA Seeks Contracts in Los Angeles, Dickers With San Francisco Stations

WITH Donald W. Thornburgh, CBS Pacific Coast vice-president, having returned to his Hollywood headquarters after two weeks in Washington and New York, negotiations were resumed with American Federation of Radio Artists and at press time it was expected the contract calling for substantial wage increases for staff employes of KNX, the network's owned and operated station, would be signed. The contract, details of which were not available, has been agreed upon orally, according to AFRA executives, and it will go into effect immediately upon being signed.

When that station is signed AFRA will then give attention to KFI-KECA, the NBC Red and Blue network affiliates and KHJ, the Don Lee Broadcasting System outlet, all located in Los Angeles. AFRA is preparing to take over the entire Los Angeles territory, following expiration of agreements signed by the local independent stations with CIO.

CIO Union Withdraws

The latter organization has practically abandoned its radio efforts on the West Coast and is not expected to oppose the AFRA move. Six-month pacts signed by CIO with KFAC, KFVD and KRKD have expired. CIO has been operating on a month-to-month agreement with KEHE and has a gentleman's agreement with KGFJ, and secured only tentative recognition from KMTR. Technicians of KFOX, Long Beach, Cal., as well as those of KFWB, Hollywood, are affiliated with International Brotherhood of Electrical Workers, an AFL union. Soon as the regional agreements have been signed with the networks, AFRA will start negotiations with these local stations and extend activities to other parts of the West Coast.

Denying published reports to the contrary, Lindsay MacHarrie, Los Angeles Chapter board member, stated that the AFRA national board had not passed a resolution in New York giving Radio Writers Guild complete jurisdiction over radio script writers. He also refuted the statement that at the Hollywood mass meeting of radio writers held Feb. 28, an agreement was reached for all writers in AFRA to transfer to the Guild within 90 days. MacHarrie stated that no action or change in affiliation will be taken for at least two months and that a committee has been named to look into the advisability and benefits to be derived by joining Radio Writers Guild. He further stated that there can be no official change in status until a membership vote has been taken two months hence.

San Francisco Developments

More than 150 writers attended the Hollywood meeting when the move by Radio Writers Guild to expand nationally and enroll AFRA West Coast members was discussed. Henry Fisk Carlton and Ruth Adams Knight, representing RWG, outlined plans and prospects. The meeting had the sanction of AFRA under whom Hollywood radio writers are organized.

Emily Holt, executive secretary of AFRA, was in San Francisco recently to confer with Vic Connors, secretary of the Bay District chapter of AFRA, I. B. Kornblum, secretary of the Los Angeles chapter and other executives of the union, to discuss a new commercial scale for radio artists appearing on the regional networks in the 11 Western States.

It was stated that the scale agreed upon will be approximately one-third less than that set for coast-to-coast commercial broadcasts. All the differences between the San Francisco and the Los Angeles AFRA units were smoothed over before Miss Holt departed for New York.

Although no figures were divulged by Miss Holt or Connors, it was stated that the Western scale will be so far below the Eastern rates that it will be to the sponsors' advantage to try out on the Coast any shows being considered for national release.

San Francisco station managers have not as yet been notified what the new rates will be, according to reports.

Transmitter Move Planned by WEAF

NBC has filed application with the FCC for a construction permit to erect a new antenna for WEAF, New York key of the Red network, at Port Washington, Long Island, approximately 10 miles closer to Manhattan than WEAF's present transmitter site at Bellmore, L. I. Construction of the new antenna, a constant cross-section vertical radiator 740 feet high, will be started immediately upon receipt of FCC approval, and NBC hopes to begin operation from Port Washington in the fall. Present transmitter equipment will be moved to the new site, it was said, duplicate apparatus making the move possible without interruption of broadcasting.

NBC engineers have been looking for a new site for WEAF for two or three years to improve the station's signal strength in New York City and the surrounding metropolitan area. The Bellmore site was chosen in 1926, when the low selectivity of the receivers then in use made it necessary for a high-power transmitter to be located much farther out of the thickly-populated section than is essential today. The new-type antenna, similar to that used by WJZ, Blue network key station, will aid the station in laying down a better signal and the fact that the new site is surrounded by water on three sides will also strengthen the signal. Present site at Bellmore is approximately 25 miles from Central Park, while the new location, on the north shore of Long Island, is only about 15 miles out.

AMERICAN Guild of Musical Artists, with a large membership of operatic and concert stars, is at present working on a deal with the subsidiary concert bureaus of NBC and CBS which will apply to concert bookings only. An agreement between the networks and AGMA will probably be signed shortly as a result of meetings still in progress as BROADCASTING went to press. Major points have already been agreed upon, including negotiations on lower booking fees.

AFRA Not to Ban WPA Wisecracks

Refuses to Follow AFA Rule; Negotiates With MBS Keys

THE AMERICAN Federation of Radio Artists will definitely not follow the example of the American Federation of Actors in banning WPA jokes, according to Emily Holt, executive secretary of AFRA. "Our members are hired to read scripts," she told BROADCASTING, "and the responsibility for the material they are given to read lies with the advertisers, agencies and broadcasters and not AFRA."

Negotiations are now under way with WGN and the West Coast key stations of MBS, she said, to bring them into line with WOR and NBC and CBS. AFRA is also working on standard wage scales and conditions of employment for actors, singers and announcers by regional networks and by the makers of transcriptions, she added, although she refused to discuss any particulars of these contracts or to say when they will be submitted. It is understood, however, that they will follow the general pattern of the network contracts, and that they will be presented in the spring.

In the main, the contracts covering AFRA members employed on network commercials have gone into effect without causing any major disturbances, she said, stating that the main change had been a shortening of rehearsal time.

There have been many discussions with agencies over special cases which did not seem to fit the code, but in almost every instance a solution has been found and a special ruling made without straining friendly union-employer relations.

Now under discussion is a revised scale for announcers engaged on programs under participating sponsorship at the stations covered by the network agreements. Mrs. Holt stressed the fact that all rulings thus far made have been temporary revisions only, and that none of the terms of the contracts has been officially changed. Discussions with the Radio Writers' Guild over acceptance of writers as members of AFRA's Hollywood local will continue until a satisfactory agreement is reached, she said.

Benchley Shifts to Blue After *Information Please*

P. LORILLARD Co., New York, will move its *Melody & Madness* program with Robert Benchley from the present Sunday evening spot on CBS to the 9-9:30 Tuesday evening period on NBC-Blue, immediately following the Canada Dry *Information Please* quiz show, on May 23. The MacFadden *Mary & Bob's True Stories* series, now broadcast on the Blue 9-9:30 p. m. Tuesdays, on that date will move to the 9:30-10 p. m. position now occupied by *Doctor Rockwell's Brain Trust*, sustaining program which NBC has built for sponsorship on the Blue as a part of its build-the-Blue campaign [BROADCASTING, March 1]. This program will have completed its 13-week test run the week previous to May 23 and NBC hopes to have it sold and settled in a permanent spot before then. Lorillard program will use from 90 to 95 stations, on a 52-week contract, placed through Lennen & Mitchell, New York.

NEW *Subscription Order*

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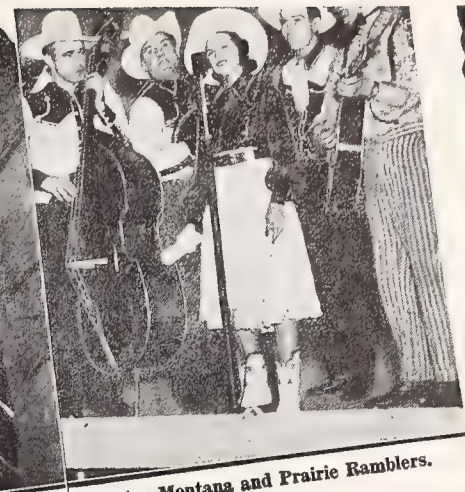
Lulu Belle and Scotty "whoop 'er up."



Barn dance comes to 'Buddies'—Performers from radio station WLS entertain world war casualties at Edward Hines Memorial hospital. Vets enjoy first of 1939 TIMES-sponsored shows. (TIMES Photos) —See p. 15.



DeZurik sisters sing 'em hot 'n' low.



Patsy Montana and Prairie Ramblers.

★★

Stars of radio entertain Hines vets Tuesday

The most popular radio program among veterans at Edward Hines Jr. Memorial hospital will be brought to them in person next Tuesday when stars of the WLS National Barn dance present a special TIMES-sponsored performance at the hospital.

Featured on the program will be Lulu Belle and Scotty, the De Zurik



Scotty of WLS Barn dance

sisters, Cowboy Bill Newcomb, the Prairie Ramblers and Patsy Montana. Pat Buttram will emcee.

Well known to radio fans are Lulu Belle and Scotty, who recently returned from Hollywood, where they made their first picture "Harvest Moon." Scotty is a favorite of the

★

Barn dance favorites in TIMES vets' show

DAILY TIMES,

A special treat is in store for veterans at Edward Hines Jr. Memorial hospital tomorrow when they gather in the hospital's auditorium to attend first in the 1939 series of TIMES-sponsored monthly shows.



Patsy Montana in WLS

folk songs which he wrote. These include "The Million Dollar Smile," "The Gangster's Moll," "Memory of Jimmy Rogers" and "Put Me In Your Pocket."

Chick Hurt, cowboy on the barn dance program, will start the entertainment off at 2:30. He'll officiate until Pat Buttram, the barn dance's regular master of ceremonies, arrives at the hospital after his 2 P. M. broadcast

DAILY TIMES, C

TIMES' Barn Dance Show pleases vets

(Picture on page 23)

A crowd of cheering, happy war
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LULUBELLE A HIT

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"Does the Spearmint

Vets eagerly await 1st '39 TIMES show

First in the 1939 series of monthly TIMES-sponsored shows for veterans at Edward Hines Jr. Memorial hospital will take place Tuesday, when radio stars of the WLS National Barn Dance will appear before the vets in a special performance.

Featured on the program will be Lulu Belle and Scotty, the De Zurik sisters, Cowboy Bill Newcomb, the Prairie Ramblers, Patsy Montana and other members of the cast of the Barn Dance broadcast. Pat Buttram will act as master of ceremonies.

LIKE OLD HOME WEEK

According to Jack O'Connor, director of recreation for the hospital and spokesman for the veterans, seeing the radio stars in person will be like meeting old friends.

"The National Barn Dance is a favorite program here at Hines," O'Connor said. "Although few of the veterans have ever seen performers on the program, they've heard them so often over the air they feel they know the Barn Dance stars personally."

Favorites of the veterans are Lulu Belle and Scotty, who recently returned from Hollywood after making their first picture, "Harvest Moon." Scotty's popularity with the vets mounted some months ago when he introduced an unpublished folk song, "That Crazy War," which veterans enthusiastically hailed.

EAGER TO SEE SISTERS

The boys at Hines are also eagerly awaiting the in-person melodies of the blonde De Zurik sisters, whose close harmony over the network has made them nationally known.

The program will start at 2:30. Cowboy Chick Hurt will act as master of ceremonies until the arrival ter Buttram, who will hurry to the over as soon as he broadcast.



The DeZurik sister

On Old Chicago Custom

When Chicagoans want entertainment, they NATURALLY turn to WLS. That's what they do at home--turn their radios to WLS. So when the Chicago Times wanted to entertain the war veterans at the Hines Hospital, it was only NATURAL they should choose WLS acts. All the clippings reproduced above are from the Times. Chicago people know WLS; they read about it, they hear about it, and they listen to it.

WLS

THE PRAIRIE FARMER STATION

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Represented by JOHN BLAIR & COMPANY

New York • Chicago • Detroit • Los Angeles • San Francisco

End of Net Inquiry Seen in Mid-April

Management, Ownership Phases to Be Next Under Scrutiny

By LEWIE V. GILPIN

ENTERING the fifth month of its so-called network-monopoly inquiry, the special FCC committee for the first time is able to see the end of the drawn-out proceedings, probably in mid-April.

As the committee started the second broad phase of its study March 14, members had ringing in their ears the sharp comments of Elliott Roosevelt, second son of the President and head of Texas State Network, who covered the entire gamut of regulatory problems and made flat recommendations on practically every one. Most sensational, however, was his recommendation that indefinite licenses be issued stations, revocable only upon showing they have failed to operate according to law. He flayed the six-month license as a deterrent to industry stability and urged in its place certificates of convenience and necessity which would run until revoked for cause.

Intervenors Scheduled

Mr. Roosevelt's testimony closed the network presentation, which began Nov. 14 when NBC launched its case. Since that time, national and regional networks have paraded before the committee, usually with only Commissioners E. O. Sykes and Paul A. Walker sitting. Chairman Frank R. McNinch was present during Mr. Roosevelt's testimony and handled much of the examination. Vice-Chairman Thad H. Brown, who was a regular attendant during the earlier phases of the hearing, has been out of town for the last fortnight in connection with the Great Lakes radio survey, which he is directing.

As things stand now, the "grand finale" is expected in mid-April, when the FCC itself will place in the record data which probably will cut across all phases of the direct testimony, with particular emphasis on results of the various questionnaire surveys it has made. A substantial amount of data computed by the Commission, however, will go into the record during the weeks of March 21 and March 28 under present plans, in connection with its study of management contracts and multiple ownership, along with related phases.

On March 14 the committee was to call the roll of seven "intervenors" or groups outside the broadcasting industry, who have asked to appear. These include American Civil Liberties Union, which, if it follows past performances, would call for elimination of every semblance of censorship and for forum discussions on the air; American Guild of Musical Artists Inc., which is expected to expound on the alleged monopoly in the concert field of the major networks; CIO, which has indicated it will protest the purported discrimination against labor organizations by broadcasting groups; L. L. Coryell, a onetime applicant for a station in Lincoln, Neb., who has implied existence of a "local monopoly"; Independent Radio Network Affiliates, which will appear through George W. Norton Jr., WAVE, general counsel, in connection with network relations with affiliated stations; and, finally, the National Committee on Education by Radio through S. Howard Evans, secretary, who in the past has called for better treatment of educational groups in radio allocations and for cleaning up of regulations.

In addition, Norman Baker, erstwhile American broadcaster who now operates a Mexican border station, also has filed an appearance, but it is not known whether he will testify.

Management Contracts

Definitely scheduled for March 21 is the management contract phase of the inquiry. Based on data procured from its questionnaires, the committee will ask a score of licensees to testify in connection with "remote control" operation of their facilities by other units. The list includes NBC; CBS; Westinghouse, for KDKA, KYW, WBZ, WBZA; General Electric, for WGY; KPLT, Paris, Tex.; WCAM, Camden; WBAX, Wilkes - Barre; WQDM, St. Albans, Vt.; KSFO, San Francisco; WCAD, Canton, N. Y.; WRJN, Racine, Wis.; WWL, New Orleans; WMBI, Chicago; WFBG, Altoona, Pa.; WESG, Elmira, N. Y.; WCAO, Baltimore; WFBR, Baltimore; WJRD, Tuscaloosa, Ala.; KROW, Oakland, Cal.; and KADA, Ada, Okla.

Definitely scheduled for March 28 is the multiple ownership phase, which embraces station ownership by industrial classifications such as newspapers, insurance companies and the like; stock ownership by individuals in more than one station; background and experience of station executives; owners active in station operation and those non-active, and numerous other breakdowns which will be computed from the questionnaire returns. These probably will be introduced in exhibit form by the FCC, rather than through industry witnesses.

The FCC's broad study of the transcription field is tentatively slated for the week beginning April 4, though this time is not definite. Gerald King, head of Standard Radio, is scheduled to appear out of turn March 14 for the Radio Transcription Producers Association of Hollywood Inc. but his testimony will be included in the transcription phase of the proceedings. Important testimony is expected from Percy L. Deutsch, president of World Broadcasting System, particularly in the light of that organization's projected sale of CBS, as well as NBC's operation of Theasurus as a subsidiary in the transcribed field.

Regionals Testify

If this pace is maintained, the Commission itself will wind up the proceedings during the week of April 12, when its general data covering all phases of the investigation will be incorporated in the record.

While Mr. Roosevelt's provocative testimony March 7 and 8 highlighted the last fornight's presentation, several other regional networks, through their operating heads, offered testimony of a significant nature. After Mr. Roosevelt had presented his direct statement under examination by his counsel, William A. Porter, he was subjected to rigid cross-examination by committee members and S. King Funkhouser, FCC special counsel.

George W. Trendle, head of WXYZ and the Michigan Network, and H. Allen Campbell, treasurer and general manager, testified in connection with the noteworthy strides of that organization, particularly in the programming field. The meteoric success of the *Lone Ranger* and *Green Hornet* series commanded considerable committee attention and the witnesses emphasized they had spent vast sums in developing talent and programs.

Other regional network executives who appeared during the fortnight included Guy C. Hamilton, president of McClatchy Broadcasting System and the California Radio Network; William Weisman, vice-president of Inter-City Broadcasting System; Martin Campbell, manager of WFAA, in connection with Texas Quality Network; Carl E. Haymond, president and manager of the Pacific Broadcasting Co.; Harold E. Smith, president of Empire State Network, and S. C. Ondarcho, manager of WBTM, Danville, for the Virginia Network.

Yankee-Colonial Coverage

Paul A. deMars, technical director of Yankee Network, was called Feb. 28 by Paul D. P. Spearman, Yankee-Colonial counsel, to complete, with supplementary technical engineering data, the network's presentation in the FCC's inquiry into network operations.

Interpreting a series of maps indicating day and night coverage, with duplicated areas, for individual stations on both the Yankee and Colonial networks, Mr. deMars said that of a total Yankee network population coverage of 7,240,567, 10.75% received duplicated daytime service, while of 5,638,552 nighttime coverage, 6.63% was duplicated. For Colonial stations, as of Jan. 1, 1939, of 5,595,359 served 6.45% or 362,999 received duplicated daytime service, with duplication subsequently reduced upon operation of WATR's new transmitter, while 3.45% of the 3,974,210 included in nighttime primary coverage got duplicated service.

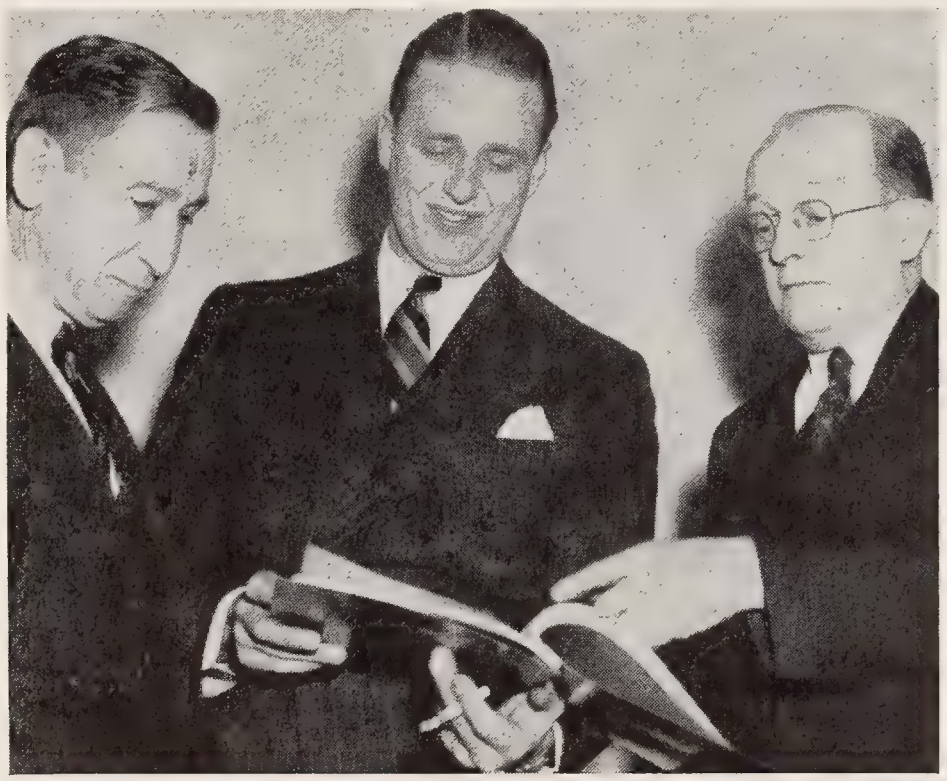
Reversing the usual order by first presenting engineering testimony, Ben S. Fisher, counsel for Pacific Broadcasting Co., called E. C. Page, of the engineering firm, Page & Davis, for a brief appearance. Mr. Page referred to the exhibit he previously had presented and explained for Don Lee, pointing out its inclusion of data on the PBC stations in Oregon and Washington [BROADCASTING, March 1]. Briefly he re-outlined coverage and duplication data applying to the PBC stations.

Haymond for Pacific

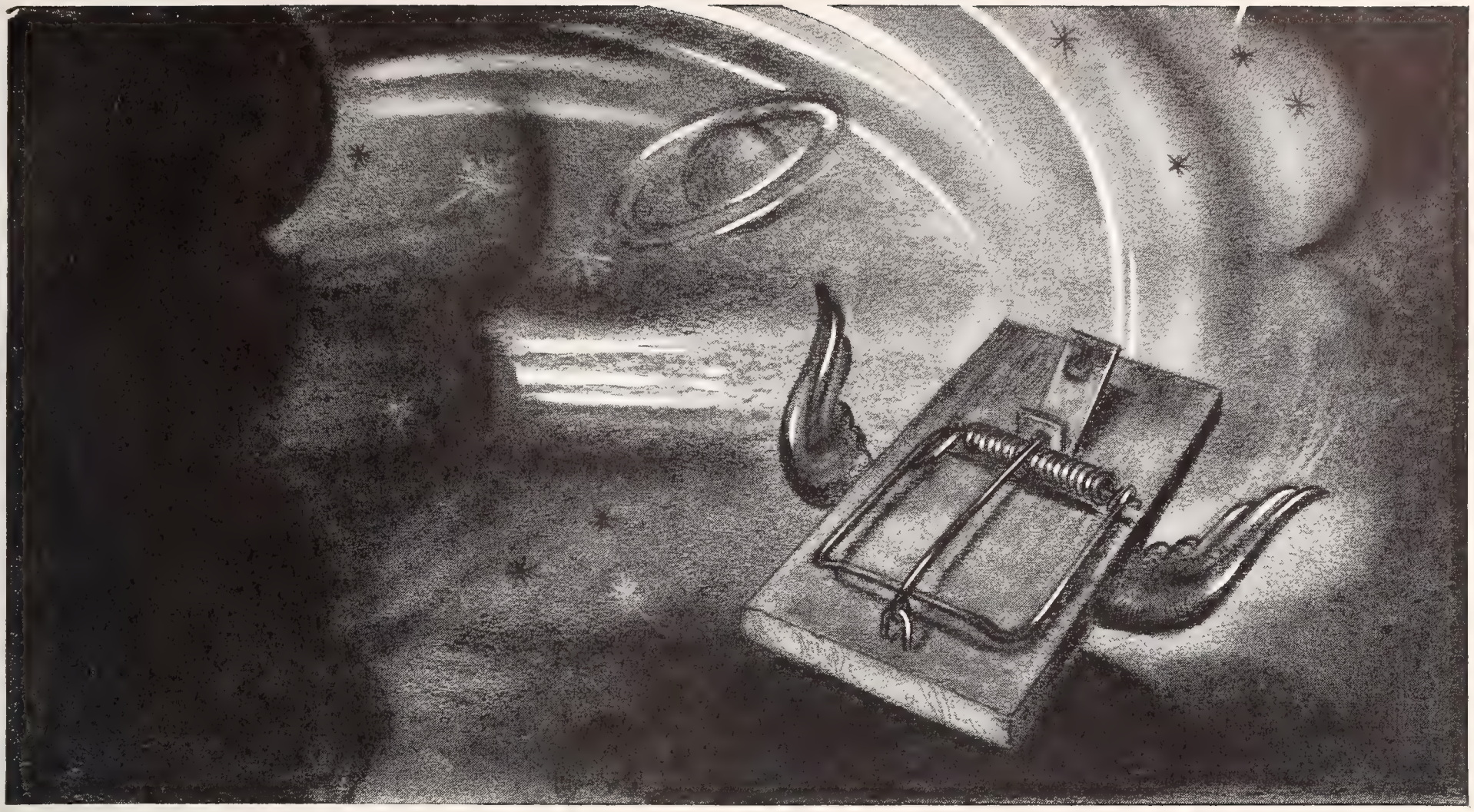
Carl E. Haymond, president and general manager of Pacific Broadcasting Co. and owner of KMO, Tacoma, and KIT, Yakima, followed Mr. Page to the stand. As stockholders in the company, each holding 666⅔ shares, he listed himself, Louis Wasmer, owner of KGA and KHQ, Spokane, and Archie Taft, owner of KOL, Seattle.

Mr. Haymond declared that PBC, embracing nine stations in Washington and five in Oregon, was organized in the summer of 1937 to provide outlets for MBS-Don Lee service in the two States. Under its contract with Don Lee, PBC is given the exclusive privilege of carrying MBS and Don Lee network programs, with PBC itself contracting for telephone lines serving its 14 stations and paying

(*Continued on page 60*)



CERTIFICATES of convenience are a necessity for broadcasting, said Elliott Roosevelt (center), president of Texas State Network, in his appearance before the FCC Network Inquiry Committee. Discussing his presentation during intermission are Commissioners E. O. Sykes, (left) and Paul A. Walker [For Mr. Roosevelt's testimony, see page 60.]



We Turned Mousetraps Into Space Traps and CAUGHT A WHALE!

Remember the old story of the mousetrap and the beaten path?

It, so we decided long ago at WSM, wouldn't work in radio without a change or two. In radio you don't sit and wait for the world, you build your mousetraps (broadcasts if you please) and send them out to catch the listeners. And whether or not you catch any listeners depends, in the final analysis, on two things, *how well* you build and *how far* you send. This explains why WSM has spent many years gathering one of the largest and most versatile single station talent staffs in America, why WSM broadcasts run the gamut from blackface to basso profundo, from Sunday School to swing. *To catch an audience we have deliberately gone about the business of making our traps as varied and as interesting as we possibly could.*

This policy, coupled with the clear channel power of WSM's 50,000 watts, has succeeded in capturing a whale of an audience. Its size can be demonstrated by the mail we pull. Its loyalty can be confirmed by any sort of audience test you choose. Its buying power is best demonstrated by the number and class of advertisers who use the WSM space trap technique to capture new markets for their *products.*

May we show you facts and figures about this audience and its buying ability?

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED SHIELDS YOU

The Fire Castle of the South

WSM

CLEAR CHANNEL
50,000 WATTS
N B C

NASHVILLE, TENNESSEE

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

Atlantic City Gets New Local Station

WKEU Denied Macon Shift; WNLC on Fulltime Basis

WITHOUT a dissenting vote and with only one commissioner (Brown) absent, the FCC on March 6 authorized the Press-Union Publishing Co., Atlantic City, publisher of the *Atlantic City Press* and *Union*, morning and evening newspapers, to erect a new station in that city. It will operate with 100 watts night, 250 day on 1200 kc.

In making the grant, the Commission sustained a recommendation last July by Examiner Hill on the basis of a hearing held in June, 1937. It held that need for additional service in the area had been shown and that economic support and talent appear to be available for the proposed station.

Atlantic City now has a 5,000-watt station on 1100 kc., WPG, which is under sale option to Arde Bulova, New York watch manufacturer and broadcast station owner, who proposes to merge it with WBIL, New York, with which it shares time, in order to make WBIL a full-time New York outlet, at the same time deleting WOV, New York.

An application to move WKEU, Griffin, Ga., into Macon, was denied March 6 by the FCC. Now a 100-watt daytime outlet on 1500 kc., it was proposed to shift it to 1310 kc., with 100 watts night and 250 day, if the move into Macon were authorized.

WNLC, New London, Conn., was authorized to increase from daytime on 1500 kc. to fulltime, continuing with 100 watts, effective March 13.

Amarillo Rehearing Denied

A petition for rehearing by W. C. Irwin, Amarillo, unsuccessful applicant for a new station there to operate with 100 watts night and 250 day on 1500 kc., was denied. Mr. Irwin also asked for reconsideration of the grant of a 100-watt fulltime station on 1500 kc. in Amarillo made last Nov. 1. The successful applicant was Amarillo Broadcasting Corp., headed by C. S. Gooch, local radio and appliance dealer, with J. Lindsey Nunn as vice-president and Gilmore N. Nunn, as secretary-treasurer. The Nunns also own WLAP, Lexington, Ky., and recently negotiated for acquisition of control of WCMI, Ashland, Ky., subject to FCC approval.

Iron Fireman Plans

STUDIO programs, transcribed musical programs and spot announcements will be used in two nationwide spot campaigns to be launched during 1939 by Iron Fireman Mfg. Co., Portland, Ore. (heating equipment). According to Joseph R. Gerber Co., of Portland, Ore., agency handling the account, all media will be used, including leading national magazines and trade journals, newspapers, direct mail, outdoor posters, display pieces, exhibits and radio. The agency has already prepared 90 suggested spot anouncements, which are available upon request of dealers. Eight 15-minute transcriptions of bands are also loaned by the company to dealers.



"MOST BEAUTIFUL radio home economist in America," claims WOWO, Fort Wayne. The comely lass is Dorothy Wright, known to her listeners as *Jane Weston*, and she presides over the Westinghouse station's model kitchen. Given to superlatives, W. C. (Buffalo Bill) Swartley, WOWO manager, last year claimed his Bob Wilson was the youngest news commentator, and started a feud that had ye editors hanging on the ropes. He insists he's correct on Miss Wright, because the movie scouts have been around, and would have her in Hollywood but for the fact that she becomes Mrs. Karl Conner soon, and then goes into home economics on a practical basis.

Rexall to Use 200

UNITED DRUG Co., Boston, from April 15 to May 1 will use about 200 stations for a spring campaign of *Rubinoff and His Violin* programs, recorded by RCA, which will tie up with one-cent sales for Rexall Drugs conducted for four-day periods in various sections of the country. Arthur Boran, impersonator; Buddy Clark, singer, and a 35-piece orchestra will be on the transcribed programs with Graham McNamee as announcer. Street & Finney, New York, handles the account.

Gas and Electric Groups Book Coast Radio Drives

GAS APPLIANCE SOCIETY of California, San Francisco, on March 15 launched a concentrated 10-day radio campaign over 25 stations in Northern and Central California extolling the qualities of C. P. (certified performance) gas ranges. Six hundred spot announcements were scheduled as well as five-minute participations on home economics programs on 12 stations. The campaign is cooperative and is backed up by copy in newspapers, dealer cards, movie slides and dealer contests. Agency is Jean Scott Frickelton, San Francisco.

The same agency is preparing a radio campaign for Electrical Appliance Society of Northern California, San Francisco, which will be launched on a group of approximately 20 California radio stations on April 10, continuing until May 6. Spot announcements will be used and the campaign will concentrate on electrical refrigerators.

H. V. KALTENBORN, CBS news analyst, on a national lecture tour, has been cast in a supporting role in the Warner Bros. film, "Confessions of a Nazi Spy," now being produced in Hollywood. It is understood he will also be the "voice" in a series of 10 current events films.

BARTLEY BECOMES YANKEE EXECUTIVE

APPOINTMENT of Robert T. Bartley, former director of the Telegraph Division of the FCC, as executive secretary to the president, was announced March 6 by John Shepard 3d, Yankee Network president. Mr. Bartley takes over his new duties March 27.

Mr. Bartley became director of the Telegraph Division shortly after the creation of the FCC in 1934 and left that post in 1937 at the time Chairman McNinch abolished directorships. He is now senior securities analyst of the Securities & Exchange Commission. Prior to joining the FCC he was executive assistant to William Splawn, then special counsel to the House Committee on Interstate & Foreign Commerce.



Mr. Bartley

With the Yankee Network, Mr. Bartley will work on special studies and assignments as directed by Mr. Shepard. It is understood the recent FCC splurge of questionnaires was responsible in some measure for Mr. Shepard's decision to retain Mr. Bartley. Simultaneously, Mr. Shepard announced there would be no change in present personnel or duties of Yankee executives, with Roy Harlow continuing as vice-president in charge of station operations and Linus Travers as vice-president in charge of sales and productions.

Steinmans Seek Control Of WKBO, Harrisburg

AUTHORITY to purchase 75% control of WKBO, Harrisburg, Pa., is sought by J. H. and John F. Steinman, publishers of the *Lancaster New Era* and *Intelligencer Journal* and operators of the Mason-Dixon Group, in an application filed with the FCC. They seek to buy the interest now held by the *Harrisburg Telegraph Press*, which also operates WHP in that city. WHP would be retained by the *Telegraph Press* interests, being a regional CBS outlet. It is understood that an option has also been acquired by the Steinmans on the remaining 25% of the stock. The proposed purchase price for the 75% interest would be $27,500.

WKBO is a local outlet and early in March joined NBC as a supplementary, being made available only in conjunction with WORK, York, and WGAL, Lancaster. These are two of the Steinman group of stations, the others being WEST, Easton; WAZL, Lancaster; WILM and WDEL, Wilmington.

Penney Goes National

FOLLOWING a successful 26-week test over WOW, Omaha, J. C. Penney Co. will embark on its first use of radio on a national basis with *The Jangles*, a program developed by Jettabee Ann Hopkins, author, creator and star of the program. It will be placed on 16 stations by transcription through Pedlar & Ryan. Account executive is Ralph Allum. Miss Hopkins will assemble a new cast in New York and the name of the program probably will be changed to *Jerry's Adopted Daughter*.

Combined Billings of Major Networks Showed Increase of 2.1% for February

COMBINED time sales of the coast-to-coast networks in February totaled $6,566,842, a gain of 2.1% over the $6.431,638 billed in February, 1938. For the first two months of 1939 the combined gross billings are $13,589,877 topping last year's billings for the same period of $13,374,993 by 1.6%. Billings are uniformly slightly below the January figures but only because February is a shorter month by three days.

NBC, whose gross billings for the month were $3,748,695, or 7.2% above the February 1938 figure of $3,498,053, reported $2,823,497 in time sales for the Red network and $925,198 for the Blue. For the two-month period, NBC's total was $7,782,595, a gain of 6.7% over the billings of $7,291,569 for the first two months of 1938. Red network cumulative billings for this year to date total $5,859,008; Blue total is $1,923,587.

For the month of February, MBS showed billings of $276,605 for this year and of $253,250 for last, a gain of 9.2%. Mutual two-month billings total $591,683 for 1939 and $523,144 for 1938, a gain of 13.1%. CBS reports $2,541,542 for February 1939, a 5.2% loss as compared with $2,680,335 for the same month of 1938, the eleventh consecutive month that CBS billings have been less than those for the corresponding month of a year previous. For the two-month period, CBS gross time sales totaled $5,215,599, or 6.2% under the 1938 total of $5,560,280.

Gross Monthly Time Sales

	1939	% Gain over 1938	1938
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
MBS			
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250

Phillips Oil on 15

PHILLIPS PETROLEUM Corp., Bartlesville, Okla., is sponsoring 10-minute news broadcasts from three to six times weekly on WBBM KWK KSTP KRNT KTUL KGBX KGNC WIRE, KFH WELL WIBM WKZO WFDF WOOD-WASH WJIM. Lambert & Feasley, New York, handles the account.

An Advertiser MADE HIS OWN SURVEY



Completed 3,000 *personal house-to-house calls and found a* 3 TO 1 PREFERENCE FOR KVOO IN TULSA

Good programs appeal to everyone, in cities, small towns and on the farm. KVOO has *full-time Red and Blue* N.B.C. Network service, plus popular local shows, news and special events, attracting maximum listeners to Oklahoma's most powerful station!

The operator of one of Tulsa's largest service institutions decided to come back on the air! *But to what station?* He made his own survey with his own crew of drivers. 3,000 personal calls were completed, in every section of Tulsa, *as the drivers made their usual rounds,* between 8 and 10 A.M. Where the drivers heard radios playing, they asked, casually: "What station are you listening to?" This unique survey showed that 3 out of 4 radios were tuned to KVOO. *Needless to say, this advertiser is now using KVOO.*



25,000 Watts **Both N.B.C. Networks**

EDWARD PETRY AND COMPANY
National Representatives

Local Station's Place in the Spectrum

Agency Time Buyer and Operators of Small Outlets Give Views

TO WIND UP once and for all the local station-agency controversy, three representatives of local stations and one of an agency handling national accounts here present their ideas of just what's what.

CARRYING through the widespread discussion started by Emerson Brewer, of Gardner Adv. Agency, St. Louis, in the Jan. 15 BROADCASTING, and continued from the station angle by Hugh F. Ferguson, of WFMD, Frederick, Md., in the Feb. 1 issue, herewith are presented excerpts of some new ideas advanced by Murray Carpenter, time buyer for Compton Advertising Inc., New York, James T. Milne, manager of WELI, New Haven, J. A. Houser, chief engineer of WSYB, Rutland, Vt., and Walter M. Koessler, manager of WROK, Rockford, Ill.

Referring to the two previous articles, Mr. Carpenter declares that although both writers' ideas are based on sound reasoning and judgment "as far as they go", Mr. Brewer has shrewdly analyzed causes without carrying through to effects, while Mr. Ferguson has an intimate knowledge of effects but has not investigated their causes, "and they are both talking about different things".

Price Per Listener

Mr. Carpenter agrees with Mr. Ferguson that a local station can be successful, that it can sell merchandise for an advertiser, but he also points out that local stations have failed to prove that they can deliver listeners in volume, that the price of the local station in relation to the audience delivered represents a favorable ratio between comparative costs of delivering sales messages in volume on the local stations individually and on the networks.

"I operate a small radio station," explains Mr. Milne. "We do virtually all the things that Mr. Brewer suggests he would do if he owned a small station. We report local news, local sports, stress local situations; we make tie-ups with local dealers and give them time; we give free time to schools, churches, civic affairs and devote free time to educational features. We have become dominant in our area because of these activities.

"But programming is not as simple as Mr. Brewer implies. He believes that any local station that has built up a dominant position in its market can readily get national business. Simple, isn't it? But many factors make it anything but easy to convince an advertising man placing national spot business that he should give the local station preference over a more powerful station with network affiliations located 100 miles or more away.

"This business is placed with a distant station for a number of reasons, all of which *appear* to the advertising man to be sound. I emphasize the word "appear" because it only looks that way, and any small, well-managed station can prove that it has more listeners in its area than the powerful distant station. From the small station manager's viewpoint, he is up against a set of conditions over which he has no control. Many time buyers will not be convinced that the local station can do a job.

Distant Coverage

"I agree with Mr. Brewer when he states that the *New York Times* does not compete with the Patchogue local newspaper. The national advertiser does not expect the *Times* to give him complete coverage in Patchogue, some miles distant from New York City. Here is the inconsistency of the comparison of the newspaper and the radio. The advertiser does expect the high-power station to give him complete coverage of any number of cities even more distant than Patchogue — cities that boast of well-managed local stations — stations that can prove they can and are doing an outstanding job for their local clients.

"Yes, I manage a small local station in a good market. I can prove that we are doing a job for our clients. I can prove that we have become a factor in the community that no station on the outside can compete with. I am prepared to extend reasonable merchandising cooperation to clients. We can and will build local programs of first quality from the standpoint of listener interest, but I also can prove that our most difficult job is to break down what seems to be fixed ideas among national advertising agencies that, most times, defeat us before we start to sell the account."

Emphasizing further the importance of local listener loyalty, Mr. Houser, of WSYB, declares:

"Here's a tip for the 'big-time' program buyers. When we carry a basketball game, you can go into any house in Rutland, any store, any gas station, any lunchroom or restaurant; in fact, you don't have to go in — just walk around the streets and listen to every radio tuned carefully to WSYB for the game, and not to Eddie Cantor, Rudy Vallee, Chase & Sanborn, or any other 'big-time' programs. Who has the listeners? We do. Who gets the benefit of the advertising? The local sponsor. When this happens, it must not be forgotten that the national advertiser has completely lost 50,000 listeners in spite of the enormous amount of money he has spent on a costly network.

"Mr. Ferguson, in *Is the Local Station Really Local?*, brings out clearly that the local station knows best the type of program that is listened to, and which therefore has the best chance of pulling in results in the form of sales and cash turnover. If it didn't, it doesn't seem to me it would even exist very long as a local station, for in that case it would not even be doing a job for the local advertising merchant, let alone any national spot business. If the national sponsors think they have "remote" coverage because they buy *power*, they have another think coming if there is a local station *on the job*."

Local Cooperation

Mr. Koessler, of WROK, urges consideration of local dealer cooperation, which he says follows naturally from the use of local stations:

"Network advertising no doubt creates consumer demand, but the local merchant's good will is essential to any advertiser. In addition to creating a consumer demand, the local station offers the advertiser this local merchant's good will. Most local independent stations offer a complete merchandising service, and the local station staff, working with its own friends, the local merchants, can assist with counter cards, window displays and other forms of promotion. Advertisers on local stations invariably command preferred positions for displays in all the retail outlets of the station's trading area, because the local station and the local merchant work closely together.

"Taking it for granted that the margin of profit on competitive articles is about the same, the merchant will favor that item which is being advertised over the local station with the program carrying the local merchant's name, address and something of his personality. The merchant's good will is the payoff.

"Practically every local station has several good programs right down the groove for most any product, programs that the local station manager knows will click. If the timebuyer buys one of these programs, he is sure to get his sponsor's money back with a profit, and part of the reason is that the local station's staff knows definitely that this is their idea, that they are a part of it, and they really get in there and pitch.

"It is encouraging to note the comparable figures of radio advertising gross time sales for 1938 on page 9 of the Feb. 1 issue of BROADCASTING. These show that slowly but surely more radio time buyers are using more and more of the local station's tested programs and merchandising assistance."

The Timebuyer Speaks

Speaking from the timebuyer's angle, Mr. Carpenter comments:

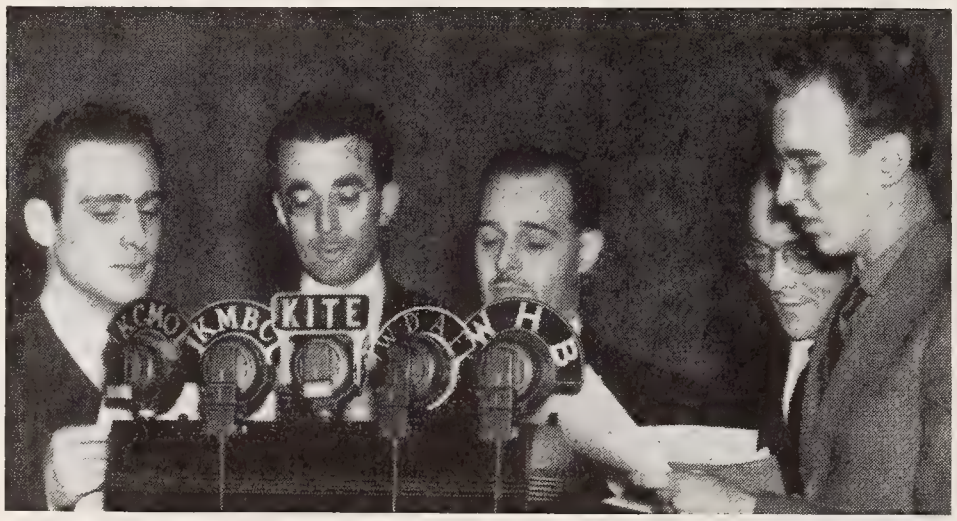
"It is true that Mr. Brewer said pretty flatly that 'spectacular and world-known programs and personalities are making the radio audience lose sight of the fact that there are small stations on their dials'. I do not believe that this statement was intended to mean that all small stations are losing circulation. Secondly, I don't believe Mr. Brewer meant to imply that the severe competition of strong network programs has made local stations unnecessary or unprofitable.

"Let's get one thing straight. Network programs *are* popular. National advertisers and networks are spending hundreds of thousands of dollars yearly for the best talent obtainable for the express purpose of building programs of great audience appeal. Even the small-station operators probably would be the last to deny that this procedure has been very successful. There is almost no corner of the United States that is not now served by one or more of the major networks, and it is probably true that almost all local independent stations have felt the pressure of keen competition for audience.

"Like every other agency executive who deals with radio, Mr. Brewer realizes that sponsored network programs are giving local stations a stiff run for their money in the perpetual contest for listeners. Still he suggests that a local station can be successful, and I believe he means it. A local station *can* be successful—*locally!*

"In the same issue of BROADCAST-

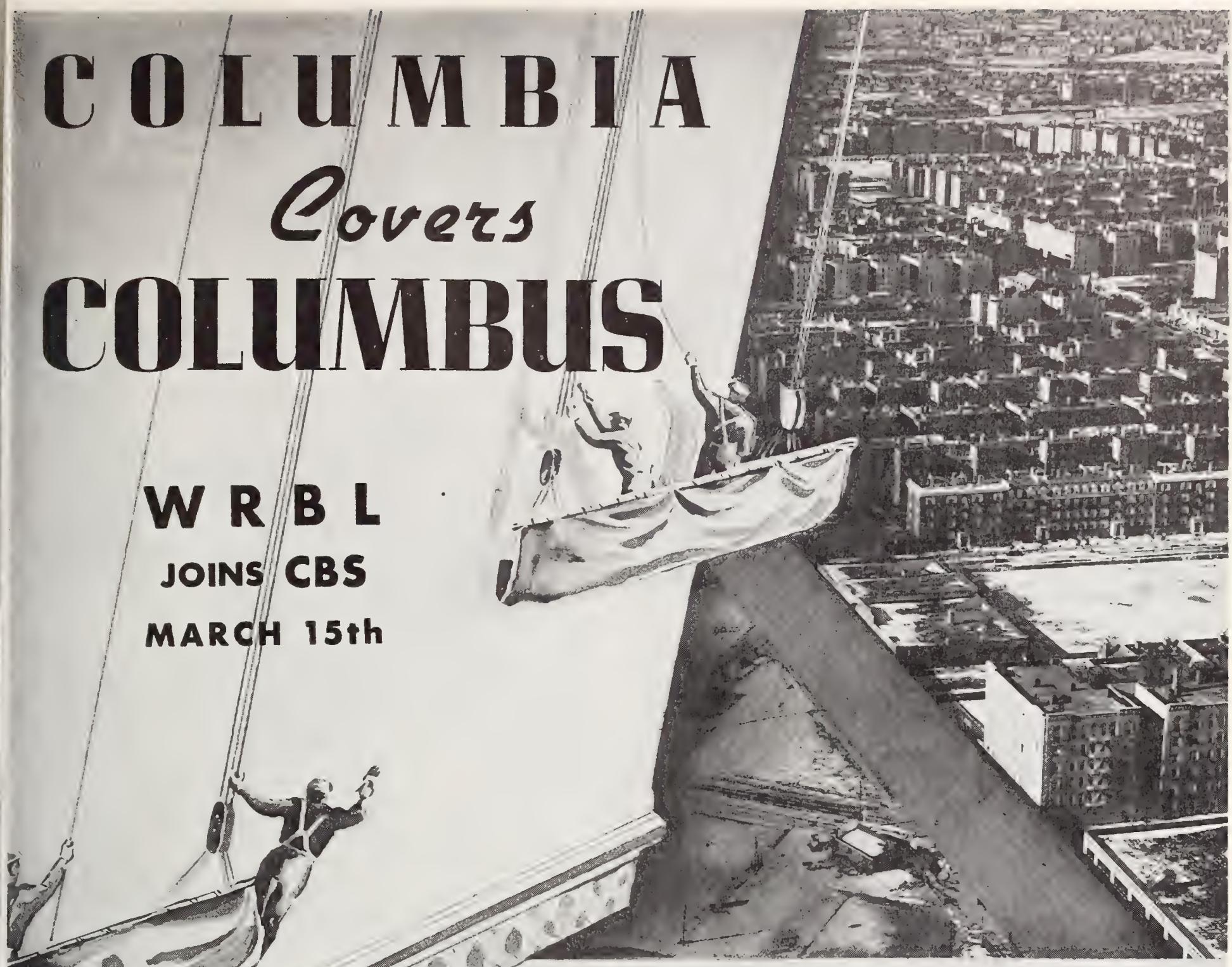
(*Continued on page 45*)



KC'S STATIONS, all five of them, combined facilities for the first time March 5 to broadcast simultaneously a program to further the financial campaign of the Boy Scouts. Originating on "neutral" ground in the Music Hall of the Municipal Auditorium, announcers of the stations took turns conducting interviews with scout leaders. At the mikes (l to r) are Jimmy Coy, KCMO; Neal Keehn, KMBC; Lee Neal, KITE; Bob Caldwell Jr., WHB and Bob Davis, WDAF. Chick Allison, KMBC publicity head in charge of Scout radio publicity, handled arrangements.

COLUMBIA
Covers
COLUMBUS

W R B L
JOINS CBS
MARCH 15th





WITH the setting up of an outstanding Community Service, coupled with the recent expansion of studios and equipment, everybody referred to us as "The Greater WRBL." Now, with our CBS affiliation, they characterize us as "great and growing greater," which to our Audience means *progessiveness*, to our Advertisers, *results!*

So to *Cover Columbus* — the South's second largest Textile center — use *Columbia's Choice,* WRBL!

WRBL COLUMBUS GEORGIA

Video Impression On the Audience To Be Powerful

John Black Sees Potent Force Of Television Advertising

TELEVISION is destined to become the "apex of all advertising media" when it unites sight with sound, and will be "three to ten times more powerful than radio as a selling weapon". This was the prediction of John Black, of J. M. Mathes Inc., advertising agency, in an address March 8 before The Forum of the Advertising Club of New York.

Discussing what he described as some practical aspects of visual radio's application to selling, Mr. Black contended the problem is on the doorstep of advertisers and it is up to enlightened advertising men to be ready for it.

Television's progress promises to be gradual, he declared, technical limitations being such that any overnight prospect of national coverage is "out". On the other hand, regional coverage, perhaps in the 96 concentrated population centers comprising nearly half of the population, is in definite prospect. He advocated "concentrated studies of the new medium in all phases."

First Sponsors

Television today is pictorially in the same state as the movies were some 25 years ago, Mr. Black said. He pointed out that plans are rapidly crystallizing for volume manufacture and distribution of television sets and that it is authoritatively reported sets will retail at about $100, minimum.

Early buyers of television time (or space) probably will include manufacturers of television equipment, firms that will utilize the medium for its novelty value and firms whose sales story is outstandingly pictorial, he added. However, there are no more limits to what may be sold by television than by print or radio, though it is true that certain lines lend themselves with more facility than others to the medium. The truth is, he declared, that if a product can be photographed, it can be sold by television.

With the likelihood of regional coverage, limited to 50 miles, Mr. Black asserted that the retail store should be a natural in the early commercial development and no doubt nationally advertised products such as foods, automotive and cigarettes, will seek to sell by television even on a regional basis because of concentrated population.

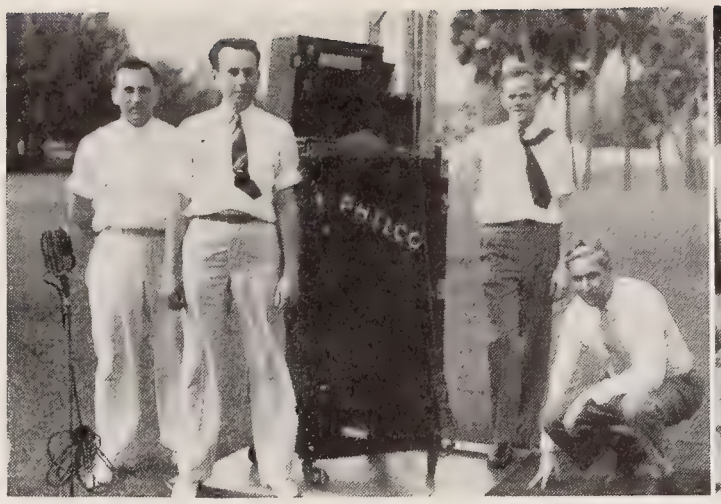
"As one possibility I could imagine the national advertisers filming and recording their productions and thus greatly cutting costs of repeated presentation," he said. "This would be done in much the same way as sound-on-film is made. Indeed, the nearer we get to television advertising, the closer we find our sales technique touching on that of modern movies; the commercial film of today is clearly destined to play an important part in television advertising. During the last two years more than 100 commercial films have been shown in television."

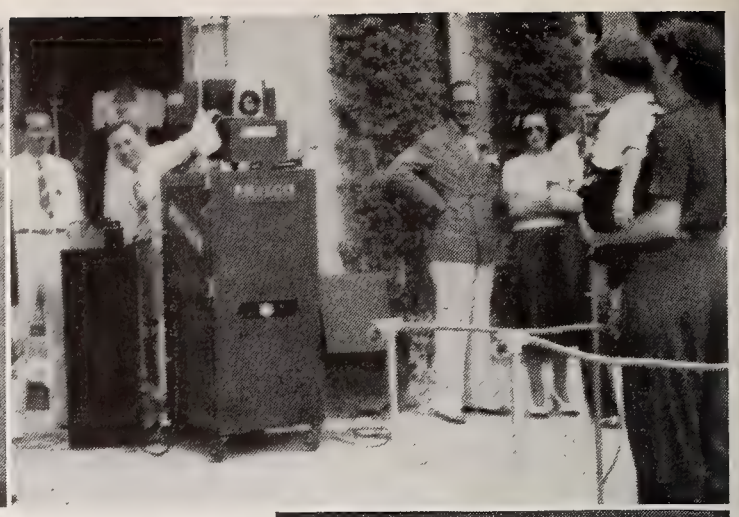
Emphasizing that even though commercial television is not yet a fact and that regulations still prevent its commercialization, Mr. Black nevertheless declared that program planning should be considered. While rates are not yet being talked, he said it is clear that the mechanics of television are expected to cost nearly twice as much as sound radio. If this same ratio is carried over to advertising rates, television time and space costs to advertisers probably will be very high but he said cost is always relative.

"If, as is likely, television develops into a selling medium of high-powered effectiveness, the solution no doubt will lie in a compromise: Less time and space will be taken by television than by radio, since the effectiveness will be so greatly increased."

Mr. Black advised his advertiser audience not to stay away from television when it comes "because you can't finance a huge musical show. Think of your company pictorially, of your product as a picture and strive to put your company's individuality into the program."

Mr. Black advised advertisers not to repeat the early errors of radio by placing too much stress on the sales note, bad taste, and other stigmas in planning use of television. He suggested that advertisers and agencies follow video development in every possible way by viewing shows at the reception end, visiting studios and otherwise keeping abreast.





PHILCO demonstrates its short-distance portable television transmitter, but states it will not be marketed, although a limited number of video receivers will be placed on the market this spring. Upper left photo shows Philco crew setting up apparatus at Palm Beach Country Club in February for demonstrations to its distributors; kneeling at right is Arthur F. Murray, chief television engineer. Right photo shows portable unit with Engineers B. E. Schnitzer and Charles Stec, snapped by Mr. Murray. Right lower photo shows Larry E. Gubb, Philco president, as he appeared on screen of a video receiver, also snapped by Mr. Murray. The unit and demonstration receivers were later taken to New York for a special showing at the company convention, held on March 7.

Philco's Portable Video Transmitter Shown to Dealers at New York Session

A PORTABLE television transmitter, with all its apparatus contained in a box 4½ feet high, 2 feet deep and 1½ feet wide, and weighing approximately 420 pounds, mounted on wheels so that it can be easily moved indoors or out, was used by Philco Radio & Television Corp. to demonstrate television to the dealers and distributors attending its "All Year Round" convention in New York the week of March 6.

With power of less than 1 watt, the transmitter has a broadcasting range of about 175 feet, but during the tests it is so arranged that it does not send out signals which would interfere with other services in the ultra-high frequency region, between 50 and 56 megacycles, in which it operates, according to A. F. Murray, engineer in charge of television at the Philco plant.

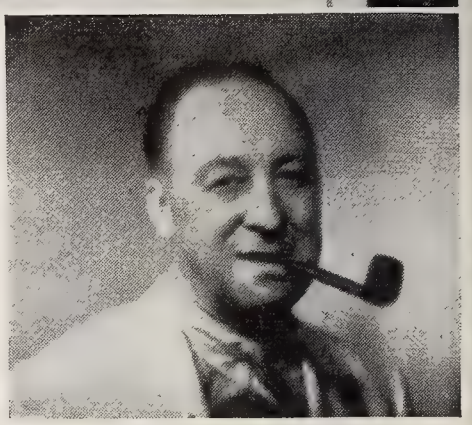
The scanning camera, which is mounted on top of the box containing the 83 tubes and other transmitting apparatus, contains a cathode ray tube which produces images of 441 lines, 60 frames per second interlaced, in accordance with RMA standards. Images as viewed on the receivers were clear and of good quality. The receivers were laboratory models, as the sets which will be offered the public will not be shown until they are placed on sale May 1 in New York, Philadelphia and other cities having video transmission, Mr. Murray explained. Philco does not intend exhibiting television at the New York World's Fair.

Won't Market Transmitter

The portable transmitter will not be sold, he said, but was designed by two of his staff of television engineers, Charles Stec and B. E. Schnitzer, purely for use by Philco research men, permitting them to experiment with televising under all sorts of light conditions both indoors and out. It was first demonstrated before the Society of Automotive Engineers in Detroit Jan. 7, he said, and in February was taken to Palm Beach where a beauty contest was televised at the Sun & Surf Club, the bright costumes and the brilliant Florida Sun giving pictures seldom seen around Philadelphia.

Video School Placing

TELEVISION TRAINING Corp., New York, on Feb. 26 started a 13-week campaign of weekly five-minute spot announcements on WHN, New York, and WMCA, New York. More stations may be added later. Huber Hoge & Sons, New York, placed the account.



MPPDA Making a Study Of Film Video Prospects

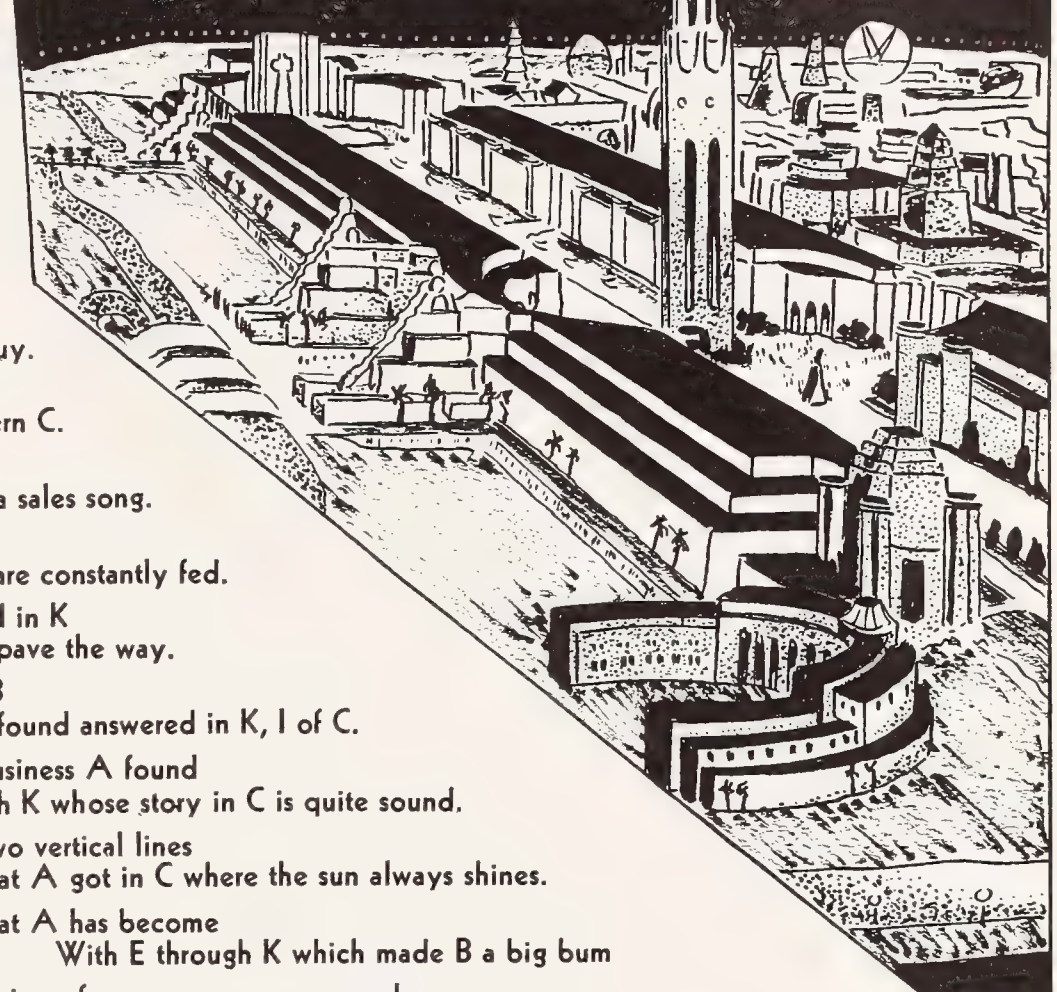
PRESENT status of television is being surveyed by the Motion Picture Producers & Distributors of America, who have engaged Courtland Smith, former president of Pathe News, to collect data and make a report. Unlike the television study made by A. Mortimer Prall for the MPPDA in 1937, which took Mr. Prall and his staff six months to complete and which resulted in an elaborate report urging picture producers to get into television for their own protection [BROADCASTING, June 15, 1937], the Smith study will be a quick, one-man job, which is expected to be completed within a few weeks. According to the Hays office, the present study is merely an informative, factual survey to give the picture industry a picture of television as it is today with respect to both technical and programming development.

Texaco Continues

TEXAS Co., New York, through Buchanan & Co., that city, has renewed its *Texaco Star Theatre* on 92 CBS stations for another 13 weeks effective April 5, continuing the weekly program through June, Wed., 9-10 p. m. (EST). Bill Bacher continues as agency producer with Bill Lawrence representing CBS. Program, which recently underwent several changes, includes Ken Murray, m.c.; Charles Ruggles and Ned Sparks, comedians; Frances Langford and Kenny Baker, vocalists, with guest talent. Jimmy Wallington is announcer and Hal Block heads the writers staff. Talent and format are expected to continue without important changes. It is expected that with final broadcast in June, the program will discontinue for the summer. On its return in fall, a new network time will be selected.

A NEW 100-watt daytime station on 1200 kc. in Palm Springs, Cal., is sought in an application filed with the FCC by Mollin Investment Co., real estate firm.

A HINT TO ALL AD MEN WITH BUDGETS TO PLAN: TO WIN THE THIRD MARKET, HERE'S AN "A-B-C" PLAN!



A is an Ad Man, right up on his toes;
Fairs build up business, A surely knows

B is the Baffler now facing A
How to cash in on the Fair, make it pay.

C is California, whose Golden Gate Fair
Means a vast throng soon will be there.

D is the Duty that A has in C
To join in the Gold Rush, now stopped by B.

E is the Ease with which B is corrected
Once the whole picture is really inspected.

F is the Fair to which they'll all come
Bringing their dollars to make business hum.

G is the Gold which they'll spend while in C

H is the Harness A needs to right B.

I is the Idol among stations in C

J is the Joy that with A soon will be

K is for Keeno—which means KFI
The station they hear, whose products they buy.

L is the Lucre which A makes with E
Through K, the I of all Southern C.

M is the Message K brings to the throng
To help A's cash-register sing a sales song.

N is the network—NBC red—
Whose great shows on K are constantly fed.

O is Opportunity which A found in K

P is the Power which helped pave the way.

Q is the question, formerly B
Which A found answered in K, I of C.

R is the Rush of new business A found
Through K whose story in C is quite sound.

S is $uccess with two vertical lines
That A got in C where the sun always shines.

T is for Titan that A has become
With E through K which made B a big bum

U is the Union of power, programs, people
Which puts K at the top of the radio steeple

V is its Voice, vast and preferred

W is the Welcome with which it is heard.

X marks the spot where A conquered B

Y is the Yoeman way K works in C.

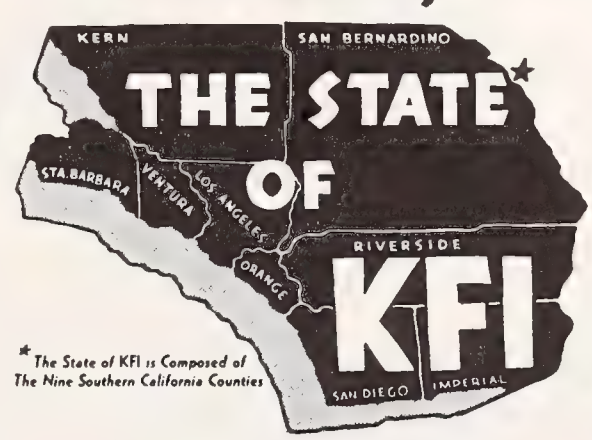
Z is the Zenith of O you can buy
In C and its F through THE V . . . KFI.

★ Millions of people will trek Westward this year to visit Treasure Island and to wend their way Southward to the mecca of motion pictures. While in Southern California they will hear the Nation's most popular programs over the NBC outlet, KFI. They will hear the programs they hear back home, they will buy the products suggested, they will be particularly susceptible to the buying impulse you send them over KFI. Reach this *plus* circulation of the Third Major Market over the Southland's favorite station—KFI

Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

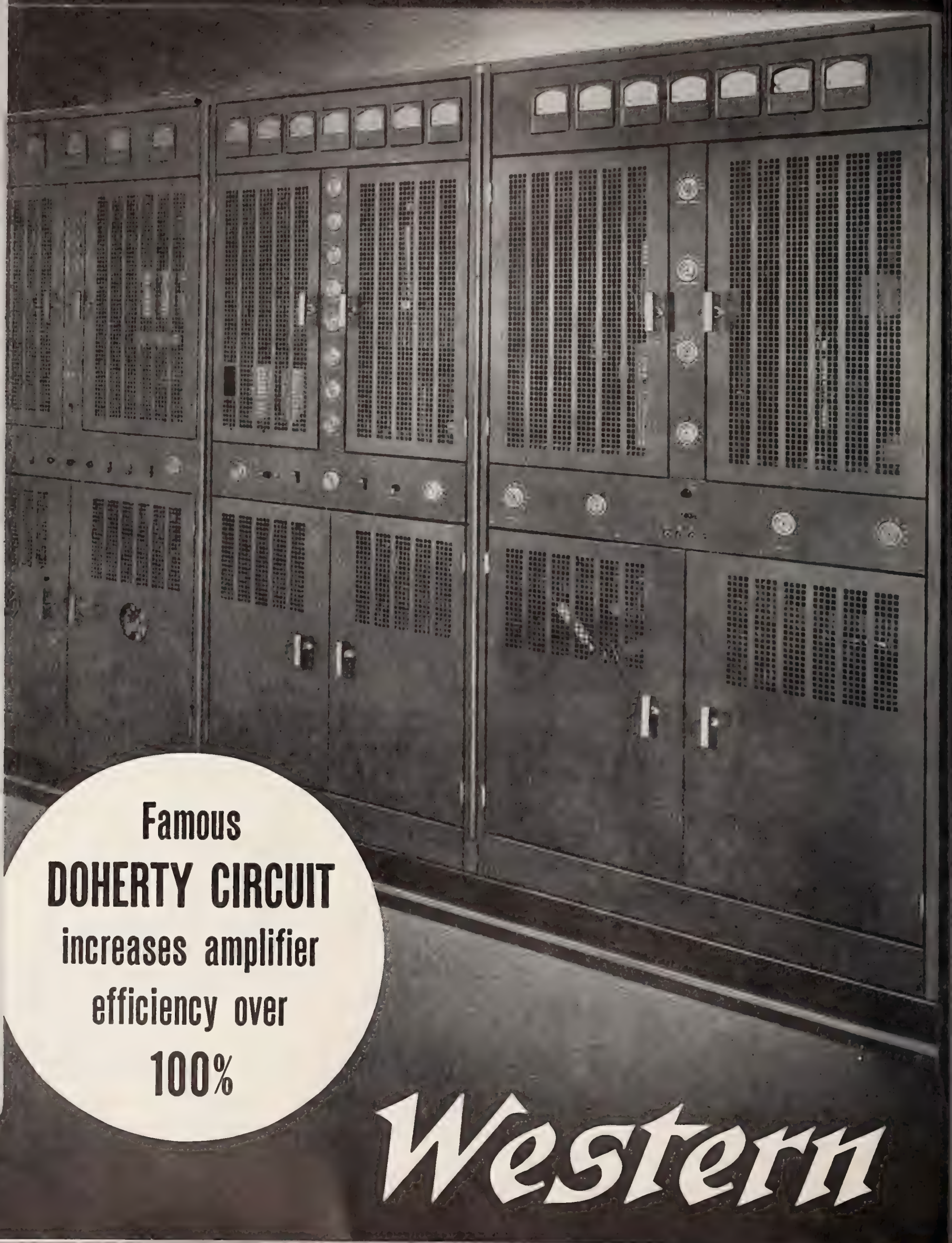
EDWARD PETRY & CO. ★ *National Sales Representative*

The Best Buy is



NBC RED NETWORK
50,000 WATTS 640 KC

Improve your service to



Famous
DOHERTY CIRCUIT
increases amplifier
efficiency over
100%

Western

clients and listeners . . .

with this pace-setting 5 KW

Western Electric's 5KW Transmitter changes prospects into clients—turns dial-turners into regular listeners! It has "what it takes"—QUALITY!

And it's extremely economical to operate. The Doherty Circuit increases the efficiency of the final amplifier stage from the usual 30% to over 60%, greatly reducing primary power required.

Other outstanding features are: improved stabilized feed-back circuit; automatic line voltage regulators; cathode ray oscillograph connections in all important circuits; engineered to permit increase to 10 KW or 50 KW by adding standard Western Electric apparatus. Get full details from Graybar.

"ASK YOUR ENGINEER"

You've got something *extra* when you can tell your prospects and sponsors that your station is

Western Electric
EQUIPPED FOR BETTER BROADCASTING

Electric

Graybar — Distributed by Graybar Electric Company

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Hannibal Decision Is Upset by Court

Denial of New Missouri Station Is Remanded to the FCC

ANOTHER in the series of reversals of FCC decisions was meted out March 6 by the U. S. Court of Appeals for the District of Columbia in reversing and remanding the FCC decision of two years ago denying the Courier-Post Publishing Company's application for a new local station in Hannibal, Mo. The court found the newspaper had sustained the burden of proof in showing need for a local station in Hannibal, which has a population of some 23,000 and that the Commission's denial was "arbitrary and capricious."

The court brought out that clear channel service from KMOX in St. Louis is received day and night and that certain other regional stations provide intermittent service. WTAD, 1,000-watt daytime station 17 miles away in Quincy, Ill., provides some service also but it was held the affirmative evidence overwhelmingly showed need for a local station and that WTAD does not fill this need.

Melvin H. Dalberg, former FCC examiner, who was released during the McNinch "purge" in which the examining division was abolished, had rendered the report recommending grant of the Hannibal application. The court quoted generously from his report in reversing the Commission. It marked the third time the court has, in effect, sustained the recommendations made in Mr. Dalberg's reports—the other two having been the so-called Saginaw and Pottsville cases of last year.

Bringing out that the examiner had recommended the grant of a 100-watt fulltime station on 1310 kc. in lieu of the applicant's request for 250 watts day with 100 watts night on that frequency, the court said that while "the Commission is not bound by the findings of the examiner," it is charged with the responsibility of making findings. It referred to its decision in the so-called Heitmeyer case in which it said the Commission "would have profited from a more careful consideration of those (findings) which the examiner prepared."

Commission Policy

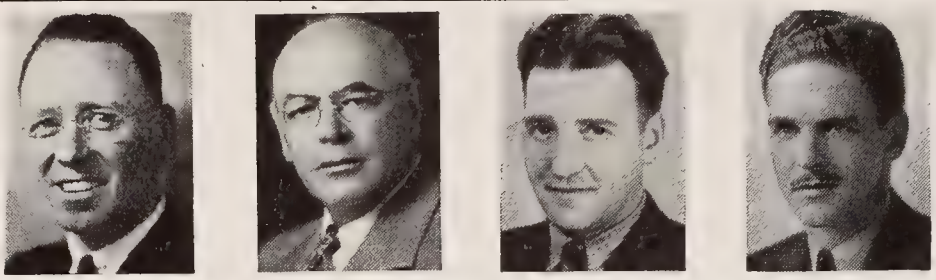
This observation, it said, is "particularly pertinent" in the *Courier-Post* case.

The court brought out that the applicant had estimated operating cost of the proposed station at $1,825 per month with estimated advertising income expected to run $2,000 to $2,500 per month from local business and an additional $100 to $500 per month from national business. Thus, it said, "it appears there will be a substantial margin of profit in operating the station."

The court further brought out that the FCC in the past has definitely laid down a policy of granting permits for local stations to communities served with clear channel and regional stations, but having no local service. While stating that it could not subscribe to the appellant's theory that these cases should control action of the Commission, because the FCC must consider each case upon its individual grounds, the court said that in the Hannibal case "it seems to us there has been a departure from the policy of the Commission expressed in the decided cases * * *"

The *Courier-Post*, through Eliot C. Lovett, its counsel, appealed from the Commission decision entered July 2, 1937 and also from the Commission's action of Dec. 8, 1937 denying its petition for rehearing of the application. Justice Vinson rendered the majority opinion, concurred in by other members of the court.

New Minnesota Network Is Formed



PRINCIPALS in new Minnesota Radio Network, inaugurated March 6 by Gov. Stassen. Left to right are Kenneth M. Hance, general manager, KSTP, St. Paul; Gregory C. Gentling, owner and operator, KROC, Rochester; George B. Bairey, general manager, KFAM, St. Cloud; Ray E. Schwartz, KYSM, Mankato.

MINNESOTA GROUP, WKBO ADDED TO NBC

A NEW regional network made its debut in Minnesota March 6 with the linking of KYSM, Mankato; KFAM, St. Cloud, and KROC, Rochester, with KSTP, St. Paul. It will be known as the Minnesota Radio Network and will serve as an outlet not only for regional commercials and sustainings but as a supplement to the NBC Red and Blue networks. The three stations will be offered by NBC only as a group at a group rate of $120 per evening hour.

The ultimate aim, according to executives of KSTP who were instrumental in forming the group, is to take in other stations in the State. Arrangements were completed March 1 following three months of negotiations between K. M. Hance, KSTP vice-president; Gregory C. Gentling, KROC; Fred Schilplin, KFAM, and F. B. Clements, KYSM.

Shortly before the addition of the three Minnesota locals, NBC added WKBO, Harrisburg, Pa., as an optional outlet to both its networks, making it available only with WORK, York, Pa., and WGAL, Lancaster, at a rate of $100 per evening hour. This added to the $120 rate for WORK and WGAL makes a group rate of $220. WKBO operates with 100 watts night and 250 day on 1200 kc.

WKBO became the 170th affiliate of NBC, and the three Minnesota stations brought the total to an all-time high of 173. However, WWNC, Asheville, N. C., on April 1 leaves NBC to join CBS, and on April 29 KOIL, Omaha, will also sever its NBC affiliation to join CBS.

CBS on March 12 added WKAQ, San Juan, Porto Rico, bringing its total number of affiliates to 115, with WRBL, Columbus, Ga., also joining CBS on March 15. WKAQ was welcomed with an address by Ernest Gruening, director of territories and island divisions of the Interior Department.

Farm Continuities Offered by U. S.

TWELVE series of weekly farm programs prepared from farm census statistics are now available without charge from the Bureau of Census, Department of Commerce, according to a statement to BROADCASTING by Z. R. Pettet, chief statistician for agriculture.

The programs are written to order and may be used either as sponsored or sustaining features by stations and advertisers. Included are the following subjects: Farm Forum, 30 to 60 minutes once or twice weekly; Farm Quiz Program, 15 or 30 minutes once weekly; Special Feature Program, 15 to 30 minutes once weekly; Educational Program, 15 to 30 minutes once or twice weekly; News Flashes; Farm Facts, 15 minutes once or twice weekly; Educational Farm Record Program, 10 to 15 minutes once weekly; County Facts Program, 15 minutes once or twice weekly; Glimpses into the Future, 15 to 30 minutes once weekly; Business Men's Program, 15 minutes once or twice weekly; Farm Quotations and What They Mean, 15 minutes weekly or short items; Census Data for use by Radio Discussion Group, 15 minutes once weekly.

The programs, according to Mr. Pettet, will be sent either in nucleus form or prepared according to individual specifications by writers in his department. Requests should include pertinent information regarding form and style desired as well as approximate date and hour of broadcast. Direct quotations must be identical with information furnished and copies of the broadcasts are to be furnished to Mr. Pettet's department if possible. Requests may be addressed to Division 65-A, Bureau of the Census, Department of Commerce, Washington.

Harvey-Whipple on 2

HARVEY-WHIPPLE Inc., Springfield, Mass. (Master Kraft heating equipment), on March 22 starts a Wednesday evening quarter-hour program *Magic Melodies* on WJZ, New York, using an ensemble directed by Charles Paul and featuring electric organ, harp, clarinet, vibraphone and vocalists. Ford Bond will announce. The firm staged a similar campaign last year with "gratifying" results, according to Willard G. Myers Adv. Agency, New York. A Harvey-Whipple program of Transradio news will be heard Sunday evenings on WTIC, Hartford.

Latin Station Bill Shelved by Vinson

Proposed Governmental Radio Project Out This Session

DESPITE an implied Administration drive for legislation to set up a Government-owned international broadcasting station, in line with the Good Neighbor policy toward Latin America, Chairman Carl Vinson (D-Ga.), of the House Naval Affairs Committee, declared March 6 that his committee would not consider such legislation at this session.

Word has permeated broadcasting circles in Washington that President Roosevelt is desirous of having such legislation enacted at this session, to authorize building of a station which would interchange programs with Latin America and to some extent offset the shortwave propaganda from European nations — notably Germany and Italy. Only one such measure, offered by Rep. Celler (D-N.Y.), is pending and it provides for a station in Panama rather than in territorial United States. Last session three separate measures, providing for such stations at widely separated locations in the United States, were introduced and all died with the adjournment of Congress.

Not a Chance

Discussing the Celler Bill, Mr. Vinson told BROADCASTING: "You can say for me the bill is pigeonholed. There will be no legislation establishing a Government radio station at this session."

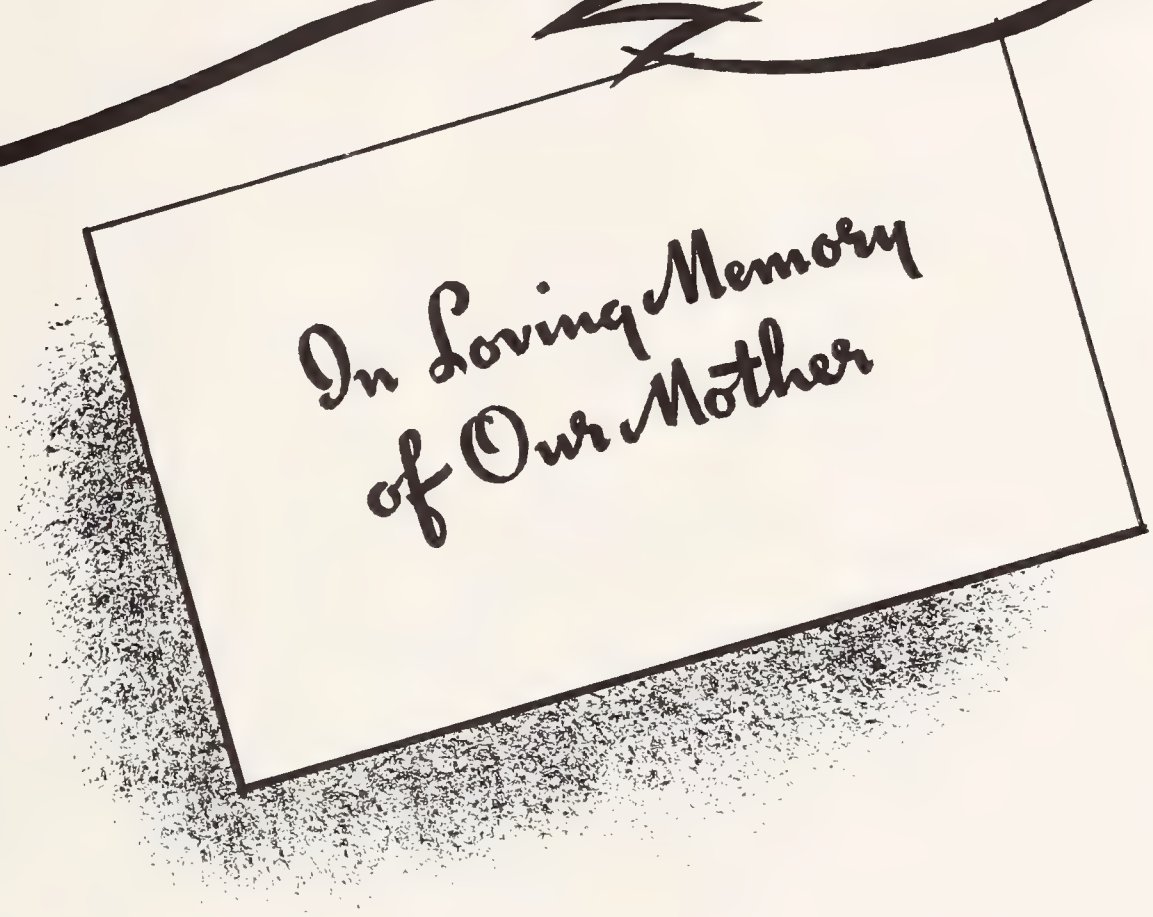
Rep. Vinson made his statement upon his return from an inspection tour along the Southern coast in connection with the location of a new naval seaplane base. He said that by the time his committee completed this matter, as well as other national defense measures, there would be no time to take up the controversial Federal radio station bill.

Chairman Vinson presided at hearings on the several bills at the last session proposing Government shortwave stations but the committee took no action. The proposals met the strong opposition of the broadcasting industry, through the NAB, since the Government station project was viewed as an entering wedge for possible Government operation of radio generally.

Amos 'n' Andy to CBS

CAMPBELL SOUP Co., Camden, will move *Amos 'n' Andy* to CBS on April 3, causing the team's first departure from NBC since it started as a network program for the Pepsodent Co. in August, 1929, nearly 10 years ago, although in 1935 they were shifted from the Blue to the Red network by that sponsor. Campbell assumed sponsorship of *Amos 'n' Andy* at the beginning of 1938. The program, which will now be broadcast on 55 stations, largest network of its career, will be heard at the same time as before, 7-7:15 p. m. EST, with a rebroadcast at 11-11:15 p. m. Campbell also sponsors the *Campbell Playhouse*, starring Orson Welles, on CBS each Friday, 9 to 10 p. m. Programs are placed through Ward Wheelock Co., Philadelphia.

ONE OF THE NICEST THINGS THAT HAPPENS TO US ALL YEAR



Each November since 1934 our Announcing Staff has received a card from a Northern Massachusetts family. Each year it bears the same simple message, "In loving memory of our mother." Just that, and nothing more—yet, somehow, this seems one of the nicest things that happens to us all year.

To us who know the story, it means a great deal to be reminded of that dear old lady who is no longer with us. For years her radio had been her greatest pleasure, WTIC her favorite station. And so each November since 1934, we've treasured those cards sent by her family reminding us of how much we meant to someone they loved.

We know our audience is large—but little things like this annual bit of honest sentiment tell us we must be reaching a *friendly* audience as well. Nothing is nicer for any radio station to know than that.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

Papal Ceremonies On Air First Time

Networks Give Full Coverage Of Overnight Event in Vatican

CBS, NBC and MBS on March 12 remained on the air after the usual sign-off period at 2 a. m. to bring listeners complete descriptions from Rome of the coronation ceremonies of Pope Pius XII, who was elected to the highest office of the Catholic Church on March 2. Actual ceremonies, performed before thousands in St. Peter's Square at Vatican City, started at 3:30 a. m. (EST) and continued for approximately three hours.

Many stations also reported an all-night vigil to pick up the network broadcasts, some making special arrangements with their local Catholic parishes for listener groups.

NBC representatives, Max Jordan and Philip Mackenzie, described the event from the NBC microphone on the square in Rome. Before the ceremonies began, CBS broadcast special music by the Minneapolis Symphony Orchestra and by the monks of the Benedictine Abbey of St. Meinrad, Ind., and then picked up the Rome broadcast via shortwave.

Special Broadcasts

Mutual's representative in Rome was David Woodward, noted foreign correspondent; CBS spokesman was William Shirer. Prominent members of the clergy both in Rome and from America spoke on the broadcasts by the three networks, discussing the ceremonies and reviewing the career of the new Pope. On Sunday evening, March 12, MBS presented a condensed rebroadcast of the highlights of the coronation.

Programs leading up to and including the coronation of the Pope were heard over both networks of NBC from 12:45 to approximately 8 a. m., and were rebroadcast to South and Central America over shortwave stations W2XAF, W2XAD, W3XAL and W3XL. Typical of the arrangements made by NBC affiliated stations to bring the programs into the churches was the installation of 12 receiving sets in churches in Cleveland by WHK, and the installation of receiving equipment in one cathedral and two churches in Philadelphia by KYW. Other affiliated stations also arranged to bring the programs into churches in their areas.

When announcement of the newly-elected Pope was made March 2, NBC, CBS and Mutual cancelled all regularly scheduled broadcasts to bring listeners the news that Eugenio Cardinal Pacelli had been named Pope by the College of Cardinals. The networks picked up the broadcast from the Vatican station HVJ after it had been transmitted to the United States by the Italian shortwave station 2RO, a broadcast which marked the first time radio has been used to proclaim a papal election.

Later that day, the networks and many local stations arranged special broadcasts in honor of the new Pontiff. WOR, Newark, through its facsimile station W2XUP, broadcast news of the Pope's election with facsimile records available to a limited group at 12:08 p. m., some time before newspapers had appeared on the streets.



WILLIAM SHIRER, Central European representative of CBS, on the spot at Vatican City for election and coronation of Pope Pius XII.

Pastor Cut Off by KTAT During Political Tirade

BECAUSE he was buying time at the religious rate but deviated from his prepared talk to discuss politics, Rev. John Lovell, Baptist minister of Ranger, Tex., known as the "radio preacher", was cut off March 2 by KTAT, Fort Worth, just as he began launching into a tirade against Vice-President Garner, whom he linked with Wall Street.

He had been warned during his broadcast series, of which his March 2 sermon was the last under contract, not to deviate from religious subjects. He was paying the 60% religious rate and for political broadcasts the one-time regular commercial rate is charged. His talk was monitored by Len Finger, program director, who was under instructions from Manager Sam Bennett to cut the mikes if necessary. On several occasions the preacher had been reprimanded for attacks on Catholics and Jews over KTAT.

Frisco Fair Appoints

ARTHUR ROWE, supervisor of radio and public address at the Golden Gate International Exposition, has appointed Bob Coleson as radio program director. Coleson, who directed radio activities at the San Diego Fair and the Dallas Centennial, will be assisted by Jack Lyman, in charge of all special events broadcasts from Treasure Island and Jack Joy, production manager. The personnel of the radio staff will number more than 30 and will be complete when the radio building is ready in mid-March. Exclusive broadcasting rights for all arrivals and departures of Pan American Airways' Clipper planes at Treasure Island have been awarded to NBC.

WNAC-WAAB Renewals

WITHOUT assigning its reasons, the FCC March 6 rescinded its action of last year setting WNAC and WAAB, Boston, Yankee Network stations, for hearing because of complaints alleging operation contrary to public interest. In granting the regular renewals of licenses, the FCC stated simply that it had reconsidered its former action. A former employe of the Yankee Network had filed the original complaints with the FCC alleging improper programming operations, among other things.

Ever Since 1925

JOHN S. GAMBLING on March 15 celebrates his 14th anniversary on WOR, Newark, with his early morning program, currently broadcast from 7:15 to 8 a. m. under the sponsorship of Childs Restaurants. Gambling's *Musical Clock* is said to be the oldest consistent program on the air, having been heard six days a week since 1925, and sponsored 75% of the time.

Daily Facsimile Service From New York Station Is Inaugurated by Finch

FOLLOWING a 10-day test period of one-hour facsimile broadcasting daily, W2XBF, New York, on March 13 started regular service of three hours a day, from 11 a. m.-noon, 3-4 p. m. and 7-8 p. m. Owned by W. G. H. Finch, pioneer experimenter in the field, the facsimile transmitter is located atop the Manufacturers Trust Bldg. at 1819 Broadway, facing Columbus Circle. Finch Telecommunications Laboratories will move into new quarters in the same building within the next few weeks, as soon as alterations can be completed.

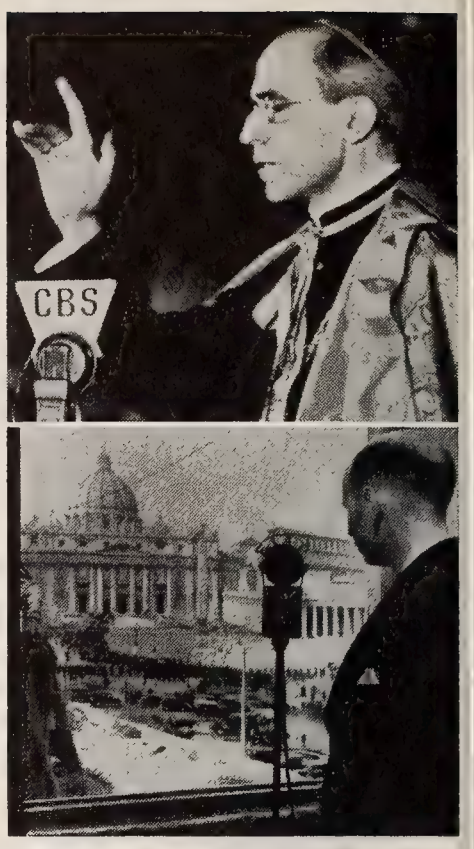
Programs of various types will be presented experimentally in an effort to supply entertainment and education for the purchasers of the Crosley *Reado* facsimile receivers, manufactured under Finch patents, and the schedule will be expanded as soon as there is a demand for more extensive service, it was said. Arrangements with International News Service permit W2XBF to broadcast by facsimile the highlights of all INS general news reports.

Mr. Finch was recently granted another patent (No. 2,149,136) on a simplified "telepicture scanning system", bringing his total of facsimile patents to well over 60. This latest patent covers a means of simplifying the driving arrangement and reducing the size of the reduction gearing and to eliminate objectionable transverse vibrations of the carriage that tends to spoil the detail of the pictures.

Commercial to Cuba

BECAUSE of its distribution in Cuba, U. S. Rubber Co., sponsoring *99 Men & a Girl*, featuring Raymond Paige's orchestra and Hildegarde over CBS for a half-hour Wednesday nights at 10, began sending the program via RCA commercial shortwave to CMCK, Havana 5,000-watt outlet. Special authority of the FCC was obtained March 6 and the first program went to Havana March 8. This is the first commercial to be sent on regular schedule by CBS to Cuba, where the station is paid regular card rates through the agency, Campbell-Ewald Co., of New York.

LATIN AMERICAN interest in news from the United States was again evidenced when the FCC authorized NBC's shortwave transmitters, W3XL and W3XAL, to transmit their Spanish-language news periods to Cuban stations CMX and COCX for a period of 30 days.



AS PAPAL Secretary of State, Eugenio, Cardinal Pacelli, now Pope Pius XII, knew radio and its international import exceedingly well, for under his jurisdiction fell the Vatican shortwave station HVJ. When he was elected by the College of Cardinals March 2, the U. S. networks were on the spot at Rome to broadcast the returns, and on March 12 all of them stood by to carry descriptions of his coronation. During his 1936 American tour His Holiness (top photo) broadcast over CBS from Fordham University. Below Max Jordan, NBC Continental European representative, stands at a vantage point overlooking St. Peter's where he kept a 24-hour watch for the white smoke signal indicating the new Pope's election.

KFNF Plans New Plant: Brant Assistant Manager

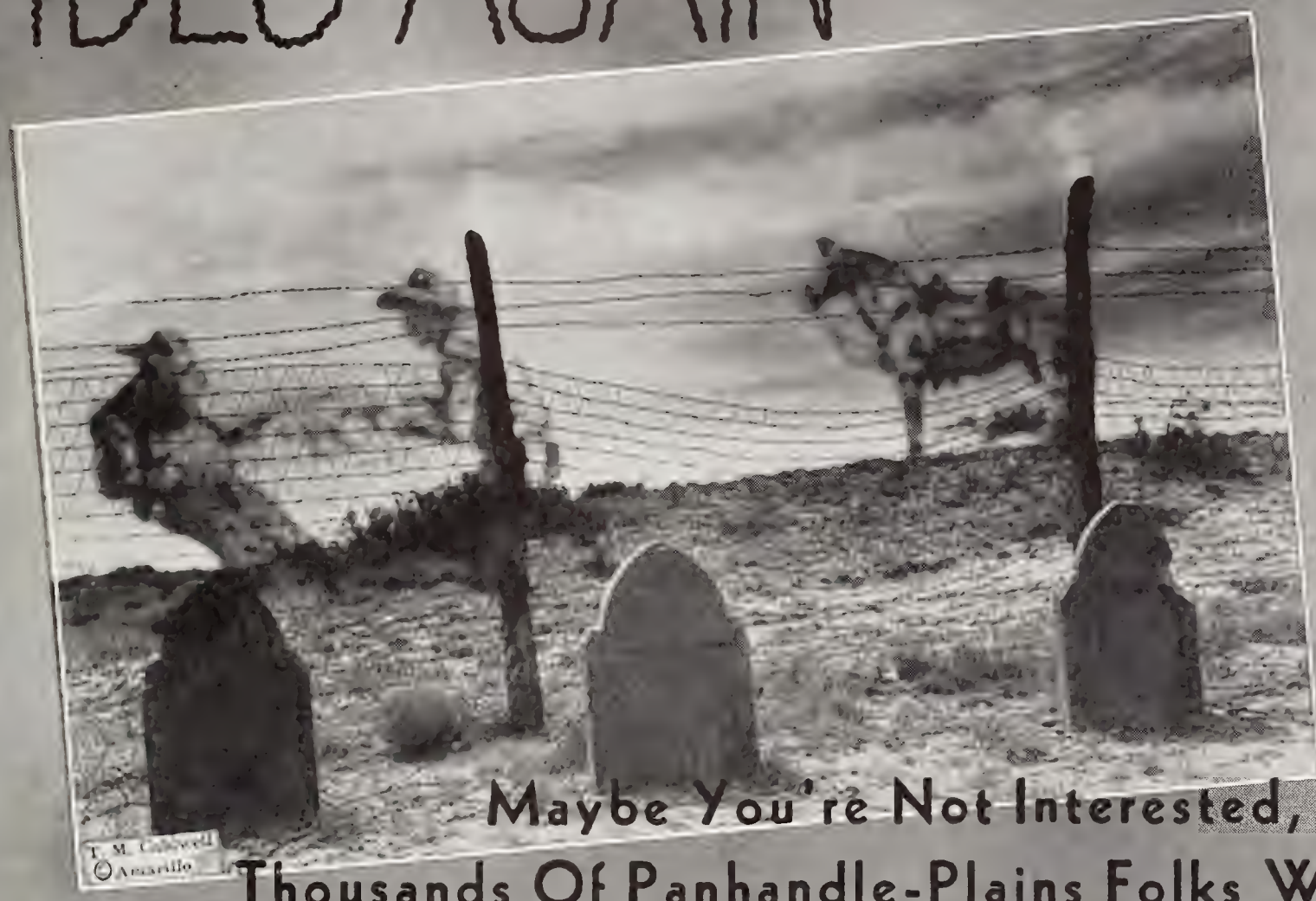
KFNF, Shenandoah, Ia., holder of a construction permit for 1,000 watts night and 5,000 day, has contracted for the installation of a new RCA transmitter with a 650-foot vertical tower and work will start in the near future, according to M. H. (Pete) Petersen, newly-named general manager. Mr. Petersen also announced that KFNF will soon enter the facsimile field.

Roy Brant, formerly of WCCO. Minneapolis, and KFYR, Bismarck, N. D., has been named assistant general manager of KFNF. Bill Bailey remains in his present capacity as commercial manager and Cap Mallery, veteran farm announcer, joined KFNF March 4 to handle its Saturday night *Barn Dance* which has an average weekly studio audience of 1,500. Bill MacDonald continues as program director. The station has subscribed to Transradio news and Standard Radio's transcription library.

CELEBRATION marking the centennial of the University of Michigan on March 18 will be broadcast on CBS from Ann Arbor, home of the first state endowed university in America, and shortwaved to Europe and South America for the benefit of Michigan alumni in other parts of the world. Luncheons will be held in cities throughout the country by alumni who will listen to the broadcast.

THE GHOST OF OLD TASCOSA RIDES AGAIN

There's been hair-raising tales of strange goin's on at Boothill Cemetery (pictured) near Amarillo, where frontiersmen who died with their boots on, are buried.



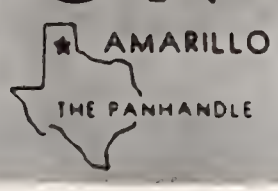
Maybe You're Not Interested, BUT Thousands Of Panhandle-Plains Folks Were!

It is the airing of happenings of major local importance . . . of good local studio shows and special features intermingled with NBC programs, that commands an 85% audience of Panhandle-Plains folks to KGNC and KFYO—of Lower Valley Grande folks to KRGV. Maybe you wouldn't be particularly interested in "The Man On The Street", "Dr. I. Q.", "Sons of The West", "The News Reporter","Religious and School Features", over KGNC, but folks out here are. And, to reach them, and sell them, you must use their home station.

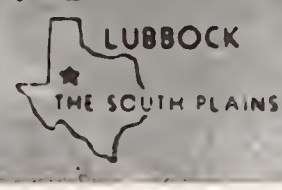
HOWARD H. WILSON CO., REPRESENTATIVE

New York Chicago Kansas City

KGNC



KFYO



KRGV



Bakery Presents New Brand, Using Spot Radio Alone

Des Moines Firm Floods Area With Announcement Drive

By WAYNE VARNUM
Iowa Broadcasting Co.

ZINSMASTER BREADS, one of the oldest bakeries in Des Moines, recently introduced a new brand name and new white and rye loaves to the Central Iowa market via radio alone.

Faced with the problem of putting over their new name—Master Bread—in as short a time as possible, Jack Tod, president and treasurer of Zinsmaster Breads used a barrage of 60-word announcements on both KSO and KRNT in Des Moines. Three announcements a day (two daytime and one evening) were used on both stations (a total of 42 announcements a week) and were placed on a staggered schedule to catch the maximum number of listeners.

Although counter displays, window stickers and other point-of-sale copy were used, no newspaper space was scheduled during the opening blasts of the campaign.

Couldn't Be Avoided

The promotion to launch the new bread began with a kick-off dinner for all the Zinsmaster route men and the production officials of the plant. Mr. Tod introduced the new wrapper to the organization, and a representative of the radio stations enlarged upon the radio campaign. The announcement availabilities were reviewed to show what programs the Master Bread spots preceded or followed and the reasons for using radio to do the introductory job were explained.

The men were told how radio advertising talks directly with the housewife in her own home and how the schedule, as it was arranged, was "just so darned many announcements no housewife could avoid them."

The announcements themselves were written with a "news" angle. "There *is* something new under the sun. It's the new Master Bread, well-baked by Zinsmaster in their new diathermatic oven. It's the only bread made with malted milk . . . etc." The phrase "well-baked by Zinsmaster" was incorporated in every announcement to help hold the thousands of former Zinsmaster customers.

The merchandising department of the radio station prepared a schedule card for each one of the Zinsmaster drivers. This card was either tacked in the cab of the truck or carried with the salesman. Most of the Zinsmaster trucks are equipped with radios.

A lobby window was decorated to catch the attention of the daily visitors to the radio studios, and a merchandising bulletin announcing the campaign, was mailed to all the leading grocers in the central Iowa market. The entire introductory campaign was a success. Many routes showed gains as high as 200%, although it is not hoped to hold all of this increase.

Says Mr. Tod about his use of radio: "As the chief means of advertising to introduce our new Master Bread in this market, spot announcements on your stations KRNT and KSO have proven more than satisfactory. Because of the almost sensational response to a single announcement on Master Rye as well as the general interest stimulated in the malted milk content of our white bread, we are convinced that 'spots' really sell Master Bread."

Zinsmaster's experience is especially significant, because Des Moines is a highly competitive bread market for the size of the town.

Meat Packers Dicker

INSTITUTE of American Meat Packers, Chicago, is planning a weekly half-hour institutional variety show to emanate from Hollywood. Both CBS and NBC auditioned shows for the prospective sponsors, but no decision has been announced. It is understood the series, built around Edward Everett Horton, film actor, would begin in early spring, providing desirable network time is cleared. If it becomes an NBC show, the series will follow *Rudy Vallee's* program. NBC audition was handled by Ruthrauff & Ryan, Hollywood.

Nunn Family Purchases WCMI Stock Majority

TWO-THIRDS interest in WCMI, Ashland, Ky. local, has been purchased from present stockholders by Gilmore N. Nunn and his father, J. Lindsay Nunn, owners of WLAP, Lexington, Ky., and former publishers of the *Lexington Herald.* Purchase price and the exact stock division were not divulged, awaiting an application to the FCC for authority to transfer control. The Nunns have other newspaper interests in the Southwest, and also are interested in the new KFDA, Amarillo, Tex. local authorized for construction last November.

Minority interest in the station will be retained by the *Ashland Independent* which now holds 16½% of the stock. Staff changes already made include the appointment of Robert MacKenzie as manager and commercial manager and Joe Matthews as program director. Mr. MacKenzie formerly was with KPDN, Pampa, Tex.; KTEM, Temple, Tex., and WJAY, Cleveland.

HENRY P. RINES



HENRY PRITCHARD RINES, 53, operator of WCSH, Portland, WFEA, Manchester, and WRDO, Augusta, died in Portland March 2 following a serious chronic illness. He was one of the leading hotel men of New England, in addition to his broadcasting operations. A native of Portland, Mr. Rines established WCSH in 1925 as his first radio venture. He is survived by his widow, a son, William Henry Rines, a student at Harvard, a daughter, Mary W. Rines, a student at Smith College, and a brother, Clinton F. Rines. A lifelong resident of Portland, Mr. Rines attended grammar school there. He graduated from the University of Pennsylvania in 1913.

House Group to Consider Bills for Liquor Air Ban

APPOINTMENT of a three-man sub-committee to consider pending bills to ban advertising of alcoholic beverages by radio, was announced March 9 by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee. Members of the committee are Senators Andrews (D-Fla.), Chairman, Johnson (D-Col.), and Gurney (R-S.D.). The Johnson bill (S-517), which would prohibit radio advertising of alcoholic beverages, was referred to the Committee which also is expected to consider the Capper bill (S-575), which would prohibit transportation of alcoholic beverages. Companion measures are pending in the House.

Senator Gurney, former operator of WNAX, Yankton, coincident with the appointment of the subcommittee, asserted he was vigorously opposed to any regulations prohibiting broadcasters from accepting advertising of any nature. "It is my view that the industry should be permitted to run itself," he declared.

Ford Spots in Texas

FORD MOTOR Co., Houston branch, from March 7 through April 4 is running a series of 13 one-minute announcements for the new Mercury 8 on the following Texas stations: KNOW, KFDM, KRIS and KRGV. McCann-Erickson, New York, placed the account.

Flamingo Spots on 8

FLAMINGO SALES Co., Hollywood (nail polish), in a three-month campaign, is using an average of six spot announcements weekly on WFAA KOA KPO KSFO KTAR KARM KOMO and XEAC, Mexico. Agency is Buchanan & Co., Los Angeles.

NEW sound heard on *Dinner Bell* program on WLS, Chicago, is that of sleigh bells presented by a 72-year-old listener, Ray Wood of Joliet, Ill. Story is, the romantic Mr. Wood used the sleigh bells while courting his wife and since her death 30 years ago has not jingled them.

Economic and Talent Factors Promote Radio Trek to Hollywood, Says Atlass

DESPITE the attitude of Hollywood film studios, the trend of radio production will continue to the West Coast with increased centralization in that city. Westward movement is not only a matter of talent, but also is guided by economic factors of growing importance. These opinions were expressed by H. Leslie Atlass, CBS western division vice-president, Chicago, when in Hollywood during early March.

Mr. Atlass belittled the chances of a picture talent boycott having serious effect on the westward movement of network programs, even if imposed. He expressed the belief there is no real antipathy between the two entertainment mediums. It is his contention that the two can help each other to mutual advantage and he cited benefits film studios will derive from Jesse Lasky's *Gateway to Hollywood* program, sponsored on CBS by Wm. Wrigley Jr. Co. Mr. Atlass declared the weekly program is incubating new talent for motion pictures and also pointed out that in many other instances film studios are drawing from radio for new faces.

Late Hours in Demand

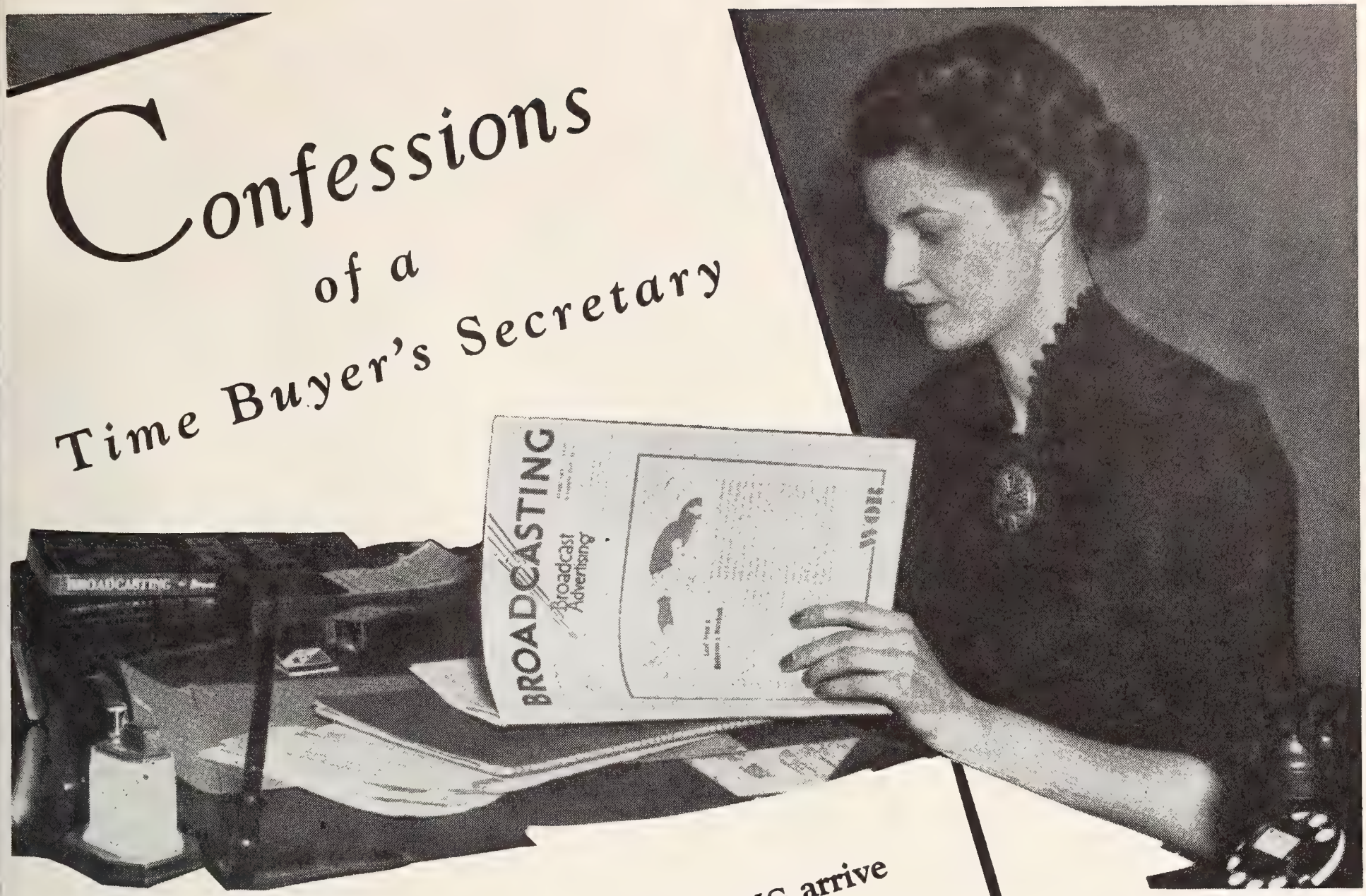
Late night programs are growing more popular, Mr. Atlass declared, and predicted that within a year sponsored shows will be heard on the West Coast as late as 11 p. m. He said the movement is well grounded in the widening of the radio commercial band to late hours, and the strategic position of the West Coast insofar as time element is involved in transcontinental broadcasting. He pointed out that the growing importance of the West Coast market is another contributing factor.

The problem of rebroadcasting for the West Coast, to reach that market, becomes a serious one, particularly with evening shows. Mr. Atlass pointed out that a program released in Hollywood from 8 to 9 p. m. would have to be produced at 11 p. m. to midnight in New York. With commercials moving into the later evening structure the problem becomes increasingly apparent. These late hour shows he believes will eliminate the necessity of rebroadcasts and at the same time reduce production costs for the sponsor, which have been raised considerably with the new AFRA scale.

Contrary to general opinion, the agreement with AFRA is a happy one, Mr. Atlass said. Everybody is pleased with the new setup, including networks and agencies. It is his belief the new AFRA scale will tend to set a new high standard, with a better type of radio script and program resulting. He said business stability pointed to the continuance of numerous network programs through the summer, without the usual 13 weeks layoff. CBS will continue, however, to provide no guarantee to sponsors that their time will be available next fall if they should elect to go off during the summer period.

Mr. Atlass was in Hollywood to confer with Jesse Lasky, director of the *Gateway to Hollywood* program, and Charles Vanda, CBS producer of the show, which was renewed for another 13 weeks effective April 9. Contract will extend the R.K.O. talent hunt tie-in to a second feature film.

Confessions of a Time Buyer's Secretary



"I certainly am glad to see BROADCASTING arrive the first and fifteenth of the month because Mr. Hymes looks forward so eagerly to each issue. You know, even with all the mail and promotional literature he receives he takes time the day BROADCASTING reaches him to digest it thoroughly. In fact, he invariably takes a copy home to read and save for future reference. Like others in the radio department here, Mr. Hymes finds the YEARBOOK invaluable, too, and refers to it through the year."

MISS RENA STONE

Secretary to John Hymes, busy Time Buyer of Lord & Thomas, New York City. Miss Stone is pretty, pert, brunette, and 23.



NEARLY ONE OF EVERY TWO COPIES OF BROADCASTING GOES TO A TIME BUYER !

Broadcast Advertising

CBC Acts to Strengthen Facilities

Signs a News Contract; Newfoundland Gets A Station

By JAMES MONTAGNES

LEGISLATION to curb any possible "profiteering" by private broadcasters was suggested by Leonard W. Brockington, Winnipeg, chairman of the CBC, at the annual Parliamentary probe of broadcasting at Ottawa which opened March 2. The CBC had no intention or desire to prevent reasonable profit on operations of private stations, Mr. Brockington told the 23-man Parliamentary committee, but the CBC did not want "profiteering" in broadcasting. He said he hoped legislation along that line would soon be passed.

The probe centered mainly about charges of muzzling regulations which would not allow George McCullagh, Toronto publisher, to buy a national or private network to air his political views. In defending the CBC's action, Chairman Brockington told the committee the CBC's position was that freedom of discussion by all sides was the best way to present controversial material.

"We would like especially to see a greater opportunity for self-expression given to those classes who can never get to be either owners or controllers of newspapers," Mr. Brockington said. "Surely there should be no preference for wealth. Freedom of speech was not just the sale of space at $50 a minute. If that were so then free air would soon degenerate to just a sign outside a filling station."

If time on the air were placed under the domination of wealth, it would be possible for wealth to buy up all available time, he said, adding that the CBC desires to be fair to all.

Contract for News

Mr. Brockington announced a new contract has been entered into with the Canadian Press, similar to that of the Associated Press recently made in the United States. The CBC is now given full CP service, effective March 1. The CBC can put on the air as many bulletins or flashes as it likes, can use recordings or actual broadcasts as background of news items, can give the service to newspaper-owned and other private stations at cost for non-commercial broadcasting; can prepare or edit its own bulletins from the service, must give Canadian Press credit.

For the present Mr. Brockington stated CBC will allow CP to edit and select the news items at an annual charge of about $20,000. The contract is subject to a three-month notice for reconsideration or amendment by either party. There is nothing in the contract to stop CBC from allowing other newscasts on commercial programs as at present over a series of commercially-sponsored hockey broadcasts.

Mr. Brockington also announced that Newfoundland has organized a broadcasting corporation along CBC lines. The only Newfoundland station (12,500 watts power) was ready to go on the air March 13, and from that day was to take all CBC sustaining programs via landlines from Montreal to a beam transmitter at Drummondville, outside Montreal. It is hoped that commercial United States networks now being piped into Canada on the CBC net will be extended to coverage of the Newfoundland area, he said.

The new 50,000-watt CBC transmitter, CBA, near Sackville, N. B., will go on the air April 8, Mr. Brockington announced, and the other 50,000-watt transmitter, CBK, near Watrous, Sask., will be ready by June 1 at the latest. Both stations will receive daily 16 hours of CBC sustaining programs, but no local commercial programs. Mr. Brockington did not state definitely whether commercial network programs will be carried on these new stations.

The CBC is working on the problem of giving more adequate coverage in British Columbia, he said. There will be an increase in power of the Vancouver CBC station, CBV, and a number of subsidiary stations are to be built in the interior. In Southwestern Ontario (Lake Erie district) a 1,000-watt station is to be erected outside Windsor, and if this does not adequately serve surrounding Canadian area, there may be an exchange of wavelengths or an increase in the power of the 50,000-watt CBL, Toronto.

A Profit Indicated

Commenting on programs, Mr. Brockington showed that the number of American sustaining and commercial programs entering Canada had increased to 16.2% of all the CBC's programs. The CBC now carries 30.4% commercial and 69.6% sustaining network programs.

A preliminary financial statement for the fiscal year ending March 31, 1939, showed that of the $3,200,000 estimated a year ago as being necessary to carry the CBC during the 1938-39 fiscal year, the actual revenues collected to March 2 were $3,168,000. The CBC had spent to the end of the month $2,893,000, including full interest on government loans for construction of new stations. Commercial revenue is estimated between $400,000 and $500,000, and the remainder from listener license fees of $2.50 per receiver. An operating surplus of $275,000 is anticipated.

Mr. Brockington made it clear at the beginning of the inquiry that the CBC members as trustees of broadcasting service in Canada, are not civil servants, nor part of the civil service, do not spend taxpayers' money except as repayable loans from the government, are not swayed by any political or personal considerations, have not met with any personal or political pressure. The CBC alone is responsible for its policy, he added, and has a duty to be impartial.

He promised to demonstrate facsimile broadcasting, a field the CBC proposes to develop in conjunction with newspapers and the Canadian Press. He also announced that CBC plans publication of a periodical on the lines of the BBC's *The Listener*, listing programs, giving stories of operas, and publishing outstanding addresses delivered over the CBC stations, and cultural features.

Government Shortwave Planned

He urged early action by the government on a Canadian government-owned powerful shortwave station before all available frequencies are taken up by other countries. In addition to goodwill broadcasting through a shortwave station, promotion of interest in Canadian goods abroad would be accomplished, he said.

Meanwhile outside Parliament, religious organizations have started a campaign against commercial Sunday broadcasting on the grounds that it is illegal according to the Lord's Day Act, which states in part "it shall not be lawful for any person to advertise in any manner whatsoever any performance or other thing prohibited by this act". Main attack is levelled at CBC commercial Sunday programs, most of which are imported from the United States, and bring the CBC revenue which it needs.

While the religious organizations will try to have the Sunday commercials stopped on CBC, at least, it is not thought in Ottawa that they will have much success, since the Sunday commercials are among the most popular on the air. There has also been some protest against sponsored religious programs on Sunday, including the singing of hymns and sacred music.

There have been rumors the listener license is to be reduced from $2.50 to $2, because there will be a Federal election this autumn, and the tax is the most disliked in the country.

Ban on Propaganda

Answering questions by committee members on the refusal to allow Publisher McCullagh to use the CBC network, Mr. Brockington on March 7, stated that the board of governors had instructed CBC General Manager Gladstone Murray that there must be no sponsored opinion-propaganda disseminated over the CBC network.

"We don't prevent the broadcasting of opinion and propaganda," Mr. Brockington stated. "We never have. We merely say we will not take them on our networks. They could be broadcast on any private station."

The network's refusal to Publisher McCullagh was based on three factors, Chairman Brockington explained. First was that time for sponsored opinion-propaganda could not be purchased over the CBC network. A second related to the fact that the CBC controlled the policy of subsidiary networks. The third was that definite instructions had been given to Maj. Murray prohibiting such broadcasting. Mr. McCullagh's application was not dealt with differently from others.

Regulation Changes Hinted

Mr. Brockington, in checking the CBC regulations with the committee March 3, intimated changes to be made in the regulations following the March 20 meeting of the board of governors private broadcasters at Montreal.

Regarding the regulations which do not allow price mention on the air, he stated: "That is not particularly popular with private stations. I have no doubt that it is popular with the newspapers. I am never much impressed by the arguments for it or by the arguments against it."

Regarding limiting of nighttime transcriptions he said: "We think the regulation is out-of-date and that it should be changed. We are prepared to make substantial concessions in that regulation when we meet the private broadcasting stations. We are proposing to allow some flexibility for the use of high-class transcriptions particularly in districts where it is abvisable to have alternative programs and where local talent is obviously unobtainable for a period of time."

READY FOR ROYALTY

CBC Completing Plans for May Entourage

PLANS are nearing completion for the broadcasting coverage of the visit next May of King George and Queen Elizabeth to Canada. Arrangements have been made for CBC commentators to be aboard the *HMCS Saguenay* when it meets the King's ship, *HMS Repulse* on May 13 when she enters Canadian waters off Newfoundland. CBC commentators and engineers on the *Saguenay* will be former Royal Navy men.

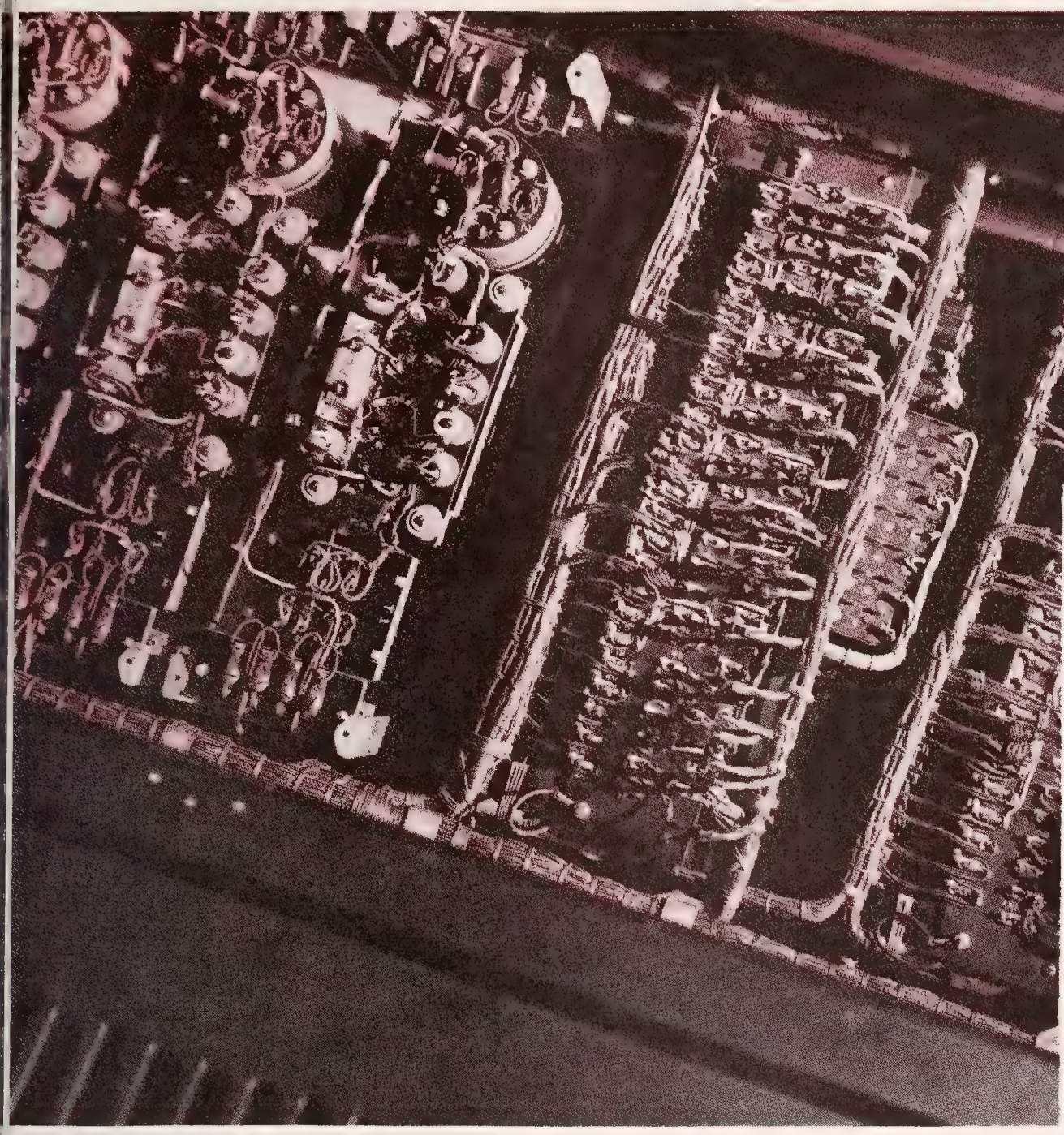
There will be an evening broadcast May 14 as the *Repulse* makes her way from Rimouski up the St. Lawrence River to Quebec, and a broadcast of the landing at Quebec May 15, as well as broadcasts at every city, the CBC crews playing "leap-frog" with each other as they skip across the country covering alternate cities. Nightly commentaries will be broadcast to the BBC shortwave stations in England for Empire transmission.

Fast Talkers

NEWSCASTER Peter Grant of MBS' *Front Page Parade* rattles off 2,600 words per 15-minute news period, 400 more than are ordinarily read in that time. Grant reads so fast he can't watch the clock, has to be signalled the time. A story in "Radiomania", Cuban radio magazine, tells of Newscaster Canizares who does 2,600 words in 15 minutes, holds his script in one hand and operates a telegraph ticker with the other, gives his news in Spanish and manages to watch the clock. Canizares says it keeps him pretty busy.

SPECIAL short-wave broadcast from BBC on March 24 will be carried by MBS to bring American listeners a description of the running of the annual Grand National horse race at Aintree, Liverpool.

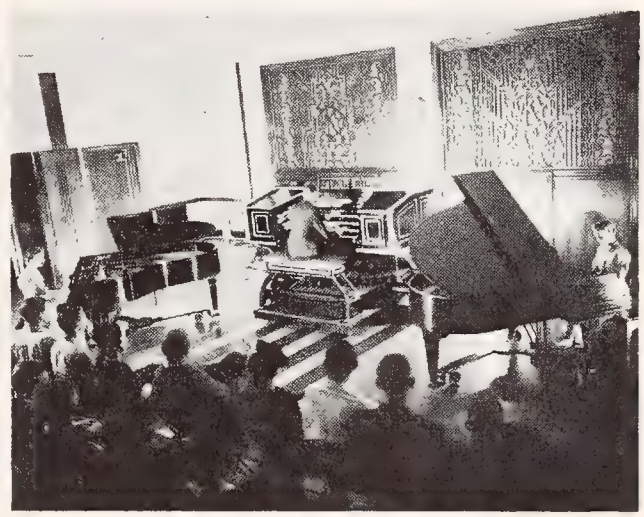
25,000 *Contacts*





Above: WKY's trained merchandising staff maintains the dealer and jobber contacts necessary to create an extra sales push for products exploited over its facilities.

Below: Through a sparkling program structure, WKY maintains listener contacts with 62% of the radio homes in the state.



A LOT IN ANY LANGUAGE!

● You can paint a myriad of pictures with the word "contact." To a pilot, for instance, it suggests a take-off . . . and 25,000 is a lot of take-offs. To a salesman, on the other hand, it means a sales presentation . . . and 25,000 is a lot of these.

But to the technical staff at WKY a contact is a soldered connection coordinating tubes, batteries, condensers, power lines, amplifiers and what-not . . . and it requires 25,000 of these connections to render a constant, efficient service to WKY's vast listening audience.

It took WKY engineers three months to complete these 25,000 contacts . . . but they bring under the controlling finger-tip of a single technician four complete studios, an inter-studio talk-back system, a bustling newsroom a floor above, the editorial offices of The Daily Oklahoman and Oklahoma City Times three blocks away, one of the most modern studio kitchens in the country and a dozen remote control points in the city.

The control panel at WKY is a perfect example of coordination . . . is symbolic of WKY's ability to merge its men, methods and machinery into a service institution that educates, entertains and sells.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ● THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ● THE FARMER-STOCKMAN ● MISTLETOE EXPRESS ● KVOR, COLORADO SPRINGS KLZ, DENVER (Under Affiliated Management) ● REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



TESTED STATIONS OF THE NATION

WOKO . . . . . *Albany*
WGST . . . . . *Atlanta*
WBAL . . . . . *Baltimore*
WGR-WKBW . . . *Buffalo*
WCKY . . . . *Cincinnati*
WHK-WCLE . . *Cleveland*
WHKC . . . . *Columbus*
WIS . . . . . *Columbia*
KGKO . *Dallas-Ft. Worth*
WHIO . . . . . *Dayton*
WBIG . . . *Greensboro*
WTIC . . . . *Hartford*
KTRH . . . . *Houston*
KMBC . . . *Kansas City*
KLRA . . . . *Little Rock*
KHJ . . . . *Los Angeles*

DON LEE SOUTHERN CALIFORNIA GROUP

KHJ . . . . . *Los Angeles*
KGB . . . . . *San Diego*
KDB . . . . *Santa Barbara*
KFXM . . . *San Bernardino*
KPMC . . . . *Bakersfield*
KVOE . . . . *Santa Ana*
KXO . . . . . *El Centro*
KVEC . . . *San Luis Obispo*

DON LEE NORTHERN CALIFORNIA GROUP

KFRC . . . *San Francisco*
KQW . . . . . *San Jose*
KDON . . . . . *Monterey*
KIEM . . . . . *Eureka*
KTKC . . . . . *Visalia*

COMPLETE DON LEE CALIFORNIA NETWORK

(See Stations in Northern and Southern Groups)

WMAZ . . . . . *Macon*
WREC . . . . *Memphis*
WIOD . . . . . *Miami*
WISN . . . *Milwaukee*
WSFA . . . *Montgomery*
WLAC . . . . *Nashville*
KOMA . . *Oklahoma City*
WCAU . . . *Philadelphia*
KOY . . . . . *Phoenix*

ARIZONA NETWORK

KSUN . . . . . *Bisbee*
KOY . . . . . *Phoenix*
KGAR . . . . . *Tucson*

WCAE . . . *Pittsburgh*
KOIN-KALE . . *Portland*
WRVA . . . . *Richmond*
WHAM . . . . *Rochester*
KDYL . . . *Salt Lake City*
KTSA . . . . *San Antonio*
KGB . . . . . *San Diego*
KFRC . . . *San Francisco*
KDB . . . *Santa Barbara*
KIRO . . . . . *Seattle*
KWK . . . . . *St. Louis*
WFBL . . . . . *Syracuse*
WTAG . . . . *Worcester*

Additional stations are being added regularly to complete the major market coverage of the United States.

WLS



The Gold Group

IS NEW... AND IMPORTANT

Every radio advertiser has more than once yearned to lay out a broadcasting system to suit himself . . . to coincide with his own markets . . . with all the simplicity and control of network operation.

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Decidedly, there is something new in radio . . . a new standard of value for the radio dollar. For the full story of the Gold Group, address World Broadcasting System, 711 Fifth Avenue, New York City.

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a service of

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Reductio ad Absurdum

OVER AT the FCC, where the formula appears to be "A headline crisis a day keeps work away," there is much ado about program complaints. As to the merits of the Commission's recent action on complaint procedure, Craven dissenting, enough has been published to enable everyone to form his own opinion, though we might observe in passing that name-calling isn't enhancing its prestige.

But let's look into the complaint situation. We have heard horrendous reports, from this commissioner or that, about great stacks of letters from irate listeners. We have seen all other work stop to "study" and headline the morality of the famous Mae West broadcast and the occasional cuss words in Eugene O'Neill's *Beyond the Horizon*. We recall Commissioner Payne relating to a Congressional committee how he was swamped with fiery epistles from an outraged parenthood over children's programs. We have been led to believe that Mr. Farley's minions were all but stoop-shouldered with their burden of complaints to the FCC.

Yet what does the Commission's own report show regarding the volume of program complaints? The average, said its special committee, is about 50 letters per week. Of these, it was frankly stated, 60% are "frivolous", 30% non-informative or general, and only 10% "informative" enough to warrant investigation. Among the 50 are included the reports of the FCC's corps of some 125 inspectors who probably account for most of the informative missives.

Thus, if our arithmetic is accurate, only five out of the 50 letters per week merit any kind of attention. Now let us see just what proportion of listening leads to gripes impelling enough to write indignantly to the FCC.

In round figures, there are about 700 broadcasting stations actually in operation in this country (leaving out of account construction permits and silent stations) and each operates, conservatively, an average of 12 hours per day. That means 3,066,000 hours of broadcasting per year. The FCC gets a total of 260 letters of complaint per year which, by its own admission, are informative enough to be worth looking into. That means about one letter for every 120,000 hours of broadcasting.

Bear in mind, also, that about 27,000,000 American families (82% of the total) have radios, and the census says there are slightly more than four persons per family, meaning about 108,000,000 potential listeners. Thus only one out of approximately 400,000 listeners feels constrained to write to the FCC during the year to complain about one program or another. It is a fair assumption that many of the writers are chronic repeats, so that one out of a half-million listeners is probably right.

This is at best rough arithmetic and a superficial analysis, but remember that not all of the 260 complaints are worth more than mere "investigation" so that we think we have given the FCC the benefit of marginal doubt. As for the taxpayer and the satisfied listener, he has every right to ask, what's all the fuss about?

Even the touted Orson Welles "Martian invasion", which led to thundering headlines and serious contemplation on the part of our radio regulators, provoked only about 600 letters to the FCC—and half of these praised the program and asked for a repeat performance!

Wherefore, we ask, why all this damning (correction: darning) of programs? Why all the fuss and waste of time over program content (over which the FCC has extremely limited powers anyhow) while other more serious matters are sidetracked? Or are there really ghosts?

Appeasement

BUSINESS appeasement has become the Administration's byword these days. But it hardly has extended to a beleaguered broadcasting industry, which apparently has resigned itself to an endless siege of political brick-bat tossing and regulatory ham-stringing. To paraphrase a contemporary, the FCC appears to be picketing the Administration in its quest for industry good-will.

Legislatively the picture has changed rapidly. Senator White's new resolution for a "thorough and complete" investigation preparatory to enactment of new legislation should tend to checkmate hasty reorganization legislation. The White Resolution already has won spontaneous favor as the desirable first step.

Because events have been transpiring in such unorthodox fashion during the last few weeks, any prediction on legislation is risky. The President is on record as favoring a speedy FCC reorganization and the writing of new "substantive policies". While the Wheeler Bill, drafted by Chairman McNinch with the President's implied blessing, has encountered harsh treatment, it cannot be regarded as dead. It is entirely possible that a second bill, proposing fundamental changes in the law, will pop up any day. Reports are current that such a bill is in the mill.

In all this legislative hodgepodge, it is refreshing to note that the longer license theme for broadcasting has been picked up rather generally. Save for the Wheeler-McNinch Bill, all other proponents of legislation have espoused a longer tenure than six months, Rep. McLeod (R-Mich.), author of the latest measure, has proposed minimum three-year licenses with a provision to "remove fear of political reprisals". On another front, Elliott Roosevelt, second son of the President, and a broadcaster in his own right, advanced the suggestion to the FCC that it consider a continuing license for radio, founded on certificates of convenience and necessity, as a means of stabilizing the industry.

In almost every quarter it is admitted there should be less molestation, political and otherwise, of broadcasting as an industry. Yet it increases. The paradox of the FCC's contention in the courts that economic injury to existing stations is no concern of the Government when it licenses new stations, while the FCC accounting department at the same time smothers stations with questionnaires on every conceivable economic aspect of operation, is rather difficult to reconcile.

Speaking in the best interests of the industry, we should like to see Senator White's resolution for a fact-finding inquiry—one that would tend to end such inquiries—develop forthwith. And then perhaps there will be a breathing spell during which the industry can dig in fulltime on its job of broadcasting.

"The Judge"

THE DECISION of Judge E. O. Sykes to retire from public life after a dozen years of distinguished service strikes the broadcasting industry with staggering impact. "The Judge" has been regarded as something of a fixture—the rudder of the regulatory ship—for he has been on the scene since the first day the old Radio Commission began functioning back in 1927.

Twice the chairman of the regulatory boards, Judge Sykes has weathered each of the legislative storms, always maintaining his judicial composure, always refraining from personality clashes, always aloof from the headline hunting proclivities of some of his colleagues. He has never regarded broadcasting as anything other than what it is—a young industry, feeling its way, perhaps making inadvertant mistakes and needing proper encouragement rather than big stick regulation.

Judge Sykes, over the years, has been the main equalizing force in radio regulation. The pace has been swift these last few years, and many things may have happened over his objection. Yet they might have been far worse if he had not been there to calm the heat of some of the internal bickerings.

No one will begrudge Judge Sykes' decision, after his long and honorable tenure with attendant financial sacrifices, to return to private practice of law and provide for his family in less arduous work. A devoted broadcasting industry certainly wishes him Godspeed and good fortune.

We Pay Our Respects To —



AUBREY LEONARD ASHBY

WHEN, early last month, A. L. Ashby was feted by the staff and alumni of NBC's legal department in honor of his tenth anniversary as the network's general counsel, he could look back with satisfaction on a decade of service not merely to NBC but to the entire broadcasting industry. From the inception of broadcasting and of litigation affecting this new medium of communication, "Judge" Ashby, as he is affectionately called by his friends and associates, has been active in establishing the legal rights of broadcasters and in protecting them against oppressive legislation.

During the decade in which he has guided the legal path of NBC and for some years before that, when, as assistant general attorney for Westinghouse, he handled all the radio litigation in which that pioneer broadcasting company was involved, Judge Ashby has either directed or assisted in the prosecution or defense of most of the test cases on which today's radio laws are based. He tried one of the first cases heard by the original Federal Radio Commission and was counsel at the hearings in 1927 on reallocation of broadcast frequencies.

One of his earliest cases was the so-called "Sta-Shine" case in which the Interstate Commerce Commission held that broadcasting is not a common carrier and that the ICC does not have the power to regulate its rates and charges. In another case he succeeded in having the court hold that sending announcers and engineers into Kentucky to broadcast horse races from that State did not subject NBC to the jurisdiction of that State. He also participated in the case which denied the right of a State to levy a gross receipts tax upon broadcasters, and more recently he directed the NBC suit that resulted in a decision which substantially held the New Jersey Radio Act, giving the State regulatory power over broadcasting within its borders, to be unconstitutional.

During his 15 years in radio Judge Ashby has been a member of numerous trade associations and legal committees dealing with the legal problems of the broadcaster. From the university law school rostrum and from the platforms of economic and business societies of all kinds, he has preached the gospel of radio freedom from straitjacket rules which might prevent or warp its natural development. He early called attention to the deficiencies of the law regarding radio defamation and has constantly advocated the principle that high power should keep pace with the development of the art and not be stifled by inelastic Federal rules. He has been equally insistent that radio be kept free from censorship by any governmental agency in any form.

Born in Wacousta, Mich., April 13, 1886, the son of a minister, young Ashby was early nicknamed "Deac," like another minister's son, M. H. Aylesworth, who was president of NBC when Mr. Ashby became its legal head. From the public schools he went to Olivet College (his son is now a student there), where he engaged in such diverse extracurricular activities as athletics, oratory and singing in the college quartet and glee club, which he also managed. His main collegiate accomplishment, however, was the financial miracle by which he balanced the budget of his fraternity, Phi Alpha Pi, which he had found $25,000 in the red.

Leaving Olivet with a B. A. degree in 1908, young Ashby became a student of law at New York University and at the same time a teacher of history at the Prospect Heights School for Boys in Brooklyn. In 1910 he was graduated with high honors, after having served two successive years as president of both his class and his law fraternity, Phi Delta Phi. Summer vacations during both college and law school he spent as manager of a resort hotel at Port Huron, Mich.

Following another year of graduate study, Ashby had just accepted the post of acting secretary of N. Y. U.'s School of Commerce when a fraternity brother, John J. Jackson, who had become general attorney for Westinghouse, recalled Ashby's wizardry in amortizing the fraternity debt and invited him to come to Pittsburgh as his assistant. For the next 18 years, until he joined NBC in 1929, Mr. Ashby served as assistant general attorney of Westinghouse, winning an enviable reputation as a foremost corporation counsel. A leader in Pittsburgh civic affairs, serving as director on the boards of several of the city's banks and industries, Ashby also retained his academic connections by teaching at the University of Pittsburgh, which made him a full professor in law and finance. In 1920 N. Y. U. awarded him a J. D. degree.

Active in community affairs in Bronxville, exclusive New York suburb where he resides with his wife and children—son John Lee, 20, and daughter Marjory Lee, 16—Mr. Ashby maintains contact with a wide variety of aspects of modern life through membership in many legal, social and economic organizations. Admitted to practice in New York and Pennsylvania and before many special commissions and courts, including the United States Supreme Court, he is a director of the New York County Lawyers Association and also chairman of its committee on communications.

Naturally, his special interest is in radio legislation and among his numerous publications is the authoritative "Legal Aspects of Radio Broadcasting". Encouraging a like interest among other attorneys, Mr. Ashby maintains a correspondence with some 300 lawyers to whom he regularly sends copies of decisions and opinions on radio cases. The "Judge's" non-professional hobbies are fishing ("but I rarely get the chance"), golf ("time and weather permitting") and walking ("chiefly late at night, to clear my brain after too much reading.")

Like all extremely busy men, the Judge has his dream of retiring some day, when all radio precedents have been established, and settling down in a college town where the freshmen and seniors will gather regularly in his living room for orientation courses that will fit them first for college and later for life in the world outside.

Personal NOTES

H. V. KALTENBORN, CBS commentator, will receive a doctor of law degree from the University of Wisconsin for his coverage of the Czech crisis last fall. Voted March 7 by the University's regents, the honorary degree will be conferred at the 1939 commencement.

ROY C. WITMER, NBC New York vice-president in charge of sales, was on the West Coast during early March for conference with Sydney Dixon, western division sales manager, Hollywood, and Lloyd E. Yoder, general manager of KPO-KGO, San Francisco.

SID STROTZ, acting manager of the NBC Central Division, Chicago, left March 9 for a 10-day business trip to Hollywood.

JOHN W. CREWS, formerly with KJBS, San Francisco; KWLK, Longview, Wash., and KYOS, Merced, has been named general manager of KHUB, Watsonville, Cal.

ROLY FORD has resigned as commercial manager of CKOV, Kelowna, B. C., to enter broadcasting in Eastern Canada.

TRUMAN HINKLE and David Wells have joined the sales staff of KIRO, Seattle.

HARRY CAMP has been named local sales manager of WGAR, Cleveland. Before joining WGAR he had been in newspaper advertising.

D. LENNOX MURDOCH, program director of KSL, Salt Lake City, has been appointed sales manager, and will continue as acting program director. Glenn C. Shaw has been promoted to chief announcer.

RODNEY PRESCOTT, former newspaper editor of Greenville, N. C., on March 2 was appointed general manager of WFTC, Kinston, N. C., according to an announcement by Jonas Weiland, president of the station. Coincident with this appointment WFTC celebrated its second anniversary, moved into a new fireproof studio building and dedicated its 205-foot steel tower.

CHARLES H. SMITH, recently doing research for WQXR, New York, and previously head of the C. A. B. operations at Crossley Inc., and Bernard M. Hollander, who has just completed his graduate study at the School of Business, University of Chicago, have joined the research division of CBS, in New York.

ERNEST LaPRADE, NBC director of musical research, and Davidson Taylor, who holds a similar position at CBS, on March 6 spoke before the Southern Musical Educational Conference in Louisville.

LANCE SIEVEKING, formerly head of the British Broadcasting Corp., London, television division, was in Hollywood during early March en route to Toronto, Canada, where he assumes new duties as television director of the Canadian Broadcasting Corp.

KARL R. KOERPER, vice-president of KMBC, Kansas City, has been named chairman of the local On-to-New York committee to promote the Advertising Federation of American convention June 18-22.

JOHN J. KAROL, CBS market research counsel, on March 8 addressed the Cincinnati Marketing Association on "Radio Research Technique, Determining Listening Habits, and Audience Reactions to Radio Programs".

R. J. E. SILVEY, head of the Listener Research Section of the British Broadcasting Corp., left London Feb. 18 for a six-week tour of the United States and Canada to study listener research methods.

LEONARD COE, salesman of KLRA, Little Rock, Ark., is the father of a girl born recently.

WILLIAM BRUSSMAN, salesman of WHK-WCLE, Cleveland, is the father of a girl born Valentine's Day.

HARRY W. WITT, CBS Southern California sales manager, Hollywood, has been elected vice-president of Los Angeles Chapter, American Marketing Assn.

HARRY C. BUTCHER, vice-president of CBS in charge of Washington activities, is recuperating in Miami from recent influenza attacks. He left Washington in latter February.

FRED HARM, of the sales staff of WJJD, Chicago, is the father of a baby boy, born Feb. 23.

J. H. HUBBARD, of Joplin, Mo., has joined the sales staff of WOPI, Bristol, Tenn., to specialize in merchandising.

FRED MILLER, recently of WWJ, Detroit, and former West Coast producer, has joined the sales staff of WSYR, Syracuse. Before entering the business end of radio Mr. Miller, as "Big Freddie Miller", was with NBC and CBS as an entertainer.

TUCK YOUNG has been named commercial manager of WSAL, Salisbury, Md.

J. TRUMAN WARD, owner and operator of WLAC, Nashville, recently was appointed to the newly formed TVA board by Mayor Thomas L. Cummings of Nashville.

WILLIAM H. RYAN, sales manager of NBC, San Francisco addressed the California Sales Convention of the Loose-Wiles Biscuit Co. in San Francisco recently on "How to Merchandise Radio Advertising to the Dealer".

FLORA McFADZEAN, traffic manager of KLZ, Denver, and A. B. McQuarrie, sales manager of the Denver branch of General Outdoor Adv. Corp. were married March 10.

C. G. SCRIMGEOUR, controller of New Zealand Commercial Broadcasting, Wellington (government operated), is scheduled to arrive in the United States during late March on an inspection tour of stations and networks.

DON EBERSBACH has joined WDZ, Tuscola, Ill., as music director, and Allen Bell, formerly an announcer, has been promoted to production manager.

Cosby Now With KXOK

CLARENCE G. COSBY, veteran radio executive who recently resigned as general manager of KWK, St. Louis [BROADCASTING, Feb. 1], on March 1 joined KXOK, *St. Louis Star-Times* station, as director of national sales. Mr. Cosby was with KWK for eight years as manager and sales manager, and the latter post was taken over Feb. 1 by C. E. Carmichael, promoted from the sales staff, with Robert T. Convey assuming executive direction. Mr. Cosby, before entering radio in 1930, was for 10 years advertising manager and director of the artists' bureau of Baldwin Piano Co.

Lohr's Training Plan

LENOX R. LOHR, NBC president, has announced a new personnel training plan for Radio City guides and pages, designed to give them more intensive preparation for careers in the broadcasting business. In addition to the inauguration of special classes and discussion groups, the plan will permit rotation of all junior employes on the guest relations staff in the various positions of the division. New guides and pages will be employed for two years, at the end of which time it is expected those with abilities adaptable to radio will have gained promotion into other departments of NBC.

Ada May Robinson

MISS Ada May Robinson, daughter of Judge Ira E. Robinson, former chairman of the Federal Radio Commission, and the late Ada Sinsel Robinson, died Feb. 15 at the family home, "Adaland", near Philippi, W. Va. During Judge Robinson's service as FRC chairman, Miss Robinson, long an invalid, became well known to Washington's radio fraternity, which recalls her father's devotion and sacrificing care in her behalf.

BEHIND the MIKE

TED ROBERTSON, sound department chief, has been made assistant dramatic director of WXYZ, Detroit, under Charles Livingstone, director. Fred Flowerday takes over Robertson's former place. Announcer Larry Kelley has been named head of the transcription department, and Al Hodge, who formerly headed the transcription department, also becomes an assistant dramatic director under Livingstone. Fielden Farrington, announcer, has been named assistant to Carl Gensel, chief announcer and assistant studio manager.

VAN DES ANTELS, formerly of KTSM, El Paso, Tex., has been appointed program manager of KFAC, Los Angeles. He succeeds Robert Swan who resigned to free lance.

JACK CUNNINGHAM has joined WWJ, Detroit, to compile sales promotion statistics of the radio industry for the station.

ROBERT DUNHAM, for the last two years an announcer at KMOX, St. Louis, was heard on the CBS *Gateway to Hollywood* program March 12, having won the St. Louis auditions for Jesse L. Lasky's talent search over more than 100 contestants.

MRS. NORFLEET SMITH has been appointed by WTAR, Norfolk, Va., to represent the station and handle the programs in the Suffolk area.

ROY FRANKLIN, announcer of WCFL, Chicago, is the father of a girl born March 4.

WILFRED S. ROBERTS, assistant to Bertha Brainard, manager of NBC's commercial program division, has been given a six-month leave of absence to work in pictures for Paramount, following a successful screen test.

NORMAN CORWIN, CBS director, is vacationing in Bermuda. During his absence William Robson is directing Corwin's *Words Without Music* program.

KEN MEEKER, former page boy at CBS, has been added to the announcing staff of WNEW, New York.

EDDIE CHASE, announcer of WCFL, Chicago, is writing a column on popular music for *Bandstand*, Tommy Dorsey's monthly magazine.

AL HOLLENDER, director of public relations of WJJD-WIND, Chicago, returned March 15 from a two-week vacation in Florida and Cuba.

CHARLES BARROWS, formerly in musical comedy, recently was named announcer and salesman for the San Francisco studios of KROW, Oakland.

DANIEL FREES, Hollywood writer, has started a new serial on family life, *The Sterling Family*, which will be transcribed by Fields Bros. production concern, that city, for proprietary sponsorship.

FLORENCE GALE, author of the current New York stage production, "Union Forever", is in Hollywood to write a transcription series for 20th Century Radio Productions.

JACKSON WHEELER, Hollywood announcer, has recovered from injuries received in a recent automobile accident.

BLANCHARD McKEE, Texas State Network actor, has been named TSN dramatics director.

WILLIAM POST, announcer of KSL, Salt Lake City, recently underwent an appendectomy.

RAY FERRIS, head of the music department of WLS, Chicago, is the composer of "Down the Lane of Memory" which was featured recently on the *WLS National Barn Dance*.

WQXR CONSULTANT
Lisa Sergio Also Commenting On Music Program



MISS SERGIO

LISA SERGIO, noted European woman radio announcer, who visited America in 1937 and served as guest commentator for NBC, has joined the staff of WQXR, New York, to act as consultant on women's programs and commentator for the station's more important musical programs.

Internationally known for her fine English and French diction, Miss Sergio is an authority on radio technique and music, acquired as a result of her shortwave broadcasts from Italy and her study of radio since 1933. Miss Sergio is conducting two programs on WQXR, a woman's *Column of the Air* broadcast five days a week, and an hour program twice weekly on which she discusses the operas of Verdi.

JANE WOODHOUSE, formerly of WORL, Boston, has joined WTAG, Worcester, along with George Crowell, formerly WORL production manager. Jack Berry succeeds as WORL production manager and Ned French, formerly of WPRO, Providence, has joined the announcing staff.

FRED FOSTER, formerly of WRUF, Gainesville, Fla., has joined the announcing staff of WMBR, Jacksonville, Fla., succeeding Jimmy Strain, promoted to the sales department. Ausley Roberts, who worked his way into radio through City High School's co-op plan, also has joined the WMBR announcing staff, and Ken Swain, Dana Blackmon, and Landon Haynes, have joined the production staff.

FRANK LAPORE of NBC's information division has been appointed a stage manager of the television program department. Carl Cannon has been transferred from the guest relations staff to replace Lapore.

GEORGE MAYNARD, script writer at NBC prior to 1932 when he left to become Paris correspondent for *Musical America*, has rejoined the network as a director in the New York production department.

WILLIAM SLOCUM, of the CBS press department in New York, on Feb. 27 was transferred to Washington to become chief of the CBS news bureau in that city.

HAROLD BOCK, NBC western division publicity director, is in New York for two weeks for conferences with Wayne Randall, the network's director of publicity in that city. With him is Mrs. Bock, known professionally as Sybil Chism, organist on the CBS *Lum & Abner* program, sponsored by General Foods Corp. (Postum). The program will originate from New York for two weeks or more.

BUDDY PIERSON, Hollywood writer on the CBS *Camel Caravan*, sponsored by R. J. Reynolds Co., is recovering from a severe attack of pneumonia.

JACK COSTELLO, NBC announcer, recently was honored by his home town, Sauk Center, Minn., made famous in Sinclair Lewis' *Main Street*, by having his portrait and biographical record placed in a special section of the public library along with other honored sons of the town. When Costello left the University of Minnesota, he became a newspaper reporter in St. Paul, but in 1932 joined KSTP, St. Paul, as announcer, and four years later became an NBC staff announcer at Radio City.

LEROY SMITH, formerly of KMBC, Kansas City, has joined KVOO, Tulsa, as continuity writer.

JACK BRINKLEY, announcer of NBC-Chicago, is the father of a girl, born Feb. 24. Mrs. Brinkley, the former Maxine Merchant, was at one time an NBC-Chicago radio actress.

SAM KONTOS, musical director of KFYR, Bismarck, N. D., is the father of a girl born recently.

GEORGE YOUNGLING and Faye Parker, both of the music department of KDKA, Pittsburgh, were married March 6.

JOHN CONTE, Hollywood announcer, has been cast in a similar role in "Invitation to Happiness," produced by Paramount.

HOWARD DORSEY, formerly of WMBD, Peoria, has joined WCBS, Springfield, Ill., as program director.

HUGH DODDRIDGE, staff writer of Radio Features Service Inc., Hollywood, is conducting a five-weekly quarter-hour gossip program, *Along Radio Row*, on KEHE, Los Angeles.

CHARLES UNDERWOOD, formerly of WWSW, Pittsburgh, has rejoined WMBS, Uniontown, Pa., as announcer. Jack Farrell also has joined the WMBS announcing staff. Shirley Leiser has joined WMBS as receptionist and continuity writer.

BILL MORROW, script writer for Jack Benny, and Margaret Wilkins, former New York model, were married Feb. 28 at the Hollywood Wedding Chapel.

DICK CRANE, formerly of KLRA, Little Rock, Ark., has joined KGKO, Fort Worth, and Laurence Gibbs, KMLB, Monroe, La. David Banks has joined KLRA.

TRUE BOARDMAN, Hollywood script writer, is the father of a girl born Feb. 27.

JOHN MURPHY, news commentator of WTOL, Toledo, recently married Regina Naas, of Dayton, O.

TED PEARSON, formerly Hollywood announcer of NBC *Good News*, sponsored by General Foods Corp., has been signed for a supporting role in "Police School" by 20th Century-Fox.

PATRICIA BURNS, South High School senior chosen from a class of 30 students in Denver's Progressive Education Group, is spending five weeks working at KLZ, Denver, to secure practical radio training.

JIM YOUNG, chief announcer of WIS, Columbia, S. C. has returned to work after a three-month illness. Allyn Corris, formerly of WRDW, Augusta, Ga., has joined WIS as announcer and musical director.

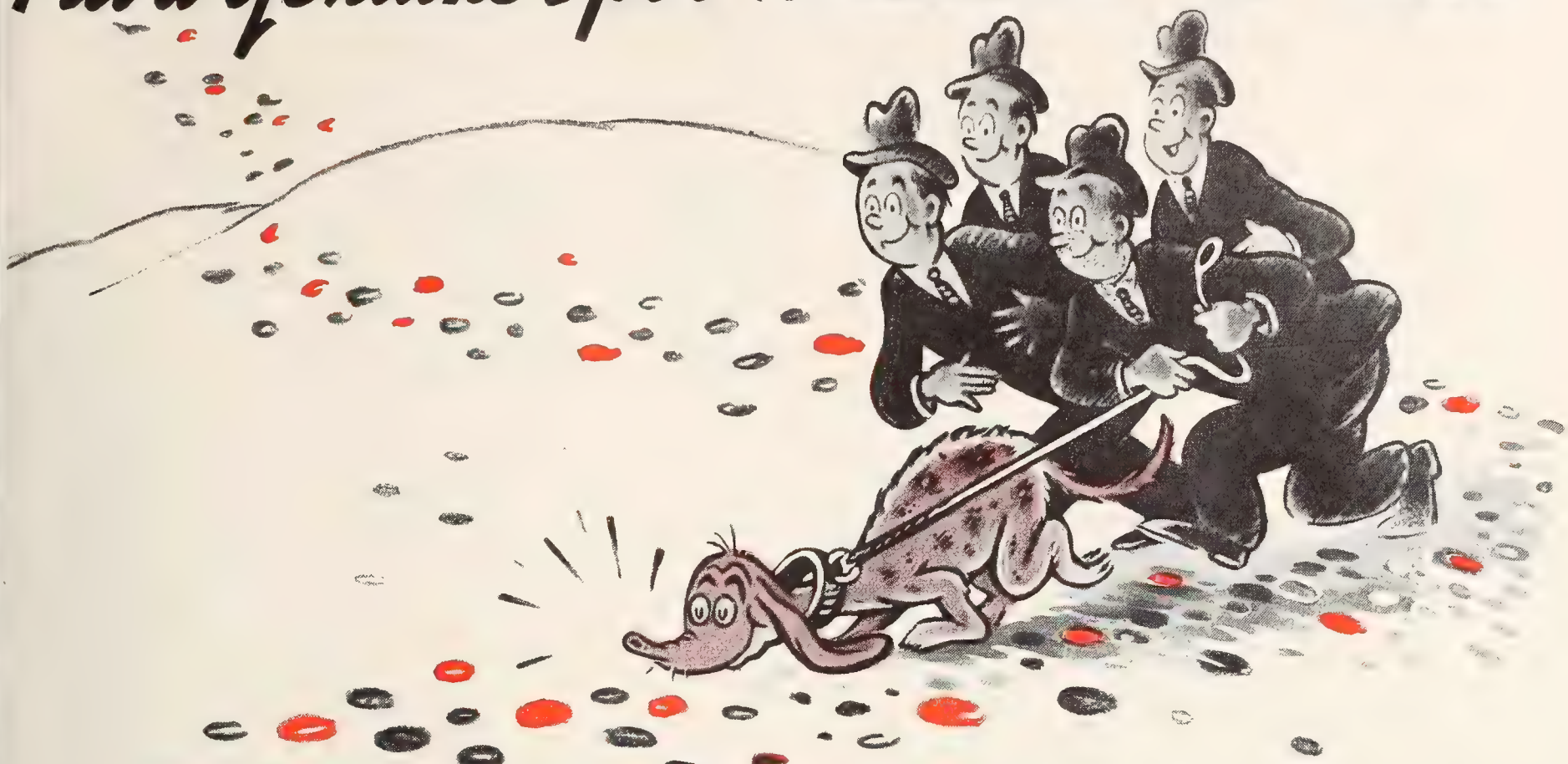
HARRY JORDAN, formerly of KMO, Tacoma, has joined the announcing staff of KOMO-KJR, Seattle, succeeding Bob Gentry, who was promoted to the news-special events department.

CARLTON KADELL, Hollywood announcer, has taken over that assignment from Robert Sherwood on the NBC *Jimmy Fidler* program sponsored by Proctor & Gamble Co.

LARRY SCARBOROUGH, of WMBR, Jacksonville, Fla., recently married Ruth Gandy.

ED HUMPHREY, announcer of WJJD, Chicago, has returned to his duties following a six-week siege of scarlet fever.

Put a Genuine Spot-Hound on the Trail...



... and he'll Lead You Straight to the VITAL FIFTEEN!

VITAL: Because they will produce a demand for your merchandise.

VITAL: Because they will produce this demand in 10 of the richest markets in America.

VITAL: Because they are programmed by NBC, assuring the finest in radio entertainment.

VITAL: Because they have established clear-cut Local identity and well-deserved prestige.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on one or all 15 NBC Programmed Stations. And he'll be very glad to assist you in solving your own particular Spot Broadcasting problem.

BOSTON-SPRINGFIELD
WBZ & WBZA (990 KC)
50,000 ~ 1,000 Watts

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts (1,070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

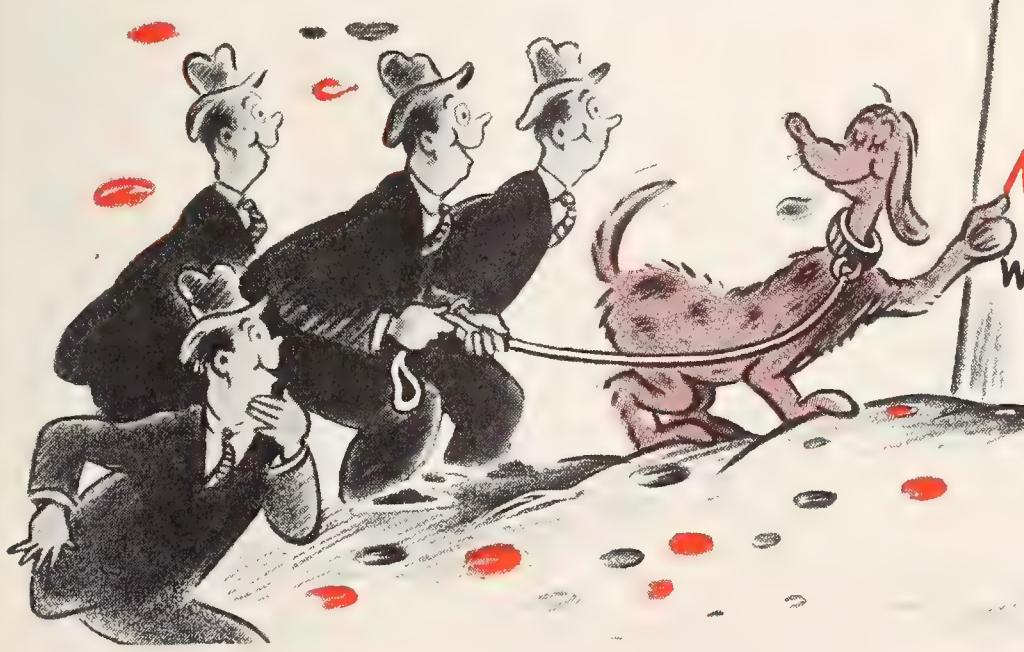
PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D.C.
WMAL 500-250 Watts (630 KC)
WRC 5,000-1,000 Watts (950 KC)



NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM

BILL CARD, former assistant to Phillips Carlin, NBC sustaining program manager, on March 1 became assistant in charge of traffic to John S. Young, director of radio at the New York World's Fair.

BOB FELDMAN, executive in charge of night-club orchestras of WMCA, New York, and a well-known figure on Broadway, on March 11 was guest of honor at the third annual military ball and massing of colors of the Newsdealers Post 1,169, American Legion, at the Royal Windsor Hotel, New York.

RION BERCOVICI, author and contributor to various magazines, and formerly managing editor of the *American Press*, has joined the New York office of Tom Fizdale, publicity and public relations service.

HELEN BERNARD, a member of NBC's stenographic department since Feb. 20, won $1,000 in the recent Motion Picture Quiz Contest.

REX FROST, CFRB, Toronto, commentator, returned to Toronto March 14 from a three-month European tour.

NORBOURNE SMITH, KLZ newsman, has joined Ted Levey Adv. Agency, Denver. Both parents of Charles Inglis, of the KLZ news staff, died within a five-day period.

GERALD VERNON has been transferred from the statistical to the sales department of NBC in New York. Vincent Smith replaced him as a statistical clerk.

MAXINE RIDDELL, secretary in the offices of Howard Wilson & Co., national representative firm, was married March 4 to Dr. R. B. Haynes of Chicago.

WILLIAM QUEALE, a director of 5DN, Adelaide, Australia, is scheduled to arrive in Hollywood the last week of March on a business trip.

DON HOLLINGSWORTH, editor of the Western Reserve yearbook, has joined the staff of WHK-W8XE, Cleveland, in charge of preparation of the night edition of *The United Broadcaster*, facsimile paper transmitted from 2:30-3:30 a. m. Frank Faris also has joined the WHK-WCLE technical staff for night facsimile transmission.

ELEANOR HANSON, woman's program director of WHK-WCLE, Cleveland, recently filled five speaking engagements in Northern Ohio during a two-week period.

AUSTIN SCANNELL, former city editor of the *Albany Knickerbocker Press* and *Evening News*, has been appointed to the CBS press department, replacing Jack Hoins, who will handle publicity on shows for WABC.

JAMES M. PATT, formerly of CBS special events, Chicago, has been transferred to CBS special events at WKRC, Cincinnati.

RANDALL JESSEE, manager of KWOC, Poplar Bluff, Mo., won a $100 prize in the recent national Movie Quiz contest.

JOSEPH J. WEED, station representative, is enjoying a Florida vacation and plans to return to New York March 20.

Embryo NBC Artists

BUDDING talent among NBC employes will bloom March 18 when the annual NBC Employes Show is presented on NBC-Red, with Clay Morgan, NBC director of public relations, acting as m.c. The variety program, ranging from comedy to the classics, will feature amateur vocalists, imitators, comedians, and instrumentalists, all NBC employes, and will be written and produced by a "board" composed of Ethel Gilbert, artists service; Murray Harris, continuity; Robert Eastman, program division, and Don Davis, editor of the *NBC Transmitter*.

HE SULLIED SALLY
Mikeman Didn't Look Close Enough at Girls

THE PRIZE descriptive "boner" in connection with the San Francisco Fiesta Parade, on the eve of the opening of the exposition, goes to Andy Potter of KROW, Oakland.

According to the official line-up handed out in advance the mounted division passing before the mikemen should have been "Job's Daughters"—followers of a religious cult. Potter named it as such and started to describe the costumes.

But suddenly he realized that there were no costumes!

The girls were members of Sally Rand's "Nude Ranch" from the fair and wore cowboy hats and very little else.

CJGX's New Deal

CJGX, Yorkton, Sask., has been authorized by the Department of Transport, Ottawa, to increase power from 100 watts to 1,000 watts, and will change its frequency from 1390 to 1430 kc. Action by the Boards of Trade of Yorkton and 30 surrounding towns brought about the acceptance of the application by the CBC and the Department of Transport. The arrangement, announced by CBC Chairman L. W. Brockington at Ottawa, requires that two members of local boards of trade be on the directorate of the company; that four hours a day broadcasting should be for educational community purposes; that the station owners pay the Yorkton Board of Trade $300 a year for the first five years and $500 a year thereafter for the establishment of scholarships at the University of Saskatchewan for local young men and women.

New Program Magazine Started on Pacific Coast

PACIFIC Radio Publishing Co., San Francisco, reentered the program magazine field recently with a weekly publication devoted to station activities and complete, detailed programs which have been curtailed in the daily press of Northern California. The first issue, distributed throughout Northern California March 13, contained 20 pages, 7 x 10 inches, in two colors. The publication is to be sold on newsstands and in radio stores, retailing at 5c per copy.

The same firm formerly published the defunct *Broadcast Weekly* and the monthly technical magazine, *Radio*, along with various technical texts. Hereafter it plans to concentrate only on the new weekly and the annual release of a book, *Experimental Television*, by the company's engineer, Frank C. Jones. H. W. Dickow, founder of the firm, has been joined in the new venture by A. J. Urbain, publisher of *Broadcast Weekly* as a subsidiary of the firm and later purchaser of the publication.

CBS reports that for the first time in three years the *Kate Smith Hour* has taken the lead from *Major Bowes Amateur Hour* in studio ticket requests, to become the most popular CBS show originating in New York.

HERBUVEAUX GIVEN NBC CENTRAL POST

APPOINTMENT of Jules Herbuveaux as program manager of the NBC Central Division, Chicago, was announced March 8 by Sid Strotz, acting manager of the NBC Central Division. Mr. Herbuveaux succeeds C. L. Menser who resigned recently to open a Chicago office for Gardner Adv. Co. [BROADCASTING, March 1]. Succeeding Herbuveaux as production manager will be Wynn Wright, formerly assistant production manager, and succeeding Mr. Wright in that position will be Lloyd G. Harris, formerly a member of the production staff. Mr. Herbuveaux joined the NBC-Chicago staff as music director in 1930, following his career as a wartime naval aviator, and orchestra leader. Mr. Wright joined WWJ, Detroit, in 1930 to head its dramatic department and became a member of the NBC-Chicago production staff in June, 1938. Mr. Harris came to radio from the *Memphis Commercial Appeal* and at one time was manager of WMC, that city. He joined the production staff of NBC-Chicago in June, 1933.



Mr. Herbuveaux



Mr. Wright

Gardner's Chicago Office

GARDNER ADV. AGENCY has opened its Chicago office at 221 N. La Salle St., telephone, RANdolph 4132. C. L. Menser, former program manager of NBC-Chicago [BROADCASTING, March 1] will head the office and produce *The Inside Story* which is sponsored by Ralston-Purina on 65 NBC-Blue stations. Harry Thomas, formerly with the agency's St. Louis office, will assist Mr. Menser. Dorothy Mallinson, formerly of Ruthrauff & Ryan, Chicago, has joined the Gardner firm as secretary to Mr. Menser.

New Program Sheet

IN AN attempt to fill the gap left by the deletion of all radio columns and news from the metropolitan dailies in the San Francisco Bay area, *The Mike of San Francisco*, a weekly give-away tabloid publication, was recently started. It is published each Friday, consists of eight pages, five columns to the page and uses a variety of mats, plenty of publicity from the networks and the local stations and several columns of specially written material. Charles A. Cooper of the KSAN staff and Frank Arthur are in charge of the publication and Charles Parks, formerly of KGO is advertising manager.

RADIO's oldest news dramatization program *The March of Time*, sponsored by Time, Inc., since 1931, entered its ninth year on the air when it was broadcast on its current schedule with NBC-Blue on Friday evening, March 10.

in the CONTROL ROOM

A RADIO dinner-dance for all members of the radio profession will be staged under sponsorship of the Association of Technical Employes of NBC April 14 in the Casino Room of the Morrison Hotel, Chicago. Although promoted by NBC staffmen, other Chicago stations are cooperating with the idea of bringing artists and executives into closer relationship with technicians.

ELLEREY PLOTTS, engineer in charge of synchronization for the CBS Western Division, Chicago, spoke March 8 before the Institute of Radio Engineers, Montreal, on "Synchronous Operations of Stations WBBM and KFAB, and Some of the Engineering Problems Encountered". Mr. Plotts on March 3 spoke before the American Association of Engineers in Peoria, Ill., on "Network Broadcasting".

CHARLES WARRIMER, former CBS engineer of WBBM, Chicago, has returned to that city. Mr. Warrimer was technical advisor on the expedition to the San Francisco World's Fair which left Chicago last September to sail around Florida and through the Canal, making a series of special events recordings en route [BROADCASTING, Sept. 15].

L. WATT STINSON, chief engineer of KVOO, Tulsa, returned from a three-week trip in the East, where he attended a radio engineers convention, reports the purchase of equipment for experimental facsimile and television work.

PHIL WHITNEY, formerly of WJEJ, Hagerstown, Md., has joined WSAL, Salisbury, Md.

JAMES MITCHELL and Sherwood Glotfelty have joined the control staff of WMBS, Uniontown, Pa.

SYDNEY WARNER, chief engineer of WBRY, Waterbury, Conn., is acting in an advisory capacity to the Waterbury police radio system.

REGINALD ACKER, control engineer of WBT, Charlotte, has returned to work after a four-week illness.

PERRY HERRINGTON Jr. has joined the engineering staff of WSPA, Spartanburg, S. C.

A. C. HECK, chief engineer of WPIC, Sharon, Pa., recently addressed service clubs in Sharon, Mercer and Greenville on "Radio Broadcasting".

FRANK OTTOBONI, KGER, Long Beach, Cal. technician, on Feb. 21 married Iona Marie Jackson.

BILL KILGORE, technician of WOPI, Bristol, Tenn., has resigned to accept a position with an Alabama station.

EUGENE STEVENS, engineer of WKZO, Kalamazoo, recently married Helen Peterson.

VERNON STORY, formerly of WJBY, Gadsden, Ala., and WDOD, Chattanooga, has joined WHMA, Anniston, Ala., as chief engineer. Billy Kilgore, of WOPI, Bristol, Tenn., also has joined the WHMA engineering staff.

EDWARD LOEFFLER, KIEV, Glendale, Cal., technician, is the father of a boy born Feb. 20.

CLARENCE PALMER, KVOE, Santa Ana, Cal., operator, has announced his engagement to Betty Steen of Placentia, Cal., the marriage being scheduled for early May.

W. S. CARSON of NBC's Washington engineering staff, has been transferred to the network's television engineering division in Radio City.

MYRON KLUGE, chief engineer of KFSG, Los Angeles, is the father of a girl born Feb. 20.

Local Station's Place in Spectrum

(*Continued from Page 24*)

ING with Mr. Brewer's protest appeared an article which pointed out that in 1938, 80% of network volume was concentrated in the tobacco, food, drug, cosmetic, and laundry soap fields. By and large, in this category are the sponsors of the programs which are hogging the audience. The advertisers who sell these products are volume operators. The essence of their business is volume. They purchase materials in volume, manufacture in volume, and distribute and sell in volume. And to do all this they must deliver sales messages in volume.

"The reason for all this volume is price. The industries in question all are highly competitive, and price is an extremely important factor in the successful conduct of each and every one of them. These advertisers spend the bulk of their appropriations for radio for essentially the same reasons that they purchase and manufacture in volume. They can tell more effective messages and more of them at less cost per message through radio than through any other medium.

When Volume is Wanted

"Now if you haven't already guessed it, this is the answer to one of Mr. Ferguson's most bitter complaints. Mr. Ferguson has flooded timebuyers with reams of copy, promotion pieces and program material and his representatives camp on the timebuyers' doorsteps. He knows he can sell for them if he only is given the chance. And no doubt he is right.

"Can any believer in advertising think for a moment that Mr. Ferguson's or any other station will fail to sell for an advertiser? The point that he and many others have not proved to the national advertiser is the one point which will do the most to get the business for them. They have failed to prove that they can deliver listeners in volume.

"There is more to that word *volume* than meets the eye. Volume implies *price*, and the actual audience delivered by a station is not nearly so important as the price the station charges in relation to the audience delivered.

"I'd be willing to bet a month of lunches that a small station can get national business simply by proving to the national advertiser that the station can deliver listeners at a cost per thousand lower than, or at least equal to, the rate which that advertiser gets from his network.

More Potent

"As soon as Mr. Ferguson reads this I know he is going to get out his morgue-full of local testimonials which prove beyond a shadow of a doubt that his station has done a good selling job. Lest he show me the proofs, I am going to agree with him right off the bat. It is perfectly possible, in my opinion, for a small station to do a swell job for local advertisers without being able to do an equivalent job for the national advertiser.

"Again one reason is volume. While the national advertiser is busy using national networks to sell volume merchandise by volume advertising, the local advertiser is selling a different kind of merchandise with an entirely different technique.

"We may as well recognize the fact that advertising copy has something to do with the sales of its sponsoring product. The technique followed by most successful local advertisers is to make up in salesability and intimacy of copy what is lost through lack of volume in media. Such a local advertiser doesn't tell his story to as large an audience as his national brethren, but he tells his smaller audience a more potent message.

"Another point to remember is that the advertising allowance per unit of sale frequently is much higher in the local than in the national field. Hence the local advertiser doesn't have to get as much advertising out of every dollar. A local advertiser usually can build a sales talk about his prices. This is not very feasible on a national basis.

"To the national advertiser, the job of preparing commercials and superintending the production of a local show on one station is just as big as the job of producing a coast-to-coast chain show. It simply would not be efficient for an advertiser to sponsor local programs on a long string of stations. Hence he does the bulk of his radio advertising the simple, efficient, volume way, and whether his campaign is carried by a network or by a number of stations on a transcription basis, it usually takes the form of one program produced by one group of artists at a price which is fair when distributed pro rata among the various stations receiving the program, even though it may seem large at first glance."

Cleveland Food Market Again Refused Station

BY A VOTE of 3 to 2, the FCC Feb. 21 denied for the second time the application of Food Terminal Broadcasting Co., for a new daytime local station in Cleveland, on the ground that the proposed service did not justify the grant. The station, among other things, proposed to advertise, as a service to consumers and producers, food products available in the Cleveland municipal market. The Commission majority held the public interest would be best served by an allocation of facilities to those rendering a general public service.

Commissioners Brown and Walker dissented, with the latter issuing a written opinion in which he said he believed a need had been shown for the service proposed. The produce information service, he held, was a "needed and vital" one to producers of farm products. The Commission originally denied the application in February, 1938, and the second denial came on petition for reconsideration.

LARGE sign on Chicago's Outer Drive gives correct time and temperature to local motorists who are advised to tune in WCFL each night at 9 for complete weather summaries. Service is sponsored by Haskins Coal & Dock Corp., Chicago, which also sponsors a daily morning program on WCFL.

YOU DON LEE BOYS ARE TOO MODEST



You've told us about your complete Pacific Coast coverage.

You've told us why the biggest regional accounts are choosing Don Lee.

You've explained how you cover all the primary Pacific Coast markets locally where it does the most good.

You've given us your merchandising picture which is, incidentally, the most complete we've ever seen.

But* you've held back one of the best features of your network — *complete domination* of some of the coast's most important markets. For instance, that survey taken in Eureka,* which is practically isolated except for Don Lee, shows 100% exclusive audience for Don Lee during certain seasons. (By the way, this isn't the only Pacific Coast market that depends almost entirely upon Don Lee for radio service.) *That's what you boys should shout about! Because it's coverage that pays!

DON LEE
BROADCASTING SYSTEM

1076 West 7th Street, Los Angeles, Calif.
Lewis Allen Weiss, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual. Represented by Blair

* Retail sales in the Eureka market are over $17,000,000. Copies of Eureka survey sent on request.

FIFTY THOU

WCKY

IT W

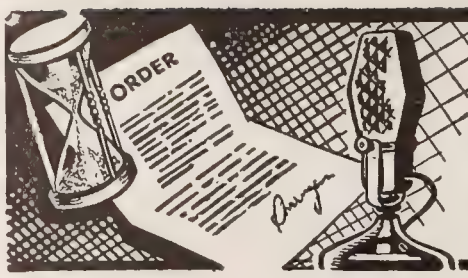
THE POWERFUL VOICE OF THE

SAND
PLATTS

on't be long now!

L. B. Wilson

VERY RICH OHIO VALLEY. . . .



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFI, Los Angeles

Larus & Bros. Co., Richmond, Va. (Domino cigarettes), 5 *sa* weekly, thru Warwick & Legler, N. Y.
Skidoo Co., Columbus, O. (cleanser), weekly *sp*, thru Jaap-Orr Co., Cincinnati.
John Morrell & Co., Ottumwa, Ia. (E-Z Cut ham), 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Lever Bros. Co., Cambridge, Mass. (Spry), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Chocolate Products Co., Chicago (syrup), 3 *sp* weekly, thru McCord Co., Minneapolis.
Interstate Transit Lines, Omaha (transportation), 4 *sa* weekly, thru Beaumont & Hohman, Omaha.
Flamingo Sales Co., Los Angeles (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.

KYW, Philadelphia

Charles E. Hires Co., Philadelphia (root beer), 6 *sa* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
RCA Mfg. Co., New York (Victor records), 6 *sp* weekly, direct.
Hanovia Chemical Mfg. Co., Newark (ultra-violet equip.), renewal weekly *sp*, thru Scheck Adv. Agency, Newark.
California Prune Industry, San Francisco, 2 *t* weekly, thru Lord & Thomas, San Francisco.
Cherry Specialty Co., Chicago (candy), 2 *t* weekly, thru Coe, Guy & Walker, Chicago.

WSYR, Syracuse

Upstate Loan Corp., Albany, weekly *sp*, thru Hevenor Adv. Agency, Albany.
Scholl Mfg. Co., Chicago, 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
John Morrell & Co., Ottumwa, Ia. (hams), 130 *sa*, thru Henri, Hurst & McDonald, Chicago.
Midland Television Inc., Kansas City, 6 *sa*, thru R. J. Potts & Co., Kansas City.

KWOS, Jefferson City, Mo.

Griesedick Bros., St. Louis (beer), 6 *sp*, 18 *sa* weekly, thru BBDO, Chicago.
White Laboratories, New York (Feen-A-Mint), 65 *ta*, thru Wm. Esty & Co., N. Y.
Falstaff Brewing Corp. St. Louis, 846 *sa*, *ta*, thru Gardner Adv. Co., St. Louis.
Dr. Pepper Bottling Co., Dallas, 52 *t*, thru Tracy-Locke-Dawson, Dallas.

WLW, Cincinnati

Armstrong Cork Co., Lancaster, 3 *t* weekly, thru BBDO, N. Y.
Schutter Candy Co., Chicago, 3 *sp* weekly, thru Oscar L. Coe & Associates, Chicago.
Lehn & Fink Products Co., New York, 5 *sa* weekly, thru Wm. Esty & Co., N. Y.

WTMJ, Milwaukee

Rival Packing Co., Chicago (dog food), daily *sp*, thru Charles Silver & Co., Chicago.
Cook Chocolate Co., Chicago, 26 *sa*, thru Mason Warner, Chicago.
Stroh Brewing Co., Detroit, 13 *sa*, thru Zimmer-Keller, Detroit.

WNAC, Boston

Penick & Ford, New York (Vermont Maid syrup), 26 *ta*, thru J. Walter Thompson Co., N. Y.
United Fruit Co., New York, 240 *sa*, thru BBDO, N. Y.
R. G. Sullivan Inc., Manchester, N. H. (7-20-4 cigars), 312 *sa*, thru Broadcast Adv., Boston.
Joseph Lowe Corp., New York (Popsicle), 39 *t*, thru Biow Co., N. Y.
Charles E. Hires Co., Philadelphia (root beer), 60 *ta*, thru O'Dea, Sheldon & Canaday, N. Y.
Rumford Chemical Works, Providence, 2 daily *sa*, thru Atherton & Currier N. Y.
Plymouth Rock Gelatin Co., Boston, 39 *sa*, thru John W. Queen, Boston.

KHJ, Los Angeles

Anglo-American Confections, Los Angeles (Malt-Lifters), 30 *sa* thru Hugo Scheibner Inc., Los Angeles.
John Morrell & Co., Ottumwa, Ia. (E-Z Cut ham), 2 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Dr. School's Foot Comfort Shops, Chicago (shoes), 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Antrol Laboratories, Los Angeles (snail exterminator), 6 *ta* weekly, thru J. Walter Thompson Co., San Francisco.

WOAI, San Antonio

CSO Laboratories, Dallas, 104 *sa*, thru Ratcliff Adv. Agency, Dallas.
International Harvester Co., Chicago, 3 *sp* weekly, direct.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Dr. Pepper Bottling Co., San Antonio, 2 *sp* weekly, direct.

WNEW, New York

No-Worry Chemical Co., Newark (cleaning fluid), 3 *sp* weekly, 52 weeks, direct.
Workers Alliance of Greater New York, *sp* weekly, 3 weeks, thru Henry Finkle, New York.
Oakland Chemical Co., New York (Dioxogen face cream), 3 *sp* weekly, 13 weeks thru Kleppner Co., N. Y.

KSFO, San Francisco

Antrol Laboratories, Los Angeles (Snarol), 3 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
National Funding Corp., Los Angeles (finance and loans), 6 *sa* weekly, thru Smith & Bull, Los Angeles.

WOR, Newark

Rival Packing Co., Chicago (dog food), 2 *sp* weekly thru Charles Silver & Co., Chicago.
Wesson Oil & Snowdrift Sales Co., New Orleans, 5 *sp* weekly thru Calkins & Holden, N. Y.

WHN, New York

Silver Pine Mfg. Co., New York, *sa*, 13 weeks, thru Dundes & Frank, N. Y.
Oxo Ltd., Boston (beef cubes), weekly *sa*, 13 weeks, thru Platt-Forbes, N. Y.
A. Goodman Sons, New York (shoes), 5 weekly *sp*, 3 weeks, thru Al Paul Lefton Co., N. Y.
Steem Electric Iron Co., New York, 5 *sp* weekly, 5 weeks, thru Smith-Benny Sales Corp., N. Y.
Adam Hat Stores, New York, *sa* weekly, 13 weeks, thru Glicksman Adv. Co., N. Y.
Raydence Inc., New York (cosmetics), 3 *sp* weekly, 13 weeks, thru Raymond Levy, N. Y.
Borden's Farm Products, New York (Lenten suggestions), 2 *sa* weekly, 6 weeks, thru BBDO, N. Y.

KNX, Hollywood

Pillsbury Flour Mills Co., Minneapolis (flour), 6 *sp* weekly, thru Hutchinson Adv. Co., Minneapolis.
Antrol Laboratories, Los Angeles (snail exterminator), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Mitchell Finance Corp., Los Angeles (loans), 4 *sp* weekly, direct.
Armstrong Cork Products Co., Lancaster, Pa. (Quaker Rugs), 3 *t* weekly, thru BBDO, N. Y.
George A. Hormel & Co., Austin, Minn. (Spam), 3 *sp* weekly, thru BBDO, Minneapolis.

CKNX, Wingham, Ont.

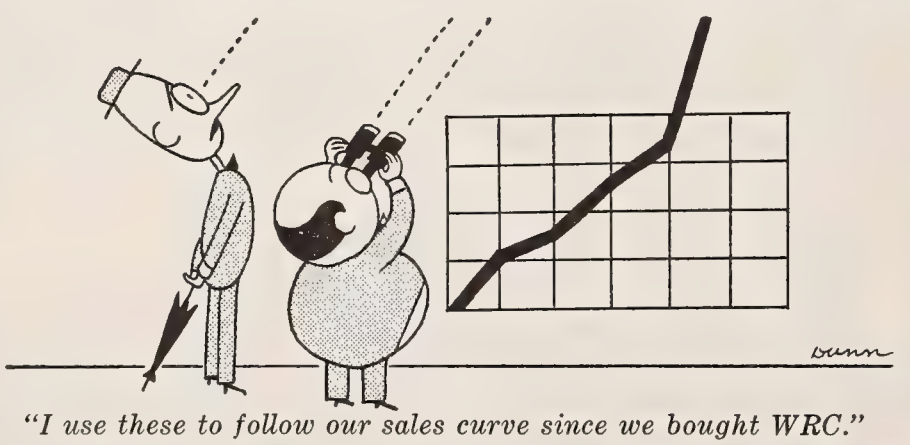
Bell Telephone Co. of Canada, Montreal, 26 *t*, thru Cockfield, Brown & Co., Montreal.
United Drug Co., Toronto (Rexall) 39 *sa*, thru Ronalds Adv. Agency, Toronto.
Globe & Mail, Toronto (newspaper), 5 *t*, thru McLaren Adv. Co., Toronto.
Canada Starch Co., Montreal (Crown Brand Syrup), daily *sp*, renewal, thru Vickers & Benson, Toronto.

WDBJ, Roanoke, Va.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 10 *ta* weekly, thru Benton & Bowles-Chicago.
Reid, Murdoch & Co., Chicago (Monarch food), 10 *sa* weekly, thru Rogers & Smith, Chicago.
Pure Oil Co., Chicago, weekly *t*, thru Leo Burnett Co., Chicago.

KMPC, Beverly Hills, Cal.

Dermetics Co., Los Angeles (cosmetics), 6 *sp* weekly, thru Volney T. James Co., Hollywood.
Union Pacific System, Omaha (rail transportation), 5 *sa* weekly, thru Caples Co., Los Angeles.



"I use these to follow our sales curve since we bought WRC."

Pd. Adv.

WHO, Des Moines

Household Magazine, Topeka, 12 *sp*, thru Presba, Fellers & Presba, Chicago.
Perk Food Co., Chicago, 70 *sa*, thru Mason Warner Co., Chicago.
Naughton Farms, Waxahachie, Tex. (nursery), 3 *sp* weekly, thru Rogers & Smith, Dallas.
B. F. Goodrich Co., Akron (tractor tires), weekly *sp*, thru Griswold-Eshleman Co., Cleveland.
E. I. duPont de Nemours & Co., Wilmington (Celo-Glass), 2 *sa* weekly, thru BBDO, N. Y.
Nuterna Mills, Kansas City (feed), 3 *sa* weekly, thru Simonds & Simonds, Chicago.
Simmons Hardware Co., St. Louis, 3 *sa* weekly, thru Anfenger Adv. Agency, St. Louis.
Climax Cleaner Mfg. Co., Cleveland, 3 *t* weekly, thru Roger Williams Co., Cleveland.
Northwestern Bell Telephone Co., Des Moines, 4 *ta* weekly, thru Coolidge Adv. Co., Des Moines.

WEEI, Boston

Carleton & Hovey, Lowell, Mass. (Father John's), 2 *sa* weekly, thru John W. Queen, Boston.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), 25 weekly *sa*, thru Wm. Esty & Co., N. Y.
Chappel Bros., Rockford, Ill. (Ken-L-Ration), weekly *t*, thru C. Wendel Muench & Co., Chicago.
Lea & Perrins, New York (sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem), 8 *sa* weekly, thru Joseph Katz Co., Baltimore.
Stephano Bros., Philadelphia (Marvel cigarettes), 12 *sp* weekly, thru Aitkin-Kynett, Philadelphia.
Mentholatum Co., Wilmington, Del. (salve), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Helena Rubinstein, New York (cosmetics), weekly *sp*, thru Pettingell & Fenton, N. Y.

KERN, Bakersfield, Cal.

Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 52 *t*, thru Wade Adv. Agency, Chicago.
Folger Coffee Co., San Francisco (coffee), 5 *sp* weekly, 26 weeks, thru Raymond R. Morgan, Los Angeles.
Dodge Clothes Co., New York (men's clothes), 26 *sp*, thru Adv. Arts Agency, Los Angeles
Luer Packing Co., Los Angeles (meats), daily *sa*, thru Glasser Adv. Agency, Los Angeles.
Seaboard Finance Co., Bakersfield (financial), 28 *sa* weekly, thru Smith & Bull Adv. Agency, Los Angeles.

KIUN, Pecos, Tex.

Cosden Oil Co., Fort Worth, weekly *t*, thru Advertising Business Co., Fort Worth.

CKGB, Timmins, Ont.

Canadian National Carbon Co., Toronto (batteries), daily *sp*, thru Clark Locke Ltd., Toronto.
Imperial Tobacco Co., Montreal, 5 *t* weekly, thru Whitehall Bestg. Co., Montreal.
Wm. R. Warner Co., Toronto (Sloans liniment), 5 *t* weekly, thru James Fisher Co., Toronto.
Borden Co., Toronto (milk), weekly *t*, thru Young & Rubicam, Toronto.
Chris Hansens Lab., Toronto (Junket), 3 *sa* weekly, thru A. McKim Ltd., Toronto.
United Drug Co., Toronto (Bisma-Rex), 3 *sa* weekly, thru Ronalds Adv. Agency, Toronto.
W. K. Buckley Ltd., Toronto (proprietary), 100 *sp*, thru Richardson & MacDonald, Toronto.
White Lab., Toronto (Feenamint), 65 *sa*, thru A. McKim Ltd., Toronto.
George Weston Ltd., Toronto (biscuits), weekly *t*, thru Richardson & MacDonald, Toronto.
Kellogg Co., London, Ont. (cereal), 260 *t*, thru J. Walter Thompson Co., Toronto.
Eno Ltd., Toronto (fruit salts), 100 *sp*, thru Tandy Adv. Agency, Toronto.

Radio Advertisers

GILLETTE TIRE & RUBBER Co., Eau Claire, Wis., has started a Sunday morning quarter-hour series, *Maple City Four*, on WLS, Chicago. Contract is for 13 weeks. Cramer-Krasselt Co., Milwaukee, handles the account.

CLEVELAND CLIFFS IRON Co., through its subsidiary, Cleveland Cliffs Dock Co., is using spots in the Northwest for Winterking coal, on WHEC, WNAX, WDAY, WEBC, WMFG and WHLB. Rickerd, Mulberger & Hicks, Detroit, has the account.

RADIO ELECTRONIC Television School, Chicago, is using spots on WHO and WFBL. Rickerd, Mulberger & Hicks, Detroit, is agency.

JACOB RUPPERT BREWERY, New York, on March 17 will discontinue *Relaxation Time* programs on WEAF, New York, and on April 1 will start sponsoring Stan Lomax, sports broadcasts on WOR, Newark, Tuesdays, Thursdays and Saturdays, 7-7:15 p. m. Lennen & Mitchell, New York, handles the account.

NORTHWESTERN RAILROAD Co., Chicago, has renewed its *Northwestern Suburban Hour* on WMAQ, that city, for 52 weeks. Broadcast six days weekly, 7-8 a. m., since 1935, the program features Norman Ross and recorded classical music. Caples Co., Chicago, handles the account.

WILSON & Co., Chicago (meat packers, food products), is planning no spot campaign as was erroneously reported in BROADCASTING March 1. Radio may be used at a future date, according to officials of the U. S. Adv. Corp., Chicago agency handling the account.

REVLON NAIL ENAMEL Corp., New York, is participating in the *Women of Tomorrow* morning women's program on WJZ, New York. Abbott Kimball Co., New York, is the agency.

ANTROL LABORATORIES, Los Angeles (Snarol snail powder), on Feb. 27 launched an advertising campaign over eight stations in San Francisco, Los Angeles and San Diego, which will continue until April 2. The campaign includes spots on participating woman's programs and a series of one-minute transcribed announcements, several times a week. Account was placed through J. Walter Thompson Co., San Francisco.

GRANT WATCH Co., Chicago, on March 26 starts *Help My Boys*, Sunday, 11:30-11:45 a. m., on WBBM, that city. The show offers dramatized advice to problem children and problem parents. Contract for 13 weeks was placed through Morris & Davidson, Chicago.

DAY & NIGHT WATER HEATER Co., Monrovia, Cal., (heaters), which on March 13 started for 13 weeks daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood, has increased its contract to 26 weeks. Firm is also using from one to six daily time signal announcements on KNX KSFO KMJ KRLD KPRC, and in addition daily participation in the KTBS. Shreveport, La., news broadcasts. Hixson-O'Donnell Adv., Los Angeles, has the account.

NORTHERN INDIANA Public Service Corp., Gary, Ind., is sponsoring the State High School Basketball Tournament on four consecutive Saturdays, March 4 through March 25 on WIND, Gary. Afternoon and evening games were remoted from Valparaiso, Gary, Hammond and Indianapolis, with Russ Hodges at the mike. Bozell & Jacobs, Chicago, handles the account.



CHARLES VANDA (left) CBS producer of *Gateway to Hollywood*, sponsored by Wm. Wrigley Jr. Co., discussing the talent hunt program with H. Leslie Atlass, CBS western division vice-president, Chicago, while the latter was on the West Coast. Series was renewed for 13 weeks, effective April 9. Vanda is CBS Pacific Coast program manager, on leave-of-absence to produce the series.

LOOSE-WILES BISCUIT Co., Long Island City, on March 13 added WTMJ, Milwaukee, to the list of 28 stations now carrying the *Sunshine News Reporter* programs, heard twice-weekly for quarter-hour periods. Newell-Emmett, New York, handles the account.

UNION OIL Co., Los Angeles, a consistent user of radio, though off the air for three months, will not use the medium until next fall, according to executives of the firm. Several prospective network programs have been auditioned. Lord & Thomas, Los Angeles, has the account.

WILLIAM PENN HOTEL, Los Angeles, thru Howard Ray Adv. Agency, that city, on March 15 started daily spot announcements on four stations. Sponsor will use a total of 111 spots on KGLU; 52 on KWJB; 80 on KUMA; 27 on KSUN. Other stations will be added to the list.

UNIVERSAL CREDIT Co., Los Angeles (Ford auto finance), new to radio, on Feb. 24 started for 13 weeks, using a weekly 35 word chain break announcement on seven Southern California Don Lee network stations (KHJ, KDB, KPMC, KVOE, KXO, KGB, KFXM). Announcements follow the Friday night *Let's Go Hollywood* program, sponsored on that network by Ford Dealers of Southern California. McCann-Erickson, Los Angeles, has the account.

BARNETT'S BOOTERY, Long Beach, Cal., Southern California chain shoe store, and an occasional user of radio, has started sponsoring a thrice-weekly quarter-hour transcribed serial, *Speed Gibson*, on KHJ, Los Angeles. Contract is for 60 weeks, having started March 6.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (spaghetti), started March 2 a twice-daily spot announcement campaign 6 days a week on CFRB, Toronto; CFCF, Montreal; CJCB, Sydney, N. S. McConnell Eastman & Co., Toronto, placed the account.

America's 4th Market

KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS

THERMO Air Conditioning Institute, Los Angeles (technical school), in a four-week campaign, on March 8 started using weekly quarter-hour educational talks on KOB, KOY, KGHL, KGVO, placing through R. H. Albers Co., that city. Firm plans a similar campaign in April, using a different group of stations.

DR. HARRY DAVIS & ASSOCIATES, Los Angeles (chain optometrists), sponsoring the twice-weekly quarter-hour *Optimism of an Optometrist* program on KFI, that city, has started a similar weekly series on KFOX, Long Beach, Cal., and KFSD, San Diego. E. A. Wesley Agency, Los Angeles, has the account.

BEATRICE CREAMERY Co., Chicago (Meadow Gold), has extended its half-hour disc series titled *Lightnin' Jim* to WOC, Davenport, Ia., for broadcast on Sunday afternoons. The list now totals 10 stations [BROADCASTING, March 1]. Agency is Lord & Thomas, Chicago.

Canadian Tailors Spots

TIP TOP TAILORS, Toronto (chain clothing stores), March 7 started thrice-weekly one-minute dramatized transcribed famous sporting events to run for eight weeks on CFCY, Charlottetown, P. E. I.; CJCB, Sydney, N. S.; CKCW, Moncton, New Brunswick; CFCO, Chatham, Ont.; CHML, Hamilton, Ont.; CFRC, Kingston, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CFPL, London, Ont.; CKTB, St. Catherines, Ont.; CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CKCL, Toronto; CKLW, Windsor, Ont.; CJRC, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge. McConnell Eastman & Co., Toronto, placed the account.



"PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C. P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

One station delivers the big share of Iowa's Columbia audience? Where? *KRNT of course!





KRNT is the only Basic Columbia Station in Iowa. Its primary area covers 54 of the state's 99 counties,—the largest single marketing area in the state.

Columbia's fine programming, plus an exceptional job of local programming, plus the merchandising backing of Iowa's greatest Newspapers — the *Des Moines Register* and *Tribune*, with which the station is associated—add up to a large and loyal following for KRNT.

'Way above 1,000,000 people rely on KRNT for their Columbia programs—for competently produced day 'round radio entertainment and service.

In Iowa, it's KRNT, of course.

*And, of course, you can buy KRNT in the WNAX-Iowa Network combination at an exceptionally low rate.

KRNT
DES MOINES • Basic CBS • 1320 K.C.
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY

THE ONLY BASIC COLUMBIA NETWORK OUTLET IN IOWA

Agencies

YOUNG & RUBICAM advertising agency will open a San Francisco office some time before April 1, according to Raymond Rubicam, chairman. Bryan Houston, for four years an executive in the Y&R New York office, will manage the San Francisco branch, assisted by Wilmer S. Hanson. Office quarters are to be engaged after Mr. Houston's arrival. Y&R serves Hawaiian Pineapple Co. and Langendorf United Bakeries in San Francisco at present.

ROSS METZGER, head of Ruthrauff & Ryan, Chicago radio department, is in Hollywood in connection with the NBC *Quaker Party*, sponsored by Quaker Oats Co., emanating from the Coast for several weeks.

MORGAN & DAVIS, new Los Angeles advertising agency, has been formed with headquarters at 417 S. Hill St. J. M. Morgan and Jack Davis, who head the firm, are well known in Southern California advertising. Morgan was formerly public relations director of various Los Angeles concerns. Davis is a former newspaper publisher and advertising executive. Robert F. McKee, formerly of R. H. Albers Co., that city, is radio department manager.

DOROTHY BARSTOW, McCann-Erickson producer-director of the CBS *Dr. Christian* program sponsored by Cheseborough Mfg. Co., after several weeks absence, has returned to Hollywood from New York and resumed direction of the series. Fred Ibbetts produced during her absence.

HENRIETTE MARTIN, formerly of Emil Brisacher & Staff, San Francisco, has joined the CBS Hollywood sales promotion department.

LEONARD M. MASIUS, Lord & Thomas, London, vice-president and executive on the Lucky Strike account, is in Hollywood for conferences with Tom McAvity, in charge of the agency's radio division in that city, and to look over West Coast networks.

WILLIAM H. LEININGER, former vice-president of the U. S. Adv. Co., Chicago, and more recently of the Bendix Home Appliance Corp., South Bend, Ind., has been named sales promotion manager of the Kellogg Co., Battle Creek, Mich.

POTTER & BLACK, new Los Angeles advertising agency, has been established at 524 S. Spring St., with Carleton A. Potter in charge of radio. Mr. Potter and W. Dean Black who head the firm were formerly associated with Chicago agencies.

JEROME FACTOR, who formerly represented the firm in Chicago, has re-joined Ted H. Factor Agency, Los Angeles, as radio department manager.

TSN Opening Rep. Offices

TEXAS STATE NETWORK is establishing its own representative offices in New York and Chicago headed by Frank Fenton and Edward W. Parro, respectively, according to announcement by Elliott



Mr. Fenton



Mr. Parro

Roosevelt, TSN president. Mr. Parro, for the last four years Southwestern representative of KSD, St. Louis, has opened an office in Chicago's Wrigley Building; telephone Delaware 5526. Mr. Fenton, formerly of WBNS, Columbus, and more recently of International Radio Sales, will open the New York office in mid-March.

TOM LUCKENBILL of the radio department of J. Walter Thompson Co., New York, is recovering from an operation on his knee.

RICHARD H. LUCKE, formerly with the American Radiator Co., New York City, recently joined the Joseph R. Gerber Co., Portland, Ore., agency.

FRANK R. McCARTHY has been made a member of the staff of Robert B. Young Adv. Agency, San Francisco.

DAVID Inc., St. Paul agency, recently opened San Francisco offices in the Monadnock Bldg., with R. Watters, formerly of Emil Brissacher & Staff, in charge.

MALCOLM DEWEES has joined Fletcher Udall & Associates, San Francisco agency. He was formerly publicity and advertising manager of the Monterey Peninsula Assn. and preceding that Pacific Coast manager of Kelly, Nason & Roosevelt.

H. S. G. ADV. AGENCY, New York, operated by Harry S. Goodman, has leased an entire floor at 19 E. 53d St.

RICKERD, Mulberger & Hicks has moved its Milwaukee office into larger quarters in the John Mariner Bldg.

ROSSITER HOLBROOK, head of marketing and advertising of City College of New York has been appointed vice-president in charge of marketing of Frank Best & Co., New York agency. Mr. Holbrook formerly was sales and advertising director of Rolls Razor, and was with Fuller & Smith & Ross, New York.

PAUL B. ZIMMERMAN has resigned as assistant to the president of the Norge division of Borg-Warner Corp. to become a partner in Grace & Bement, Detroit agency. He will be vice-president and treasurer, and will take charge of the agency's merchandising department.

HABERLIN (Bud) MORIARLTY, formerly with Campbell-Eward Co., San Francisco, recently joined Harry Elliott Adv., San Francisco, as publicity director and account executive.

PRENTISS MESSINGER, copy writer in the radio production department of J. Walter Thompson agency in San Francisco is recuperating from a long siege of pneumonia.

S. G. ALEXANDER, media director of H. M. Kiesewetter Adv. Agency, New York, will marry Miss Selma Gottleib in June.

M. C. SMITH, formerly account executive of KFWB and KMTR, Hollywood, has joined R. H. Alber Co., Los Angeles agency, in a similar capacity.

HOWARD LINDSAY, of the Toronto office of J. Walter Thompson Co., is program director of *Our Daily Bread*, jobhunter program just started over CFRB, Toronto, which will shortly be sponsored.

BURNS LEE, exploitation director of Benton & Bowles, Hollywood, will be transferred April 24 to New York to work on publicity under Helen Strauss. He will marry Pauline Slocum of Hollywood in early April before leaving for New York. Al Whitlock, until recently assistant to William R. Baker Jr., formerly Hollywood manager of the agency, succeeds Lee.

LINC HOBSON, formerly with Westco Adv. Agency, San Francisco, recently joined the Leon Livingston Agency in the Bay City. Stuart Harding has been added to the production department of Leon Livingston.

MOREHEAD-FREY & WHITMAN, New York, advertising agency, has moved to 225-241 W. 34th St.

GOTHAM ADV. Co., New York, has leased the entire 12th floor at 2 W. 46th St., its third move in 30 years. The original firm was started in 1875.



HERE'S WHY THE *Fairchild Recorder* PACES THE INDUSTRY . . . !

1. The *F-26-2 Recorder itself* provides simply for variation of pitch and direction of cut. You don't need expensive feed screws.

2. Objectionable motor vibration is eliminated because the Fairchild F-26-2 Recorder has a *floating motor mount.*

3. You merely push a button to change *instantly* from 33⅓ r.p.m. to 78 r.p.m. and you get split-second timing at either speed.

4. The 16" cast-iron turntable is dynamically balanced and is driven by a synchronous motor through a worm and gear.

5. The Fairchild Standard, "No compromise with quality" guides us always in making precision instruments. Our job is not done until *you* get maximum results...

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.



"WELCOME, WELCOME LEWIS!"



. . . says the audience that listens to her SINGING BEE every Wednesday night from 8:00 to 8:30 . . . Here's a show that has everything: music, comedy, quizzes, prizes. More than that, it has the showmanship of Welcome Lewis. Some smart advertiser will want this program. Write **W H N** today.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES
EDWARD PETRY & CO. INC

AGENCY Appointments

NATIONAL GUARANTY LIFE Co., Los Angeles (insurance), to W. Austin Campbell Co., that city, and on March 3 started a six-weekly quarter-hour news period on KMPC, Beverly Hills, Cal. Other radio planned.

AMERICAN INSTITUTE OF BAKING, New York, to Geyer, Cornell, N. Y.

MILWAUKEE SAUSAGE Co., Seattle, to Milne & Co., Seattle.

LIFE Inc., Los Angeles (carbonated beverage), to Shattuck & Ettinger, Beverly Hills, Cal. Radio is planned with dealer tie-in.

SCHICK DRY SHAVER, Stamford, Conn., to Lennen & Mitchell, New York. No advertising plans have been made.

J. C. ENO (U. S.) Ltd., New York (Eno Salts), to William Douglas McAdams Agency, N. Y.

J. LEWIS CIGAR Mfg. Co., Newark, to Lewis & Tokar Adv. Agency, Newark.

PEPSI-COLA Co., Long Island City, N. Y., to Metropolitan Adv. Co., N. Y.

S. W. HOYTT REALTY Co., Los Angeles (New Mexico subdivision), to Morgan & Davis, Los Angeles. Radio planned for Washington and Oregon.

AERONAUTICAL INSTITUTE of Technology, Los Angeles, to Morgan & Davis, Los Angeles. Radio plans being developed.

GUARANTY UNION Life Insurance Co., Beverly Hills, Cal., continues to place its radio advertising through Stodel Adv. Co., Los Angeles. N. J. Newman Adv. Agency, Los Angeles, is placing other media for that account, but no radio.

FLEETWING OIL Corp., Cleveland, to Griswold-Eshleman Co., Cleveland.

AMERICAN PACKING & PROVISION Co., Ogden, Utah (meat products), to Gillham Adv. Agency, Salt Lake City.

New WJLS Makes Debut

THE new WJLS, Beckley, W. Va., 100 watts night and 250 day on 1210 kc., authorized for construction last October by the FCC, went on the air March 7 under the management of Joe L. Smith Jr., licensee. Mr. Smith, a 1935 graduate of the University of West Virginia, has interests in a local electrical appliance shop, hotel and newspaper. He has announced the appointment of C. H. Murphey Jr., formerly of WHIS, Bluefield, W. Va., as commercial manager; James L. Cox, formerly of WHIS and WLAP, Lexington, Ky., program director; Marion H. McDowell, formerly of WMMN, Fairmont, W. Va., and WPAR, Parkersburg, W. Va., chief engineer; Clifford Gorsuch, formerly with WWSW, Pittsburgh, and WMBS, Uniontown, Pa., engineer; James V. Sims, formerly of WEW, St. Louis, WCBS, Springfield, Ill., and KICA, Clovis, N. M., engineer; Barnes Nash, formerly of WHIS and WOPI Bristol, Tenn., chief announcer; Enzo Alessandrini, new to radio, announcer. A composite transmitter with Collins speech input and a 200-foot Wincharger guyed radiator are used.

FTC Complaints

THE Federal Trade Commission has issued complaints against Nacor Medicine Co., Indianapolis, and F & F Laboratories, Chicago, alleging false advertising in violation of the FTC Act. Stipulations have been received from Diesel Engineering School of Los Angeles to discontinue misrepresentations in selling Diesel mechanics and operation courses. Oral arguments were held March 8, in the case of J. Palazzolo, charged with misleading radio advertising on two hair products "Otello Water" and "L'Acqua Otello".

Cooperative Spirit

NEW ORLEANS stations, in a cooperative spirit, joined in a special local hookup March 2 to carry a transcription of the CBS broadcast from Rome announcing the election of Pope Pius XII. Arranged by Manager Vincent F. Callahan, general manager of WWL, Loyola University station and CBS outlet, the program was fed to WSMB, WDSU, WJBW and WBNO, and immediately afterward a pickup from the home of the Archbishop of New Orleans was carried. The local hookup also was used March 6 in connection with the drive for funds for the New Orleans Sugar Bowl.

Illinois Session

THE second meeting of the Illinois Broadcasters Chow Club was held in Springfield at the studios of WCBS, Feb. 28. Among those present were Bill West and A. J. Clark of WTMV, E. St. Louis; Bob Compton and John Palmer, WCAZ, Carthage; John Corrigan, KWOS; Harold L. Dewing, L. G. Pefferle, Jack Heintz, Howard Dorsey and C. L. Jefry of WCBS, Springfield, Ill.

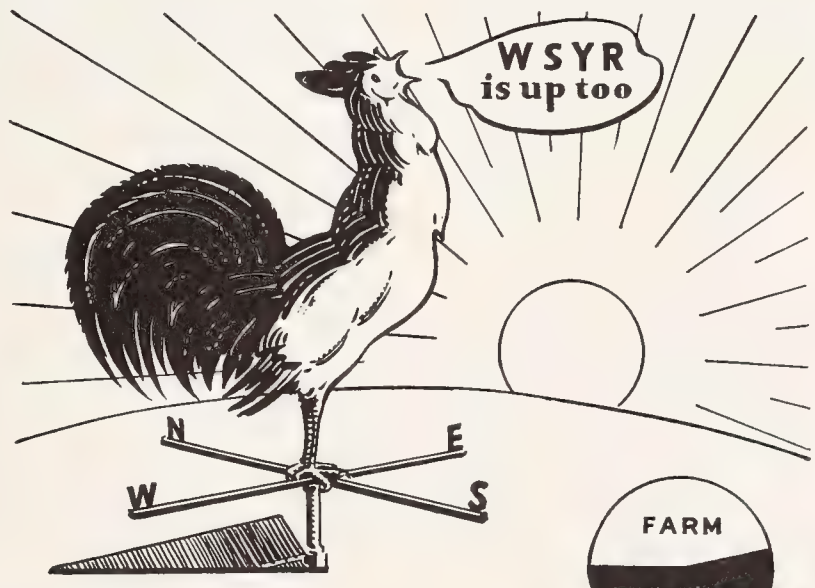
WYTHE WALKER, Chicago representative of WHB, Kansas City, and KFNF, Shenandoah, Ia., has been named representative in that area for WTAD, Quincy, Ill.

National Radio Auditors Formed by W. H. Appleby To Study Radio Coverage

FORMATION of National Radio Auditors, as the successor to Audit Bureau of Broadcasting Coverage, was announced March 2 by William H. Appleby, coincident with the release of a report covering WKOK, Sunbury, Pa.

Mr. Appleby, former commercial manager of WPG, Atlantic City, said 12 advertising agency officials constitute the advisory board of the new organization. He explained it is a cooperative association for the verification of circulation of broadcasting and television stations. The formula used is measurement of the station's half-millivolt signal, or better, to determine good reception, supplemented by questioning of residents within the area regarding stations to which they listen.

Listed on the letterhead of the organization as its "advisory board" are the following agency executives: Frank Coulter Jr., N. W. Ayer & Son; Carlos Franco, Young & Rubicam; Thomas Carson, Erwin Wasey & Co.; George L. Trimble, Marschalk & Pratt; Arthur A. Kron, Gotham Advertising Co.; Michael Gore, Hudson Advertising Co.; H. A. Thomas, Spot Broadcasting Co.; C. C. Chapelle, H. W. Kastor & Sons Adv. Co.; Louis Nelson, Wade Advertising Agency; Newman F. McEvoy, Newell-Emmett Co.; Jesse Kagel, Philip Klein Advertising Agency, and John Hymes, Lord & Thomas. The address is given as 350 Madison Ave., New York.



Because: —

41.6% of the population in WSYR's rich service area are farm folks. These people are up early: So we are open at 6 o'clock every morning with program material of lively interest to them . . . and we hold this plus audience of farm buyers throughout the day. Naturally, then, advertisers not only sell Syracuse but the buyers in its 20 surrounding counties.

WSYR SYRACUSE 570 Kc.

Now It's Our Turn!

• It seems that for endless ages advertisers have fired into our grim, mail-pulling faces . . .

"How About Proofs of Purchase?"

• They want proof and plenty of it, that we're not sales-talking through our hats—And why shouldn't they?

But Now It's Our Turn!

• For three years—maybe four, we're not sure—we have been writing this blame stuff and paying for its black-and-white appearance in BROADCASTING! What we'd like to know is . . .

Who Reads It?

• If you do, dear reader, sit right down and address a penny post card to WWVA in care of BROADCASTING—Do It Now!—Today!

•

Note to "BROADCASTING" Folks:

Don't worry, boys, we like visiting with your readers and you won't lose our measly single-column full space, and we'll keep the mail break-down a deep, dark secret! Please send us a mail report daily. P.S.: We got 3212 proofs of purchase for one account last week and you're up against it to pull half that many for us!

•

ADVERTISER: Now It's Your Turn!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . . CHICAGO
DETROIT . . . SAN FRANCISCO
Columbia Station
at Wheeling, West Va.

5,000 WATTS
WWVA
1160 Kilocycles

AFM Spurns Plan For Foreign Discs

Will Not Record Programs at Low Rate for Use Abroad

A SUGGESTION that the American Federation of Musicians permit national advertisers to make off-the-line recordings of their network programs without extra musician expense for broadcasting in English speaking communities outside the continental United States, with the stations receiving these programs giving the AFM 10% of their net time charges, has been submitted to and rejected by the musicians' union.

Plan was conceived by Lorrin P. Thurston, president and general manager of the Advertiser Publishing Co., owner of KGU, Honolulu, who pointed out in his letter to the union that the 100% surcharge of musicians for off-the-line recordings practically prohibits their use and consequently deprives such stations as KGU of most American programs, since the time differential and the high cost of shortwave transmission makes network transmission of these programs impractical.

If the AFM would waive this extra charge, Mr. Thurston explains, American advertisers would be able to send recorded programs to all parts of the English speaking world; export sales would be helped, thus stimulating the recovery of American business; the stations receiving the programs would benefit through increased business; the English speaking listeners abroad would benefit by hearing the best American programs, now denied to them; and the AFM would benefit through the station payment, which "would amount to many thousands of dollars in a year's time, providing an entirely new source of revenue which would be at the disposal of the directors of the AFM to be distributed either as a bonus to the actual musicians involved or to be divided between those taking part in the broadcast and the individual locals where the transcriptions are released."

In turning down the idea, union officials explained that accepting it would place AFM in the position of allowing the music produced by its members to go to thousands of foreign listeners at practically no cost.

Show Must Go On

FIFTEEN minutes before the *Beachcomber* program was due to go on the air on WJR, Detroit, Announcer John Stinson set all the copies of the continuity on a window sill. Seconds later they were all soaring in a high wind from the 28th floor of the Fisher Bldg. With nothing left but a routine of the musical numbers, Announcers Stinson, Bill McCullough and Jack Garrison built a new show. The program started on schedule, with McCullough at the mike, and the improvised continuity was fed to him so smoothly that listeners were unaware of the tenseness behind the scenes.

AGRAP-CBS Dicker

AMERICAN GUILD Radio Announcers and Producers, independent union, has resumed bargaining with CBS executives for a revised contract for employes of WABC, New York. AGRAP now has a five-year contract with WABC, but is reopening negotiations under a provision which gives either party the right to ask for revisions at the conclusion of any contract year, and in June the current contract will have been in effect two years. Union is asking for a higher wage scale. AGRAP recently renewed its contract with WOV, New York, the new contract, which runs from March 1939 to April 1940, calling for a 10% wage increase.



CLAMP-ON LIGHT, the idea of Clifton Todd, chief engineer of WNAX, Yankton, S. D., is hailed as a big help in adjusting the depth of cut on transcriptions. Here Engineer Todd is adjusting the cutting needle of WNAX's new recording unit.

Click Licked

WHEN AN important transcribed show cracked only an hour before broadcast time, KHUB, Watsonville, Cal., recently produced a new wrinkle in solving the broken transcription jinx. Closely examined, it was found that a wedge-shaped chip about a quarter-inch across was missing from the record. Chief Engineer Mel Milbourne took some BB pellets, weighed one of the pickups until he discovered the smallest pressure consistent with quality reproduction, then at broadcast time put the record on the turntable — and the pickup passed smoothly over the crack, with only a barely audible "click".

Hormel Test

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), through BBDO, Minneapolis, on March 1 started for five weeks a thrice weekly early morning quarter-hour program, *Harmony House*, on KNX, Hollywood, in a test. Series features Harvey Harding and Mary Rosetti, vocalists, with Eddie Dunstetter at the Novochord and a novelty orchestra. Following the test, and with time cleared, the series will go CBS transcontinental, according to Wayne Tiss, agency Minneapolis radio department manager, who is now in Hollywood. Jay C. Hormel, president and David Crane, advertising manager, respectively of Hormel & Co. were in Hollywood to complete details and launch the series.

It Speaks Their Language

CKAC

MONTREAL

1. About three-fourths of Montreal's population speak French.
2. CKAC sells in French.
3. That's why CKAC has almost as many commercial shows between 6 and 10 P.M. as the other four stations combined.

Canada's Busiest Station

KEY to GOLDEN VALUES and OPPORTUNITIES

5 kw. day
1 kw. night
1260 kc.

KGVO

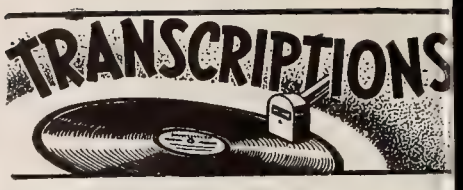
Missoula Montana

The Truth Will Out!

● More national business all the time shows how the word is getting around! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showmanly foreign-language programs of . . . . .

WGES

In The Heart of Chicago



TRANSAMERICAN Broadcasting & Television Corp., New York, now located at 521 Fifth Ave., on April 1 will occupy the three upper floors of 1 East 54th St. to provide special studio facilities for the audition and production of commercial radio programs, have been made with Warner Brothers to use technical facilities for construction of "floating stages."

STANDARD RADIO has announced the following stations have signed for its Standard Library Service; KFPW, Ft. Smith, Ark.; WMRO, Aurora, Ill.; KSAM, Huntsville, Tex.; KRLD, Dallas, Tex.; WGNC, Gastonia, N. C.; WMBO, Auburn, N. Y.; WJMC, Rice Lake, Wis.; KFNF, Shenandoah, Ia.

NBC Thesaurus Service reports six new clients for its transcription service and renewed contracts with eight of the stations now subscribing. New subscribers are KVWC, Vernon, Tex.; KVOA, Tucson, Ariz.; WEBR, Buffalo; WCOL, Columbus; KDON, Monterey, Cal.; VP3PG, Georgetown, British Guiana.

AIRSHOWS, Hollywood production unit of live and transcribed shows, on March 10 changed its name to Hollywood Airshows. Graham Archer continues as general manager with no change in personnel.

PAUL CALL, formerly with Listenwalter & Gough, Los Angeles distributors of Philco radios, has joined Otto K. Olesen Sound Studios, Hollywood transcription concern. Michael Blair, formerly special events announcer of KMTR, Hollywood, has joined the firm's new special events recording department.

ALEX SHERWOOD, of Standard Radio, left Chicago in early March for a 10-week sales tour of Eastern and Midwestern stations.

ALL-CANADA RADIO FACILITIES, Calgary, Alta., has purchased from C. P. MacGregor Co., Hollywood transcription concern, Dominion rights to 156 quarter-hour episodes of the dramatized history series, *Cavalcade.*

ASSOCIATED Recorded Program Service, New York, recently transcribed 26 quarter-hour program by Ida Bailey Allen, well-known home economist. The series includes dramatizations of home economics projects, with each episode complete in itself.

RADIO Productions and Recordings has been formed in Denver, with complete recording units and staff of writers, merchandising men and engineers. Its headquarters are in the Gas & Electric Bldg., and its operators are Charles Lang and L. Alan Pugh.

TRANSTUDIO Recording Corp. has been opened at 473 Virginia St., Buffalo, to produce transcriptions and instantaneous recordings for agencies and stations, and is handling work also for schools in the Buffalo area. It is headed by J. W. Gillis.

PACIFIC Radio Productions has opened offices at 9028 Sunset Blvd., Hollywood, and Howard Swart, director, announces it is syndicating the *Newlyweds* serial.

CARLE CHRISTENSEN Recording Studios have been opened at 306 S. Wabash Ave., Chicago. Jack Hayes, former chief engineer of WJJD, Chicago, has joined the new firm as chief engineer.

JACK KAPP, president of Decca Records, New York, arrived in Hollywood March 12 for six weeks to supervise making of commercial recordings at Recordings Inc.

Apex Experiments Observed by FCC

Licensees Required to Show Work Justifying Permits

LICENSEES of high-frequency (apex) broadcasting stations will not be granted renewals unless they make a showing of worthwhile experimentation, the FCC announced March 6 in adopting a new policy.

In considering renewal applications of the 49 existing high frequency stations, all but seven of which use frequency modulation, the Commission said that these new policy factors will be taken into account April 1 upon expiration of the licenses. The three policy principles are as follows:

1. When the applicant does not show that it has carried on any worthwhile experimental work during the last period, the application be designated for hearing.

2. If some work has been done, but of no great significance, then the licensee be informed of the work it must do during the next period and a commitment be obtained from the licensee before granting the renewal.

3. When the applicant has carried on a reasonably diligent experimental program and proposes to continue this work, a letter be prepared reviewing this course and making any suggestions for work that may be done during the next license period.

New Data Sought

Among other things, the FCC is anxious to procure developmental data on frequency modulation, as opposed to amplitude modulation [BROADCASTING, Feb. 1]. More intensive experimentation in the former field has developed in recent weeks by virtue of developments claimed by Major Edwin H. Armstrong, New York inventor and himself the licensee of frequency modulated transmitters. Since 42 of the 49 ultra-high frequency transmitters now on the air are amplitude modulation, question has arisen about future allocations for the experimental broadcast operations, particularly in the light of extraordinary claims made for the Armstrong System, including greater primary coverage, elimination of interference and generally higher quality. A frequency modulated transmitter, however, requires a band approximately five times as wide as that employed for amplitude modulation.

In line with its new policy the FCC at its meeting March 6 designated for hearing three high-fidelity broadcast station renewals. These were W9XER, Kansas City, operated by Midland Broadcasting Co.; W9XTA, Harrisburg, Ill., operated by Schonert Radio Service, and W8XAI, Rochester, licensed to Stromberg-Carlson Telephone Mfg. Co. In the Kansas City case, the Commission said that the application was designated for hearing because the station had not furnished sufficient research or experimental data in compliance with regulations and with requests. Substantially similar reasons were given in the other two cases dealing with research and development.

WHBL Boosts Power

WHBL, Sheboygan, Wis., on Feb. 20 increased its daytime power to 1,000 watts during a ceremony and banquet attended by 150 business and civic leaders. Walter J. Kohler, former Governor of Wisconsin and chairman of the board of Kohler Co. turned the switch. Other guests included Mr. and Mrs. E. A. Fellers, Presba, Fellers & Presba; Mr. and Mrs. Howard H. Wilson, Howard H. Wilson Co.; Mayor Willard Sonnenburg of Sheboygan. Charles E. Broughton, editor of the *Sheboygan Press*, which has an interest in WHBL, and Ed Cunniff, recently appointed general manager, announced that Howard H. Wilson Co. would represent the station nationally.



Mr. Cunniff

WEAU, Eau Claire, Wis., 1,000-watter on 1050 kc., which signs off at sundown for KNX, Los Angeles 50,000 watter on that frequency, has applied to the FCC for full time with 5,000 watts day and 1,000 night on the same channel.

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective syncronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Plaza 5-6570.

FINCH
TELECOMMUNICATIONS
LABORATORIES, INC.
37 W. 57th St., New York City

"Hello, Geo. Trimble" (Marschalk & Pratt Agcy.)

Did You say MARKET ?



Look at PEORIAREA! Packs in almost half again as many people as in the whole state of New Mexico. People who buy, too! Per capita retail sales are above U. S. average — about $491.00 annually. You can cover PEORIA with ONE station—WMBD.

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS WMBD

WMBD PEORIA

MEMBER CBS NETWORK

KSFO FOCUS

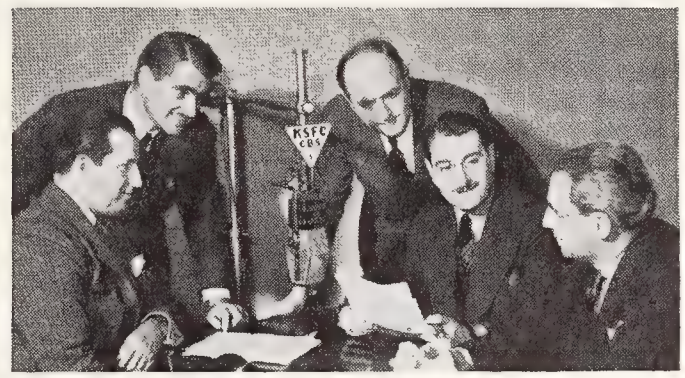
BUSINESS IS SWELL IN SAN FRANCISCO!



BARBER SHOP STUFF, but even the tonsorial artists are busy in San Francisco these days, so maybe the happy harmonies of Bert ("Fudge Face") Parks, Mayor Rossi of San Francisco, Eddie Cantor and Bob Garred, KSFO newscaster, may be forgiven. Are you getting your share of San Francisco dollars?



SNOW IN SAN FRANCISCO may be counterfeit, but there's nothing counterfeit about our prosperity. Ski Champion Reidar Anderson, one of many reasons for our Fair's success, is shown telling KSFO-CBS audiences...and Bill Baldwin...how it feels to jump out ahead of the rest. You can learn, too ... on KSFO.



PONTIAC GOES TO THE FAIR ... and to the fore ... with news broadcasts from KSFO, capitalizing on Exposition activity. Recently Pontiac executives joined in the airing of a round-table talk on such happy conditions with CBS-KSFO men. Left to right, C. P. Simpson, Pontiac Motor Corp. Gen. Sales Mgr., Hank Jackson, CBS, T. S. Ray, Pontiac Pacific Mgr., Phil Lasky, KSFO, F. A. Berend, Pontiac Advertising Mgr.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

AMERICAN AIRLINES flagship *Howie Wing* was christened in Battle Creek, Mich., recently in honor of the *Howie Wing* radio program, heard Monday through Friday at 6:15 p. m. on CBS. The occasion was a tribute of the airline to the work of Kellogg Co. in making American youngsters air-minded. The ship carried two suitcases from Battle Creek as it left, to be flown around the world in opposite directions as a promotion stunt. Taking part in the christening were Stewardess Mae Leslie, Capt. W. G. Moore, well-known aviator and author of the radio program, and Ralph Olmstead of the Kellogg Co. advertising department.

* * *

Compliments of Kate

GENERAL FOODS Corp., New York, to promote Diamond Crystal Salt Week, from March 6 to March 11 broadcast on Kate Smith's *Noonday Chats* program on CBS an offer of Kate's new recipe book free to listeners who sent in a letter saying that they had asked their grocer about Diamond Crystal Salt or were planning to do so during the week.

* * *

Overseas Centennial

AN NBC brochure titled *The Surprise of 1929* goes on to say that such things are the commonplace of 1938 and presents a discussion of NBC's progress in shortwave pickups from other parts of the world. A description is given of the Feb. 1, 1939 program commemorating the tenth anniversary of overseas broadcasting.

4 out of 5

"JUST FOLKS"



Of Nebraska's 1,337,963 population, Omaha and Lincoln, Nebraska's only large towns, total only 289,939. That leaves a little more than a million "just folks" . . . the kind of buying-minded Nebraskans who use soap, breakfast foods, automobiles, motor fuels . . . and who listen to KMMJ. Let us show you how you can use KMMJ to reach these four out of five Nebraskans.

KMMJ

Clay Center, Neb.

Randall Ryan, *Mgr.*

New Location Grand Island, Neb., About April First

Merchandising & Promotion

Pontiac Tips—Platter Plugs—Dames on Display—Hour by Hour—Troubles of Horses

Successful Campaigns

TO SHOW how vital radio has become as an advertising medium and how important the "human" element is for successful broadcasting, Ruthrauff & Ryan has published a booklet entitled *Human! Handle With Care*, which states frankly that it is the public—the ordinary everyday people listening all over the world—which "inevitably establishes the human wavelength to which any successful campaign must be tuned." Choosing a program, hiring big-name talent and the artful selection of the right type of commercial should all be regarded as vitally important, says the agency, and offers to discuss case histories of its most successful radio campaigns to prove points made in the booklet.

* * *

Divorce Prizes

SUSSMAN, WORMSER & Co., San Francisco (S & W coffee) sponsors of *I Want a Divorce* on 8 CBS Pacific network stations, is offering $500 in cash prizes weekly for the best solution letters submitted in its new Fantastic Divorce contest. First prize is $100, with 160 additional awards of $2.50 each. Letters must be accompanied by a key strip from a can of S & W Mellow Coffee. Contest, which started March 9 is being supported by advertisements in major California newspapers.

* * *

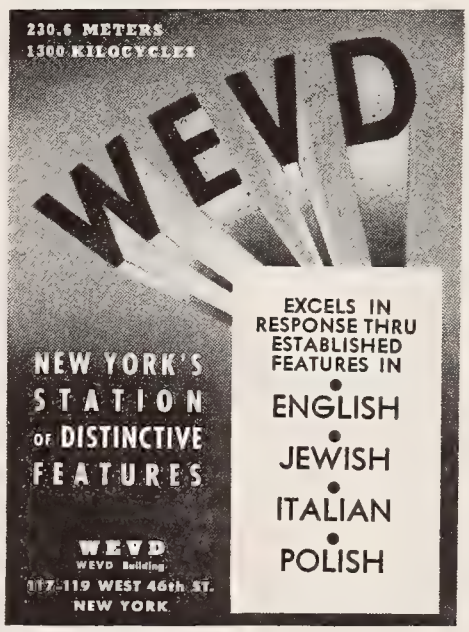
Prospect Card

REMINDER to salesmen to talk up the six-weekly news program sponsored by the Pontiac dealer organization of Northern California, is the "prospect card" turned out by KSFO, San Francisco, over which Bob Garred broadcasts the dealers' program. The card, with space for writing names of "today's best prospects" for Pontiacs, also carries a reminder that *Streamlined Headlines* is carried on KSFO.

* * *

Free Dogs

TWO dogs were given away by General Mills and WSYR during the Central New York dog naming contest. There also were 16 other prizes. Prize dogs were on view at a pet shop.



Staff Audition

CONTAINED on the two sides of one large disc are a series of two-minute announcements, one by each announcer of WKRC, Cincinnati. Each outlines his regular duties, lists his specialties and voices one or two sample commercials, through it all explaining features of WKRC's programs, popularity, publicity, promotion and showmanship. Agency men and clients, listening to the recordings, not only get the station's selling story, but also get to choose particularly suited announcers for their prospective programs.

* * *

A Day of Housing

EVERY Saturday is Home Builders Day at KMPC, Beverly Hills, Cal. The station devotes from 8 to 15 quarter-hour periods throughout the day entirely to home builders and owners. Every phase of home building, such as financing, construction, painting, interior decorating, landscaping, plumbing, electrical and heating is discussed. Subjects are minutely treated and series is endorsed by the Building Contractors Assn. of Southern California.

* * *

Prizes for Pies

CALIFORNIA Prune & Apricot Growers Assn., participating sponsors in the Friday broadcasts of Gladys Cronkhite on KPO, San Francisco, is offering three prizes, $5, $3 and $2 for recipes for dried apricot pie. Each recipe submitted must be accompanied by a top of Sunsweet prune or apricot carton or the word "Sunsweet" cut from a carton or a reasonable facsimile.

* * *

Cigarette Girls

CHESTERFIELD Poster Girls came to life following the Paul Whiteman broadcast for Chesterfields March 1 and put on a style parade for the audience in CBS Playhouse No. 3 in New York. Each girl displayed the costume, designed especially for Chesterfield, which she wears in a current advertisement.

* * *

Trick of the Orient

CLOSE to 5,000 replies were received by KDKA, Pittsburgh, when the station recently made a single announcement offering a Chinese Key Trick to listeners as a test of the audience power of *The Shadow of Fu Manchu*, serial program released by Radio Attractions, New York.

News

is your best bet

TRANSRADIO

West for Empire

KPO, San Francisco, which a few weeks ago adopted the slogan "Voice of the Golden Empire" [BROADCASTING, Feb. 15], now has another slogan, "Voice of the Golden West". KHSL, Chico, Calif., complained to KPO, claiming prior right to the slogan, so KPO dropped the word "Empire", substituted "West". Everybody was happy except the San Francisco Chamber of Commerce, which had to destroy brochures costing $2,000 because the printed pieces used the words "Golden Empire" in literature it had gotten out to "sell" Northern California.

* * *

P & G Prizes

PROCTER & GAMBLE Co., Cincinnati, is conducting a nationwide slogan contest for Crisco on *Vic & Sade* on both NBC Red and Blue, and *This Day Is Ours* on CBS. The contest, which started March 10 to run for three weeks, offers a first prize of $5,000 in cash and 500 additional prizes of Sunbeam Electric Mixmasters in return for an original Crisco slogan of ten words or less and a Crisco label.

* * *

WHN Radio Lectures

TO promote many of its programs via the speakers' platform and to educate the public with radio information, WHN, New York, has organized the WHN Lecture Bureau, with speakers available to schools, colleges, clubs and organizations to talk on various phases of radio. The bureau is headed by Al Simon, WHN's publicity director, formerly lecturer for Loew's Theatres.

* * *

Packer's Promotion

FRYE & Co., Seattle packing firm, prepared several thousand inserts for every package of its product in advance of KJR's trip through the plant as part of the *Washington at Work* sustaining series. Salesmen were instructed to discuss the program with meat dealers who in turn were to ask customers to hear the broadcast. The programs are heard in the afternoon and repeated that night via disc.

* * *

Serial Boosters

COLORED brochures on the transcribed serials, *Calling All Cars* and *Fu Manchu*, will be distributed to agencies and sponsors in late March by Fields Bros., Hollywood producers. The first program is controlled by that firm, except in the 11 western States. The *Fu Manchu* series is distributed by Radio Attractions Inc., New York, but Fields Bros. its producers, has that right in the western area.

* * *

Pep at Dawn

THREE-WAY cooperation between newspaper, sponsor and station is used in Philadelphia to push the daily 1-6:45 a. m. *Dawn Patrol* feature, sponsored on WIP, Philadelphia, by Pep Boys, auto accessory chain. Both sponsor and station run adjoining ads calling attention to the program, sponsor paying for his and the station getting its space in an exchange deal with the paper.

* * *

Fair Warning

KSFO announcers, when on duty at the Golden Gate International Exposition, wear printed hat bands bearing the words: "Broadcasting over KSFO".

A BREATH TAKER
Winds Up Bargain Prices of Chain Grocery

J. WEINGARTEN Inc., operator of 14 super food markets in Houston, Texas, has hit upon a radio idea that has proved highly successful on KPRC, Houston. Its KPRC program, now in its second year, is the company's most successful radio promotion, according to Sterling Stanford, advertising manager of the stores.

Each weekday morning the program lists the day's special bargain in foodstuffs, with one climax item—"a breath-taking special". The announcements are handled in straight announcing style by two station announcers, alternating items. In addition, a brief institutional talk about the stores is presented. The programs are heavily merchandised at point-of-purchase. Store No. 14 recently was completed, with the opening ceremonies broadcast by remote facilities through KPRC, with Mayor Oscar Holcombe and others participating.

* * *

Frisco Display

A SCALE model of its new transmitter, plus a number of pictures of its own and CBS artists, has been placed by KSFO, San Francisco, in a window of Nathan-Dohrmann & Co., large downtown store. The station likewise has installed displays in the radio departments of the White House and Sherman, Clay & Co. KSFO is continuing its display of pictures in a Palace Hotel window.

* * *

Selling Times

WLS, Chicago, is mailing promotion pieces called "Results by Time of Day", surveying every commercial period of the day from 5:30 a. m. to 11 p. m. Large red clock at top of page indicates program period and analysis includes mail pull, premium offers, program types. The survey has been made of 26 separate program periods.

* * *

Prizes From Polly

TO PROMOTE her sponsors' products, Polly Shedlove, conductor of the daily woman's program *Polly the Shopper* on WHN, New York, has arranged bi-monthly luncheons for her listeners at the Actor's Kitchen, New York. Listeners pay for their luncheon but received samples of products as well as door prizes.

* * *

Brochures

KLZ, Denver: "Men, Methods and Machinery" brochure with pictures of studio, transmitter, and artists.

WRC-WMAL, Washington: Paper wallet with stage money carrying merchandising dope on "America's Richest Market".

Read Their Own

TIDEWATER Associated Oil Co., Associated Division, San Francisco, currently sponsoring Pacific Coast Conference intercollegiate basketball games over KYA, recently introduced a novel stunt in handling the commercials for the broadcasts. In place of the regular studio announcer, Associated invited three Associated dealers to the studios to read the commercials before and after the broadcast and during the half-time. Each dealer took one spot.

* * *

Equine Ailments

BOOKLET containing information on the prevention and control of sleeping sickness in horses, compiled by the Horse & Mule Assn. of America, is being furnished free to farmer listeners by WNAX, Yankton, S. D.

* * *

Cartoon Promotion

KVOE, Santa Ana, Cal., is promoting its programs thrice weekly with one-column 10-inch cartoon ads in the *Fullerton* (Cal.) *News-Tribune.*



MEXICO'S "FARLEY", Senor Alfonso Gomez Morentin, postmaster general in charge of communications, was entertained while on an unofficial visit in Washington Feb. 22 by FCC Commissioner T. A. M. Craven, an old friend. Shown at the Mayflower Hotel, left to right, are Gerald C. Gross, chief, FCC International Section; General Counsel William J. Dempsey; Commissioner Norman S. Case; Senor Morentin; Commissioner Craven; Chief Engineer E. K. Jett and Chief Accountant William J. Norfleet.

Thom McAn Shoe Spots

THOM McAN SHOE Co., New York, is sponsoring a campaign of weekly quarter-hour news programs on WBBM, Chicago; WWJ, Detroit; WNAC, Boston; WEAN, Providence; and WABC, New York. Neff-Rogow, New York, handles the account.

MACQUARIE Broadcasting Network, Sydney, Australia, has issued its first group rate card for the 21-station chain, with copies available through its American representative, Dr. Ralph L. Power, Van Nuys Bldg., Los Angeles. The network's executive director, Frederick Daniell, now on leave of absence, returns to his radio duties in April. George Millar, secretary to the Macquarie directorate, is now in Hollywood.

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

HITTING A NEW NOTE In Listener Build-Up



Since February 1st, twenty-three brand new local shows have made their bow over WHK-WCLE . . . ranging all the way from a "sweet-hot" of an instrumental trio to something really new and different in sports comment . . . with many an exciting innovation in between. Sustaining shows now, all 23 are available for economical spot sponsorship. And in the meantime these shows, custom-built for Cleveland, are hitting a new note in listener build-up—giving the rich audience of the Fifth Market still another reason for tuning in WHK-WCLE.

National Representatives: RADIO ADVERTISING CORPORATION
New York • Chicago • Cleveland • Detroit • San Francisco • Los Angeles

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

WTAG
WORCESTER, MASS.
A 16 hour daily standby for 600,000 industrious New Englanders.
NBC BASIC RED NETWORK
YANKEE NETWORK
National Representatives
WEED and CO.

RADIO AT THE POINT OF SALE

Feature Foods Series On WLS Is Supported by An Extensive Merchandising Drive

By PAUL C. BRINES

DESIGNED to test radio's effectiveness at point of sale *Feature Foods* has concluded its fourth year of daily participating programs in Chicago. The participating series, now on WLS, features Martha Crane and Helen Joyce, well-known saleswomen of foods, and is slanted to include music for entertainment, service features, interviews to give women listeners conversational material. The commercials are frank and form a "wanted part" of the program, for they have been pre-tested at weekly women's club meetings in Chicago, according to WLS.

Unique are the merchandising services of *Feature Foods*. An analysis of Chicago grocery stores made by FF indicates that 2,400 chain store units do 45% of the business, that 9,000 class C and D stores do 21%, while 1,000 class A and B independent stores do 16% and 110 supermarts do 18%. Concentrating on the last two groups, the A and B stores and the supermarts, FF maintains a merchandising crew which makes direct contact with each of the 1,110 stores at least once every six weeks, putting up displays and arranging promotions.

Supermarts are defined by *Feature Foods*, as self-serving stores of large size maintaining all departments of food products, using mass displays of merchandise. Cooperating with these supermarts FF agrees to plug their products during the *Feature Foods* program in exchange for mass displays of sponsored goods, mention of them in store circulars and newspaper advertisements. This results in a running check on sponsored goods sold in the various stores as well as proof to the various proprietors of radio's effectiveness in selling their own goods.

Sugar Melts

For example, following a recent contract of this type, a supermart owner decided to promote a sugar sale during his announcement on the *Feature Foods* program. He had 10,000 pounds of sugar in stock and two hours after the announcement had been broadcast he frantically called the station and said that he had sold 9,500 pounds already, insisted no more announcements of the sale be made.

The *Feature Foods* merchandising crew makes daily reports of calls on stores on behalf of all items sponsored on the program. They investigate price structures, check competitors' sales, and, in time, become so friendly with store owners that they are able to give *Feature Foods* clients additional merchandising service and information. Moreover, the merchandising crew supplies stores with display material, helps owners arrange prominent mass displays of sponsored products in the stores.



HAROLD SAFFORD, program director of WLS, Chicago, greets Ruth Mix, daughter of Tom Mix, who guest-starred recently on the *Feature Foods* program. *Feature Foods*, with Martha Crane and Helen Joyce, is heard daily—11-11:30 a. m. Miss Mix told how she was taught to rope, ride and shoot, before she was through the first reader, by her famous father, and her mother, member of a prominent Oklahoma Cherokee family.

Equally important in the merchandising plan are the weekly visits made by Martha Crane and Helen Joyce to various Chicago Clubs, which include social clubs, churches and PTAs. Here the commercial announcements for future programs are tested. It is the experience of *Feature Foods* that radio commercials "master-minded" by copy men at some secluded desk are much less effective than those tested on the people for whom the show is designed. A questionnaire handed to 1,101 club women showed that 85% of them listen to *Feature Foods* on WLS at least three times a week.

The club meetings are informal, maintain a "Just Folks" atmosphere. Both Miss Crane and Miss Joyce are married, have families, run homes of their own and are qualified to discuss with housewives the problems of the home. At the meetings they begin by telling stories, talk radio gossip. P. A. systems are used to create the impression of a radio studio and the two women handle the meetings in dialogue, much as they do on the air. Later, taste tests of sponsors' goods are often made and the women asked for their help in discussing the merits or demerits of the products. On the basis of their reactions to the merchandise, commercial announcements are written.

Club meetings have proved to be fertile ground for premium testing. Premiums are displayed, discussed

SELLING ANYTHING IN DOG CREEK, (KENTUCKY)?

If Dog Creek (Ky.) is a big point in your sales-map, you'll probably want to cover it by radio from Louisville. In that case, it just downright wouldn't be wise to use WAVE. . . . We don't cover Dog Creek. . . . But if what you *need* for better Kentucky business is *Louisville*, you can cover this entire Trading Area with WAVE alone—and save a lot of dollars by *skipping* Dog Creek and such. . . . Our Data Book will probably give you more surprises per page than anything you've ever seen before. Why not *write* for it?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by FREE & PETERS

KSTP
Northwest's Leading Radio Station
50,000 WATTS SOON
Basic Red Network
LOWEST COST PER LISTENER IN TWIN CITIES AREA
MINNEAPOLIS SAINT PAUL

nd voted on. Defects of a prem-
um that might be ballyhooed on
he air and disliked by housewives
hen received through the mails
how up quickly. For the keynote
f the club meetings is frankness,
lmost brutal frankness. The house-
ives have no stake in the meet-
ngs except one of finding out the
est products obtainable at the best
rices. They hiss as eagerly as they
pplaud. They cross-examine like
rosecutors. They demand quality
t a fair price.

Several meetings showed that certain sponsored product had ttle appeal to Chicago house-ives. As a result this manufac-urer completely changed his tac-ics in the Chicago market. At ther meetings it was discovered hat a perishable food was unpop-lar because it was improperly rapped. By following this lead he manufacturer's sales increased onsiderably.

A Test of Reaction

Although they poll the women on heir choices of radio programs, Miss Crane and Miss Joyce do not sk the club members to show their eactions to merchandising by vot-ng. Of much deeper significance re the "Ohs" and "Ahs" and hap-y gurgles when merchandise is be-ng tested. And after nearly four ears of club talks the two radio rtists are adept at sizing up their steners' reactions.

Interesting angle of the club neetings is this. In order to insure crowd of 100 women and not nore than 200 club members at ach meeting, the clubs are re-uired to post a deposit of $5 with *eature Foods*. This fee is returned fter the meeting. So popular are Miss Crane and Miss Joyce with hicago clubwomen that *Feature oods* has found it necessary to mit their speaking engagements o one each week and they are ooked for club appearances hrough September, 1939.

Effectiveness of the *Feature oods* program may be amply il-ustrated. The Rap-In-Wax Co., Minneapolis, became a participat-ng sponsor on the WLS program. his waxed paper for household use old at 10c and its principal com-etition sold for 5c—had sparse istribution. Advertising only on he *Feature Foods* program in he Chicago area, the firm of-ered a scrap book with gummed ages so that housewives could in-ert recipes. A slip of paper called Many Uses" explaining the prod-ct, was inserted in each roll and vas required as proof of purchase. Moreover, housewives were re-uired to send in a dime. On the rogram three days a week, Rap-n-Wax received 32,000 dimes in 2 weeks.

Malt-O-Meal (Campbell Cereal o.) offered a spatula on its *Fea-ure Foods* participation for a box-op and 4 cents. Response totaled 5,749 in 16 weeks with 3,400 pre-niums being sent in the closing week of the broadcast.

Another example of program re-ults was the introduction of Spry o Chicago radio. The firm made a ouse-to-house canvass in Chicago giving housewives a pound can of Spry and recipe book. To further est the product one announcement was made on *Feature Foods* offer-ng the recipe book. Despite the housands of give-aways which had looded the market, this single an-nouncement pulled 4,417 requests.

Described as a woman's maga-zine of the air, *Feature Foods* of-fers different program subject mat-ter each day. On Monday, Miss Crane and Miss Joyce discuss gardening. Tuesdays they give week-end travel tips. A mothers' roundtable is the Wednesday fea-ture when Chicago mothers meet in forum to discuss their home problems. Thursdays' highlight is a rummage exchange, while on Fri-day interviews with local career women are aired. The Saturday program is given over to Foods Day and all sorts of recipes are broadcast and discussed. The half-hour morning program began on WLS in January, 1935, and has a large following among housewives in Chicago and 150 mile radius.

'We' to Sell Jell-O

GENERAL FOODS Corp., New York, on May 26 will change the product promoted on the *We, the People* program from Sanka coffee to Jell-O ice cream products, with a probable change back to Sanka in the fall. The program is heard on 51 CBS stations Tuesday, 9-9:30 p. m. Young & Rubicam, New York, handles the account.

Wings Over the Coast

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings), will sponsor a series of four weekly newscasts featuring John B. Hughes, Sunday, Tuesday, Wednesday and Friday, 8-8:15 p. m. (PST) over 7 CBS stations on the Pacific Coast, commencing about April 1. The broadcasts will originate at KSFO, San Francisco, and will be heard over KNX, KARM, KOIN, KVI, KIRO and KFPY. Account was placed through Russell M. Seeds Co., Chicago.

DR. L. D. LEGEAR MEDICINE Co., St. Louis, sponsored program from the Mississippi Valley Dog Show on WEW, St. Louis.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

FU MANCHU
Is Now
AVAILABLE
for
Sponsorship!

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Stamps of Approval



"Where is my nearest dealer?" . . .

"Send me a catalog" . . . Enclosed find $4.00 . ." Buying phrases like these occurred 318,517 times during 1938 in the *commercial* mail received by WIBW advertisers.

Kansas folks INSIST on buying WIBW-advertised products; yes, even go out of their way to do it. They *know* that if WIBW says a product is O.K., that's all there is to it. In fifteen years of friendly, neighbor-to-neighbor contacts, WIBW has never yet given them a 'bum steer'.

CASH IN on the implicit confidence WIBW listeners* have in this dominant regional station (5000 watts-580 kc).

WE'LL TELL YOU HOW!

**983,770 of 'em.*

WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Studio Notes

NBC EMPLOYES, who the year round work behind the scenes unheard and unknown to the radio audience, will broadcast their annual program March 18, from noon to 12:30 p. m. (EST) on NBC-Red. Norman Cloutier and an NBC orchestra will assist the talent on the program, which was conceived, planned and cast by a "program board" composed of employes from various divisions of the company. Clay Morgan, director of public relations, will act as master of ceremonies. A highlight will be a travesty on radio programs, *Bo-Peep a la Radio*, written by John F. Becker, of the transcription division.

A NEW rate card for WMCA, New York, effective March 1, maintains the station's basic rate structure of $650 per evening hour but eliminates frequency discounts in favor of discounts ranging from 2½ to 15% on weekly billings of $250. Consecutive periods, upwards of 26 weeks, are subject to additional discounts from 5% to 10%.

KWLK, Longview, Wash., has opened a new studio in St. Helens, Ore.

MBS will broadcast President Lebrun's arrival at Victoria Station and a welcome speech by the Lord Mayor of London. An address by the president at a luncheon in his honor at the Guildhall will be heard on NBC-Red March 22, while later that day MBS will present a recorded rebroadcast of the talk. Edward Murrow, CBS representative in England, will broadcast a description of an official state reception held for the French ruler on March 23.

WHN, New York, on March 12 began a series of afternoon radio opera auditions which are broadcast from the stage of the New York Hipprodrome under the guidance of Alfredo Salmaggi, artistic director. Operatic aspirants who have not yet made their debut and those who have appeared on the operatic stage may participate in the broadcast auditions, but must be qualified with at least one full opera role for immediate placement in the cast of an opera which will be produced by Mr. Salmaggi.

EVENING attire is being donned after 6 p. m. by all artists, musicians and announcers at the KPO-KGO, San Francisco, studios and special uniforms are being worn by members of the mail, messenger and guest relations staffs during the Golden Gate fair.

MEMBERS of the sales, announcing and continuity staffs of CHAB, Moose Jaw, Sask., recently completed a course in public speaking and voice production conducted by F. S. Dickinson, of Vancouver.

SPONSORED by the Ski Hut and featured over KXL, Portland, Ore., every Thursday, Friday and Saturday night at 6:45, is *Timberline Sports*, furnishing skiers in Portland and vicinity with accurate weather and skiing conditions on Mount Hood together with yodeling records imported from Switzerland.

FOLLOWING an annual custom, a five-part religious drama, *The Living God*, will be inaugurated over NBC-Red network April 3 under auspices of the National Council of Catholic Men, Washington, D. C. Series will be sustaining and heard Monday through Friday, 6-6:15 p. m. during Holy Week. Cast will include Mary Carr, Walter Connolly and Pedro de Cordoba, film actors.

MRS. MURPHY'S boarding house, landmark of Finchville in the *Josh Higgins of Finchville* series on NBC-Blue, will be given honorary membership in the National Restaurant Assn. March 17 when its President Roy W. Cooley appears on the morning program as Josh's guest.

Found by WAZL

DR. G. W. TAGGART, of Hazleton, Pa., is a basketball fan. Recently while attending a game an emergency call came to his office. The office, unable to contact the high school to have him paged, called WAZL, which was broadcasting the game under sponsorship of Atlantic Refining Co., asking if the station could contact Dr. Taggart. Engineer Lou Murray cut into the line for three seconds and soon Dr. Taggart was on his way to the patient.

EXECUTIVE and news offices of KVOO, Tulsa, were moved March 1 into new quarters in the Philtower, occupying the floor directly under the two floors now housing studios and general offices of the station. A new studio also is being constructed and one floor is being remodeled to provide experimental laboratories for television and facsimile work by Watt Stinson, chief engineer.

PROMOTION department of WLS, Chicago, hit a snag the other day when Shing Leung Chau, editor of the local Chinese newspaper *San Min*, visited the *WLS America Forward* program and then wrote a long article about the patriotic broadcast. Mr. Chau kept his bargain and sent in the article heavily underscored, but WLS promoters couldn't read Chinese.

KFAC, Los Angeles, which has maintained a staff orchestra since 1931, dropped its six-piece group headed by Gino Severi, in early March, according to Calvin J. Smith, general manager. Musicians union quota for KFAC is six pieces. Without an orchestra the station is barred from remote pickups of union bands. No remote band broadcasts were being handled at the time the orchestra was dropped. Present policy calls for records and increased use of dramatic programs.

TRADITIONAL Easter sunrise services from the Hollywood Bowl on Sunday, April 9, will be heard exclusively on MBS from 8 to 9 a. m., after which Mutual will broadcast services from Mt. Rubidoux in Riverside, Cal., and from the capitol steps at Olympia, Wash.

TO TIE-IN with the twelfth season of the Metropolitan Opera Co. in Cleveland, March 27-April 1, Sherwin-Williams Paint Co. of that city will present six former winning vocalists of its *Metropolitan Auditions of the Air* programs on NBC-Blue in a special pre-opera concert on March 20 from the civic auditorium. The singers will give high-lights from the scheduled operas.

LISTINGS of real estate and businesses for sale are given in a weekly quarter-hour sponsored on WBAP, Fort Worth, by the Radio Property Exchange of Abilene, Tex.

CJIC, Sault Ste. Marie, Ont., and CJLS, Yarmouth, N. S., are now available through CBC as supplementary stations to their respective regional networks for acceptance of commercial programs, each available at $25 per hour.

KRKD, Los Angeles, has started publishing a monthly printed house organ, *KRKD News*, edited by the staff. The four-page 7x10 inch publication, is for employes of the station but is also mailed to sponsors and agencies.

KSTP, Minneapolis-St. Paul, has taken over the Gold Room in the Radisson Hotel, Minneapolis, completely redecorating the transforming room for radio purposes. The new studio has a seating capacity of 400.

The Romance of Oil...



is the story of KWKH-KTBS

When the cry of "oil" aroused West Louisiana and East Texas a few years back, a new Shreveport was born. And along with it, such cities as Rodessa, Caddo, Sligo, Waskom, Elm Grove and scores of others. * * * These are oil towns; Shreveport is their capital. Together, they feed, clothe, house and entertain the 1,500,000 people who live in the world's greatest oil and gas producing area. * * * KWKH and KTBS are their stations. The only network stations within 175 miles of Shreveport, advertisers say they give exceptional results. That's no wonder. * * * The new Shreveport is a story of oil. KWKH-KTBS is part of it.



KWKH
10,000 WATTS CBS

KTBS
1,000 WATTS NBC

REPRESENTED BY THE BRANHAM CO.

SHREVEPORT • LA •

Guestitorial

INDUSTRY OR HOBBY? LET'S DECIDE

By WALTER E. RODDA
WKZO, Kalamazoo

WHAT is one of the questions the industry must decide for itself, in the year 1939. Whether to forge ahead as an industry or become more and more a hobby.

With the coming of the lean years of radio, when all the world was crying depression, the voice staff was the first to feel the heavy hand of economy's axe! Voice staffs over the nation were cut to a minimum. Now, that the prospects for the coming years appear brighter, is the time for serious consideration to be given to this weakness. This must be done if the sponsor spending his radio dollar is to receive the quality of advertising he buys.

Well educated and well trained men in the voice branch of the radio industry have, more and more, been turning to fields of endeavor which offer more security. In this manner, radio is losing many men who might be valuable assets in holding higher standards, for many managers have practiced the habit of replacing paid members of the staff, with those who would work for 'glory', or if you wish 'experience'.

The Advertiser's Side

This has not only lowered the quality of the voice staffs over the country but it has lowered the value of the advertising dollar spent by local advertisers and national advertisers on local stations.

This writer could cite several examples, one station in particular where the entire announcing staff was given the choice of a drastic salary cut or replacement by an entire staff of cubs. Some other stations have allowed their staffs to dwindle to one paid professional announcer for the more important commercials and several cubs for the remainder of the work.

Such a situation will not only flood the field with hundreds of half-trained men, who believe themselves trained for announcing; speed up labor turnovers in stations unfortunate enough to hire these men, who haven't the background necessary to carry out what may be demanded of them; but will hold in check what otherwise might be a general upswing in local advertising, with the return of better times.

Radio is still new and cannot afford to be dictatorial in what it offers the man spending his advertising dollar. He deserves the best the industry can offer for what he pays. So what shall it be in 1939, "Industry or Hobby?"

Levy Stock Gift

ACCORDING to a report of the Securities & Exchange Commission, Isaac D. Levy, CBS director, on Jan. 16 made a gift of 700 shares of Class A CBS stock, and on Jan. 30 Leon Levy, also a director, made a gift of 235 shares of Class B CBS stock. As of the end of January, the SEC report showed holdings for Isaac Levy of 62,500 shares Class A and 23,115 Class B, and for Leon Levy, 37,850 Class A and 44,177 Class B.

ADMITTED to listing on the San Francisco Stock Exchange recently were the Class A and B stock issues of Columbia Broadcasting System Inc. The listing comprises 964,296 shares of A and 948,674 shares of B stock, each of $2.50 par values.

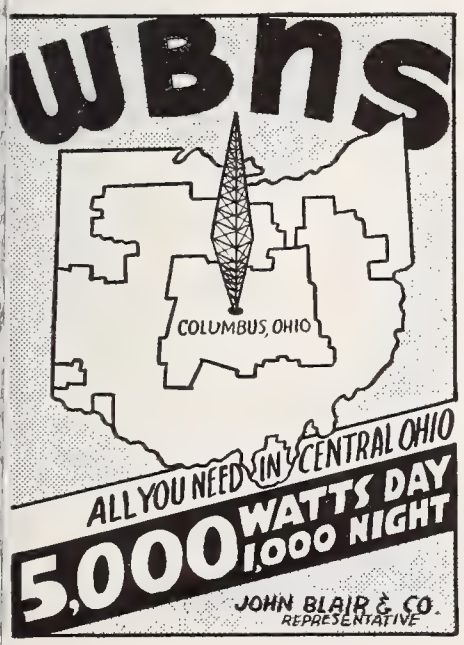
WGRM, Grenada, Miss., owned by P. K. Ewing has applied to the FCC for authority to move its transmitter to a point near Greenwood, Miss., and its studio to the Leflore Hotel, Greenwood.

POKON PLANT FOOD Corp. began a test radio campaign March 3 in Detroit and Michigan, using a quarter-hour radio program, spot announcements and direct mail. Simons-Michelson Co., Detroit, handles the account.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS



FOR YOUR NEXT CAMPAIGN

SELECT

The Regional Station With

The Cleared Channel Coverage

KFYR

BISMARCK • North Dakota

The only single station that blankets the Red River Valley of Western Minnesota and Eastern North Dakota on the one hand and the Rich Black Hills of Western South Dakota and the irrigated lands of Eastern Montana on the other.

550 Kc.
NBC Affiliate

Let Us Sell Your Story

5000 Watts Day
1000 Watts Night

MEYER BROADCASTING COMPANY

BISMARCK • NORTH DAKOTA

National Representatives—GENE FURGASON & CO.

FCC Inquiry May End in April

(*Continued from page 20*)

for all maintenance and service on lines from San Francisco north.

In 1938 PBC paid Pacific Telephone & Telegraph Co. a total of $121,324.69 for lines, he said, including $68,832 for 717 miles of Schedule "A" lines, $29,224.80 for 467 miles of Schedule "C" service, $15,660 for station connection charges, $1,440 for local channels, and $6,167 for reversals and installation of special facilities.

Under the station contracts, with PBC footing all line costs except local loops, stations ordinarily give PBC seven night hours free time, or double-day on a non-cumulative basis, Mr. Haymond said. Breaking down program schedules for a typical week, he pointed out that 7.19% of the aggregate station time went for network commercial hours, 45.23% for network sustaining hours, 28.86% for local commercial hours, and 18.67% for local sustaining hours.

With a total net revenue of a little more than $125,000 in 1938, PBC had an operating cost, including line charges, of about $124,000, leaving a surplus of approximately $1,000 for the year's operation, he commented. Also included in this figure was $9,000 distributed equally among the three stockholders as dividends, he added.

Benefits of Network Operation Described

Stating that the Northwest network, operating solely on a regional basis, and without any national connection, "could not be supported", he justified the position of a regional network as benefiting both the individual stations and the public. In addition to providing programs of a quality impossible to reproduce locally, network affiliation has improved the quality of local programs by giving the stations something to shoot at, he commented, adding that "network affiliation has usurped no rights of the individual stations and has resulted in benefits for both the station and the listening public."

Asked on cross-examination by Mr. Funkhouser if it would not be "more economical" to simply mail transcriptions to stations, rather than broadcast transcribed programs on the network lines, Mr. Haymond commented that although this might be so, the fact remained that line charges still would continue, since lines necessarily are secured on a continuous 16-hour-a-day basis. A main selling point in selling stations in out-of-the-major-market areas is the saving in "platter costs" by broadcasting a single transcribed program over an established network line, he continued, and in many cases the cost factor of transcriptions may discourage advertisers from using these stations if they must be supplied with discs individually.

"It might be possible to save the advertiser part of the seven million dollars charged him for lines by using transcriptions, but it would impair network sustaining and educational service if lines were not available on a permanent basis," he declared, adding that only from ½ to ¾ hours of transcribed programs are carried on the network during a day.

Asserting that about 10% of the gross revenue of KIT and KMO goes for payments and fees to performing rights groups and similar organizations, he said KIT paid an ASCAP fee of about $4,000 in 1938, with another $3,800 for its musician's contract, while KMO paid about $5,000 and $4,400 respectively. Pending litigation on Washington legislation covering copyright matters has made performing rights groups proceed cautiously, he said.

Verbal Agreement Ties Virginia Group

Also appearing Feb. 28, for Virginia Broadcasting System, S. C. Ondarcho, manager of WBTM, Danville, Va., said under direct examination by Mr. Fisher that the network exists at present for broadcasting occasional special events only and that under its loose organization, with no written contracts and no permanent telephone line arrangements, its assets included only the $500 capitalization "and one remote control amplifier." One $100 share in the organization is held by each of the five participating stations—WRNL, Richmond; WCHV, Charlottesville; WGH, Newport News; WLVA, Lynchburg, and WBTM—he explained.

The stations are tied together only by a verbal agreement "to clear time if possible", Mr. Ondarcho declared, though it is purely a voluntary proposition and without obligation. Lines are purchased as needed, and Schedule "D" or "E" lines are used ordinarily. The organization keeps no books, he explained, since revenue, after line charges are paid, is distributed immediately among the participating stations.

Michigan Network's Coverage Is Described

As officers of the network he listed Earl Sower, of WRNL, president; Hugh M. Curtler, of WCHV, vice-president, and himself as secretary-treasurer. Directors, in addition to the three officers, included Phillip P. Allen, of WLVA, and E. E. Bishop, of WGH.

Appearing for Michigan Network March 1, Lynne C. Smeby, technical supervisor of WXYZ, WOOD-WASH and the network presented technical data on coverage and duplication for the eight stations in the State hookup, under direct examination by Robert W. Mapes, counsel. His exhibit indicated that while the 2,018,000 population in the WXYZ ½-millivolt daytime area received unduplicated service, several of the other stations in the network had "rather high" duplication ratios, although the aggregate duplication for the network as a whole amounted to only 9% within the ½-millivolt daytime area, and 2.13% in the 2-millivolt daytime area, with no duplication at night.

George W. Trendle, president of King-Trendle Broadcasting Corp. owner of WXYZ, Detroit, and lessee of WOOD-WASH, Grand Rapids, under direct examination by Seth Richardson, termed Michigan Radio Network "really a fictitious name" and no business entity itself, operating under arrangements with other stations in the State to carry certain accounts developed by King-Trendle.

Listing the stations in the network, organized in 1930, he included, in addition to WXYZ and WOOD-WASH, WIBM, Jackson;

Elliott Roosevelt Presents Plan for Indefinite Licenses . . .

Following is the text of Elliott Roosevelt's prepared statement used as a basis of his testimony of March 7 before the Network Inquiry Committee, during which he urged certificates of convenience and necessity for radio stations carrying indefinite license periods in lieu of the present six-month licenses:

Radio as a business today has financial requirements differing but little from those of other industries. There are occasions when broadcasting stations and networks find it necessary to borrow money. If we were in the steel business, the cement business, the automobile business, or in almost any other business all that would be required of us in securing a loan would be that we demonstrate our ability to repay. In radio we can usually demonstrate our ability to repay if—and this if is a big if—our stations are relicensed during the period the loan is outstanding.

No bank could make a loan purely on the business of a broadcasting station. The bank is using its depositors money and with the uncertainty of the continued operation of a broadcast station, on the basis of a six-month's license, cannot justifiably make such loans.

The radio industry has apparently not as yet felt the stifling effect of lack of adequate financing largely because of the stability and dependability of the personalities associated with the industry.

Problem of Liquidation

In our own case, the Texas State Network could never have gotten under way without the help of Mr. Richardson and Mr. Roeser [TSN backers], who are men of vision, and who, in addition, had the cash to bet on that vision.

Another handicap to the securing of capital is the uncertainty of being able to liquidate if that should become necessary through undue restrictions on the sale of stations.

Now there has been a lot of loose talk about trafficking in licenses, and of broadcasters realizing huge profits from the sale of licenses. This talk is, I think, largely engendered by a lack of appreciation of the difference between trafficking in licenses and the legitimate sale of a station.

Trafficking in licenses would seem to me to take place in one of two ways: Where a person secures a construction permit to build a station with no intent to construct or operate it, and who seeks to sell this right to others at a profit; or where a man buys a station with no intention of operating it but for the sole purpose of disposing of it at a profit.

A legitimate sale of a station is where a person in good faith constructs and operates it, or purchases it and operates it and builds up a business and then sells it. He may for any of a number of reasons wish to dispose of it. Suppose he has built up a business which brings him in a substantial yearly profit, should he be required to suffer a loss in disposing of the station because in the minds of some he is trafficking in a license? Suppose he gets old, or is in ill health, or suppose some unexpected immediate need for cash presents itself, is he to be told that he cannot realize on the time, energy and money he has put into his business? If he were told that, it wouldn't be long before no one would care to invest time, money or energy in the radio business.

Commission's Functions

The criticism is sometimes made that radio stations project their potential earnings as a basis for the sale of the station beyond their six-month's license period. Well, isn't it true that stations are required to make capital outlays which couldn't possibly be earned back in six months and must necessarily be projected beyond a six-month's period?

After all, isn't this Commission's primary interest that of insuring to the people of the United States the best radio service of which this country is capable of producing? If the buyer of a station can continue to render a high grade radio service or can improve upon that service, what does it matter to you whether the station sells for a dime or a million dollars? You can continue to regulate the buyer just as you did the seller.

I don't know of a single industry of comparable size which is required to apply each six months for the right to continue in business. The railroads and the airlines are given certificates of convenience and necessity which allow the assurance of continuation. Has this lessened in any degree the regulatory authority exercised by government over them?

Why cannot radio stations be given a more secure assurance of continued life so long as they operate in accordance with law and your regulations? Why cannot you recommend to Congress that legislation be enacted giving radio stations certificates to operate which are revocable upon a showing that they have failed to operate according to law and regulations and have failed to operate in (a more clearly defined) public interest, convenience and necessity?

If the regulatory right of the United States Government is not diminished, what logical reason can be advanced for holding the radio industry under such a short lease of life?

If you will look back to 1927 when the Radio Act of 1927 was passed and scan the intervening years to 1939 and ask yourselves how many radio stations have been denied renewals of license, you can almost count them on your fingers.

I am confident that legislation can be enacted giving radio stations certificates which will not take away from the Commission any of the authority it now exercises, and which will enable the radio industry to face the future with greater confidence and stability.

WFDF, Flint; WELL, Battle Creek; WKZO, Kalamazoo; WBCM, Bay City, and WJIM, Lansing. Stockholders and officers in the corporation include Mr. Trendle, president, 40% of the stock; John H. King, vice-president, 40%; H. O. Pierce, secretary, 10%, and H. Allen Campbell, treasurer, 10%.

Reviewing a series of financial statements for King-Trendle Corp. and Michigan Network, he pointed out that in 1934 the corporation operated at a net loss of $37,782.30, after depreciation and amortization; in 1935, at a net loss of $40,-514.47; in 1936, for the 53 weeks ended Jan. 2, 1937, a profit of $139,625.78, and in 1937, a total profit of $203,929.18, including profits of $159,770.16 and $44,-159.02 for WXYZ and WOOD-WASH, respectively. For the network, profits amounted to $36,-819.33 in 1937, and $6,325.71 in 1938, he said.

Broken down, King-Trendle revenue of $1,306,110.34 in 1937, as shown in Mr. Trendle's exhibit, includes $538,351.17 chain revenue, with $521,081.33 for WXYZ and $17,269.84 for WOOD-WASH; $166,838.43 for local programs, with $101,245.84 from WXYZ and $65,592.59 from WOOD-WASH; $304,493.65 for announcements, with $222,790.26 from WXYZ and $81,703.39 from WOOD-WASH; $70,878.39 for remote lines, with all but $464.54 from WXYZ; $198,-567.33 for talent, with $194,393.68 from WXYZ and $4,173.65 from WOOD-WASH; and miscellaneous revenue totaling $26,981.37. Total revenue for WXYZ in 1937 was shown as $1,136,727.93; for WOOD-WASH, $169,382.41, with individual net profits of $159,770.16 and $44,159.02, respectively.

Program Activities Draw Attention

Michigan Radio Network was started to give Detroit additional coverage in the State, said Mr. Trendle, and attention was concentrated on building up good programs, then selling commercial time where possible. With member stations affiliated with NBC, the nationwide network programs are handled through the MRN office, he said. In return for free hours from the stations, MRN furnishes lines and sustaining programs to affiliates at no cost, he added, and when free time is exceeded, affiliates get "a certain rate" for the excess.

Much attention was directed at King-Trendle's program activities during Mr. Trendle's appearance, particularly in regard to its *Lone Ranger* and *Green Hornet* series. In working out program schedules for the network, Mr. Trendle commented, WXYZ chooses between NBC, CBC and local programs, while MRN stations themselves also make their individual choices of programs, using only "what they want". An analysis of a typical-week program schedule indicated that MRN stations in the aggregate used an average of about 8% NBC commercial hours, about 40% NBC sustaining hours, about 2.5% MRN commercial hours, and 10 or 11% MRN sustaining hours, in addition to individual local programs.

"We spent a fortune developing program talent," Mr. Trendle commented in discussing the formation of WXYZ's program policies. After WXYZ's departure from CBS, realizing that a single station would be unable to compete in quality with network musical and comedy programs, WXYZ concentrated on and developed "a very remarkable" dramatic program production, he said, citing as examples the *Lone Ranger* and *Green Hornet* series. Observing that the only outstate originations are in the Grand Rapids stations, he said "the local stations gave up the ghost and left program originations up to us."

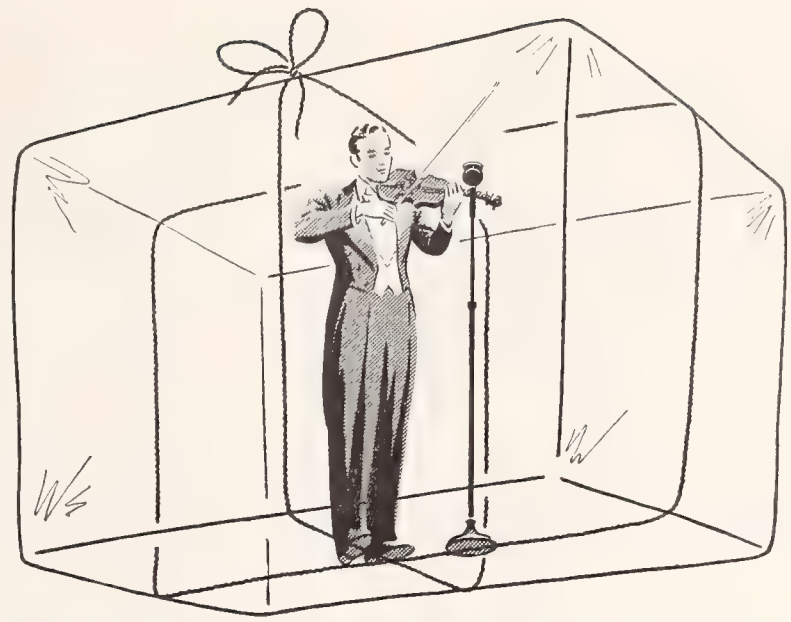
Under cross-examination of Mr. Funkhouser, he continued his discussion of WXYZ's development of programs. Stemming from previous experience in the theatre, a program staff, now numbering "40 or 50 fulltime and parttime workers", gradually took shape under the guidance of himself and Howard O. Pierce, Mr. Trendle commented. After leaving CBS, about $300,000 was spent in developing programs and talent that would put WXYZ "on its own feet" from a listener-interest point of view, he said. Most of the talent is drawn from Detroit, he observed, and although the opportunity for amateurs is "probably better than almost anywhere else", there is "surprisingly little" response from them.

'Lone Ranger' Carried By 127 Stations

The *Lone Ranger* series, recorded off network lines by NBC in Chicago, is carried, either direct or by transcription, on 127 stations in the United States, Canada and Australia, Mr. Trendle declared, adding that there has been "some talk" of broadcasting the series on several European stations. Of the present 127 stations carrying the program, 65 get it direct on network lines and 62 by transcription. With NBC making the transcriptions, at a definite charge to WXYZ, or King-Trendle, the Detroit organization reserves certain territories for itself in marketing the transcriptions and allows NBC to market them in other secondary trade territories, getting a 50% commission on all NBC sales, he explained. MBS, with many of its stations carrying the series, provides free lines for both the *Lone Ranger* and *Green Hornet*, he added.

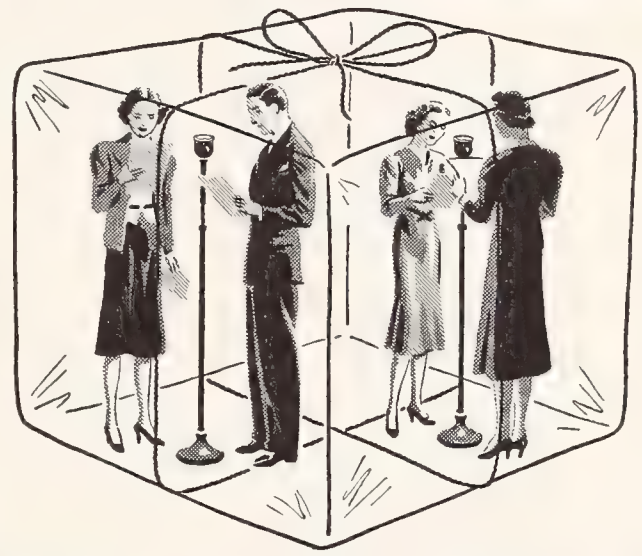
Although he said he could not



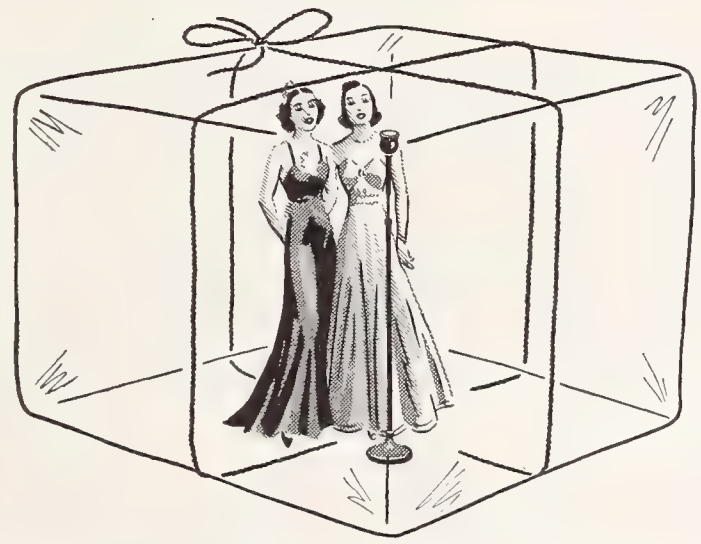


COAST TO COAST

BY



SPECIAL DELIVERY



Radio programs consist of one of the most fragile things in the world—sound.

Yet thousands of these fragile "packages" are delivered each year to millions of listeners over nation-wide network facilities especially provided for this purpose by the Bell System.

The work of Bell Telephone engineers and scientists, constantly improving and extending these facilities, contributes in no small degree to the achievements of radio broadcasting in this country.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

definitely describe the financial conditions of the individual MRN stations, Mr. Trendle said they were "very healthy, and I presume making money; and all are very happy to be in the network". With the affiliates wanting to carry NBC commercials, he explained further, a supplementary agreement was made, bringing NBC, King-Trendle, and the individual stations "all in one basket" as for NBC programs, both commercial and sustaining, superseding the original King-Trendle-NBC contract.

Campbell Tells How Series Is Handled

Concluding his testimony, in response to questioning on payments made to performing rights and similar organizations, he estimated that about 15% of net income went for such fees.

H. Allen Campbell, treasurer and general manager of King-Trendle, was called to the stand at the request of Mr. Funkhouser for questioning on the corporation's relations with NBC, particularly in the recording-marketing arrangements for the *Lone Ranger* series.

Mr. Campbell explained that NBC takes the *Lone Ranger*—"strictly a transcription service which we will sell wherever it is wanted"—off the line at Chicago during the 10:30 p. m. West Coast broadcast. WXYZ, he continued, reserves the major markets for itself, leaving the smaller ones to NBC, and neither invading the other's territory. NBC charges WXYZ $110 per master and $3.75 per pressing, he explained. The "talent charge", coming to WXYZ for each program, amounts to 50% of the highest half-hour of each station, and in addition, with NBC getting about $20 per program per station (less agency commission) in its territory. WXYZ also gets 50% of NBC's gross from the sales. As for MBS, it "may get something through their arrangements with their affiliates, but that I do not know". The transcriptions are broadcast four weeks after the live programs are heard, he said, and there are from two to three live broadcasts daily, according to season.

Arrowhead and Empire Described Briefly

Prior to appearances for Empire State Network and California Radio System March 2, Arthur Scharfeld, counsel for Arrowhead Network, made a short statement for the record, explaining that the three-station Minnesota hookup—embracing WEBC, Duluth, WMFG, Hibbing, and WHLB, Virginia—did not constitute a network within the definition of Order 37, and requesting that in lieu of personal appearance and testimony, information on the operation of the stations, filed with the FCC, be incorporated in the record.

Harold E. Smith, president of Empire State Network, under direct examination by George O. Sutton, counsel, declared the network still was "in existence, but in a state of suspended animation", adding that "if conditions warrant, we probably will resume operation", although present intentions, either to operate or dissolve, are indefinite.

He explained it had operated only 45 days—from Sept. 23 to Nov. 6, 1938—and was organized primarily as a political campaign hookup. Stockholders, in addition to himself with 50 shares, included Gordon Brown, 25 shares, and Scott Howe Bowen, 25 shares. The stations are tied together by an informal letter of agreement, he stated, with stations selling time to the network for 30% of the card rate and giving the network two hours free time per week.

Hamilton Appears For California Group

Appearing for California Broadcasting System, Guy C. Hamilton, president of McClatchy Broadcasting System and general manager of operations, traced development of McClatchy radio holdings in California, under examination by Frank D. Scott, counsel.

California Radio System was formed in November 1936 under a "partnership agreement" between McClatchy Broadcasting Co. and Hearst Radio Inc., he said, establishing KFBK, Sacramento, KMJ, Fresno (McClatchy stations), KYA, San Francisco, and KEHE, Los Angeles (Hearst stations), as "basic stations", and KWG, Stockton, and KERN, Bakersfield, as "optional stations". With CRS operating at a loss, the Hearst interests asked to be relieved of their contract obligation, he continued, and in November, 1937, McClatchy took over the network.

All stock of McClatchy Broadcasting Co. is held by McClatchy Newspapers, of which Eleanor G. McClatchy is president and he is vice-president and secretary-treasurer, Mr. Hamilton declared. Net value of the McClatchy properties is carried on the books at $4,500,000, although "actual value" for sale purposes "would probably be around eight or nine million".

Discussing the contract with Pacific Telephone & Telegraph Co. for lines, he explained that by using "C" lines, billed according to 1938 contract at $2,662.20 per month, and using McClatchy engineers rather than those of the telephone company to do the servicing, the network lines really afford "A" service but represent a 50% saving over the purchase of actual Schedule "A" facilities.

Analyzing profit and loss figures, Mr. Hamilton said that from December, 1936, through January, 1939, California Radio System had operated with an aggregate loss of $53,849.29. For December, the single operating month of 1936, the network lost $4,615.73, his figures indicated, with a 12-month total loss of $56,788.70 for 1937, and an $8,623.67 profit in 1938. During the 26 months total revenue amounted to $202,561.64, and expense $256,410.93, he pointed out.

Cross-examined by Mr. Funkhouser, Mr. Hamilton said each of the McClatchy stations have individual contracts with NBC, and the NBC contracts have nothing to do with the chain operation of CRS.

Responding to Mr. Funkhouser's questions on the feasibility of substituting transcriptions for network operation, he said that although he would be "glad to mail transcriptions to the stations", he considered it a "valuable convenience" to have lines permanently available "for both sustaining and commercial programs". The present special events pickups could hardly be transcribed with satisfactory service results, he pointed out, and although certain other sustaining programs could be transcribed, "there aren't so many of this type". He added that although their cost amounted to more than the difference between profit and loss for the network, they "couldn't get along without" the Los Angeles and San Francisco wires.

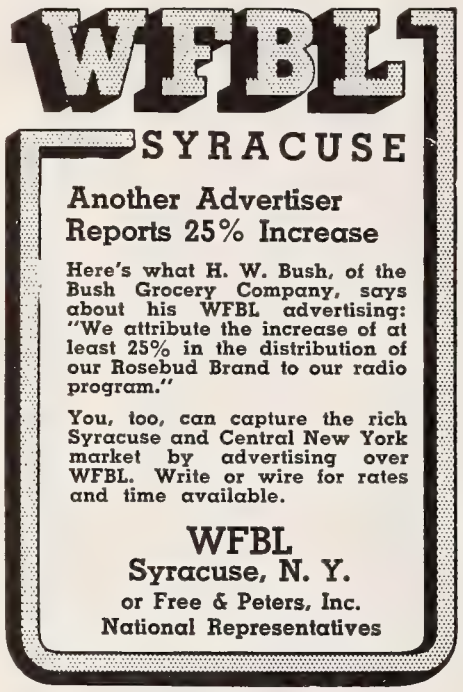
Texas Quality Network Described by Mr. Campbell

Profits from radio operations have been ploughed back into further developments of the science by the McClatchy interests, he commented, pointing out that after having spent about $40,000 on facsimile, they are planning to spend about $75,000 additional this year.

E. C. Page followed Mr. Hamilton to the stand, supplying engineering data on CRS operation. Of 4,766,400 persons served by the eight-station hookup in the ½-millivolt areas, he said 92% received unduplicated daytime service; of 4,254,000 in the 2 millivolt areas, 97% received unduplicated daytime service, and of 4,284,000 in the nighttime interference-free areas, 93% received one service only.

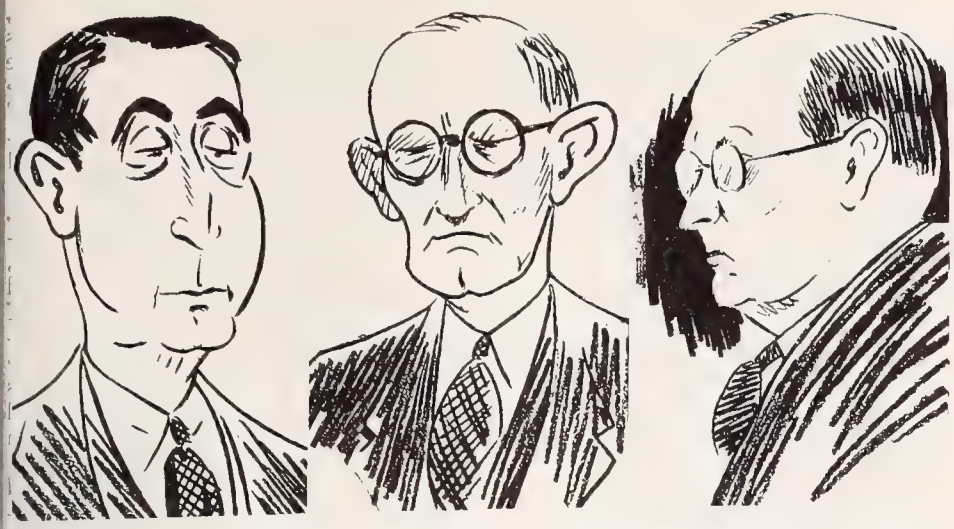
In a brief appearance, Martin B. Campbell, manager of WFAA, Dallas, and a director of Texas Quality Network, described the operation of TQN as a cooperative regional network embracing WFAA-WBAP, Dallas-Fort Worth; WOAI, San Antonio, and KPRC, Houston. Under direct examination by Philip G. Loucks, TQN counsel, Mr. Campbell said all four stations were affiliated with NBC and that no one was the "key station", each acting as a selling agent for the others. With the exception of a sustaining program originating regularly on the Texas A & M station, almost all other TQN traffic is in commercial programs, he said.

TQN offers time for sale at the stations' card rates, he continued, with the originating station hand-









WORTHWHILE doodling was indulged in by Benton Ferguson, promotion manager of Texas State Network, while his boss, Elliott Roosevelt, testified March 7 and 8 before the FCC Network Inquiry. On ordinary scratch-pad paper he produced these homespun caricatures of the "bench". Left to right they are Judge Sykes, Chairman McNinch, and Commissioner Walker in their most attentive moods and manner.

ling the billings for each program. For convenience, WFAA contracts with Southwestern Bell Telephone Co. for the lines, taken on a 5-day notice to terminate basis, and after lines are paid for, the remainder or deficit from revenue is divided among all the stations. TQN wires are operated separately from those of NBC, he said.

Referring to the NBC engineering presentation of Worthington C. Lent, NBC allocations engineer [BROADCASTING, Dec. 15, 1938], Mr. Campbell said he would "rely upon" the NBC data on TQN stations' coverage and duplication.

Weisman Tells of Inter-City Hookup

Also making a brief appearance March 2, William Weisman, vice-president and attorney of Knickerbocker Broadcasting Co., licensee of WMCA, New York, told of the operation of Inter-City Broadcasting System, under examination by John M. Littlepage, counsel.

Bound by contract with Inter-City, the individual stations pay their line charges, with two exceptions, he said, and WMCA, as headquarters, acts as selling agent for any or all affiliates. In the case of WPRO, Providence, and WOL, Washington, affiliated with CBS and MBS, respectively, WMCA pays the line costs.

In these two cases, Inter-Citv's time needs are subject to the demands of the national networks with which the stations are connected, he pointed out, but the other stations— WMCA, WIP, Philadelphia: WDEL, Wilmington, Del.; WCBM, Baltimore; WMEX, Boston; WGAL. Lancaster, Pa.; WORK, York, Pa., and WLAW, Lawrence, Mass.—must clear unsold time when needed by Inter-Citv.

WMCA does the great bulk of the selling, he stated, although the opportunity to sell and collect commissions is open to all member stations. WMCA sells the account, collects the money and handles transmission details, deducting a commission amounting to "about 10% to 15% net", he explained, adding that any station selling a program would get this commission.

Testifying for Texas State Network, Elliott Roosevelt, president and chairman of the board of that regional chain and owner of KFJZ, Fort Worth, appeared March 7 and 8. Under direct examination by his counsel, William A. Porter, and cross-examination by Chairman McNinch and Mr. Funkhouser, Mr. Roosevelt outlined the operations of the 23-station network and discussed at length Government regulation, licenses and program policies.

Elliott Roosevelt Urges Certificates of Convenience

When it began operating Sept. 15, 1938, TSN set out to cover Texas "like the three high-power NBC stations and the fairly high-powered CBS stations," Mr. Roosevelt began, going into a discussion of the organization of the network, along with profit and loss figures from its first 4½ months of operation [see story on page 65].

Advocating a "certificate of convenience and necessity" of indefinite duration, depending solely upon proper operation, to replace the present six-month license arrangement, Mr. Roosevelt pointed to the difficulties encountered by small independent stations in securing financial backing. With the "most desirable" stations affiliated with national networks and with the insecure tenure of a six-month license, persons supplying funds for a small station are necessarily "taking a gamble", he declared, and they are prompted to put up the money more "in the spirit of public service" than in making a good investment from a business standpoint. Observing that radio is the only industry unable to secure financing from banks, he commented that "no bank could justifiably loan its depositors' money to a radio station" simply because of the indefinite life of the station as mirrored in its six-month license.

Trafficking in licenses, with the licensee having no intention of actually building or operating the station, or buying a station merely to sell it at a profit to someone else, must be differentiated from buying a station with intent actually to operate it, he commented during a discussion of the FCC's consideration of selling prices.

"I don't think it makes any difference if a station sells for a dime or a million dollars," he declared, "so long as the buyer as well as the seller is regulated and the station continues to operate in the public interest."

Suggests Changes in Communications Law

Mr. Roosevelt recommended statute changes that would grant operating certificates, revokable only upon a showing of operation not in the public interest, that would clarify "public interest, convenience and necessity", and that would limit the liability of stations for what may be said over their facilities. "In general, the United States radio industry needs the help of the Federal Government to put its house in order and establish it on a stable basis."

Asked by Chairman McNinch if a three-year license might solve the difficulty, Mr. Roosevelt declared: "Three years or six months makes little difference. I feel we should be given a certificate of operation that will hold so long as we live up to the requirements. We in the smaller stations would like to participate in the development of the industry, but we can't do it today." As is now the case with the aviation industry, the Government's permission to use public property —the air—would depend entirely on satisfactory operation, he said.

Declaring that "if the broadcast-

"Hello, Bill Larcomb" (Brown & Tarcher)

Did You say MARKET ?



Then it'll pay you to check on PEORIAREA. 605,646 people within 65 miles of Peoria—almost as large a population as the entire State of Montana! People who can BUY, too! Just ask the media men who cover this area with WMBD — with just ONE station.

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS WMBD

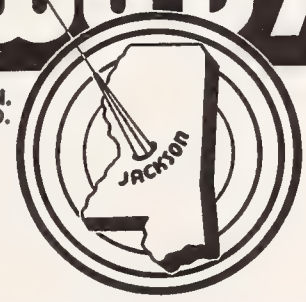
WMBD PEORIA

MEMBER CBS NETWORK

THE VOICE OF MISSISSIPPI

WJDX

1000 N. 5000 D.



N.B.C.

MORE PURCHASING POWER IN MISSISSIPPI

The State Tax Commission reveals that the people of Mississippi will have $3,635,531.72 to spend this year because of Homestead Tax Exemptions.

The office of the Secretary of State reports that "business continues to get better in Mississippi" with 66 new corporations making more jobs available under a combined capitalization of $28,194,350.

Predictions of a treasury surplus compared with deficits of from half a million to 10 million in six nearby states give Mississippi tax payers good reason for optimism.

Invest your advertising dollars with WJDX. Mississippi's Dominant Radio Station gives you an optimistic, growing market with more purchasing power.

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI



"PAUSE for Station Announcement"

"Ladies and gentlemen of the *Broadcasting* audience, we pause briefly in this semi-monthly survey of the radio world to give you a brief description of WBIG's audience in 200,000 radio homes in thirty-six counties of North Carolina and Virginia.

Alert executives keep abreast of the times by reading their trade journals and the leading business periodicals like *Nation's Business, Forbes, Sales Management, Drug Topics* and a dozen others. They must keep up with the trend of business.

In nearly every issue of the leading trade journals you will find GREENSBORO, with its fifty-mile trading area that tops even those of Richmond and Atlanta in population, value of manufactured products, annual wages paid, automobile registrations and agricultural products, *listed in "white"*, for business is far better in this section of the country now than the nation's average.

The Greensboro area and North Carolina is topping them all in increase in value of agricultural products and manufactured products, and WBIG—the favorite station in this favored region—covers the rich Greensboro trade area thoroughly. This metropolitan district of North Carolina has more radio sets, more automobile registrations, and is the richest and most populous section of the South!

Write for COLD FACTS about

WBIG

We return you now to the editorial pages of *Broadcasting* for the latest news of radio for radio people.

Edney Ridge, speaking . . ."

Where WBIG Business Write EDNEY RIDGE DIRECTOR Is "FACTS for DATA" Good IN GREENSBORO, N.C.

George P. Hollingbery, Co. *Natl. Reps.*

CHNS

HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue
New York City
Representatives

er is worthy to operate he should have a vested right", he took the position, upon being asked by Mr. McNinch whether operators should not pay for that right, that "the industry would like to be self-supporting and I think would be willing to pay the cost of its own regulation." As for royalties to the people of the country for use of the public domain, he maintained that they get royalties in the form of service and taxes.

Commenting on some of the recent additional burdens which have particular effect on smaller stations, he said KFJZ has spent about $8,000 and employs two additional persons simply to supply data for FCC questionnaires. Observing that this is due to no shortcoming of the Commission itself, but to the entire Government, he declared, "An inquiry into the broadcasting industry would be a valuable service, and the industry would welcome a day in court to lay its cards on the table."

When Mr. McNinch cited as "an extreme example" the sale of "a $50,000 station in Podunk for a million dollars" and asked for Mr. Roosevelt's ideas, the TSN president said, "The Commission should confine itself to the type of operation proposed. That's his business if the buyer pays that much, so long as he maintains good public service. The Commission should consider the proposed operation, with proposed rates, expenses and profits, and consider selling price only as it might affect operation."

Advertiser and Public the Best Barometers

Observing that the public and the advertiser are the best barometers of advertising rates, he commented that although stations ordinarily charged what the traffic will bear, their business still is conducted with "altruistic motives". He cited, as a case where the advertiser would not rebel, the raising of rates following an extension of facilities and service as against an arbitrary raise "because the operator suddenly decided he should have a much larger salary."

TSN maintains a sales force in Texas for Texas business, as well as sales offices in Chicago and New York for national accounts, he said. "I am traveling myself most of the time, selling the network to advertisers," he added.

"We cater to the advertiser with full distribution who wants Texas as a package," he commented, and in the case of spotted distribution, TSN "advises" the use of individual stations rather than the whole network.

If radio is to be "a potent force" in advancing Americanism, it must operate democratically, said Mr. Roosevelt. "Radio has advanced so rapidly that the law should be given an opportunity to catch up," he said. "Once censorship enters radio in this country, we might as well fold up our tents, because we'll be in the same situation as radio in the totalitarian states." Observing that "the present law is antiquated and deserves to have a little streamlining", he said definite program labeling regulations would obviate the necessity for censorship.

Censorship of Fear Is Said to Exist

Answering further questions by Mr. McNinch on the censorship situation, Mr. Roosevelt said "I believe there is a censorship of fear in the industry today, although the Commission may not realize it". This is largely because operators do not know exactly what they may or may not do. There should be some provision in the law limiting the station's liability "for what someone may say on the air," he said, while operators should be held responsible for proper labeling of all broadcast material, and liability lodged in the person actually originating or making the libelous statement.

Most Complainants Have Ax to Grind

"Profane, defamatory, and unclean" statements should be the only matter of concern for the FCC, he continued, and the rest should be left to the individual operator's discretion, so long as he properly labels his broadcasts.

"The great majority of program complaints are made by people with a personal ax to grind," Mr. Roosevelt declared. With anyone free to make a complaint, "the station immediately is put in the position of defending itself." He said "great assurance" has been felt throughout the industry by the FCC's revived practice of renewing a license and then proceeding with the investigation of program complaints rather than issuing temporary renewals pending outcome of investigations.

Responding to Mr. Roosevelt's suggested changes in law, Mr. McNinch invited him to "set them down as amendments" to be offered at the time the proposed amendments to the Communications Act of 1934 are considered in Congress.

Mr. McNinch frequently referred to a copy of the 1934 Act, quoting occasionally verbatim, as he queried Mr. Roosevelt. When the chairman

It Has Everything

GOVERNOR W. Lee O'Daniel of Texas, elected after a whirlwind radio campaign last fall, has a regular Sunday morning half-hour on TSN stations in which he makes a weekly "report to the people", Elliott Roosevelt, TSN president, told the FCC Network Inquiry Committee March 8. Describing the program, and responding to chuckles of auditors, he said the program is carried every week, "complete with prayer, hillbilly band and lamentations".



LET'S MAKE 'EM ALL TONIGHT, SUSIE!

Fargo is the biggest little city you ever saw—good evidence that our hayseeds have a heap of wealth even after paying for all their necessities! And Fargo gets most of the money that's spent in our rich Red River Valley — a radius of 200 productive miles!

WDAY in Fargo gives exclusive coverage of this entire Valley. Our newly-revised data book tells you everything about our prosperous rural-and-urban market. May we send it to you?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WBAL means business in Baltimore

id read the section of the law pro-
biting the vesting of any "own-
ship" in frequencies, Mr. Roose-
lt declared "the present setup is
st a subterfuge" of an actual de-
asible ownership of frequencies.
Mr. McNinch, remarking that
exas has some "right profitable"
ations, read off a list of stations
the state whose 1937 profits were
ported as near or above $100,000.
ncluded in the list were KRLD,
FAA - WBAP, WOAI, KPRC.
They're certainly doing all right,"
r. Roosevelt commented, "and I
ant to make some money, too."
owever, he pointed out that none
the stations listed by the Chair-
an as having six-figure profits
ere TSN affiliates.

The requirement that transcribed
rograms be announced as such
as described by Mr. Roosevelt as
orking to the advantage of net-
orks while penalizing non-network
ations. He said the announcement
minded listeners of the old
phonograph record" days, al-
ough the present day transcribed
rogram is of just as high quality
nd costs as much as a network
rogram.

eeks Clarification of olitical Problems

He termed the action of CBS in
ecently taking an option to buy
Vorld Broadcasting System as "a
ear move by CBS to catch up
ith NBC", and expressed the be-
ef that the control of the tran-
ription business thus vested in the
vo networks would operate against
ne best interests of stations not
ffiliated with them.

Commenting on the problem fac-
ng stations in supplying time de-
ands of certain groups, he asked
or a clearer definition between po-
tical parties as such and groups
preaching the overthrow of the
resent Government." "There is no
uestion of the importance of free-
om of speech in this country," he
eclared, "but there also is such a
ning as treason."

TSN acts as a central program
epartment for its 23 stations, he
aid. Pooling all the talent avail-
ble on the individual stations,
SN also has 157 employes at head-
uarters in Fort Worth. "We've un-
arthed and are employing more
alent than ever before was used in
exas," he commented, adding that
f the TSN program plan is suc-
essful, this type of operation will
ffer smaller stations a new way to
ompete with the big networks and
ne advertiser a new advertising ad-
antage.

Exclusive network contracts "are
ontrary to the purposes for which
he stations are licensed," he com-
nented, and "network stations are
elling their birthright and their
eason for being in existence" when
hey sign on an exclusive basis.
The individual outlets "have far
oo little to say" about the opera-
ion of the national networks, he
eclared, considering their obliga-
ion of public service.

Cross-examined by Mr. Funk-
ouser, Mr. Roosevelt declared that
'radio is a public utility" in the eyes
of the layman, despite the judicial
lefinition that it is interstate com-
nerce.

Classifying Don Lee and Yankee-
Colonial as "definitely hookups
rather than networks", he pointed
out that TSN, under its contracts,
s obligated to furnish 17 hours of
ive programs per day, and not
nerely a telephone line connection
o carry certain desired programs.

Texas State Network Now Making Profit Says Elliott Roosevelt at FCC Inquiry

TEXAS State Network's first year of operation will show a loss of about $50,000, though it was $105,783 in the red as of Jan. 31, 1939, according to testimony of Elliott Roosevelt, chairman of the board and president of the 23-station regional network, before the FCC Network Inquiry Committee March 7. TSN was started Sept. 15, 1938, and the loss represents unusual burdens incident to a new enterprise, commented Mr. Roosevelt. The network, he said, began operating at a profit about March 1.

Mr. Roosevelt disclosed that 5,000 shares of no par value stock have been authorized and 2,600 issued —the paid in capital amounting to $260,000. The stockholders include Charles F. Roeser, Fort Worth oil operator, 1,250 shares; Mr. Roosevelt, 1,000; S. W. Richardson, Fort Worth, 250; Emmett McMahon, Fort Worth, 50; A. R. Dillard, Wichita Falls, 50.

Assets Are Listed

Assets listed included $15,627 in broadcasting accounts receivable; $75,937 receivable from affiliates; $75,861 sundry accounts receivable; $38,932 reserve for depreciation. Mr. Roosevelt disclosed that demand notes for $74,000 were held on advances to Mr. Roeser and Mr. Richardson as principals in the Frontier Broadcasting Co., applicant for authority to purchase WACO, Waco, and KNOW, Austin, from the Hearst Radio group; for $18,000, advanced to KFJZ, and KTAT in Fort Worth for physical improvements; for $50,000, advanced to Mr. and Mrs. Roosevelt for the purchase of the new TSN plant; and for $3,000, loaned to KPLT, Paris, Tex.

According to the profit and loss statement for the period from Sept. 15, 1938, to Jan. 31, 1939, operating revenues totaled $140,401 which included $77,912 from sales of time, $57,082 in fees from stations, $1,554 in sales of announcements and $4,163 in talent placements.

Expense items included $52,456 for leased wires, $47,334 payments to affiliated stations, $28,365 for staff orchestra, $17,085 for UP news and ticker service, $9,385 for program and continuity salaries, $6,864 for engineering, maintenance and technicians' salaries.

For the 4½-month period, the expense items aggregated $245,903 against net operating revenues of $140,401.

Inserted in the record was the TSN contract with KFYO, Lubbock, designated by Mr. Roosevelt as typical, although exceptions were made in the cases of affiliates in Houston, Amarillo, Corpus Christi and Weslaco due to their NBC affiliations. This contract provides for 17 hours of programs per day, including UP news, for which station waives the first five hours of either MBS or TSN time; sets aside certain optional hours; pays $500 per month for network service (including line charges); secures its network card rate for commercials, minus 15% agency commission and 15% network selling commission. Contracts are non-exclusive and in force for one year. Mr. Roosevelt stated that sustaining shows may be sold locally. No affiliate has yet quit TSN, he stated.

Asked about radio's "jitters", Mr. Roosevelt commented, "All business is in the habit of getting jittery whenever the Government gets near it. Like any other industry, when the Government starts investigating, we get the feeling we are being regarded as criminals who have to prove ourselves innocent rather than being innocent until proved guilty."

Says Federal Station Would Be Costly Plaything

Asserting that he regarded the regional network as being more in the public interest, as it applies to its particular region, than a nationwide network, he added that nevertheless there also is a definite need for some national service. Although a 500 kw. station is popularly regarded as an "economic monstrosity" in the industry, he said, superpower transmitters would be valuable in times of national emergency.

He suggested that in assigning clear channels for 50 kw. operation, stations be required to install supplementary 500 kw. equipment for emergency use. Responding to a query by Commissioner Walker on the advisability of a government-owned superpower station, he said it would be an "expensive plaything" since it was to be used only in emergency. There would be no need for the Government to spend the money, he said.

Referred to the transcription and artists services of the national networks, Mr. Roosevelt said he thought they would "do better" to concern themselves entirely with actual broadcasting, leaving these services to independent organizations.

He said he was "heartily in favor" of a Government clearing house on technical matters, but opposed a "bureau" which would survey programs.

Urges Action Against Mexican Border Stations

Programs from Mexican border stations, some of whose operators have been "chased out of the United States", are "definitely of the worst possible nature", he commented, adding that "they are keeping down the level of what the people want". The State Department has been "slightly too polite" in protesting to Mexico, he stated. He suggested "it might be a good idea" for the FTC to take some action against advertisers using these stations.

George C. Davis, of the consulting engineer firm, Page & Davis, followed Mr. Roosevelt when he concluded March 8, explaining coverage and duplication data and maps for TSN stations.

Before adjournment until March 14, Mr. Funkhouser read into the record a letter from Leon Levy, owner of WCAU, Philadelphia, describing briefly the operation of Pennsylvania Network as a "temporary hookup formed to carry political speeches only during the last campaign". The letter was accepted in lieu of Mr. Levy's personal appearance at the inquiry.

AN ADVERTISER willing to spend $1.50 each for inquiries

GOT'EM FOR 81¢ NET ON KMBC at 6:30 am!

spending a total of $150 for time and talent

★ Ask your FREE & PETERS man for other radio bargains offered by

KMBC OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Inc. Nat'l Reps.

Purely PROGRAMS

TO PROMOTE safety in the Twin Cities and vicinity, WMIN, St. Paul, has organized the *WMIN Safety Club*, with more than 60,000 youngsters from all city schools participating. Each Saturday a safety meeting is held and broadcast from either a Minneapolis or St. Paul Hotel. Minneapolis and St. Paul units of the organization meet separately and broadcast on alternating Saturdays. A different chairman, usually an outstanding student from one of the participating schools, presides over the meeting each week. When the meeting reaches the halfway mark, a program chairman takes over and introduces a guest speaker, usually a well-known safety authority. After his speech a musical program is given by participating schools.

* * *

Session With Ben

ONE-MAN SHOW, with Lawson Deming playing as many as ten different characters is *Uncle Ben's Get-Together*, new sponsor participation feature on WPIC, Sharon, Pa. The program is built around an old-fashioned rural store, with the storekeeper, Uncle Ben, and his friends discussing things in general, and listening to music of a cowboy band. Except for the music, which is transcribed, the entire show is written and presented by Mr. Deming.

* * *

Aboard the Buses

FEATURING news reports and chats with bus passengers, *News & Interviews*, with Porter Randall as commentator, is being sponsored on KGKO, Fort Worth, by Bowen Motor Coaches. In addition to straight news, the program presents interviews with passengers in the sponsor's buses from the KGKO studios in Dallas, Wichita Falls and Fort Worth. The Fort Worth announcer quizzes passengers brought to the other studios after a Bowen trip, thus dramatizing the line's facilities and schedules.

* * *

Kiddie Adventures

SLANTED to juvenile listeners, *The Traveling Trotters* on WTMJ, Milwaukee, is written around Horace Trotter, writer of children's books, who sets out on a tour by trailer in search of material, accompanied by his family. Their adventures are the story of the broadcasts. Script is written by Kay Ransom and Martha Jones, with Russ Winnie producing.

* * *

Sacred Drama

RADIO'S only *Passion Play*, adapted for dramatization from the New Testament, will be heard on WMCA, New York, and the Inter-City System in a series of eight broadcasts during Holy Week April 2-April 9. The programs featuring the Ave Maria players are under the sponsorship of the Franciscan Friars of the Atonement at Garrison, New York.

* * *

Chicago Lore

TO familiarize Chicagoans with the part historical sites have played in the city's growth, WJJD, Chicago, broadcasts a bi-monthly Monday afternoon series called *It Was Yesterday*. Given under auspices of the local historical society, the program recently featured a dramatization of the Frink & Walker Stage Coach Co.

New York Greeting

NEW weekly series consisting of an informal half-hour of welcome to and information for New York's many neighbors who will be coming to the World's Fair has started on MBS with Dave Driscoll and Jerry Danzig of Mutual acting as hosts. Entitled *Welcome Neighbor*, the program is presented from the network's New York studios, but will be broadcast from the Fair grounds after the official opening of the exposition on April 30.

* * *

Nuptial Garb

CLAIMED to be radio's first, *Wedding Dress Revue*, broadcast from the stage of Convention Hall in Enid, Okla., was presented recently in KCRC, Enid. Thirty-one matrimonial garbs, dating from 1866 to 1939, were modeled before 3,000 spectators, with loving cups for winning dresses and models. The revue was featured as part of KCRC's third *Barnyard Frolic*, and was sponsored cooperatively by seven local firms.

* * *

Home Town News

WNYC, New York, municipal station, is arranging with about 24 cities in different sections of the country to receive by wire daily news items of local interest, which the station will condense for use on a daily program for visitors to the New York World's Fair this summer. Starting two weeks before the opening of the Fair on April 30, the program will be entitled either *Your Home Town News*, or *Today's Home Town News*.

* * *

News From Congress

YOUR Ohio Congressman is a new Saturday evening series on WGAR, Cleveland, featuring news from the Capital and a resume of Congress' activities during the week. An Ohio congressman is heard each week, from the WGAR studios if he is in Cleveland, or by transcription from Washington.

* * *

Campus Contributions

SHOWING what the University of Washington is doing for industrial advancement in the state, a new series on KJR, Seattle, remoted from the campus, features faculty members who have done prominent research in industrial and scientific fields. Music is supplied by the University Symphony orchestra.

* * *

Waterfront Saga

THE HISTORY, romance and colorful stories coming out of San Francisco's waterfront make up the new series broadcast on KYA, San Francisco, by Jack Densham, who has covered the waterfront and sailed the seas for 35 years. The program is called *Jack Densham's Column*.

* * *

Welcome to Bristol

NEW RESIDENTS of Bristol, Tenn., are interviewed weekly on *The Newcomers' Club* of WOPI, Bristol, using the station mobile unit and broadcasting direct from the homes. The sponsor presents gifts to lady guests on the studio part of the program, conducted in the WOPI radiotorium.

Fireside Problems

WBBM, Chicago, has started a 15-minute Saturday afternoon series called *You & Your Family*, in cooperation with the Illinois Congress of Parents & Teachers and the local Assn. for Child Study & Parent Education. Sample dramatization: Two ways of handling the situation when a school boy comes home with a note from his teacher saying that he stole a nickel from the school milk fund. Discussion period follows the broadcasts in the WBBM audience studio.

* * *

Still Another Quiz

NBC, on March 11, started a new audience participation program, *It's Up to You*, on which a guest expert is invited to match wits with three persons picked from the audience. Dale Baxter, lecturer, acts as m.c. on the weekly half-hour program quizzing the contestants in three sections: Oral expression of fairy tales or rhymes, capacity to remember a "daffy drama", and ingenuity in getting out of tight spots.

* * *

Fortune and Weight

WEIGHT-GUESSING in the best carnival style is the newest wrinkle on the daily man-on-street broadcast of KWOS, Jefferson City, Mo., with the m.c. offering to estimate the avoirdupois of watchers, checked by a weighing machine that passes out not only weights but also fortune-telling cards. The customer reads his own weight and fortune from the machine, along with a plug for the sponsor.

* * *

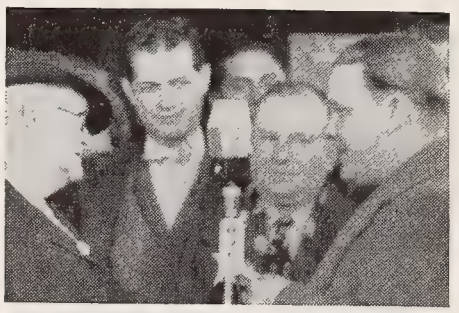
Expert Stumpers

A LOCALIZED version of NBC's *Information Please* is broadcast on WWSW, Pittsburgh, under sponsorship of Peters Packing Co. Questions used net the sender $1, and $5 if the experts are stumped. Each program a $50 check is given some worthy charity selected by the experts, who donate their services. Title of the program is *The Authorities Answer*.

* * *

Juvenile Classics

WHOLESOME radio programs for children presented in dramatic form from popular fairy tales and classics of juvenile literature is the aim of the Clare Tree Major Children's Theatre, producing a series of weekly programs on WNYC, New York.



FIRST movie ever attended by 72-year-old Mrs. Seay of Tuscaloosa brought the mike of WJRD to the theater entrance for an interview. At right is J. E. Reynolds, commercial manager, who conducted the interview. Standing next to him is James R. Doss Jr., owner of WJRD.

Games on File

KANS, Wichita, presented a transcribed version of an exciting local basketball game to the winning high school and played it before the student body the next day. Now both local high schools have asked for transcriptions of future games for their files.

Congress Sketches

IN AN EFFORT to bring the work of Minnesota Senators and Congressmen closer home, and aid them in keeping in touch with their constituents, KSTP, St. Paul, recently started presenting several Congressmen a week, via transcription, during the station's nightly news show, *Night Extra*. Commentaries, limited to three minutes, are transcribed in Washington. KSTP also plans to seek commentaries for *Night Extra* from other prominent guests as they visit the Twin Cities.

* * *

WCKY Salute

ON THEIR anniversaries, leading Cincinnati business houses are saluted by WCKY, with a history of the concern being given along with music. Programs, written by Beverly Dean, are titled *Anniversary Salute*. Five $1 bills are awarded every day on the five-weekly *Melody Quiz*, sustainer. Listeners submit lists of songs played, as well as a 25-word statement on their favorite program.

* * *

Milwaukee Funnies

NEW WAY to present Sunday comics has been developed at WTMJ, Milwaukee, with *Comic Caravan*. Each strip is projected as a miniature drama, with "Uncle Willie" taking all the parts, from Li'l Abner Yokum to Dixie Dugan, against a musical background by Jack Martin, WTMJ staff organist.

* * *

Values for Buyers

CONSUMER talks prepared by the New York State Department of Agriculture and Markets, which won considerable interest from listeners when they were broadcast during 1938, have been resumed on WNEW, New York, as a weekly series of quarter-hour programs entitled *Consumer Values*.

* * *

Montana's Business

INDUSTRIES in Western Montana will be covered by remote in a new series arranged by Mac McAllister, chief announcer of KGVO, Missoula, Mont. A new KGVO sustaining program, *Parade of Business*, reviews industrial and buying trends of the past week.

* * *

Mission Lore

FRANCISCAN Missions is the title of a new series broadcast on KYA, San Francisco, by Father Michael Egan. Father Egan discusses the founding of the various California Missions, delves into their history and relates the present physical condition of each edifice.

* * *

The Ladies' Angle

LITTLE-KNOWN facts, from the woman's angle, are dealt daily by Kathryn Sterling on *A Woman Wonders* at KJR, Seattle. The program is a commentary for women, composed mostly of philosophy, answering letters from listeners and anecdotes.

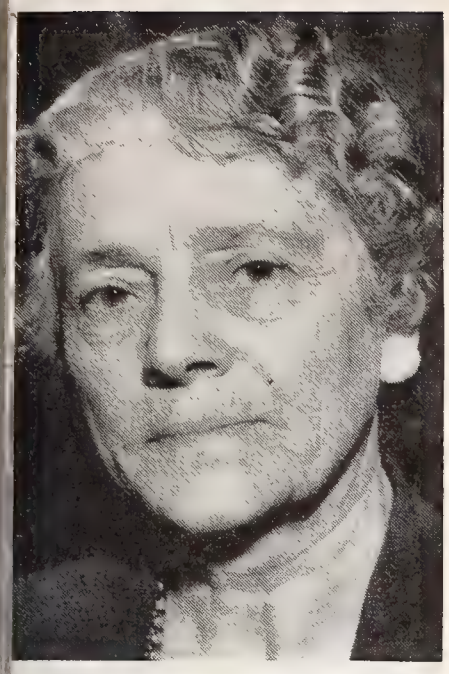
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Broadcast Advertising

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BROADCASTING
YEARBOOK NUMBER

FOR *new*
SUBSCRIPTION
ORDER *only* ➡



MINNEAPOLIS progress in education by radio is largely attributed to Mrs. A. T. Towne, who has coordinated development with its stations, Parent-Teachers Association and the schools. Today, there are seven educational programs produced each week by Minneapolis public school students over Twin City stations, reaching about 2,500 classrooms, 79,000 students and about as many parents. In addition, eight other programs, mainly network and not student-built, are listened to regularly in elementary and high school class rooms. As radio coordinator, Mrs. Towne contacts radio teachers and stations and makes arrangements for school broadcasts, rehearsals and auditions. WCCO and KSTP, which have their own staff educational directors, have cooperated fully, says Mrs. Towne.

NBC has added two sustaining commentators to its staff. They are John C. Flynn, author and syndicated columnist, interpreting national and world events over NBC-Red Tuesdays, 7:30-7:45 p. m. (EST), starting March 14, and Theodore A. Huntley, well-known Washington newspaperman who on March 6 started a series of thrice-weekly programs commentating on Washington events on NBC-Red, Mondays, Wednesdays and Fridays, 11-11-15 p. m.

JOHN J. ANTHONY has been signed for another year by J. G. Dodson Proprietaries to conduct the *Original Good Will Hour* for Ironized Yeast on 60 Mutual stations, and is at present working on a newspaper column.

FEATURING business trends as seen through the studies at the University of Denver, KLZ has started *Business Tides*, produced by Dr. A. D. H. Kaplan, director of the department of government management in the School of Commerce. The radio program is to be part of the regular curriculum.

Radio AND Education

DIRECTED by Elmer G. Sulzer, director of the U. of Kentucky radio studios, a credit course designed to acquaint educators with the techniques of educational radio programs has been added to the university's 1939 summer curriculum. Members of the WHAS, Louisville staff, who will lecture are Lee Coulson, manager; Robert Kennett, program director; Dudley Masson, continuity chief; Orrin Towner, chief engineer; Credo Harris, director; Joe Eaton, commercial manager; Edward Barrett, music librarian; Neal Cline, merchandising.

REPRESENTATIVES from 80 "self-appraisal and career classes" of 30 Chicago high schools will participate in the new Saturday afternoon series *Know Your Job*, on WBBM, Chicago. A 30-minute discussion period will follow the 15-minute broadcast so that the various experts in the industrial fields may be queried by the students.

UNIVERSITY of California students, representing 40 different nationalities, participated in a discussion on "Has America a Stake in the Far East?", broadcast over NBC-Blue on the Pacific coast recently following *America's Town Meeting of the Air*.

A SURVEY made by Dr. William B. Levenson, director of the Cleveland Board of Education's shortwave educational broadcasting station, WBOE, discloses 41 school systems in as many cities reporting "the use of radio to interpret schools to the public" out of 47 systems replying. Twenty-six of these stated they carry continuous programs, invariably over local commercial stations. The survey was made public during the recent Cleveland convention of the American Association of School Administrators.

CHICAGO Radio Council is distributing a manual to aid the classroom teacher in handling radio programs. It was written by staff members of the Radio Council under the supervision of its director, Harold Kent.

LARGEST Spanish class in the world is the claim of the weekly *KOB Spanish School*, now in its sixth year on KOB, Albuquerque, N. M. Directed by Dr. F. M. Kercheville, head of the Spanish language department of the University of New Mexico, the curriculum includes not only grammar and vocabulary, but Spanish music, games, customs and dramas.

TWO NEW educational features, produced by Syracuse U's Radio Workshop, have started on WSYR, Syracuse—*The Word Man*, featuring a discussion between three university students and Prof. Joseph Barron on correct usage and pronunciation of words, and *Who's Who at Syracuse*, presenting interviews with university personalities.

POP GO THE PURSES!

Whether it's soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesmanager wants.

WAIR

Winston-Salem, North Carolina

National Representatives

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1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Radio's Own Map

10,000 copies used during 1938 by:

Advertising Agencies
In mapping spot and network campaigns

Radio Advertisers
In mapping markets and campaigns

Station—Sales and Engineering
In defining coverage, market and areas

Station Representatives
In mapping stations

BIG 1939 RADIO OUTLINE MAP

Contained in the 31" x 21½" Radio Outline Map of the U. S. and Canada are locations of all radio stations, county outlines, time zones, number of stations per city. The reverse side of the map carries a complete log of U. S. and Canadian stations alphabetically by state, city and call letters. Frequencies and powers are shown. Printed on white ledger paper, this map permits use of ink. It is mailed flat.

Single copies, 35c
10 or more copies, 25c each
10% discount in quantities of 50 or more

Use this coupon to send for the 1939 Radio Outline Map

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Please send me ( ) copies of the 31" x 21½" RADIO OUTLINE MAP of the U. S. and Canada.

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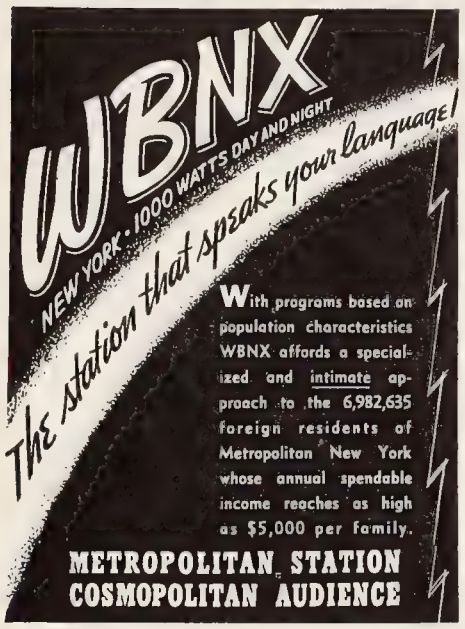
Firm _____ ☐ bill me

Address _____

Continental to Change

CONTINENTAL BAKING Corp., New York (Wonder bread), which has been sponsoring the *Wonder Show* with Jack Haley on CBS for the past six months, will discontinue the series after the April 7 broadcast. Firm will continue to sponsor the five weekly quarter-hour *Pretty Kitty Kelly* program on that network. Agency is Benton & Bowles, New York.

HALF interest in KWOC, 100-watt daytime station on 1310 kc. which began operating in Poplar Bluff, Mo., last May 21, has been purchased by O. A. Tedrick, local attorney, from A. L. McCarthy, local radio and appliance dealer. Don Lidenton, the other partner, remains as chief engineer.



FCC Feuds, and Inquiry Proposal

(*Continued from page 16*)

address, laid out the McNinch-drafted Wheeler Bill for a three-man Commission as one which would "appear to be a proposal to 'unpack' the FCC with a view to eliminating minority opinions". He discoursed particularly on evils of past FCC actions, particularly in connection with station transfers and leases.

"Let's have the facts and all the facts before we legislate," he stated. "And then let's enact not the Corcoran-Cohen-McNinch bill but legislation which will assure proper regulation of radio broadcasting in the public interest and guarantee to all the preservation of 'freedom of the air'."

The McLeod Bill, referred to the House Interstate & Foreign Commerce Committee, may be caught in the legislative jam before that committee, now in the throes of considering transportation legislation. The committee chairman, Rep. Lea (D-Cal.), has already stated that there is little chance of legislation dealing with radio on the House side any time soon.

Victims of a Whim

In introducing his bill, Rep. McLeod issued a statement in which he said that any political party in power holds broadcasting in a "vise-like grip". Under the practice of granting licenses for only six months, he said, "the slightest whim or nod of a political bureaucrat can mean death to a station which has done no worse than try to render a public service."

"The fear of reprisals is stultifying all broadcasting and has created an alarming system of indirect censorship," Rep. McLeod continued. "No political party should thus be able to prevent access to the air of those who have a legitimate message to deliver to the public.

"If this Nation is to realize the fullest possible benefits of our tremendous broadcasting system, that system must be given some assurance that within a few months it will not be destroyed because some remark of a station may have displeased the powers that be.

"Several bills dealing with the Communications Commission have been introduced this session. Many of them contain excellent provisions. However, they are in most instances so detailed that there is a possibility that in squabbling over the detail Congress may lose sight of the vital point at issue. That point, freedom of the air from political persecution is adequately covered in the bill I introduced today."

The text of the McLeod bill follows:

"That Section 307, Subdivisions (d) and (e) be amended to read as follows:

"(d) No license granted for the operation of a broadcasting station shall be for a period of less than three years nor for a period of more than five years, and no license so granted for any other class of station shall be for a period of longer than five years, and any license granted may be revoked as hereinafter provided. Upon the expirations of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not less than three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but applications for the renewal of a license shall be governed by the same considerations and practice which affect the granting of original applications.

"(e) No renewal of an existing station license shall be granted more than ninety days prior to the expiration of the original license, Provided, that in acting upon applications for renewal of the original license, the Commission shall not take into consideration any political views held or expressed by the applicant, and Provided Further that if the Commission shall refuse to grant renewal and the applicant shall state under oath that he believes the refusal to have been based in whole or in part upon such consideration, the applicant may appeal to the District Court of Appeals for a mandamus, and pending action on that appeal the license shall remain in full force and effect."

FCC's Forms Irk Montana Stations

Association Discusses Recent Libel, Copyright Statutes

A BATCH of resolutions affecting operations of broadcasters were adopted by the Montana Association of Broadcasters at its meeting in Billings March 6. The new Montana libel law, which, among other things, relieves stations of liability on programs over which they have no control and places responsibility at the source, was discussed in detail by John Claxton, Montana attorney. He also explained Montana's new copyright law [BROADCASTING March 1], enacted a fortnight ago along with the libel bill.

Among resolutions adopted by the Association were several thanking members of the U. S. Congressional delegation for acting on the Association's request that the FCC be asked to simplify its recent questionnaire on 1938 station operations. These pointed out that the FCC eliminated "certain questions from the questionnaire to stations grossing under $25,000 yearly."

Fewer FCC Forms Sought

Another resolution condemned the FCC "bombardment" of application forms, questionnaires and "other complicated and troublesome forms to fill out and file" and described them as working "a great hardship" on many stations. The Association resolved that the Montana Congressional delegation be urged to request the FCC to reduce the number of forms and simplify them and also that the FCC be urged to grant licenses for longer than six months.

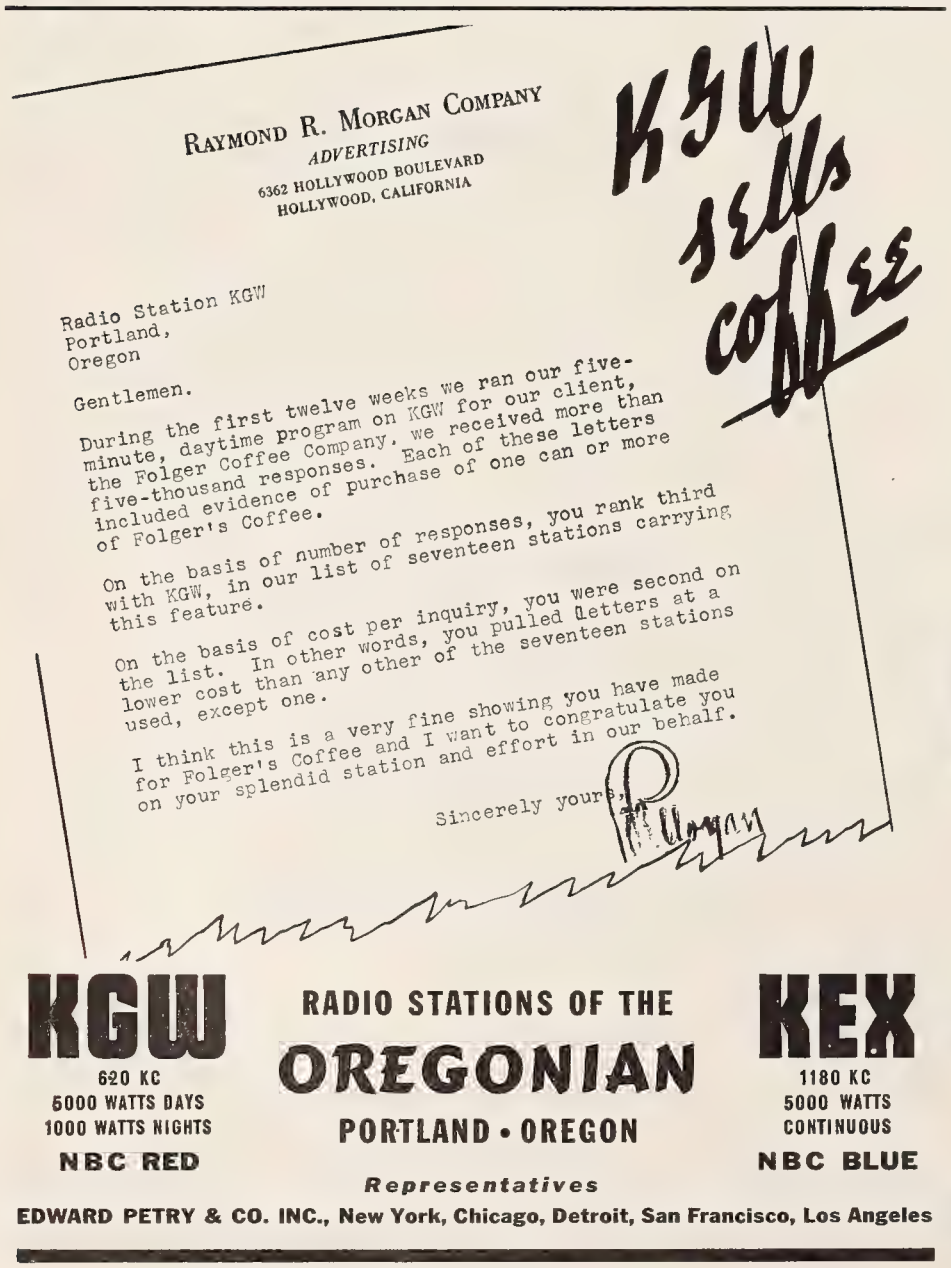
In addition, the Association adopted a series of resolutions dealing with copyright; building of a public domain and tax-free music reservoir; anti-censorship opposition to this nation's adherence to the International Copyright Union; support of the NAB-Lang-Worth tax-free library plan, and a request that the NAB furnish to all stations which subscribed to the original public domain library new pressings of each disc because of what was described as the "poor quality" of the first supply.

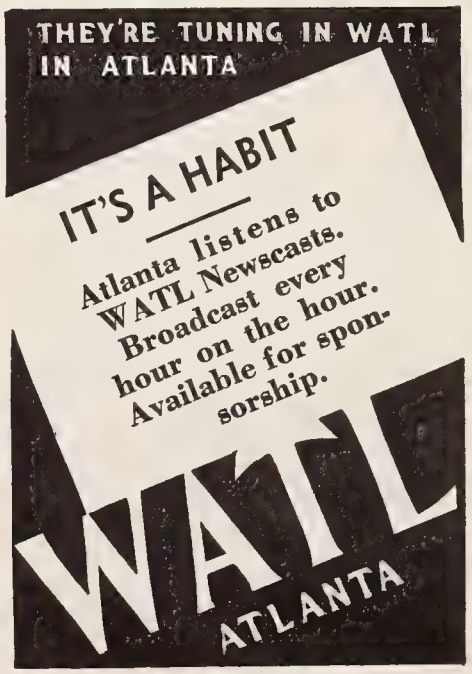
On the subject of high power, the Association adopted a resolution urging its Congressional delegation to "stand against superpower or clear channel operation by any station in any location in the United States."

There was a 100% attendance of Montana stations at the meeting. Those present included Ed Krebsbach, KGCX, president; Mrs. Jesse Jacobsen, KFBB; Ed Yocum, KGHL; Art Mosby, KGVO; K. O. MacPherson and Barclay Craighead, KPFA; Ed Craney, KGIR. In addition to Mr. Claxton, Ken Davis of Davis & Schwegler, Los Angeles music publishers, also was present.

Conti Spots on 3

CONTI PRODUCTS Corp., New York (soaps and creams), on April 17 will start a 26-week campaign of daily spot announcements on WHN, WNEW and WQXR, New York. Bermingham, Castleman & Pierce, New York, handles the account.





TWO STATES ENACT ASCAP LEGISLATION

TWO more states—North Dakota and New Mexico—have enacted legislation on copyright aimed at ASCAP and related licensing groups, while a third State legislature, in Oregon, failed to enact such a measure by a narrow margin.

The bills, similar to that enacted by the Montana legislature [BROADCASTING, March 1], were passed after bitter opposition from ASCAP. Measures along the same general line are pending before the legislatures of Arkansas, Colorado, Connecticut, Illinois, Indiana, Kansas, Michigan, Minnesota, New Mexico, Ohio, Pennsylvania and Washington.

The North Dakota and New Mexico bills compel copyright owners in those States to make full disclosure of the material licensed by them. Blanket licensing at established fees is permitted provided the members of a combination, such as ASCAP, also afford users the option of buying portions of the catalogs at prices determined by the owner and not by the combination.

Libel Bill in Missouri

FOLLOWING the leadership of several other states which have adopted laws safeguarding stations from liability for libel uttered over their facilities by political speakers, the Missouri Legislature is considering a measure of that nature introduced by Senator Donnelly, of Lebanon. Under the bill, a station would not be liable for damages for defamatory statements made by political candidates or office-holders during a speech. Liability, however, would apply if the station permitted a defamatory manuscript to be broadcast after having had access to the speaker's remarks prior to delivery. The measure follows closely that adopted in 1937 by the Iowa State Assembly—one of the first bills of that nature to be enacted. WHO, Des Moines, sponsored the action, and was supported by other stations in the state.

Penner Show Dropped

GENERAL FOODS Corp., New York (Huskies), which has been sponsoring the *Joe Penner Show* on CBS for more than six months, will discontinue the series with broadcast of March 30. There will be no replacement, according to Benton & Bowles, New York agency servicing the account. Termination of the contract was by mutual agreement among the sponsor, agency and Penner, because of budget problems which do not permit an evening rebroadcast instead of the afternoon. Sponsor stated it was well satisfied with the show's rating but regretted inability to continue on a basis satisfactory to all concerned. Sponsor will switch its CBS *Joe E. Brown Show* (Post Toasties), from Saturday to Thursday, taking over the time formerly used by the *Joe Penner* program, effective April 6. The *Joe E. Brown Show* was renewed for another 13 weeks by General Foods Corp., effective April 1.

A BILL to prohibit the advertising of alcoholic beverages over the radio has been introduced in the Alabama Senate, and is being opposed by state broadcasters only insofar as it hits beer advertising.

More for Sweetheart

MANHATTAN SOAP Co., New York, for Sweetheart Soap, is buying news broadcasts on a basis of one to three quarter-hours weekly on stations in various sections of the country. Stations already signed are KPO, San Francisco; KFI, Los Angeles; WHAS, Louisville, and WSM, Nashville. The company since January has been sponsoring three to ten spot announcements weekly on a list of 40 stations, quarter-hour transcribed programs with Jack Berch on seven NBC stations, and programs called *Melody Sweethearts* on four stations of the Yankee network. Franklin Bruck Co., New York, is agency.

Iowa Newspapers Placing *Fu Manchu* as Promotion

WITH its sale of the *Shadow of Fu Manchu* transcribed series to the *Des Moines Register & Tribune*, which it announced will place the program on four stations for newspaper promotion, Radio Attractions Inc., New York, reports that the number of stations now carrying the series exceeds 30. The Iowa newspapers are placing the show on their affiliated stations KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D., and will also sponsor it on KMA, Shenandoah, Ia. Other new subscribers are KANS, Wichita; KOIL, Omaha; WIBW, Topeka; KSCJ, Sioux City; KCMO, Kansas City. The latter station will have Crown Drug Co., chain stores, as sponsor.

Warner Show Delayed

THE Warner Bros. program *Let's Go Hollywood*, scheduled to start on Mutual network March 10, will not begin until a later date because the Redfield-Johnstone Agency, New York, which has been contacting clients for the program, has not yet lined up enough participating sponsors. The program is currently broadcast on seven Southern California Don Lee stations, Fridays, 8-8:30 p. m. under sponsorship of the Ford Dealers of Southern California through McCann-Erickson, Los Angeles.

FEDERAL Trade Commission has issued a complaint against Affiliated Products Inc., Jersey City, alleging misrepresentation in the sale of two cosmetic products, a "restorative cream" and "youth pack", sold under the name of Edna Wallace Hopper.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"



Man & Wife

on their way to the San Francisco World's Fair next summer .....

They're enjoying a dip in Great Salt Lake (where you float like a feather) during their stop-over in Salt Lake City en route to the Fair. They, with several hundred thousand kindred spirits, will spend upwards of $36,000,000 cash money in the Salt Lake area this year for meals, lodgings, supplies, recreation.

Just another reason why *business is good* in Salt Lake City. Residents here have money to spend, the year round. Significantly, their *popular* station is KDYL, where judicious showmanship rewards both listener and advertiser.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles - Seattle

NBC RED NETWORK

Educational Network

MEMBERS of the National Association of Educational Broadcasters and Government officials are cooperating in organizing a "cultural network", an idea advocated several years ago by Mayor LaGuardia of New York to rebroadcast non-commercial and educational programs on university and municipal stations. Tests are now being conducted to determine if W1XAL, Boston educational shortwave station, can be successfully picked up by universities in Minnesota, Wisconsin and other sections of the country. WNYC, New York's municipal station, two months ago applied to the FCC for permission to re-broadcast shortwave educational programs to the colleges and universities operating stations.

Kentucky Council Formulates a Code To Guide Educators and Broadcasters

RECOGNIZING that a cooperative relationship must exist between commercial broadcasters and educators in the public interest, the Kentucky Council on Education by Radio, which has enjoyed close cooperation with Kentucky stations, at a meeting in Louisville Feb. 18 adopted a Code of Ethics which Elmer G. Sulzer, director of the University of Kentucky radio studios, believes is one of the first concrete statements of its kind.

The Council, of which Mr. Sulzer is chairman, comprises representatives of Kentucky U, Louisville U, Eastern State Teachers College, Western State Teachers College, the State Dept. of Education and the State Parent-Teachers Assn. The code follows:

1. The proper presentation and broadcasting of educational programs by radio is a joint responsibility of educational authorities and radio station executives. The whole-hearted and understanding cooperation of each group is necessary to insure effective results in this field.

2. Allocation of a certain amount of time for educational purposes is a "public interest" requirement on the part of radio stations. Radio stations have a right, however, to insist upon standards of presentation that are in keeping with their program standards.

Avoiding Duplication

3. Radio stations should endeavor to prevent duplication in educational programs by discussions involving all parties concerned.

4. The selection of educational subjects for broadcasting, as well as the selection of proper techniques for such presentation should be in the hands of educators. It is important, therefore, for all educators involved in handling such programs to acquaint themselves with the latest techniques, to study studio procedure in general, and to maintain at all times a broad objective point of view.

5. In common with other types of programs, educational programs should attempt to reach as large an audience as possible. To do so, radio educators should attempt to frame programs in the most attractive way possible—to make them interesting as well as educational, thus increasing their educational effectiveness.

6. Educational programs should be planned for limited groups, only when such groups are of an underprivileged type and can conveniently get the material in no other way, or when the nature of the program is such that a radio broadcast proves itself vastly superior to any other medium of presentation.

7. Questions of taste and censorship involve an interlocking relationship between broadcasters and educators. Broadcasters should not censor an educational program as regards fact, or as regards policies. On matters of taste, however, broadcasters have a right to insist on the usual station standards as well as discussions of certain subjects open consideration of which is regarded as contrary to current good taste.

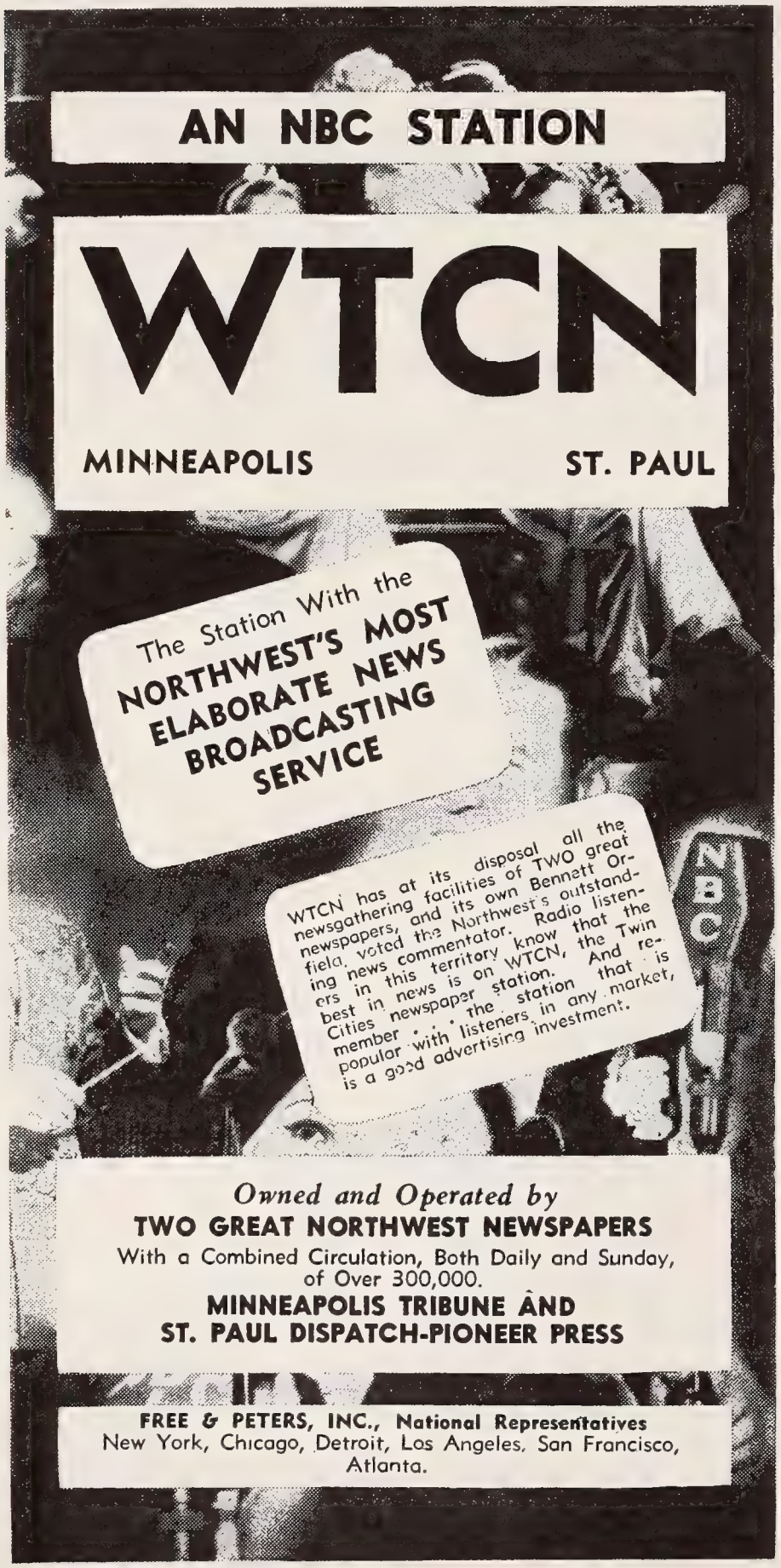
8. Educators owe to themselves and to the cooperating station the impartial presentation of controversial subjects. Editorialization is not desirable on controversial subjects, even on an educational program, unless all sides are fairly expressed.

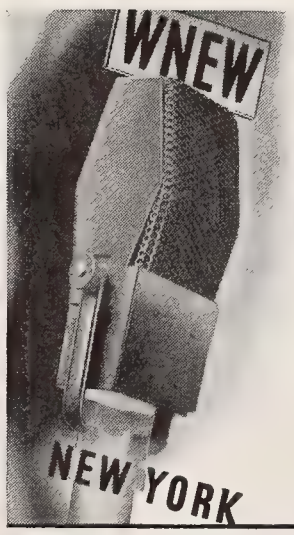
9. Stations have a right to refuse time for a program that is essentially institutional promotion. A certain amount of institutional promotion is naturally present in all educational broadcasts, but the primary purpose of a truly educational broadcast must be educational.

'School' a Model

CBS, after a survey of the many requests for information on *American School of the Air*, discovered that several governments throughout the world were using the program as a model for similar broadcasts. For three years Puerto Rico has been translating the *School* programs into Spanish for broadcast; the Halifax Department of Education, Nova Scotia, has asked and received permission to use the CBS scripts; and Rumania and Denmark have requested manuals on the *School* to establish similar organizations within their borders. The Honolulu Department of Education has organized a school, and other communications have brought inquiries from such countries as Japan, South Africa, Australia, China and Mexico.

DAVID SARNOFF, president of RCA, and chairman of the National Music Week Committee, recently stated that the keynote for the 1939 celebration of Music Week, May 7-13, which is promoted extensively each year by radio, would be "Support Group Activities". Particular effort will be directed toward community musical organizations and professional groups, and special attention will be given to wider recognition of the meritorious productions of American composers.





600-LETTER PULL IN SPOT OPPOSITE MR. JACK BENNY!

Yes—over 600 letters received *the next day*. One example of WNEW's tremendous power.

THERE IS A REASON:

By all independent surveys* WNEW ranks first in number of listeners of any New York non-network station.

*on request

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY—1000 WATTS BY NIGHT—1250 KILOCYCLES

Nets Assign Announcers To Cover Spring Tour Of British Royal Party

COMPLETE detailed radio coverage of the visit this spring to the United States and Canada by King George and Queen Elizabeth of England is now being arranged between CBC and the three major networks. All broadcast dates are tentative, but NBC, CBS and Mutual have made plans to broadcast every important event of the royal visit from the first arrival on May 15 in Quebec, until their departure for England from Halifax on June 15.

CBS has arranged for Commentator Bob Trout and a crew of technicians to join the official party in Canada and broadcast complete descriptions of each event. NBC has assigned Graham MacNamee, Ben Grauer, Ed Hicks and Carleton Smith to describe the various activities of Britain's rulers, while for Mutual, Dave Driscoll and Alvin Josephy will cover the itinerary. Broadcast already scheduled by all three networks include: Arrival of the royal couple at Wolfe's Cove, Quebec, May 15; official reception at Three Rivers May 16; King George's unveiling of the new Ottawa Canadian War Memorial on May 18; the laying of the cornerstone for the new Justice Bldg. in Ottawa by Queen Elizabeth May 19; and the official celebration of the King's Birthday May 20. When the King and Queen cross the border into the United States via Niagara Falls June 7, the event will be broadcast by the networks, which will also broadcast all official events while the royal couple remain in America.

Douglas Shoe Extending

THE *Man in the Street* program, which has been doing a successful job for W. L. Douglas Shoe Co. over WEEI, Boston, since last fall, will be introduced in New York for the same company over WJZ, beginning March 27. The program, which features a sidewalk "question bee" with passers-by in front of various Douglas retail stores, will go on the air Mondays through Fridays from 5:45 to 6 p. m. Prizes of merchandise will be given to those who participate in the broadcast, as well as to those among the listening audience who send in questions accepted for use on the program. Because of the success of this program in Boston, plans are under way to extend it also to Philadelphia, Detroit and Chicago for the same company. N. W. Ayer & Son Inc. handles the account.

Ernie Hare

ERNEST (Ernie) HARE, who with Billy Jones made up the comedy-singing team known as *The Happiness Boys*, died March 9 in Queens General Hospital, New York, of complications resulting from bronchial pneumonia. He was 55 years old. The Jones-Hare duo, who made radio history on Oct. 18, 1921, by singing into a "tomato-can" microphone at WJZ, was known as the first successful radio comedy team, one of the first to gain a sponsor, and the first to adopt a team name identifying themselves with their sponsor's product. Born in Norfolk, Va., March 16, 1883, he is survived by his mother, widow and daughter.

Canada's License Returns

ACCORDING to estimates, Canada will have collected listener licenses from 1,225,000 persons for the fiscal year ending March 31, 1939. Official figures showed collection of 1,195,000 licenses by Jan. 31. In addition to this total, the highest on record, receivers may be operated without licenses by indigents, by those on relief and by the blind. It is considered likely that this fiscal year, starting April 1, licenses for a second or third radio in one house will be reduced to $2 instead of the regular $2.50 license fee.

NBC has shifted its programs from CMQ, Havana, to CMX in that city temporarily because of complaints that the CMQ signal was causing interference to WMC, Memphis, and WTAR, Norfolk. It is understood that the network will resume its affiliation with CMQ, which has 25,000 watts power in contrast to CMX's 200 watts, as soon as its frequency is changed to eliminate the interference.

Delayed Sports

WOR, Newark, recently unable to broadcast a college basketball game from Madison Square Garden because of mid-evening commercial commitments, tried the experiment of sending Stan Lomax, sports announcer, to the games to make recordings of the play, which were presented on the air at midnight the same night. The experiment met with such success that the station may try future recordings of similar events with an idea of broadcasting at that hour on a regular schedule.

SUIT for $2,000,000 against ASCAP, NBC, CBS, Warner Bros. and 21 individuals and music publishers has been brought before Federal Court by Ira B. Armstein, who claims that 50 of his songs were plagiarized by the defendants, who have allegedly published and broadcast songs he claims to have written.

Airplane Accident Fatal To John Stadler, of CBC

JOHN STADLER, executive assistant to CBC assistant general manager, Dr. Augustin Frigon, was killed in an airplane accident March 8, while on a holiday in northern Quebec. The plane, in which he was flying as a passenger from St. Felicien to Lac de la Croix, was found half submerged in the ice of a northern lake. Mr. Stadler was the son of a noted Canadian mining engineer, John M. Stadler of Montreal. He was born Oct. 6, 1906, at Shawinigan, Quebec. He was graduated in electrical engineering in 1930 from McGill. From 1932-36 he was with the Canadian government's National Research Council at Ottawa, then joined his father as a consulting engineer. In May, 1937, he represented the American Radio Relay League at an international conference at Bucharest and on his return became manager of CBF and CBM, Montreal. He became Dr. Frigon's assistant in July, 1938.

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that

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(formerly general manager of KWK)

has joined the

staff of radio station

KXOK

owned and operated by the

ST. LOUIS STAR-TIMES

as

Director of National Sales

Sykes Loss to FCC

(*Continued from page 13*)

pointment because of the prominent part he played in the $1,500,000 A. T. & T. investigation, the final report on which is now being drafted. He was criticized sharply in many quarters and the final report to Congress is certain to occasion much controversy, with Commissioner Walker in the crossfire.

There is still the possibility that Chairman McNinch also will retire from the FCC, whether or not there is reorganization legislation at this session. Though he has discussed on a number of occasions his imminent return to the Federal Power Commission, from which he was drafted by the President in 1937, in informed quarters it is thought he may receive a judicial appointment.

Judge Sykes' decision to enter private law practice 12 years after he became a radio commissioner was not hastily conceived. Two years ago he had reached the determination to retire from public life. The sudden death of Chairman Anning S. Prall in July, 1937, together with the resignation of Commissioner Irvin Stewart, caused him to remain until the new members were "broken in".

While Judge Sykes has not been in sympathy with many of the policies invoked since Chairman McNinch assumed the FCC helm, he has had the confidence of the chairman and he has been the steadying force to some degree. There was no compulsion associated with his decision to resign for it has been freely predicted that, should the Wheeler Bill for a three-man board pass, he very likely would be one of the three members.

Judge Sykes' retirement comes at a time when the FCC is snowed under with work. He has sat at practically all of the sessions of the FCC Network Inquiry Committee and would have been instrumental in the drafting of that important report, upon which legislative recommendations to Congress for revision of the law presumably would be based. He also leaves the FCC with much work remaining to be done on the A. T. & T. investigation report.

Sixty-three years of age, Judge Sykes has long cherished an ambition to become a Federal judge. His name twice was presented to President Roosevelt for appointment to the U. S. Court of Appeals for the District of Columbia, which handles FCC litigation and his wide experience in radio was cited as qualifying him for such a post. As a matter of fact, there is still a vacancy on the court for a sixth justice, to serve as a relief jurist. It is doubted, however, whether Judge Sykes will be considered at this time, since he has passed the 60-year minimum established by the President for Federal judiciary posts.

In 1927, when the Federal Radio Commission was first named by President Coolidge, Judge Sykes was one of the five men selected. He left a private law practice in Jackson, Miss., to accept the call and became the first vice-chairman of the Commission, although he found himself acting chairman virtually from the start. Admiral W. G. H. Bullard, who had been named chairman, was in China at the time and died after serving only a short time.

In 1933, President Roosevelt named Judge Sykes chairman of the Radio Commission with the change in administration. With the creation of the FCC in July, 1934, Judge Sykes became its first chairman, remaining in that post until the following year, when he was succeeded by Mr. Prall. Simultaneously, he became chairman of the Broadcast Division.

Attended Conferences

For nine years, from 1916 to 1925, Judge Sykes served as a member and Chief Justice of the Mississippi State Supreme Court. He retired to enter practice of law in Mississippi, coming to Washington when President Coolidge named him to the temporary Radio Commission. His vast experience in radio has included international phases. He has been a member of a number of delegations to international radio conferences and headed the delegation which represented this country in the Telecommunications Conference in Madrid in 1932. In 1929 he was chairman of the U. S. delegation to the North American Conference in Ottawa and in 1933 was chairman of the American delegation to the North American Conference in Mexico City.

Judge Sykes was born in Aberdeen, Miss., July 16, 1876. He owns a home in Washington, where he resides with his wife and family. He is a graduate of St. John's College, Annapolis, where he prepared for the Naval Academy. Entering the Academy in 1893, he remained for 2½ years. From there he went to the University of Mississippi and was graduated in 1897 from the Law School.

When Judge Sykes convened the Radio Commission on March 15, 1927, pursuant to instructions from Chairman Bullard, who was en route from China, he called on President Coolidge.

"I hope you know," he said to the President, "that I am just a lawyer and don't know a thing about radio."

To which the President replied: "I am aware of that. I have appointed the other four [Admiral Bullard, O. H. Caldwell, Henry A. Bellows and Col. John F. Dillon] because of their radio knowledge. You have been appointed to see that the Commission keeps within the law."



VICTOR records for 60 minutes early each morning provide the bulk of the *Musical Clock* programs over KYW, Philadelphia. On the occasion of a 13-week renewal with Victor, LeRoy Miller (left), conductor of the program, was presented with an inscribed RCA portable receiver by Jack Williams (right), RCA Victor's specialist in popular record advertising.

17 Million 1938 Income Shown in BBC Handbook

THE 1938 income of the British Broadcasting Corp. was 3,800,051 pounds (approximately $17,000,000) and of this sum 1,892,081 pounds (approximately $9,460,000) was spent on programs, according to the 1939 *BBC Handbook* published March 1 and available from the BBC, London, for 2 shillings 4 pence by post. Nearly all of the company's income is derived from the $2.50 per year radio set tax. The handbook covers all phases of BBC activities during 1938, including television, and devotes a section to describing how listener opinion of programs is secured.

Instead of depending upon spontaneous letters to secure a cross-section of opinion, the BBC uses what it calls the "panel" technique. Some 30,000 persons are asked to submit answers to periodical questions by keeping logs of their listening over a definite period. The replies on the printed logs are said to furnish a "listening barometer" to guide the program producers, and they serve as a sort of substitute for box office returns by which theaters can gauge likes and dislikes of the public.

OPERA which NBC commissioned Gian-Carlo Menotti, Italian composer, to write especially for radio presentation has now been completed and on April 22 will be given its world premiere on NBC-Blue, CBC and via shortwaves.

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301,550 PEOPLE heretofore denied radio reception within this area will depend on WJLS for United Press News, entertainment, and other features designed for them.

Libel Legislation Urged in New York

Coughlin Picketers Continue; Extend Marching to NBC

SENATOR Jacob Schwartzwald, Brooklyn Democrat, and Assemblyman Ralph Giordano, Brooklyn Republican, have introduced an amendment to the New York penal law, similar to other pending measures, providing severe penalties for those who permit the use of broadcasting stations, studios or microphones for the dissemination of doctrines which incite racial or religious hatred. The bill provides a minimum of $200 and maximum of $5,000 fine for offenders, with owners of stations and studios equally responsible with speakers.

A contrary bill extending to broadcast stations the same protection of the libel and slander laws now enjoyed by newspapers will be sponsored in the Legislature by Assemblyman Moffat and Senator Coudert, Manhattan Republicans, who feel that the radio commentator or speaker "is giving the world news to serve the same cause of democracy as the press, and his freedom must be guaranteed in the same way."

Coughlin Pickets Continue

The followers of the Rev. Fr. Charles E. Coughlin who have picketed WMCA, New York, each Sunday since Dec. 18, protesting against that station's action in cancelling the Coughlin broadcasts, extended their protest to NBC on March 5, when some 750 marchers concluded their WMCA visit by proceeding to Radio City and marching around the RCA Building. Some of the picketers, following the demonstration, were identified among those asking for tickets to NBC broadcasts at the information booth after the line broke up.

For several weeks previous WOR and CBS had been picketed on alternate Sundays as a WMCA aftermath, but this was the first time NBC had been included in the list of broadcasters that are in disfavor with the Coughlinites. Circulars distributed to the marchers announced that on succeeding Sundays the group would visit WMCA last instead of first, forming at WOR, NBC or CBS at 3 p. m. and marching to WMCA at 4 p. m.

WEVD, New York, which on Feb. 16 started a series of talks by Rev. W. C. Kernan, Episcopal minister, in answer to the weekly broadcasts of Father Coughlin, has received such an overwhelming response that it has set aside a second period in which the talk is rebroadcast by transcription for the benefit of those unable to hear it earlier Thursday evenings.

Dr. Harry F. Ward, author, editor and theologian, internationally known for his advocacy of liberal causes, on March 18 will inaugurate a series of addresses *Answering Father Coughlin* on WCNW, Brooklyn, and states he plans to speak each Saturday evening thereafter as long as he feels it necessary to reply to the statements made by Father Coughlin. Dr. Ward, professor of Christian ethics at the Union Theological Seminary New York, expects to talk only on the social and political aspects of the priest's philosophy and will not engage in doctrinal religious discussion.



WHEN General Electric's new shortwave station, W6XBE, was dedicated at the San Francisco Golden Gate Exposition March 2, the participants (l to r) included Don E. Gilman, vice-president in charge of western division of NBC; Lenox R. Lohr, president of NBC; directly in back of him, A. H. Morton, vice-president in charge of managed and operated NBC stations; behind Mr. Morton, Lloyd E. Yoder, KPO-KGO manager; Leland Cutler, exposition president; B. W. Bullock, assistant manager of GE's exhibit; Raymond Alvord, GE vice-president.

Screen-Radio Harmony Seen by Lohr, Belittling Rumors of Hollywood War

WITH so many forms of entertainment competing for our spare time, and with so much more leisure time in which to seek entertainment, it is silly to say that one form of entertainment is detrimental to another.

In this manner, Lenox R. Lohr, NBC president, in Hollywood during early March, scouted fears of a "war" between motion pictures and radio. While recognizing there had been some minor "irritation", the cause for which he said he couldn't quite discern, Mr. Lohr voiced the opinion that "our interests are all in common—to supply entertainment and to do a public service". Radio, he pointed out, has done tremendous good for pictures, and there is no reason why the two industries cannot work together with advantages to both. Mr. Lohr denied he was in Hollywood to discuss the situation with film executives, although he had talked to Will Hayes, head of the Association of Motion Picture Producers, and visited "socially" with motion picture officials.

Far From a War

"As far as any war between radio and the movies is concerned, I don't think there is any or ever will be one," Mr. Lohr said. "I don't think the film stars are going to be kept off the air. Pictures and radio have too much in common. Both are catering to the entertainment public. They are also rendering a public service for the masses and usually the public gets in entertainment what it demands.

"An individual has just so much time for entertainment. If he chooses to go for an automobile ride, he can't attend a picture show at the same time. If he goes to a movie, he can't listen to his radio. These amusements compete for his spare time but no one of them can be said to injure the other."

Mr. Lohr stated that if film talent was eliminated from radio, it wouldn't be a serious blow to the industry. Radio would continue to function and Hollywood's future as a production center is secure. He vouchsafed that the NBC's Hollywood headquarters, with its high type of technical equipment, is unquestionably the "finest broadcasting plant in the world from the production standpoint."

NBC doesn't want anyone using its network to knock pictures, Mr. Lohr warned as he revealed that as a precautionary measure, Don E. Gilman, western division vice-president, is "checking personally everything that goes on the air from Hollywood". Although the NAB is formulating a radio code of ethics similar in purpose to that adopted by motion pictures, NBC already has one for its own guidance. This code, according to Mr. Lohr, is being revised and will be submitted to all advertising agencies for approval before final adoption. "There is not a single rule in it that is for our own selfish interests," he declared. "It is all in the interest of better public service."

The new entertainment trend in radio is toward patriotic programs and tolerance, which Mr. Lohr characterized as performing a great public service.

Lohr at Shortwave Fete

LENOX R. LOHR, president of NBC, was one of the principal speakers March 2 in the inaugural program opening the powerful shortwave station constructed by General Electric Co. on Treasure Island in San Francisco Bay. The inaugural marked the beginning of regular daily broadcasts by the 200,000-watt shortwave transmitter, W6XBE, which will be directed to South America and the Orient. The transmitter [BROADCASTING, March 1] broadcasts daily to Latin America from 3:30-7 p. m. (PST) and to the Orient from 4-7 a. m. W6XBE is the only international shortwave broadcasting station west of the Mississippi.

N. Y. Wine Account

EASTERN WINE Corp., New York (Chateau Martin wines), after a successful campaign of test programs on several local New York stations, has signed a 52-week contract with WHN, New York, for six quarter-hour news periods weekly, three quarter-hour musical programs, and 36 spot announcements weekly. Other local stations will be added in the future. Austin & Spector Co., New York, handles the account.

KOIN, Portland, Ore., furnished talent for 14 shows during the three-day convention of the Western Retail Lumbermen's convention the week of March 6. Joseph Sampietro, KOIN music director, was in charge of the entertainment.

Paramount Plans Televised Trailer

Would Use Special Process in Making Television Films

INTEREST of Paramount Pictures, Hollywood, in television is taking definite shape. Under its affiliation with Allen DuMont Television Co., Paramount plans to use the new DuMont transmitter now being tested at Montclair, N. J., and to merchandise its pictures through television trailers, according to Neil Agnew, vice-president in charge of sales. Other telecasters throughout the United States will be used, he announced.

Proposed trailers will differ materially from those now used in motion picture houses. A specially processed "television" film developed by Paramount's laboratory will be utilized, and trailers will be somewhat longer. Paramount is keeping its film experimenting with television closely under cover in hopes that it will be first on the market with a scientifically correct product. Trailers on Cecil B. De Mille's current production, "Union Pacific", and the Claudette Colbert-Don Ameche picture, "Midnight," are being considered as initial subjects for televising.

Foresees 100,000 Sets

Stanton Griffis, chairman of Paramount's executive committee, in a recent talk stated that he believed there might be 100,000 television receiving sets in this country in use within the next 12 months. If this estimate is correct, Paramount plans to "cash in" on the general public's vast television curiosity by supplying these special trailers to transmitting stations now in operation or in construction throughout the country, thereby effectively selling its product through this medium for the benefit of exhibitors.

"With the erection of new television transmitters at various points throughout the country and the ever-increasing number of television receiving sets going into the homes of the nation, it is obvious that the transmitting stations will be clamoring for entertaining material," Mr. Agnew pointed out in announcing this radical departure.

These broadcasting stations are all going to produce televised programs of some sort. We believe that we should take advantage of this situation to help our exhibitor-customers by presenting interesting and intriguing trailers of our more important pictures which will accomplish the double purpose of satisfying the public curiosity on television and whetting the same public's appetite for the motion pictures from which these trailers will be adapted."

Absorene Spots

ABSORENE MFG. Co., St. Louis (wall paper cleaner, HRH paint cleaner), has placed minute discs on KLZ WMBD WHBF WCBS WIND WIBC WSBT KSO WAVE WWJ WOOD WTCN WHB KMBC KOIL WCPO WNOX WMPS WLAC KXA WKBH WMAQ WJJD KSD. Spot announcements are to be placed on additional stations. The firm, a spot advertiser for many years, is using discs for the first time, the 52-time disc schedule having started March 6 to run through May. Agency is Ross-Gould Co., St. Louis.

Right to Appeal FCC Rulings Argued

Dempsey Takes Radical Stand in Arguing Before Court

WHETHER there can be unlimited competition among broadcast stations by licensing of new outlets without regard to the plight of existing stations in the same communities may rest upon rulings expected soon from the U. S. Court of Appeals for the District of Columbia.

Novel arguments raised by William J. Dempsey, recently appointed FCC general counsel, and his chief assistant, William C. Koplovitz, involving fundamentals in regulation of broadcasting, were argued before the court March 7-8 in two cases. Similar issues raised in the so-called El Paso case, were argued March 10.

The zest with which members of the court questioned FCC and opposing counsel on the jurisdictional issues indicated the tribunal will write new radio law in settling these points, which involve motions to dismiss appeals essentially on the ground that the protesting parties have no appealable interest. The cases involve appeals by WAAB and WCOP, Boston, and WLAC, Nashville, from the FCC grant authorizing WMEX, Boston local, to operate on 1470 kc. with 5,000 watts power, and the appeals of KSFO, San Francisco, and CBS from the FCC decision denying the network's application for transfer of the license under lease.

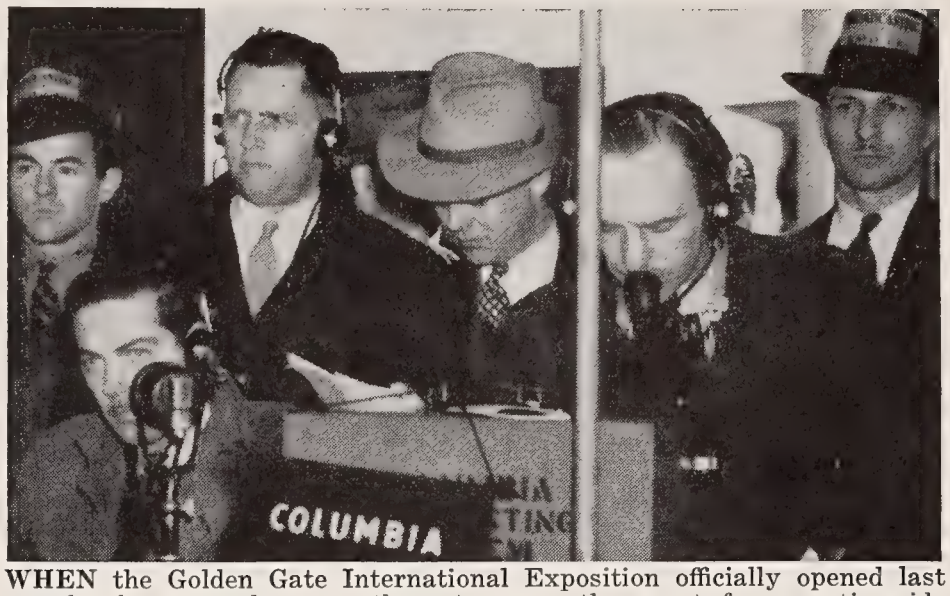
A Protected Monopoly?

Mr. Dempsey argued that the basic issue, economically, was whether Congress intended to create "a protected monopoly" in the broadcasting field by preventing unrestricted competition. He said that broadcasting is not in the public utility field and not subject to rate regulation but that protection against competition among the public utilities inevitably results in an accompanying regulation of rates.

Equally significant was his contention—which caused a lifting of eyebrows on the bench—that the Commission's regulatory interest does not go beyond issuance of the license and that it had no interest whatever in the amount of advertising which may be sold by stations and their ability to withstand competition of other stations or other advertising media.

Despite previous court decisions holding that the ability of existing stations to serve public interest depends upon their ability to make a reasonable profit, Mr. Dempsey said the Commission's concept of the law was that other stations in a community have no right to participate in hearings before the FCC involving grants of new station facilities in their markets.

In the KSFO case the Commission contended through Assistant General Counsel Koplovitz that the appeal should be dismissed since it was improperly taken. Moreover, he argued that the case was "moot" since the CBS contract to acquire KSFO had expired by its own terms.



WHEN the Golden Gate International Exposition officially opened last month, the networks were there to cover the event for a nationwide audience. Here a CBS crew is standing by for the pickup from the bomber circling over Treasure Island. Seated is Paul Pierce, CBS producer. Standing (l to r) are Bob Garred, announcer; Fox Case, CBS Pacific director of special events; J. C. Morgan, KSFO program director; L. V. Howard, technical director, and Joe Walters, announcer.

The arguments marked the first formal appearances before the court by the new Dempsey-Koplovitz team. Because of the significance of their contentions, a large group of Washington's legal radio fraternity attended. Three of the five Justices of the court—Chief Justice Groner and Associate Justices Stephens and Miller—heard the argument March 7-8.

Counsel arguing for the appellants included Frank Roberson for WAAB; Ben S. Fisher for WCOP; Arthur W. Scharfeld for WMEX and KTSM; Paul D. P. Spearman for WLAC; Duke M. Patrick for CBS, and Stuart Sprague of New York for KSFO.

The broad question of the court's jurisdiction to entertain appeals involving not only the economic issue but also other FCC actions is raised in several other pending cases which await argument or decision. In the case of WKBB, Dubuque, decided Jan. 23, the court held the FCC legally bound to make appropriate finding as to economic injury. In this opinion, it reversed the FCC decision granting the application of the *Telegraph-Herald* for a new station in Dubuque. The FCC has pending before the court a motion for rehearing of this case. Should the court deny this motion, it would have a bearing on all of the cases involving this issue, since the point is raised in it.

The El Paso Case

In hearing oral arguments on the appeal of KTSM, El Paso, from the FCC decision authorizing Dorrance Roderick, publisher of the *El Paso Times*, to establish a new station in that city, two new justices of the court sat. Justices Vinson and Edgerton replaced Justices Stephens and Miller to hear the arguments, with Chief Justice Groner presiding.

Mr. Dempsey raised the same issues in connection with appealable interest in arguing the case, declaring that KTSM relied upon the question of new competition which would be brought about by the Roderick station. He declared it was the intention of Congress to preserve competition and not regulate it in enacting the Communications Act.

Mr. Dempsey also argued that the Commission is not required to issue findings of fact, pointing out that in the last year it has issued over 41,000 licenses. Admitting that most of them dealt with amateur authorizations, he said nevertheless that if it must make findings in one classification, it must follow the same course in all others.

Chief Justice Groner interjected that the court has said in several cases very emphatically that there must be findings of fact and declared that perhaps the Commission "assumes too much" in contending it is not required to have hearings or issue findings. Justice Vinson participated actively on the right of hearing and the right of intervention by parties in interest. He observed that the Commission must admit it has been wrong in permitting interventions if it now claims it is not required to do so.

Mr. Scharfeld, counsel for KTSM, argued that the Commission erred not only in its failure to hear oral argument after membership of the Commission had changed by virtue of abolition of the Broadcast Division, but also failed to heed the mandate of the court which originally had reversed and remanded a decision granting the Roderick application. Regarding Mr. Dempsey's contention of no right to intervene and of no appealable interest, he pointed out that the Commission's regulations prescribed those specific courses and that he did not assume the Commission counsel now was holding that its regulations are invalid.

No Advertising Licenses

It was evident as soon as Mr. Dempsey began arguing the first case—WMEX—that the court proposed to go deeply into the appealable rights of stations on economic and other grounds. Immediately after Messrs. Roberson, for WAAB, and Fisher, for WCOP, had opened arguments raising virtually identical competitive issues and also challenging the financial responsibility of WMEX, Mr. Dempsey made his contention of no appealable interest.

Explaining that the FCC had granted the WMEX application without hearing but afterward, on motion of the appellant stations, had held a hearing, he asserted that the Commission's grant was based on need for the service in the Boston area.

Questioned by Justice Miller, Mr. Dempsey said he did not believe there was any difference economically in the competitive situations affecting radio stations than those that affect the selling of advertising for competitive newspapers. The Commission merely issues a license for operation, not for the sale of advertising, he said. Simply because a station would suffer competition, he argued, does not give it grounds upon which to appeal to the courts.

When the General Counsel argued that even if existing stations were "destroyed" because of increased competition there would be no appealable interest, Justice Stephens inquired what recourse stations might have if the Commission let in enough new service to destroy existing services. Mr. Dempsey held that he felt the law was clear and that a change in law was the only recourse.

Chief Justice Groner, along with Justices Stephens and Miller, participated in the cross-fire. Justice Stephens indicated the Supreme Court has held to the contrary in analogous cases but pointed out that while the Constitution does not guarantee against competition, it does against arbitrary action.

Resuming his argument March 8 Mr. Dempsey found all three of the sitting Justices plying him with questions. Broadcast advertising, Mr. Dempsey held, is only one phase of the advertising business and consequently nothing the Commission could do could have any bearing upon the advertising situation as a whole. Asserting he knew of nothing in the law which would abrogate the rule of competition in advertising, he said there is no protection against competition from broadcasters or from other advertising media which could be applied.

Denies Actual Losses

In addition to the question of the court's jurisdiction on economic phases, Mr. Dempsey said that even admitting the cases were properly before the court on economic grounds, WAAB and WCOP had failed to show they will suffer any damage. He held that WCOP has only been operating for a comparatively short time and that few if any stations earn a profit immediately after they begin operation. As for WAAB, he said that while the station alleged a loss of $23,000 over a 34-week period, the Yankee Network also operated WNAC in Boston and he believed that the company's books would show that the organization as a whole did not lose money.

Coming to his second contention that it is unnecessary for the FCC to make findings in cases, Mr. Dempsey said that while this may be regarded as a radical position, he felt it has its substance in the law. Both WAAB and WCOP were granted licenses originally without hearings. There is no right anywhere in the statute to give anyone other than the applicant the right to appeal, Mr. Dempsey contended. Beyond that, he argued that

ily the applicant has the right to e heard in proceedings before the CC.

"Then he has no status anywhere id whatever right he has is subct only to the whim of the Comission?" inquired Chief Justice roner. Mr. Dempsey insisted that her parties could not insist up a hearing before the FCC but at they could seek to procure risdiction in the court on other rounds. Justice Miller observed at such an effort would appear be futile, in view of the failure participate before the FCC.

Pointing out that parties have tervened in proceedings before e FCC, Justice Miller asked hether this was not a "matter of race". Mr. Dempsey, however, aintained that other parties have legal rights before the FCC and at they were entitled to proceed fore a court of equity.

Rate regulation was touched up both by the court and Mr. Dempy. Pointing out that the Act itlf prevents rate regulation, Mr. empsey asserted that in the case utilities, rates are fixed in rern for property taken for pubc use. There is no parallel in the se of radio, he declared. Moreer, he said, there is no regulaon that prevents a station from lling "every minute of its time".

Types of Programs

Justice Miller inquired whether station would lose its license if it oadcast only commercial prams. Mr. Dempsey replied that e Commission cannot voice objecon to profits earned by stations losses sustained by them but that is required to assure public servce.

Justice Miller said he construed to be the purpose of the Act to ve community service and that, his opinion, it does not mean clusively commercial programs.

Justice Stephens commented that e law is designed to "protect the ublic against getting so much rvice that none of the service ill be any good." He inquired hether the hearings incident to e enactment of the Communicaons Act indicated the intent of ongress.

Arthur W. Scharfeld, as counel for WMEX, intervenor in the ase, contended there had been no nowing that either WAAB or VCOP will lose additional money y WMEX's increase in status. He aid such a showing was essential prove an interest on the part of e appealing stations.

Taking up the argument for VLAC, Mr. Spearman first comented on Mr. Scharfeld's refernce to the Boston stations. He aid that during the hearings Mr. charfeld had objected to the inroduction of testimony of the very haracter he mentioned as being esential in order to show an interst and that the Examiner had susained him.

As to WLAC, Mr. Spearman ointed out that the station, operatng on 1470 kc., would suffer curailment of service with WMEX on he frequency. He displayed a conour of WLAC's coverage, which rew a prompt objection from Mr. Dempsey.

Mr. Spearman argued the FCC as not adhered to definite engineering policies with regard to protection of station coverage and that vast southern area would be deprived of service through WMEX's peration on the frequency.

Answering Mr. Spearman's argument, Mr. Dempsey said there had never been a single case of protection of a station beyond its one millivolt contour. He said there had been no proof of WLAC's secondary service and that, as a matter of fact, only clear channel stations are recognized by the FCC as having such service.

Insisting the court had no jurisdiction and that WLAC had no appealable grounds, Mr. Dempsey said that even if interference is set up, WLAC has no right to claim such protection.

Protected by Monopoly?

At this point Mr. Dempsey raised what appeared to be the high spot of his argument, asserting that the question is whether Congress intended to create a "protected monopoly in the broadcasting field." The Commission has not proceeded on that theory, he said.

If the Commission is wrong in its interpretation, he declared the court should so advise it. Reverting to his earlier theme, he said the Commission has no power to regulate competition in the broadcasting field.

After reading the broad provision of the Act permitting appeals by parties aggrieved by FCC actions, Justice Stephens asked Mr. Dempsey whom should be included in that broad category. He pointed out, moreover, that language used by Congress was lay rather than legal and appeared to be very broad.

Mr. Dempsey said he did not know what groups could be encompassed in that field.

Justice Stephens called on Mr. Spearman to give his views on the intention of Congress. Mr. Spearman said Section 1 of the Communications Act provides for FCC regulation of broadcasting and declared that a station cannot operate in an effective manner if the Commission allows indiscriminate competition. Senator Dill, he said, as chairman of the Senate Interstate Commerce Committee at the time the 1934 Act was written, asserted during the hearing that the purpose of the general appellate clause was to insure the right of appeal by all aggrieved parties and that it was a "studied effort to make it all-inclusive".

Right of Appeal

FCC Assistant General Counsel Koplovitz, in making his first argument before the court, urged it to grant the FCC motion to dismiss the appeal of KSFO from the decision denying transfer of the station by lease to CBS.

Pointing out that the FCC had denied the transfer on Oct. 18, 1938, he contended the action was such that no appeal is authorized under the law. Beyond that, he contended the transfer contract, by its own terms, was void and that even should the court remand the case to the Commission it would have nothing upon which it could act. He based this on the contention that the contract between KSFO and CBS provided that unless action was taken by June 1, 1938, it should expire by its own terms.

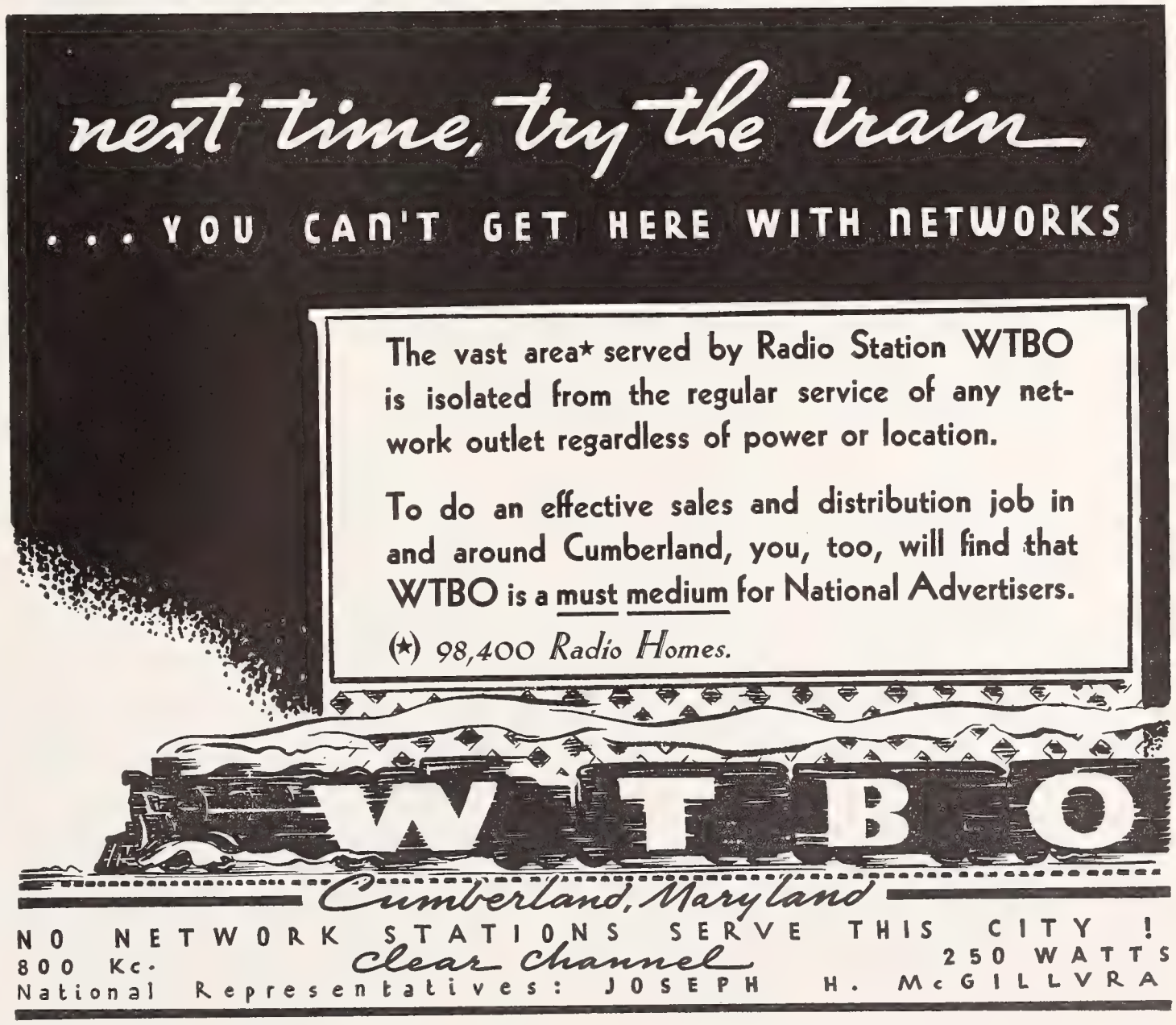
Mr. Koplovitz said the White Bill (S-1520), now pending in the Senate, carries a specific provision for appeals from denials of transfers. Thus, he contended, such appeals are not permitted under the law at the present time and it would need a new congressional enactment.

Mr. Patrick, counsel for CBS, disputed the FCC's contention of no appealable right. He said there was nothing "sacrosanct" about the transfer and that the only factor involved is that of serving public interest. If the new licensee is properly qualified to take over the station operation, he said, the requirements of the law are met.

As counsel for KSFO, Mr. Sprague contested the FCC contention that the transfer is "moot", asserting the contract between CBS and KSFO remains in effect until all rights of appeal are exhausted. The two companies have so agreed, he said.

Arguing that the appeal is proper under the law, he declared that Congress intended that there be appeals from transfer cases. He challenged the FCC contention that the appeal should go to a statutory three-judge court rather than to the Washington court, pointing out that great expense would be entailed by the FCC in dispatching attorneys for arguments in the field.

In rebuttal, Mr. Koplovitz asked for dismissal of the appeal, reiterating that even if the case were remanded there would be nothing before the Commission upon which it could act, since the transfer contract had expired by its own terms. He contended that the case involving WLOE, Boston, decided by the court some years ago, definitely settled the point that there is no appeal from the transfer of a license —a contention which was disputed both by CBS and KSFO counsel.



B & W Tobaccos Widely Promoted

Four Products Now Covered In National Radio Drive

BROWN & WILLIAMSON Tobacco Corp., Louisville, is extending the radio promotion of four of its products—Big Ben pipe and cigarette tobacco, Wings cigarettes, Bugler cigarette tobacco, and Avalon cigarettes.

The company will sponsor Paul Sullivan, newscaster, on WHAS, Louisville, for Big Ben tobacco, starting about May 1, it has been announced. He is to be heard on WHAS six nights weekly, 10-10:15 p. m.

On CBS-Pacific network, John P. Hughes, West Coast news-commentator, is to begin a new program of sports and news comments on March 19, for Wings. The new Wings program will be carried on stations in Los Angeles, San Francisco and Fresno, Cal.; Portland, Ore.; Tacoma, Seattle and Spokane, Wash., and heard Sunday, Tuesday, Wednesday and Friday, 9:45-10 p. m. Under daylight-saving time, starting May 1, the broadcast time will be 8:30-8:45 p. m. (PST), on Monday, Tuesday, Wednesday and Friday. Wings also will sponsor Dan Bowers, sports commentator, five nights weekly, 9:45-10 p. m. (PST), Monday through Friday, on KFSD, San Diego.

Bugler tobacco's *Plantation Party*, heard on NBC-Red and Blue, Fridays, 9-9:30 p. m., was expanded to 64 stations March 10. Stations were added in the Southeast Red and North Mountain groups, and in Pennsylvania, Michigan, Iowa and New England.

With the opening of the baseball season, Avalon cigarettes are placing sportcasts running up to six quarter-hours weekly on stations in major markets. Already set are WWJ, Detroit; WABC, New York; KOA, Denver; WBT, Charlotte, and WMAQ, Chicago. Others will be added. Announcements during and following baseball broadcasts have been set for Colonial Network stations, with other markets carrying minute and half-minute transcribed spots. These additional broadcasts will supplement the *Avalon Time* show on NBC-Red, expanded and moved on March 11 into the Fred Waring spot, 8:30-9 p. m. Saturdays. Russell M. Seeds Co., Chicago, handles all four B&W accounts.

New *Circle* Writers

WITH Robert Colwell and Tiffany Thayer transferred from the New York offices to the Hollywood staff of J. Walter Thompson Co. and assigned to collaborate on scripts of NBC *Kellogg Circle*, sponsored by Kellogg Co., it is expected that the weekly program will undergo a change in format. George Faulkner, who formerly headed the *Circle* writing staff, has been granted a vacation after which he will report to the New York office of J. Walter Thompson Co. and probably take over his former assignment as writer of the *Rudy Vallee* show. Colwell is also account representative for J. Walter Thompson Co. on Standard Brands Inc. Thayer has written scripts for various programs handled by the agency's New York office.



PAUL BUNYAN, Gargantuan legendary hero of the Northern lumberjacks, was the man who stripped the Dakotas of their timber, dug the Great Lakes and with the dirt thrown over his shoulders built the Black Hills. So it was natural that when Bemidji, Minn., in the heart of the timber country, staged a Paul Bunyan Winter Carnival, WDAY, Fargo, should send News Editor Millard John Newkirk and remote crew to cover the event. At left is an effigy of the redoubtable Paul; at right is one of Babe, his Big Blue Ox whose horns measure seven axhandles and a plug of tobacco from tip to tip. Below Babe are ranged (l to r) Operator Juline Savold, Salesman Robert Smith, Program Director Ken Kennedy, Mr. Newkirk and two officials of the carnival.

WOR-WGN-WLW OPEN FACSIMILE NETWORK

THE first network facsimile broadcast took place on March 11, at 2:30 a. m. (EST), with WOR, Newark, WGN, Chicago, and WLW, Cincinnati, broadcasting an hour program. Twenty-minute periods originated at WOR, WLW and WGN successively. Following this test program, the three-station network plans to broadcast regularly each Saturday morning from 2 to 3:30 a. m., beginning March 18. The stations will alternate in sequence as each presents its 30-minute contribution to the program.

Plans for the formation of this pioneer experimental facsimile network, which will be called the Mutual Facsimile Network, were completed March 7 in Cincinnati, when technical officials of the three MBS affiliate stations announced the new service, which will be extended to all MBS stations for facsimile broadcasting if present plans materialize. Tests are being conducted with the Finch system. Approximately 1,000 facsimile receivers are in operation within the primary service areas of the three stations, according to the announcement.

Attending the conference were Powell Crosley III, James D. Shouse, vice-president, R. J. Rockwell, chief engineer, and W. Guenther, of WLW; J. R. Poppele, chief engineer of WOR; Carl Myers, chief engineer of WGN; Fred Weber, general manager of MBS.

EXPERIMENTAL facsimile broadcasts over WHO, Des Moines, went on a three-a-week schedule March 1. Facsimile is now presented on Mondays from midnight to 1 a. m. and Wednesdays and Fridays from midnight to 12:30 a. m. under direction of Paul Loyet, chief engineer. Frank Pierce and John Beeston, engineers, devote their entire time to facsimile development. News copy is prepared in WHO's news room by Len Howe under the direction of H. R. Gross, WHO news editor.

GOLD-PLATED microphones are being prepared by the Canadian Broadcasting Corp. for use by the King and Queen during their forthcoming Canadian tour.

Love on the Court

FOR PERHAPS the first time in New York broadcasting, one major station directed its listeners to tune in on a rival, when WOR, Newark, taking advantage of last-minute availability for broadcast of the Don Budge-Fred Perry professional tennis match in Madison Square Garden March 10, brought a play-by-play description to its listeners and MBS, from 9:30 to 10 p. m. Unable to continue the sports description, WOR announced at the 10 o'clock switch that the remainder of the match could be heard on WJZ, New York, NBC-Blue key station which then started its broadcast and was the only local station on the air from the Garden. Other MBS stations still received an account through WOR's pickup facilities.

Praise from a Briton

THE American system of radio was highly praised by George P. Simon, advertising director of the *London Daily Telegraph* and *Morning Post*, who discussed the impressions of his first visit to the United States on NBC, March 10. "The development of radio in the American continent for advertising purposes is a phenomenon positively startling to an Englishman coming from a country where the BBC has the sole care of time on the air and advertising is strictly prohibited," said Mr. Simon. "The multiplicity and variety of your programs is no doubt due to this development. The speed and dexterity with which so many programs are dealt is a pattern of business efficiency combined with the maximum of taste."

BLEVINS DAVIS, of the NBC Education Division, announces that Part II of the *Great Plays Study Manual* is now available at 10 cents. Part I is already exhausted but is available for study at most public libraries.

GOMER BATH GIVEN CODE TASK BY NAB

GOMER BATH, assistant manager of WMBD, Peoria, Ill., on March 10 began preliminary work at NAB Washington headquarters on industry program policies and standards of practice to be considered by the Committee on Program Self-Regulation, which meets in New York March 23. At the request of NAB President Neville Miller, Mr. Bath was detailed to Washington by Edgar L. Bill, president of WMBD, for the work.



Mr. Bath

Because of WMBD's comprehensive work on program policies, Mr. Bath was selected for this preliminary assignment. He will examine proposed standards presented by individual stations and networks and whip them into shape for committee consideration. Members of the committee include Mr. Bill; E. B. Craney, KGIR; Walter J. Damm, WTMJ; Earl J. Glade, KSL; Herb Hollister, KANS; Edward Klauber, CBS; Lenox R. Lohr, NBC; Paul W. Morency, WTIC; Samuel R. Rosenbaum, WFIL; Theodore C. Streibert, MBS and WOR; Karl O. Wyler, KTSM.

Abolition of $2.50 Fee For Canadian Listeners Is Sought by Parliament

WITH the April 1 beginning of a new Canadian fiscal year close at hand, government members of the Parliamentary Radio Committee are urging the abolition of the annual $2.50 listener license fee and the payment of CBC expenses from the consolidated revenue fund. The demand was made at Ottawa March 10, and Transport Minister Howe, under whose department comes radio, asked the committee to make its decision by March 25 inasmuch as new licenses, already printed, go on sale April 1.

The demand by Government supporters on the committee, 17 out of 23, was on the ground that the collection of the radio license fee is prejudicing the interests of the CBC. The radio license fee is the most disliked tax in Canada, because in the United States listeners do not have to pay for listening.

L. W. Brockington, CBC chairman, told the committee on March 10 that CBC wants all political and quasi-political parties to have free time on the air to discuss their views. He said the CBC is being flooded by requests for time on the air by all sorts of organizations and is taking up the matter with the political parties. He announced the CBC would allow the *Toronto Globe & Mail* a national network March 15 to air the first mass meeting at Toronto of the newspaper's Leadership League, which resulted from the nationally spotted transcribed talks by Publisher George McCullagh who was refused a national CBC or private network, and so brought about the Parliamentary inquiry into CBC muzzling of the air. MacLaren Adv. Co., Toronto, confirmed the fact that the network was signed for March 15.

Yardstick Planned In Juvenile Field

Women's Groups to Suggest a Formula to Broadcasters

EXTRACTION of the scare element from children's programs was the topic of a conference in New York March 7 called by several national women's organizations and participated in by representatives of broadcasters, agencies and advertisers.

Called at the joint invitation of four leading women's organizations, the group was told of the support of commercial broadcasting by the organized womens' groups but also emphasized was the desire to elevate the quality of juvenile presentations. On motion of Arthur Pryor., Jr., vice-president of BBDO, in charge of radio, the group will present a suggested "yardstick" to the NAB Cole of Ethics Committee which meets in New York March 23.

FCC Chairman Frank R. McNinch, it was learned, was to have addressed the women's group March 10, but pressure of Washington business forced a postponement. He may address the women March 17.

Concessions Are Possible

The invitation was issued by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs and of the Women's National Radio Committee; Miss Dorothy Lewis, secretary of the New England Women's Assn.; Mrs. William H. Corwith, chairman of the American Legion Auxiliary, and Mrs. Nathaniel Singer, president of the United Parents Assn. Also present was Mrs. Sadie Orr Dunbar, president of the General Federation, along with representatives of other national women's organizations, Girl Scouts and publications in the field.

After Mr. Pryor's suggestion, Mrs. Milligan announced she would appoint a committee representing the four women's organizations to report on the sessions to the NAB committee. John Benson, president of the American Association of Advertising Agencies, will name an AAAA representative while Frank E. Mason, NBC vice-president, will represent that organization on the committee and E. N. Kirby, NAB public relations director, will represent NAB President Neville Miller.

Others present from the industry March 7 included Gilson V. Gray, CBS commercial continuity editor, and Julius Seebach, WOR program director, also representing MBS. Several other agencies and the Wheatena Corp. were represented.

It was pointed out that if children's programs were made to follow a definite formula, with the "blood and thunder" element removed, the women would be in a position to make concessions to sponsors and perhaps promote listening to those programs through their regularly distributed literature to housewives.

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup of Pepsin) has been ordered by the Federal Trade Commission to cease allegedly false claims for the product.

New Florida Station

THE FCC on March 13 affirmed its "findings of facts and conclusions" of Jan. 30 and granted the application of John T. Alsop Jr., former mayor of Jacksonville, now a public relations consultant, for a new 100-watt fulltime station on 1500 kc. in Ocala, Fla. The grant was the first under its new procedure eliminating an examiner [BROADCASTING, Feb. 15]. No opposition to the grant was filed, and it became effective March 14.

LOCAL MONOPOLY ALLENTOWN ISSUE

ANOTHER "test case" on "local monopoly" in public opinion was docketed for hearing by the FCC March 13 after an internal fight over the so-called "Allentown case" under which the *Allentown* (Pa.) *Call's* WSAN would be merged with the independently-owned WCBA. The stations share time on 1440 kc.

Involving no cash consideration, the transaction, which has been pending since 1936, would give the newspaper organization 60% control, Rev. B. Bryan Musselman, owner of WCBA, retaining 40%. Rev. Musselman is now manager of both stations and the consolidation was designed to provide the Allentown area with more efficient service.

Commissioners Case and Craven dissented, with Commissioner Brown not participating. The hearings will be held in Allentown if the Commission's budget permits. The Commission majority stated the applications were designed for hearing "to determine whether the granting of the applications to consolidate the two existing stations would result in, or tend toward a monopoly in radio broadcasting in Allentown and its immediate environs, and to determine if the operations of the stations" by the newspaper would be in the public interest. The newspaper publishes the only morning and evening editions in the city.

New WRAL Control

CONTROL of the new WRAL, Raleigh, N. C., authorized for construction last July by the FCC, to operate with 100 watts night and 250 day on 1210 kc., was transferred to A. J. Fletcher, Raleigh attorney, by action of the FCC March 13. The station is expected to start operating about March 15. Mr. Fletcher acquired the 40 shares owned by Earl O. Marshburn, attorney, and the 35 owned by H. E. Satterfield, professor of engineering at the University of North Carolina, bringing his holdings to 105 of 150 shares. George T. Case, formerly with WDNC, Durham, N. C., will be assistant manager of the station.

AN INCREASE in fulltime power from 500 to 1,000 watts on 1440 kc., was granted KELA, Centralia, Wash., in an FCC decision March 13. On the same date the Commission authorized WHAI, Greenfield, Mass., 250-watt daytime station on 1210 kc., which began operating last May, to operate fulltime with 100 watts night and 250 day. Both decisions are effective March 20.

Mexican Decision On Pact Imminent

AN EARLY "decision" by the Mexican Government on the North American Regional Broadcasting Agreement is foreseen in diplomatic circles, according to advices from Mexico City.

Word was forthcoming that the Mexican Minister of Communications has implied a March 22 "deadline" on the treaty and that definite action will be taken by that time. Embodying the basic plan for a reallocation of the 106 channels available for distribution on the North American Continent, the agreement requires action by the Mexican Government before it can become effective one year from that date. Canada, Cuba and the United States already have ratified the treaty and Mexico simply has to signify its intention of ratification for the effective date to be set.

Last fall the Mexican Senate declined to ratify the treaty, on the purported ground that it was not in the best interests of the country. Since that time, however, conversations with the Mexican Minister of Communications have tended toward an amicable adjustment through ratification by an administrative agreement with ultimate reconsideration by the Senate, now in recess. The new word is that serious consideration is being given the pact, with the outlook most encouraging.

Hastings, Neb. to Apply

ARTICLES of incorporation have been filed in Nebraska for a new corporation, with an authorized capital stock of $50,000 and paid-in capital of $32,000, which will apply to the FCC for a new local station in Hastings, Neb. Assisting in the project and one of the stockholders is Lloyd C. Thomas, until recently manager of WROK, Rockford, Ill., who at one time was secretary of the Hastings Chamber of Commerce and managed the original Westinghouse station in Hastings in the early days of radio. Several dozen local citizens are listed as incorporators and stockholders, including Fred A. Seaton, publisher of the *Hastings Tribune*.

DOES YOUR STATION NEED A STIMULANT?

Is your sales volume below par because of a competitive condition?

Do your local programs lack punch and pulling power?

Briefly:—

DO YOU WANT A STATION MANAGER WITH RADIO EXPERIENCE AND A SOLID BUSINESS BACKGROUND WHICH FITS HIM TO DEVELOP WELL-PLANNED SALES CAMPAIGNS BASED ON RESULT GETTING MERCHANDISING METHODS.

Such a man is available. The following qualifications can be elaborated upon in an interview:

1—Proven success with a Major Network Supplementary in an important industrial center. Responsible for excellent Network business and local and national spot sales.

2—Is a live wire with solid business background. Is tactful and has originality and outstanding personality. Makes friends easily.

3—Was Merchandising Manager—Advertising Manager and Sales Manager for two of the largest industrials in the country prior to going into Radio.

TO STATION OWNERS:—

Write Box A295 for references, and detailed information on ability and character.

CKLW leads!

A recent survey (week of January 23, 1939) made at the request of a Detroit Station to determine morning time preference shows CKLW leading in *all* fifteen-minute periods except *one*.

CKLW

5000 WATTS

DAY and NIGHT

Second in Power in the Detroit Area

Nehi Series on CBS

NEHI Inc., Columbus, Ga., on March 31 will sponsor Robert Ripley and his *Believe It or Not* stories on a new program for Royal Crown Cola on 77 CBS stations. The program will feature guests invited by Mr. Ripley to act as evidence for his stories, B. A. Rolfe's orchestra with the Men-About-Town quartet, and will be heard on Fridays, 10:30-11 p. m. BBDO, New York, is agency.

Sears Takes *Clock*

SEARS, ROEBUCK & Co., Chicago (for retail stores), on March 20 starts sponsorship of the *Musical Clock* on WBBM, that city, six mornings weekly, 7:30-8:30 a. m. The show recently concluded nine years on WBBM under sponsorship of Marshall Field & Co. Miss Halloween Martin, who has been featured on the program since its inception, will continue as mistress of ceremonies. McJunkin Adv. Co., Chicago, handles the account.

Mouths of Babes

WHILE conducting a weekly sponsored kiddies' amateur program on WHLS, Port Huron, Mich., Bill Rice, announcer and "Uncle Bill" of the program, recently was stopped in his tracks by a six-year-old guest. Rice asked her to dedicate her song, and when she replied, "I dedicate this song to my mother and father, who are celebrating their first wedding anniversary today," Rice just blinked, his neck reddened, and he said simply, "Go ahead"!

Scholl Starts Test

SCHOLL MFG. Co., Chicago (foot remedies), has started a test campaign of twice-weekly five-minute discs on WFBL, Syracuse, N. Y. Presba, Fellers & Presba, Chicago, handles the account.

Mars Signs on NBC

MARS Inc., Chicago, makers of candy bars, on April 10 will start a new audience participation show entitled *Dr. I. Q.* on 15 NBC stations, Mondays, 10:30-11 p. m. Stations include WOW, WENR-WLS, KWK, WTCN, WREN, WOWO, WEBC, KANS, WAVE, WSM, WDAY, KFYR, KOA and KDYL. Grant Adv., Chicago is agency.

Food Products Contest

TWO-WEEK contest to introduce Sweet Life and Jes-so food products will be conducted, starting March 20, on WNEW, New York, during the morning participating *Kitchen Kapers* program. The contest, sponsored by Sweet Life Food Products Corp., Brooklyn, offers a case of assorted canned goods to six daily winners who send in the best recipes "for preparing Sweet Life or Jes-so Products," accompanied by a label or facsimile. A grand prize of $100 goes to the final winner.

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FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
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CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Situations Wanted

COMMERCIAL MAN anxious for permanent connection. Six years' national sales representative, transcription, local station production experience. Best references. Box A286, BROADCASTING.

Young man now employed as announcer desires change. Three years experience. Voice recording. Box A258, BROADCASTING.

EXPERIENCED ANNOUNCER AT LIBERTY. Available for interview. Write Box A280, BROADCASTING.

INSTRUCTOR - ANNOUNCER: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A288, BROADCASTING.

Experienced Combination Operator and Announcer, First Class licensed, employed in small station, desires change. Will go anywhere. Box A294, BROADCASTING.

Radio operator holding first-class broadcast, second-class telegraph and amateur licenses desires position on station technical staff. Box A282, BROADCASTING.

Announcer wants position with small southern station. Recording of voice upon request. Small salary. Box A284, BROADCASTING.

SALESMAN, 30, available April 1st. Six years of successful experience in national sale and transcription field. Gilt-edged references. Box A290, BROADCASTING.

CHICAGO STUDENT - ANNOUNCER: thoroughly trained, some experience. Versatile. Age 26. Anywhere. Box A265, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handle studio utility, references, recordings available. Box A252, BROADCASTING.

Desire radio operator position. Single, licensed, first class. Excellent references. Start immediately. Box A281, BROADCASTING.

Radio newscasts increasingly important. You've probably noticed you need combination editor-reporter, publicity, continuity writer. Years newspaper, also transradio experience. Box A293, BROADCASTING.

Sales Manager seeks location. Take charge advertising department larger station, complete charge smaller station. Ten years' outstanding sales record. Box A292, BROADCASTING.

Situations Wanted (Cont'd.)

Competent, capable, experienced engineer, ten years' experience, desires chief engineers position any station 5 Kilo. on down. Investigate. All replies held confidential. Box A285, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

ANNOUNCER-PRODUCER four years directing programs one company over selected stations, dissatisfied present announcing job. Will take anything offering promotion for progressive ideas. Box A291, BROADCASTING.

Chief Engineer: Two years experience, now employed, desires change to Northern station. Married. Graduate of accredited radio school. A-1 references. Box A287, BROADCASTING.

Eight years' experience regional and clear-channel stations; knows thoroughly every phase station operation. RCA trained, television. Desires executive position progressive market. Salary secondary. Now employed. References. Box A296, BROADCASTING.

ATTENTION local station owners: If conditions demand higher grosses, better programming, more efficient management investigate this experienced, capable individual. Employed. Box A283, BROADCASTING.

ANNOUNCER: With four years' experience, university training and graduate study plus copy writing experience, desires position with small, progressive station, preferably in midwest. Young, married, ambitious. Voice recording available. Box A289, BROADCASTING.

Schools

WRITING FOR RADIO

WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

For Sale-Equipment

Field intensity meter—RCA 75B, latest model. Excellent condition, sacrifice for cash. Box A239, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Equipment

NBC recently completed installation of the new shortwave transmitter, WOEH, in Hollywood Radio City. Power for the new transmitter could be supplied within the Hollywood studios by the gasoline-driven emergency power unit, and in case of outside power failure, as was caused a year ago by the floods, the NBC networks could be served without a break by shortwave. A. H. Saxton, Western Division engineer, directed the installation, which will be used in event of a circuit break between Hollywood and San Francisco. The emergency power supply unit is designed to furnish power to handle all the broadcast equipment and lighting within the studios.

WITH RCA preparing for an initial production of about 10,000 television receivers for the New York market in connection with the introduction of public television at the World Fair, Francis H. Engel, for 16 years with the Camden laboratory and factory in various capacities, has been placed in charge of coordinating and planning development of television receivers.

THE TWO 460-foot radiators for the new CBC 50 kw. transmitters, CBK, Watrous, Sask., and CBA, Sackville, N. B., are the first guyed radiators designed in Canada, and were made by the Canadian Bridge Co., Walkerville, Ont. Both radiators have been patented, and are of triangular cross-section vertical design, having three sets of guys extending from the structure to heavy concrete anchorages.

T. NAT JOHNSON, head of the Chicago tower erecting company bearing his name, has returned from Grand Island, Neb., where he supervised erection of KMMJ's 325-foot Truscon tower located near Phillips, Neb.

LATEST RCA recording and broadcasting equipment will be featured at the first annual Southern California Commercial Sound Equipment Exposition, to be staged by Otto K. Olesen Co., Hollywood distributors, March 17-25. Exposition will be held at 1560 N. Vine St. Exhibits will also include television and lighting equipment, various types of microphones, booms and numerous other RCA commercial radio products.

WLNH, Laconia, N. H., whose wooden tower was leveled by the September hurricane, is erecting a new plant on the shores of Lake Winnisquam. It will consist of a transmitter house of Colonial architecture, housing a Gates transmitter, amplifier and associated equipment and a gasoline-driven auxiliary power supply of 9 kw. capacity. The antenna is a Truscon, 190 feet high. A new 20-B Gates studio console has been installed. All the work is being done under supervision of Manager Ed Lord.

AN RCA 100 kw. transmitter has been installed by the Norwegian Government at Vigra, and recently began operation on 629 kc. Standard Telephones & Cables, London, has received an order for a new 100 kw. transmitter, to cost about $300,000, including Standard Blaw-Knox antenna, from the Siamese Government.

KFYR, Bismarck, N. D., has purchased a new RCA distortion meter to be used at both studio and plant.

KERMIT TRACY, chief engineer for Arkansas Broadcasting Co., operating KLRA and KGHI, Little Rock, has completed extensive rebuilding of studios and control rooms for both stations.

WMBS, Uniontown, Pa., recently installed an RCA limiting amplifier.

KOY, Phoenix, has installed a new Collins audio limiter amplifier at its transmitter, under supervision of Chief Engineer Eugene Alden.

Norfolk Banter

DURING recent equipment tests on 5 kw. with the new RCA high-fidelity transmitter of WTAR, Norfolk, staff members presented an informal unscheduled program from 2 to 5 a. m., kidding each other about a "built" audience for the one-time program, how far their voices were reaching, et cetera. Surprise came when a deluge of letters, including some from Oregon, California and Bermuda, arrived at the studio the following week, saying that the writers liked the informality of the Norfolk program and wished it were presented more frequently.

Engineers in Conference

EXTENDING its sessions this year to six days, as against three in past years, some 50 engineers of Graybar, Western Electric and Bell Laboratories convened in New York March 13 for their annual sales-engineering meeting. New transmitting equipment and other new broadcasting apparatus as well as latest developments in broadcast engineering will be discussed during the session. The meetings will be held at Bell Laboratories in New York, at Whippany, N. J. and at the Graybar Building.

MAXWELL SMITH Co., Hollywood, manufacturers of custom built radio equipment, has announced a midget model remote amplifier, designed by Chief Engineer Leo Petroff. TR-4 ultra-portable amplifier weighs 7 ounces and is described as complete for use with low impedance, dynamic or ribbon microphones, with a maximum output of 12 db at 500 ohms. It is self powered. No technician is necessary for remote control broadcasts, the announcer simply fastening his wires on the telephone loops. It is especially designed for man-on-the-street broadcasts. When used with a lapel microphone it constitutes a pack which can be entirely hidden.

WDZ, Tuscola, Ill., has purchased an RCA 1-D amplifier which is being converted to a 1-DB to enable WDZ to broadcast on 1,000 watts.

FRANCE expects to have its new 450,000-watt Government-owned broadcasting station, to be known as the National Station of Allouis, on the air by mid-May, operating on the long-wave of 182 kc. It will replace the 80,000-watt Radio Paris, now operating on that frequency, and will be the highest powered station in Europe with the exception of the 500,000-watt Moscow Komintern station.

"The Crystal Specialists Since 1925"

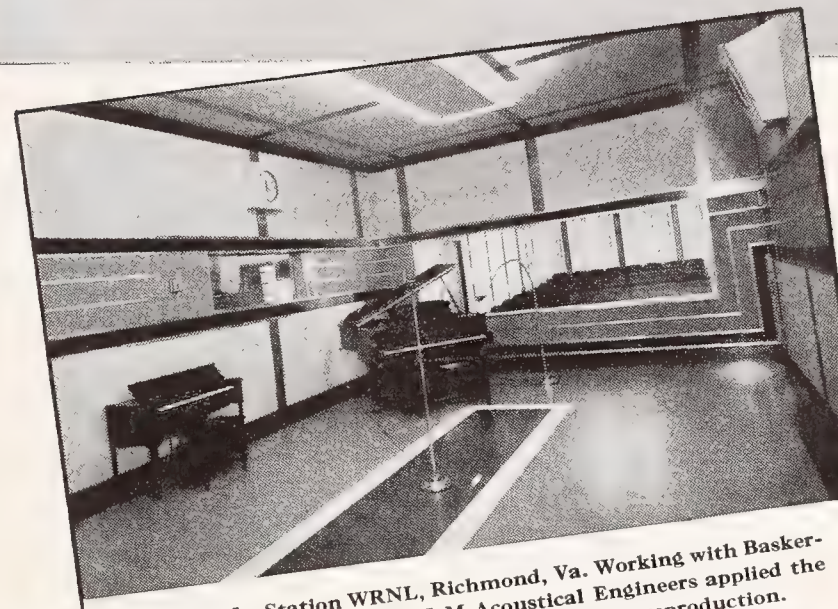
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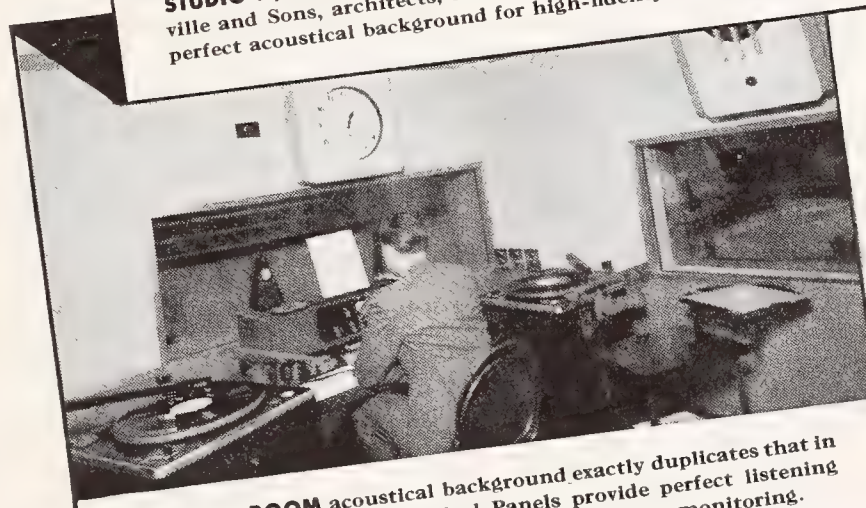
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STUDIO A, Station WRNL, Richmond, Va. Working with Baskerville and Sons, architects, J-M Acoustical Engineers applied the perfect acoustical background for high-fidelity reproduction.



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In WRNL's new quarters, for example, J-M Engineers have eliminated reverberation and distortion in studios, transcription and control rooms—prevented outside noises from going on the air. As a result, reproduction is true and faithful . . . broadcast quality greatly improved.

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Sound-Control Materials and
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ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 1 TO MARCH 13, INCLUSIVE

Decisions . . .

MARCH 6

WLTH, WARD, WBBC, Brooklyn — WLTH applic. to strike proposed findings of fact on behalf of WBBC be denied; that WLTH and WARD be allowed 15 days to file an answer to proposed findings of fact by WBBC; that WBBC be allowed 20 days to file reply to said answer.

WNLC, New London, Conn.—Granted mod. license D to unl.

NEW, Press-Union Pub. Co., Atlantic City—Granted CP 1200 kc 100-250 w unl.

NEW, W. C. Irvin, Amarillo, Tex.—Denied rehearing applic. 1500 kc 100-250 w unl.

WKEU, Griffin, Ga.—Denied CP move to Macon, Ga., use 1310 kc 100-250 w unl.

MISCELLANEOUS—WAWZ, Zarephath, N. J., granted mod. license to directional D; WSM, Nashville, granted extension facsimile; WFOR, Hattiesburg, Miss., granted CP increase D to 250 w; CBS, New York, granted auth. transmit programs to CMCK, Havana, etc.; NEW, WBEN Inc., Buffalo, granted facsimile license; CBS, New York, granted extension auth. transmit programs to Canada; NBC, New York, same; W9XER, Kansas City, W9XTA, Harrisburg, Ill., and W8XAI, Rochester, N. Y., granted temp. renewals, and set for hearing; WQDM, St. Albans, Vt., granted petition take depositions; NEW, Grant Union High School District, N. Sacramento, Cal., granted motion dismiss applic. CP without prejudice; WHDF, Calumet, Mich., granted continuance hearing to 3-22-39; WOOD-WASH, Grand Rapids, granted petition accept respondents answer re applic. Edward J. Doyle, Rochester, N. Y.; NEW, Northwest Bcstg. Co., Fort Dodge, Ia., granted order take depositions and waiver 25-day filing requirement; WSUI, Iowa City, Ia., granted continuance hearing to 4-17-39; WNAC, WAAB, Boston, reconsidered action setting renewals for hearing and granted same.

SET FOR HEARING — NEW, Oregon Bcstg. System, Grants Pass, CP 1370 kc 100-250 w unl.; WBRE, Wilkes-Barre, Pa., mod. license N to 250 w; KGLO, Mason City, Ia., CP change to 1270 kc 1 kw unl.; W9XER, Kansas City, CP increase power; WGBF, Evansville, Ind., CP change to 1250 kc 1-5 kw unl.; KFRU, Columbia, Mo., CP change to 1370 kc 100-250 w unl.; KXOK, St. Louis, CP change to 630 kc 1-5 kw unl.

MARCH 8

MISCELLANEOUS — WHBL, Sheboygan, Wis., granted license increase D to 1 kw; KGCA, Decorah, Ia., granted license use KWLC's transmitter; KDKA, Pittsburgh, granted CP move trans., new equip.; WRVA, Richmond, Va., granted license increase 5 to 50 kw; WMRO, Aurora, Ill., granted license new station 1250 kc 250 w D.

MARCH 10

MISCELLANEOUS—KVOX, Moorhead, Minn., overruled motion dismiss KOVC appearance; WOL, Washington, granted petition intervene applic. Lawrence J. Heller, Washington; WMEX, Boston, opposing counsel granted two weeks comply with rules, motion to strike proposed findings and conclusion re Central Bcstg. Corp., Worcester, Mass., placed back on motions calendar; KSAM, Huntsville, Tex., granted motion take depositions; KFIO, Spokane, Wash., granted dismissal without prejudice of CP change freq.; WJHP, Jacksonville, Fla., granted petition intervene applic. WMBR; WSPA, Spartanburg, S. C., granted petition intervene Spartanburg Adv. Co.; KMBC, Kansas City, granted petition intervene applic. WREN; WREN, Kansas City, motion dismiss KMBC petition to intervene overruled; WDAF, Kansas City, granted petition intervene WREN applic.; NEW, Central Bcstg. Corp., Worcester, Mass., overruled motion amend applic. CP and sustained opposition of WMEX, Northern Corp., WORC, Frank Kleindionst and C. T. Shorer Co.; WMBR, Jacksonville, Fla., granted order take depositions; NEW, Oregon Bcstg. System, Grants Pass, overruled petition continue hearing Southern Ore. Bcstg. Co.; KTAT, Wichita Falls, Tex., granted petition withdraw without prejudice CP move studio and trans. to Wichita Falls; KFJZ, Fort Worth, granted petition withdraw without prejudice applic. move trans. locally, new equip., etc.

MARCH 13

KELA, Chechalis, Wash.—Granted mod. license increase 500 w to 1 kw.

NEW, John T. Alsop Jr., Ocala, Fla.—Proposed findings of fact and conclusions adopted.

WHAI, Greenfield, Mass.—Granted mod. license increase to unl., 100-250 w.

WRAL, Raleigh, N. C.—Granted auth. transfer control to A. J. Fletcher.

WJBK, Detroit — Granted auth. move trans., radiator.

KELO, Sioux Falls, S. D.—Granted license increase D to 250 w.

WEMP, Milwaukee—Granted license increase D to 250 w.

KPQ, Wenatchee, Wash. — Granted license new trans.

WOOD, Grand Rapids; WXYZ, Detroit —Temporary extension licenses.

WTAR, Norfolk, Va.—Granted temp. auth. 5 kw N extended to 4-11-39.

WGST, Atlanta—Denied temp. auth. 5 kw N 30 days.

SET FOR HEARING — NEW, Brown Co. Bcstg. Co., Brownsville, Tex., CP 990 kc. 1 kw D; KGIR, Butte, Mont., mod. license N to 5 kw; WNBC New Britain, Conn., mod. license to 1 kw; WCBA, Allentown, Pa., vol. assign. license to Lehigh Valley Bcstg. Co.; WSAN, Allentown, vol. assign. license to Lehigh Valley Bcstg Co.

Examiners' Reports . . .

NEW, Sentinel Bcstg. Corp., Salina, N. Y.; NEW, Civic Bcstg. Corp., Syracuse; WHJB, Greensburg, Pa.—Examiner Berry recommended (I-763) that applic. Sentinel Bcstg. Corp. CP 620 kc 1 kw unl. be denied; that applic. Civic Bcstg. Corp. CP 1500 kc 100 w unl. be denied; that applic. WHJB CP increase to 1 kw unl. be denied.

Applications . . .

MARCH 1

KFIO, Spokane—CP new trans., change to 950 kc 1 kw unl.

WBTH, Williamson, W. Va.—Mod. CP new station for new trans., antenna.

KPQ, Wenatchee, Wash.—License for new trans.

MARCH 6

WCHS, Charleston, W. Va., CP increase 1 to 5 kw daytime.

WHK, Cleveland—Extension facsimile.

WTAQ, Green Bay, Wis.—License new trans., change antenna.

MARCH 7

WEAF, New York—CP new antenna, move trans. to Port Washington.

King-Trendle Bcstg. Corp., Detroit — Extension authority transmit programs to Canada.

WJLS, Beckley, W. Va.—License for new station.

WGRM, Grenada, Miss. — CP move trans., studio to Greenwood, Miss.

MARCH 10

NEW, Neptune Bcstg. Corp., Atlantic City—CP 1500 kc 100-250 w unl.

WELI, New Haven—Mod. CP change 900 kc to 930 kc 250-500 w.

WRDW, Augusta, Ga.—Mod. license N to 250 w.

MARCH 13

WDNC, Durham, N. C.—License for new trans., antenna, increase power.

KUTA, Salt Lake City—CP new trans., directional antena, chage 1500 kc 100 w to 570 kc 1 kw.

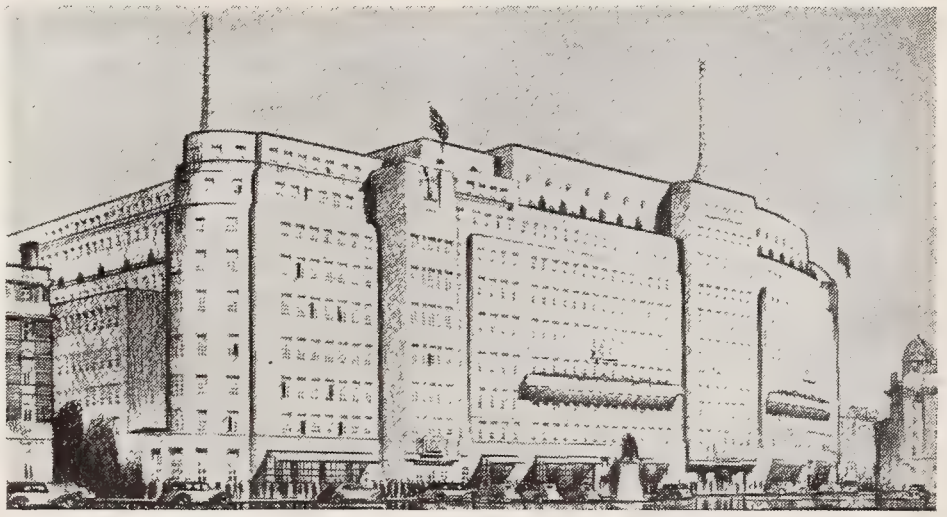
American Television Co. Televises an Operation

FIRST experiments of televising all details of an operation from the Israel Zion Hospital, Brooklyn, were conducted March 13 by engineers of the American Television Co., who recently installed an electric camera, similar to the type used in regular television broadcasts, over an operating table to enable medical students to observe more closely actual surgical technique. Details were transmitted by cable to an auditorium 500 feet away.

American Television Co. is also planning to hold television demonstrations in Bloomingdale's department store, New York, before April 1, by means of complete studio equipment called "tele-sale", which the company has installed in the store and hopes to sell to other stores throughout the country. Images of goods and displays for sale will be transmitted from a central studio to different departments of the store so that customers may see what the store has to offer and hear a description of the quality of merchandise televised on the screen.

PREPARATORY sessions for the fifth meeting of the International Technical Consulting Committee (CCIR), to be held in June, 1940, at Stockholm, Sweden, have been called by the State Department for March 21 and 22. The American preparatory committee, under the chairmanship of Dr. J. H. Dellinger, radio chief of the Bureau of Standards, will organize and appoint subcommittees for the technical conference, which covers exchanges of international information on allocations and bridges the gap between the International Telecommunications Conference held every five years. Francis Colt DeWalf, of the International Telecommunications Division of the State Department is vice-chairman of the preparatory committee and Harvey B. Otterman, also of that division, its secretary.

RCA equipment and a Truscon radiator have been ordered for the new KRBM, Bozeman, Mont., but the starting date has not yet been fixed. Robert B. McNab Jr. will be manager and Pat Goodover program director.



CONSTRUCTION is under way on the new Broadcasting House, London, to be completed by the end of 1940. The excavation is the largest in London. Five underground studios will eliminate all possible risk of extraneous noise, each to be floated and isolated from the building itself. Above the regular ground level will be the offices and control room.

Ultra-High Bands Allocated by FCC

ALLOCATIONS of frequencies in the ultra-high range from 30,000 to 300,000 kc., announced March 13 by the FCC to become effective April 13, reaffirmed previous assignments to general services, including television and "apex" broadcasting, except for several minor changes.

Renewing its action of Oct. 13, 1937, with respect to television, the Commission set aside the same 19 bands for this service, but specified that three of the bands (162,000-168,000, 210,000-216,000, and 264,000-270,000 kc.), while primarily for television, may be used secondarily for general or specific experimentation. Such experimental stations, however, will be required to vacate these bands if operation results in interference to any television service.

Also renewed were the assignments to aural broadcasting and facsimile of 75 channels in the band 41,000-44,000 kc. Twenty-five of these channels have already been allocated to non-commercial educational broadcast stations. [BROADCASTING, *1939 Yearbook*].

In order to make way for additional aviation service, the new allocations shift experimental broadcasting in the ultra-high range to the 116,000-118,000 kc. band, heretofore assigned to amateurs. The band 142,000-144,000 kc. formerly broadcasting was assigned aviation.

"Nationwide" Television

In announcing the new assignments, no change in allocations for frequency modulation, as opposed to amplitude modulation, was made. Frequencies above 40,000 kc. provide for both types of experimentation, so that relative merits of the two types may be evaluated. It is anticipated, the Commission said, that as a result of such experimentation proper standards eventually will be developed.

Respecting television, the Commission said that to permit it to be inaugurated on a "nationwide" basis, a minimum of 19 channels should be reserved below 300 megacycles. This, it was made clear, is in connection with provision of service to urban as distinguished from rural areas, there being no immediate outlook for nationwide service paralleling network operations which would provide adequate rural coverage.

Aside from these changes, the new allocation order is identical with that issued in 1937 (Order 19) relating to relay, high frequency and experimental operations. Existing licenses for frequencies above 60,000 kc., except those operating in the broadcast services, were extended to Oct. 1, 1939. Under the changes, applications for renewals due to be filed on Aug. 1, 1939, must specify frequencies in accordance with the allocations, it was stated, as must all new instruments of authorization.

Network Accounts

All time EST unless otherwise indicated.

New Business

GEORGE A. HORMEL & Co., Austin, Minn. (canned food), on April 3 starts program on 21 CBS stations, Mon., Wed., Fri., 11-11:15 a. m. Agency: BBDO, Minneapolis.

WILSHIRE OIL Co., Los Angeles (petroleum products), on March 7 started for 13 weeks, *Pull Over Neighbor*, on 2 NBC-Pacific Red stations (KFI KPO), Tues., 6-6:30 p. m. Agency: Dan B. Miner Co., Los Angeles.

NEHI Inc., Columbus, Ga. (Royal Crown Cola), on March 31 starts *Believe It or Not* on 77 CBS stations, Fri., 10:30-11 p. m. Agency: BBDO, New York.

MARS Inc., Chicago (candy bars), on April 10 starts *Dr. I. Q.* on 15 NBC stations, Mon., 10:30-11 p. m. Agency: Grant Adv., Chicago.

CHAMBERLIN LABORATORIES, Des Moines (hand lotion), on March 5 started for 13 weeks, *Eddie Albright*, on 3 CBS California stations (KARM, KSFO, KNX), Mon., Wed., Fri., 5:45-6 p. m. Agency: John H. Dunham Co., Chicago.

GENERAL MILLS, Minneapolis, on April 16 starts *Grouch Club* for Korn Kix on 20 to 30 NBC-Red stations, Sundays, 6:30-7 p. m. (EST), and on 7 CBS-Pacific stations and KFWB, 9:30-10 p. m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

SPERRY FLOUR Co., San Francisco (pancake and waffle flour), on March 14 started for 10 weeks participation in *Women's Magazine of the Air* on 6 NBC-Pacific Red stations, Wed., 3:30-3:45 p. m., Tues. and Thurs., 3:45-4 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

Renewal Accounts

TEXAS Co., New York (gasoline), on April 5 renews for 13 weeks *Texaco Star Theatre* on 92 CBS stations, Wed., 9-10 p. m. (EST). Agency: Buchanan & Co., N. Y.

S. C. JOHNSON & SON, Racine, Wis. (floor wax), on April 11 renews for 52 weeks *Fibber McGee & Co.*, on 76 NBC-Red stations, plus CBC, Tues., 9:30-10 p. m. (EST). Agency: Needham, Louis & Brorby, Chicago.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on March 2 renewed for 13 weeks, participation in *Early Morning News* on 13 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

MENNEN Co., New York (shaving cream), on April 2 will renew for 4 weeks *People's Rally* on 13 MBS stations, Sun., 3:30-4 p. m., after which program will go off air for summer. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron (tractor tires), on March 27 renews *Goodyear Farm Radio News* for 13 weeks on 35 NBC-Blue stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Arthur Kudner, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on April 1 renews for 13 weeks, *Joe E. Brown Show*, on 71 CBS stations, Sat., 7:30-8 p. m. (EST), with re-broadcast, 8 p. m. (PST). Agency: Benton & Bowles, N. Y.

Ohio Radio Sales Forum

SPEAKERS at the Second Annual Forum of the Sales Institute for Ohio broadcasters to be held April 1 at Columbus, will include E. P. H. James, sales promotion manager of NBC, and Harvey Young, former president of the American Newspaper Publishers Association. A third speaker, according to Fred Bock, sales manager of WADC, Akron, chairman of the Institute, will be Charles Caley, WMBD, Peoria, Ill., discussing independent station sales.

KELLOGG Co., Battle Creek, Mich. (cereals), on April 16 renews for 13 weeks, *Kellogg Circle*, on 53 NBC-Red stations, Sun. 10-11 p. m. (EST), and 7-7:30 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

Network Changes

F. W. FITCH Co., Davenport (shampoo), on March 26 adds 22 NBC-Red stations to the 52 carrying *Fitch Bandwagon*, Sun., 7:30-8 p. m.

ACME WHITE LEAD & COLOR WORKS, Detroit (paint), on March 28 adds repeat broadcast on 16 stations to *Smilin' Ed McConnell* on 36 NBC-Blue stations, Tues., Thurs., 10:30-10:45 a. m. (repeat 5:30 p. m.).

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler tobacco), on March 10 added 13 NBC stations to *Plantation Party* now on 48 NBC-Blue stations, Fri., 9-9:30 p. m. Stations are: KMA WTAR WOOD WBRE WPTF WFBC WIS KIDO KGIR KPFA KGHL KSEI KTFI. Agency: Russel M. Seeds Co., Chicago.

CAMPBELL SOUP Co., Camden, on April 3 moves *Amos 'n' Andy* from NBC-Red to 55 CBS stations, Mon. thru Fri., 7-7:15 p. m. Agency: Ward Wheelock Co., Phila.

P. LORILLARD Co., New York (Old Gold cigarettes), on May 23 will move *Melody & Madness*, starring Robert Benchley, from CBS, Sun., 10-10:30 p. m., to 95 NBC-Blue stations, Tues., 9-9:30 p. m. Agency: Lennen & Mitchell, N. Y.

MACFADDEN Publications, New York (*True Story* Magazine), on May 23 will move *Mary & Bob's True Stories* on 24 NBC-Blue, Tues., from 9-9:30 p. m. to 9:30-10 p. m.

GENERAL FOODS Corp., New York (Grape Nuts), on April 3 switches *Al Pearce* on NBC-Red from New York to Hollywood and changes West Coast rebroadcast from Mon., 7:30-8 p. m. to 9:30-10 p. m. (PST).

FIRESTONE TIRE & RUBBER Co., Akron, on March 27 only switches *Voice of Firestone* on NBC-Red from New York to San Francisco; April 3 and 10 only, to Hollywood.

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream), on March 4 switched *Prof. Quiz* on CBS from New York to Hollywood.

RIO GRANDE OIL Co., Los Angeles (gasoline), on March 30 shifts *Calling All Cars* on 3 CBS Pacific stations. Fri., from 7:30-8 p. m., to 8-8:30 p. m.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice), on March 12 added KTAR and KVOA to *Irene Rich* on NBC-Red.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on March 26 shifts West Coast rebroadcast of *Woodbury Playhouse* on 14 NBC-Pacific Red stations, Sun., from 4-4:30 p. m. (PST), to 9-9:30 p. m.

Topeka Tests

BUILDING itself up as a "proving ground" as well as a selling medium, WIBW, Topeka, Kan., has produced a promotion piece consisting of a glass test tube packed with a roll of case histories and a business reply card. The laboratory apparatus and literature are carefully packed for mailing in a cotton batting jacket.

Magic Key Promotion

THE *Magic Key* programs on NBC-Blue each Sunday afternoon under the sponsorship of RCA currently devote one commercial on each broadcast to promoting the American system of broadcasting, pointing out to the listeners that they are receiving almost a full hour's entertainment in exchange for a few minute's attention to the company's sales message and that only in this way is it possible for American broadcasters to provide the lavish fare of entertainment and instruction which most listeners have come to take for granted. Copy for these announcements is being written by E. P. H. James, NBC sales promotion manager.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Concentrated Super Suds), on April 3 adds 22 CBS stations to *Myrt & Marge* and *Hilltop House* on CBS.

GENERAL FOODS Corp., New York (Postum), on March 13 shifts *Lum & Abner* on CBS to Chicago and New York for six broadcasts on 41 CBS stations, Mon., Wed. and Fri., 7:15-7:30 p. m.

New Agency in N. Y.

JAMES B. DILLINGHAM Jr., Jesse L. Livermore Jr., Robert C. Durham and R. Stuyvesant Pierrepont Jr. have announced the opening of Dillingham, Livermore & Durham, advertising agency, to be located by March 15 at 400 Madison Ave., New York; telephone, Plaza 5-3335. Mr. Dillingham and Mr. Durham, formerly with Benton & Bowles, New York, act as president and chairman, respectively. Mr. Livermore, formerly with the Pepsi-Cola Bottling Co., is vice-president; Mr. Pierrepont, recently with Warwick & Legler, is secretary and treasurer; and on March 15 Colby M. Chester III of Benton & Bowles joins the new agency as head of the copy and service department. Addison F. Vars, president of Addison F. Vars, Buffalo advertising agency, also joins the agency on March 15 as executive vice-president.

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• The marked success of CREI trained men in every branch of radio is indicative of the type of men and type of training we are proud to offer to this progressive industry. The men who will carry on "tomorrow" must be equipped with the ability to "know how, and why." Our record to date, we believe, is in step with this aim. Our free booklet explains in detail.

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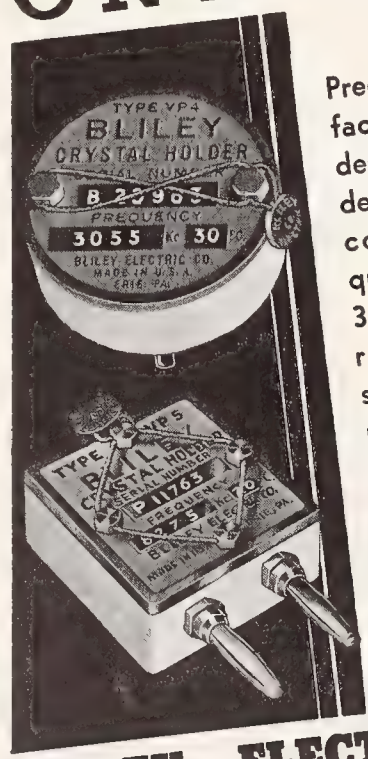
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GATES RADIO & SUPPLY CO. Quincy, Ill.

BLILEY CRYSTALS



Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 KC. to 30 MC. For technical recommendations on standard or special applications, a statement of your requirements will receive immediate attention. A technical catalog is available on request.

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

Television Appeal To Aid Advertiser

NBC Sees Double Flexibility With Sight Added to Sound

"THE ADDITION of sight to sound will give more than twice the flexibility of present day sound broadcasting for commercial purposes and can be expected to be many more times as effective in actual sales appeal," says *Television in Advertising*, a quick-reference summary which NBC has just issued as an answer to the many queries received from advertisers and agencies.

Stating that the "problems of a few years ago which were purely technical have now changed to those of establishing a self-sustaining public broadcast service," the booklet cites the cost of production as the greatest problem to be solved. "Estimates based on motion picture technique produce fantastically large figures, and it is evident that while television will require much of the same technique as motion pictures, its economic solution demands a considerably different approach. In any case, it seems likely that program production costs of television will, on the average, exceed those of the present sound broadcasting."

The book points out that NBC does not plan any immediate sale of time, but that the network in its program experiments has anticipated the eventuality of sponsored programs by "cooperating with those industries whose products appear to lend themselves most readily to television exploitation" and has worked out experimental programs with advertisers in the fields of automobiles, fashions, jewelry, foods, steel, drugs, oil and tobacco.

Mailed to more than 5,000 advertisers and agencies with that study was another booklet, *RCA Television*, containing a brief history of visual broadcasting and a description of the programming, engineering and economic problems, illustrated with numerous photographs of television actors, directors, technicians and apparatus at work.

Ramsay-Smith Tenures

EXTENSION until March 31 of the temporary Information Section of the FCC under which M. L. Ramsay serves as chief, with C. Alfonso Smith as his assistant, was authorized by the FCC March 6 after another flare-up in Commission meeting. Commissioner Craven, who has opposed Mr. Ramsay, proposed that Mr. Smith alone be retained for the temporary period but was voted down, 4 to 2, with Payne supporting this move. Commissioner Walker, seconded by Commissioner Sykes, moved adoption of Chairman McNinch's recommendation for extension of both men. Mr. Ramsay is to submit to the FCC final recommendation for a permanent information organization by March 15. He is employed regularly by the Rural Electrification Administration, Mr. Smith by the Soil Conservation Service.

NATIONAL Grange Mutual Liability & Fire Insurance Co., Keene, N. H., cooperative conducted by the National Grange, on March 1 started a five times weekly campaign for 13 weeks, aimed chiefly at motorists without insurance, using WGY, Schenectady.

Late Personal and News Notes

RALPH F. LINDER, formerly managing editor and sales promotion manager for the trade division of the Butterick Co., has been named sales promotion and advertising manager of American Record Corp., which recently became a CBS subsidiary.

JONES SCOVERN, recently with the *Los Angeles Times*, has joined the sales staff of KSD, St. Louis. Before going to the *Times*, Scovern was in the local advertising department of the *St. Louis Post-Dispatch* for 10 years.

ERNIE SANDERS, studio manager and announcer of WHO, Des Moines, is in California for the Hoxie Fruit Co. of Des Moines, studying methods of growing, harvesting, sorting, packing and shipping fruits. The background will be used in his *Hoxie Fruit Reporter* broadcasts, Mondays through Saturdays at 8:15 a. m.

LOU TIERNAN, formerly of Spreckels Sugar Co., and W. H. Averill, formerly of the *St. Louis Globe Democrat* and recently with Brown & Bigelow, have joined the sales staff of KWK, St. Louis.

CLAIR WEIDENAAR, formerly of WKRC, Cincinnati, has joined WCPO, that city, as announcer. Tom McCarthy, WCPO news editor, is the father of a girl born recently. Bob Bentley, WCPO announcer, has been nominated for vice-presidency of the Cincinnati Civic Club. Harry Hartman, WCPO baseball announcer for 12 years, and Miss Tillie Skurrow were married March 12, and are spending their honeymoon in Florida at the Cincinnati Reds training site.

DAVID YOUNG, for more than two years program director of KGB, San Diego, Cal., has been appointed continuity editor of the Don Lee Broadcasting System. He succeeds Z. Wayne Griffin, who resigned in March to join the Hollywood staff of BBDO. Griffin will continue as co-producer of the Mutual-Don Lee network program, *Lets Go Hollywood*, and *Help Thy Neighbor*.

CHESTER H. MILLER, former president of Transcriptions Inc., New York, assets of which were sold at public auction on March 13, is planning to continue in the radio program field independent of any company. Glenn H. Pickett, former chief engineer of the company, will join the CBS engineering department in the near future.

MILTON MENDELSOHN, formerly of the Kirtland-Engel Co., Chicago agency, and more recently sales promotion and production manager of KFH, Wichita, Kan., has joined the Albert Kircher Co., Chicago, in charge of radio production.

TED MacMURRAY, formerly of the CBS-Chicago production department, has joined the production staff of NBC-Chicago.

EDWARD ALLEN, formerly of WOMT, Manitowoc, Wis., as announcer, has resigned to return to Chicago, where he formerly was associated with the Federal Radio Project.

CLARENCE M. PETTIT, director of public relations of KDKA, on March 20 becomes assistant to the manager of the Guest Relations Division of NBC, New York.

SAM HAYES, John Conte, Wendell Niles and Reid Kilpatrick, Hollywood announcers, have been signed by Warner Bros. to do race track narration in the film, "The Roaring Crowd", now being produced.

LAVINIA S. SCHWARTZ, educational director of WBBM, Chicago, spoke March 11 before a vocational guidance conference sponsored by the University Women's Assn. of the State University of Iowa. She also will appear March 20 before the Evanston Business & Professional Women's Club to discuss "The Place of Radio in Community Activities".

HILL BLACKETT, vice-president and treasurer of Blackett-Sample-Hummert, Chicago, will return April 1 from a month's vacation in Guatemala.

H. G. TELFORD, formerly with the Cleveland office of Curtis Publishing Co., has joined the Cleveland office of Meldrum & Fewsmith, as an account executive.

CHARLES FLEMING has been placed in charge of the radio department of Hugo Wagenseil & Associates, Dayton, O., agency.

SAM TAYLOR, formerly screen commentator for WHN, New York, has joined the sales department of WMCA, New York, and will broadcast film news on that station.

GODFREY THOMAS, account executive of KFAC, Los Angeles, on Jan. 28 married Kay Kirkwood at Santa Barbara, Cal., it has been announced.

JAMES V. SIMS, formerly chief engineer of KICA, Clovis, N. M., has joined WJLS, Beckley, W. Va., as announcer-engineer.

JOHN McCORMICK, of WHO, Des Moines, publicity department, and Mrs. McCormick, are the parents of a daughter, Sharon Kay, born March 6.

BILL BROWN, WHO sports editor, has been appointed to the Fiesta Committee of the Des Moines Chamber of Commerce.

GENE SHUMATE, sports announcer of KSO, Des Moines, and Mrs. Shumate are the parents of a daughter, Sara Lynn, born March 7. Mrs. Shumate is the former Chicago radio actress, May Floyd Sinex.

ELEANORE ZWIFELHOFER, of the accounting department of KSO-KRNT, Des Moines, has been transferred to a similar position at WNAX, Yankton, S. D.

HOWARD DORSEY, former assistant program director of WMBD, Peoria, has joined WCBS, Springfield, Ill., as program director. O'Darrell Cunningham, formerly of WMBH, Joplin, Mo., has joined the station's commercial department.

BYRUM SAAM has been named by WIP, Philadelphia, to announce home games of the two local major league baseball teams. The games will be keyed to WPG, Atlantic City; WEEU, Reading; WSAN, Allentown; WILM, Wilmington, Del.; WGAL, Lancaster; WORK, York; WEST, Easton; WKBO, Harrisburg; WAZL, Hazleton.

EDWIN MULLINAX will describe Southeastern League games of the Anniston Rams on WHMA, Anniston, Ala., with Harold Russey handling commercials.

FRANK ESCHEN, program director and sports announcer of KSD, St. Louis, back from a vacation, has resumed his daily sports program, relieving J. Roy Stockton, *St. Louis Post-Dispatch* sports writer, who is forwarding Eschen daily dispatches from the St. Louis Cardinals training camp.

JACK FITZPATRICK, announcer of KLZ, Denver, reports March 25 in San Francisco at the General Mills-Goodrich baseball announcers' school.

JERRY BOZEMAN is announcing a thrice-weekly sports commentary on KWKH-KTBS, Shreveport, La., for the local Evans Sporting Goods Co.

HARRY McLAY, formerly of CJRC, Winnipeg, has joined CJRM, Regina, Sask., as an announcer. Jack Hill, formerly of Swift Current, Sask., is new CJRM sports announcer, and Ed Scott, of Regina, has joined the commercial department.



ALL THE WAY from England 3,400 miles, came this television image, received by RCA at its Riverhead, Long Island, station and caught by a movie camera. For over two years RCA has been receiving London's daily television images faintly during the cold season when the ionization density of the upper atmosphere is favorable. Reception may cease for a few years, even in cold weather, however, for the 11-year cycle of solar activity is now on the down-swing. Information on this scientific oddity has been compiled by DeWitt R. Goddard, of the RCA Laboratories at Riverhead, where he is studying radio propagation. Television signals have also been received by RCA from Rome. Audio signals accompanying the video programs have been received with exceptional clarity.

CLINTON V. GODWIN, formerly with CKX, Brandon, Man., has joined CJGX, Yorkton, Sask., as program director and chief announcer.

JIM WEAVER, former WCSC engineer, who resigned last December, has returned to the station as transmitter engineer.

TOM LEWIS, Hollywood producer of Young & Rubicam, on the CBS *Screen Guild* program, sponsored by Gulf Oil Corp., has recovered from his recent appendicitis operation.

GORDON WIGGIN, of the commercial staff of KOY, Phoenix, and Miss Lorraine Longseth were married March 3.

LOU WITHERS, KFI-KECA, Los Angeles, announcer, has written two popular songs, "Lovely Lady" and "Love in O-ne'-ha-nau'," Hawaiian ballad, to be published by Davis & Schwegler, that city.

M. R. WILLIAMS, supervisory technician of WFBM, Indianapolis, and Frederic Winter, announcer, have been appearing as guest lecturers before radio classes of Arthur Jordan Conservatory, affiliated with Butler University.

GERRY SMITH, control room operator of WFBM, Indianapolis, is the father of a baby boy, born in early March.

WEW, St. Louis, announces the appointment of Wythe Walker as its representative.

WSIX, Nashville, has appointed Kelly-Smith Co., New York, as representative.

HAMMEL & HAMMEL, Los Angeles agency, has moved to 355 S. Broadway. F. H. Hammel is radio director.

Author! Author!

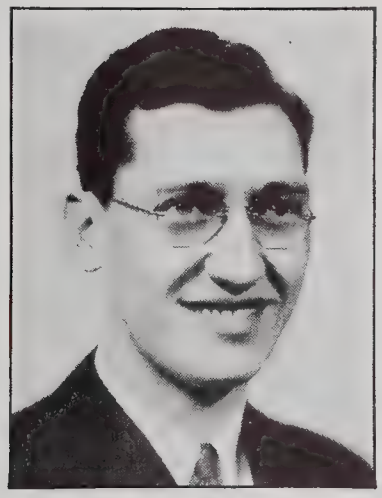
To write continuity the WLW way requires a minimum of 10 full time continuity writers . . . experienced, talented men capable of creating all types of radio scripts. And because their writing is better than average . . . they have contributed greatly to making the phrase . . . "produced in the studios of the Nation's Station" the hallmark of outstanding radio production . . . the reason WLW is the only winner of TWO Variety Showmanship Awards for program originations.



LATHAM OVENS



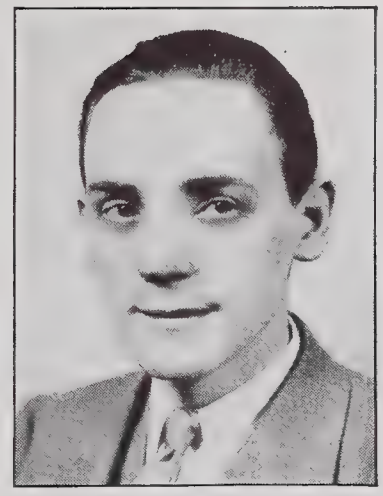
LEE HOUSE



EDWARD CARDER



DOUGLAS MUSSINON



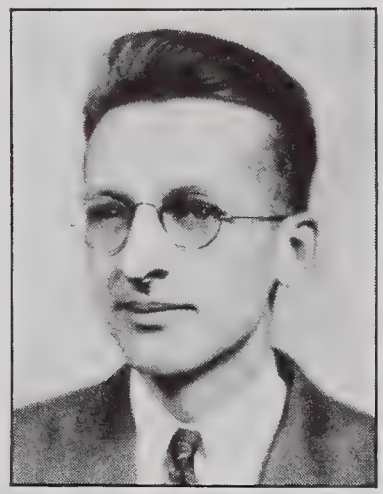
ROBERT MONROE



RALPH BROWN



JACK C. WILSON



VAN WOODWARD



DERICK WULFF



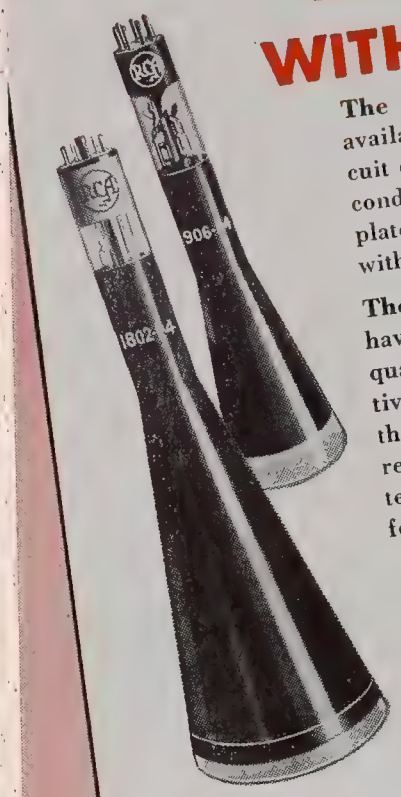
BOB MALEY

***. . . these things too, we think are part of the story of* WLW**

RCA offers a Complete Line of TELEVISION TUBES

READY FOR DELIVERY!

RCA KINESCOPES WITH WHITE SCREEN



The RCA-906-P4 is a 3″ Television Kinescope available at unusually low cost. Provides low circuit cost because of its low voltage operation. Has conductive coating which minimizes deflecting-plate loading and prevents drifting of the pattern with changes in bias $15

The RCA-1802-P4 is a 5″ Television Kinescope having electrostatic deflection. Provides excellent quality television pictures. The deflection sensitivity is such that the beam may be deflected across the entire screen with no more voltage than is required for full deflection on 3″ tube. Separate terminals are provided in new Magnal 11-pin base for each deflecting plate. $27.50



The RCA-1804-P4 is a 9″ Television Kinescope employing electro-magnetic deflection of the electron beam. Can be operated with an anode No. 2 voltage up to 7,000 volts and provides a brilliant picture with excellent definition. . . . $60.00

The RCA-1803-P4 is a 12″ Television Kinescope employing electro-magnetic deflection of the electron beam. Like the 1804-P4, this tube can be operated with an anode No. 2 voltage up to 7,000 volts—but its large size lends greater brilliance and detail to pictures, making it especially suitable for use with large groups of people. $75.00

Over 325 million RCA radio tubes have been purchased by radio users . . . in tubes, as in radio sets, it pays to go RCA All the Way.

RCA presents the Magic Key every Sunday, 2 to 3. P. M., E. S. T., on the NBC Blue Network.

RCA RECTIFIERS



The RCA-2V3-G is a tungsten - filament type of high-vacuum, half-wave rectifier for use in suitable rectifying devices to supply the high d-c voltages required by kinescope and cathode-ray tubes. **$3.00**

The RCA-879 is a high-vacuum, half-wave rectifier of filament type for use in suitable rectifying devices to supply the d-c voltage requirements of cathode-ray tubes. . . . **$3.00**

RCA R-F AMPLIFIERS

The RCA-1852 and **1853** are r-f amplifiers offering high mutual conductance, resulting in surprisingly high gain and superb signal-to-noise ratio. Both of these tubes have the grid connection at the base, thus eliminating grid cap and decreasing feed-back at high frequencies. This feature also greatly improves circuit stability. These two tubes are particularly well suited for television amplifier applications. The 1853 has remote cut-off characteristics which permit the handling of a larger range of signals.

$1.85 apiece



RCA Radio Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

BROADCASTING

Broadcast Advertising

Vol 16 • No. 7

APRIL 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



PRE-SEASON

Promise

The advent of Spring in this, WOR's eighteenth year, is for us a time of plan and promise. Though the arrival of radio's perfect state remains an event hesitant and mysterious, we endorse and enjoy the excitement of it. We shall continue to poke our nose into affairs abroad and at home and call upon the ripe wisdom of old men to evaluate man's jousts with man, whether he be engaged in a game of bowls or a blood purge. Belmont, too, will be accorded an attentive ear, as will baseball, and jaunty people who race sloops. WOR will carry tenors singing of love and the tender life to be followed, perhaps, by the voice of a mean satirist, and something about art, music, Paris, London and other ornaments of life. You may not like all *of it, but every day there will be things you can't afford to miss. And when the seasonal lull comes to town with its first hint of the high winds, we will probably send a man out to pick up the dreamy cricket sounds in the hot August meadows. Or maybe we'll just keep our hands in our pockets and do nothing about it. Anyway, it will be a season of surprises, packed with the unexpected. Life is like that at WOR.*

WOR



Blanketed!

WLS programs and highlights are listed in 110 newspapers* in the WLS Listening Area. The combined circulation of these papers is 4,086,327. Seventeen of them publish in the Chicago Area. (Chicagoans listen to and know WLS.) 4,086,327 families can find the time of any WLS program simply by opening their local newspaper.

In addition, Prairie Farmer, twice each month, publishes two full pages of WLS publicity and complete program listings that are read in 340,000 Midwest homes. WLS programs are also listed in three national radio magazines.

When *you* buy WLS, *your* program will receive this added service.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* (*Chicago*) Glenn Snyder, *Manager*

***One or more newspapers in each of these cities publishes WLS program listings.**

ILLINOIS

Aurora
Beardstown
Belvidere
Benton
Champaign
Chicago (10)
Danville
Decatur (2)
Dixon
Elgin
Evanston
Freeport
Galena
Galesburg
Georgetown
Joliet
Kankakee
Lemont
Moline
Ottawa
Peoria (2)
Peru
Plainfield
Rockford (2)
Rock Island
Sheffield
Springfield (2)
Waukegan
Wheaton

INDIANA

Anderson
Attica
Bloomington
Elkhart
Evansville
Flora
Ft. Wayne
Frankfort
Gary (2)
Goshen
Hammond
Hartford City
Indianapolis
Kokomo
LaFayette
LaPorte
Logansport
Michigan City
Noblesville
Peru
Petersburg
Plymouth
South Bend
Sullivan
Veedersburg
Vincennes

MICHIGAN

Alpena
Battle Creek (2)
Benton Harbor
Big Rapids
Grand Haven
Grand Rapids (2)
Holland
Jackson
Kalamazoo
Menominee
Muskegon
Petoskey
South Haven
Union City

IOWA

Davenport
Earlville
Knoxville
Muscatine
Newton
Ottumwa

WISCONSIN

Appleton
Barron
Beloit
Delavan
Green Bay
Janesville
Madison (2)
Milwaukee (4)
Oshkosh
Racine
Sheboygan
Stevens Point
Watertown

CANADA

Ft. William, Ontario
Winnipeg, Manitoba

Represented by JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, Los Angeles, San Francisco*



WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport, New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell, Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

New England's Attention On Your Sales Messages

FOCUSING attention on your product is first of all a problem of focusing directly on the market you wish to hit.

This can be accomplished with greatest precision through The Yankee Network—for, when you have seventeen markets receiving the full force of your sales effort, repeated consistently, you are bound to focus attention on your product and pull it out of the ruck of competition.

The New England market cannot resist this kind of aggressive attack. The sales curve is bound to go up.

For your New England campaign The Yankee Network is essential. It is the only medium for complete coverage of this rich market—the only means of reaching directly into the city and suburban homes of seventeen important markets stretching from Bridgeport to Bangor.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933. at the Post Office at Washington, D. C., under act of March 3, 1879.

WHAS

the Number One medium in a Number One Market



SCORES A NUMBER ONE SCOOP!

EFFECTIVE April third, Paul Sullivan, repeatedly pronounced America's number one non-network news commentator, will head the news staff of WHAS.

His nightly news casts, are to be sponsored by the Brown-Williamson Tobacco Company.

When his familiar "goodnight and thirty," symbol of news as news should be, to millions of people, goes out on the WHAS wave length, it will mark another step in the upward movement of this compelling, dominant station.

WHAS is prepared to offer a sales vehicle of Paul Sullivan calibre for your product.

May we show you how effectively and economically this can be accomplished?

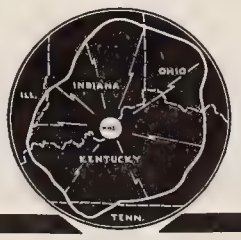
50,000 Watts
CBS

WHAS

COURIER-JOURNAL AND LOUISVILLE TIMES STATION

Louisville, Ky.

Represented Nationally by EDWARD PETRY & CO.





He milks his cows twice a day.



She takes the subway twice a day.

They've never met...but



They're all one family



. . to CBS

One family—multiplied by 26,000,000! For 26,000,000 families live and listen in Columbia Broadcasting System's *primary* listening areas. CBS dominance in the urban segment of this audience has been acknowledged for years. And now, a new study of rural listening habits measures the dominant CBS position in *rural* America as well. The study, conducted by impartial investigators, shows a CBS audience, day and night, greater than that of any other network; reports that 87% of all rural families interviewed listen *regularly* in the evening to CBS: 72% in the daytime. And the farmer listens to the "city" programs: 80.9% of all rural families interviewed heard Major Bowes; 71.8% heard Eddie Cantor! We will be glad to send you a copy of this latest basic radio study: COLUMBIA'S RFD AUDIENCE. Write to 485 Madison Ave., New York, but before you do that—turn the page.

In the CBS-Starch studies, showing *urban* coverage and listening . . .

In the CBS-Boston University study, on radio and "*The Very Rich*" . . .

In the CBS study "*Radio Goes to College*", showing undergraduate radio habits . . .

And in the newest CBS study, "*Columbia's* RFD *Audience*", showing *rural* radio listening habits . . .

All the evidence, basically and conclusively, points to the same fundamental fact about radio:

CBS reaches *everywhere*
–with the *same* programs
–at *one* cost and
–*sells* goods!

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK

RICE (which has nothing to do with a wedding)

The Comet Rice Mills wrote a letter to WBT. It says in few words what we would like to tell you about our radio station. Here is the meat of the letter:

> "...we have maintained a consistent campaign on WBT for two years. Prior to this time, our distribution and sales were negligible. Today, Comet Rice has 75% distribution and sells *two-thirds* of *all* packaged rice sold in the Southeast. Not only does WBT provide dealer influence throughout the two Carolinas, but in addition it has materially helped us with dealers in Eastern Tennessee and Southern Virginia. We consider WBT the most successful vehicle for promoting a food product in the Southeast."

Only a couple of things we can add. First, our very conservative CBS Listening Area study indicates a population in our primary listening area (daytime) of over *two million* people. And when Crossley, Inc. made their coincidental telephone study, they found 81.1% listening to WBT among the radio homes of Charlotte's home county—on a 5 day, day and night average.

Which makes WBT just about the most economical 50,000 watt radio station in America. And—one last point: WBT is known as "the Showmanship Station of the Nation"—a reputation based on unusual program originations. May we suggest a WBT program for your Carolina sales?

OWNED AND OPERATED BY COLUMBIA. REPRESENTED BY RADIO SALES

WBT 50,000 WATTS · CBS · CHARLOTTE, N. C.



WE HAVE *More Automobiles* THAN ANY STATE IN THE UNION

Picture an area so prosperous that seven out of ten families are automobile owners . . . where there is one passenger car to every 3.2 persons (the national average is 5.5) . . . where there are over three times as many registrations as New York City, a million more than the combined registrations of the three largest cities, more than any single state in the Union. That is a flash view of the "Golden Horseshoe," the market blanketed by WJR in Detroit and WGAR in Cleveland.

You may sell automobiles. You may not. But the auto owner rates high among the buyers of almost every product. And this vast army of them can be sold, quickly and economically too, through the "Great Stations of the Great Lakes" . . . WJR and WGAR.

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit



W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY INC. NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

ol. 16. No. 7 WASHINGTON, D. C., APRIL 1, 1939 $3.00 A YEAR—15c A COPY

Naming of Thompson Stirs Press Issue

By SOL TAISHOFF

New Publisher Member of FCC Expected to Get Quick Confirmation by Senate; Brown Ponders Retirement

GNORING the pleas of "lame uck" politicians, President Roosevelt March 28 nominated for the CC Frederick I. Thompson, Alaama newspaper publisher, antiublic utility crusader, and postar member of the U. S. Shipping oard. The nomination was sent the Senate a day after the Presient had accepted the resignation f Commissioner E. O. Sykes to beome effective April 5.

A militant New Dealer, Mr. hompson was a "dark horse" ominee for the Sykes post, to fill he unexpired term which ends une 30, 1941. Senator Lister Hill D-Ala.) sponsored his appointent with Senator Bankhead, of he same State, offering his suport. Senate confirmation is exected speedily, since the President s known to be desirous of avoidng a vacancy because of the posibility of deadlocked votes with nly six members.

While he has never been active n radio, Mr. Thompson is not enirely unfamiliar with the medium y virtue of his experience in newsaper publishing. His son-in-law, Bascom H. Hopson, of Birmingham, s the owner of WJBY, Gadsden, Ala. 100 watter, and until last ear was the operator of WAPI, Birmingham, under a lease from he three universities which own he station.

Well Known in South

Chairman Frank R. McNinch, who has been in frequent consultation with the President in connection with the Sykes successorship, hailed the appointment as "outstanding". Declaring he was not intimately acquainted with the publisher, he said he knew of him by virtue of his writings on power and his wide reputation in the South. Mr. Thompson at present is publisher of the *Montgomery Journal* and until recently was a member of the Alabama State Docks Commission. Personally acquainted with the President, he has been a frequent visitor to Washington. While he was not prominently mentioned for the FCC post immediately after Judge Sykes announced his resignation, his name nevertheless has been under consideration for several months by the President for an assignment in Washington.

Speculation immediately was aroused as to Mr. Thompson's position on newspaper ownership of broadcast stations, particularly in the light of the Administration's admittedly luke-warm attitude. As a publisher who has been high in the councils of the Associated Press, of which he was an officer and director for many years, and active in newspaper association work, Mr. Thompson's views on the subject will be awaited with interest.

Sixty-three years old, Mr. Thompson is a life-long friend of the man he succeeds. One year senior to Judge Sykes, he was born in the same Mississippi town—Aberdeen. As youths the two played together, Judge Sykes recalled.

May Confer With President

Mr. Thompson was to have his first conference with President Roosevelt on March 31 or April 1 in Auburn, Ala. The President left Washington March 29 for a 10-day vacation at Warm Springs, Ga., but planned to arrive at Tuskegee Institute in Alabama March 30 and at Auburn was to address the students of Alabama Polytechnic Institute on the following day. Mr. Thompson, it was said, might leave his home in Mobile to join the Presidential party.

With the resignation of Judge Sykes and the apparent deadlock on legislation to reorganize the FCC, further speculation prevailed as to the President's plans in connection with FCC personnel. The term of Commissioner Paul A. Walker expires June 30. Mr. Walker branded as "false" the report of his impending resignation, which he said emanated from a "utility quarter", declaring that in his conception of the office a commissioner does not seek reappointment and the matter "is wholly a matter of executive discretion". He said the suggestion that criticism of his telephone investigation would lead him to resign would have the effect "of prompting or strengthening an attitude of receptiveness on my part".

In addition to the Walker expiration, reports are current that Commissioner Thad H. Brown, second only to Judge Sykes in seniority as a commissioner, might retire before his term expires on June 30 next year. While Commissioner Brown would make no comment, there appeared to be some credence to the report since he often has expressed a desire to return to private life. Appointed general counsel of the old Radio Commission in 1929, Col. Brown became a commissioner in 1932 and has served continuously since then on both the Radio Commission and the FCC as a Republican member.

NEW COMMISSIONER



FREDERICK I. THOMPSON

Brown's Plans Indefinite

While Col. Brown is not expected to leave the FCC soon, it is felt he might desire to return to Ohio to reenter the practice of law or engage in some other business. There is also the possibility he will decide to hang out his legal shingle in Washington, following Judge Sykes' lead.

Commissioner Brown is now directing the Great Lakes and Inland Waterways survey of radio communications for shipping. The Commission is scheduled to submit its report to Congress on this work by Dec. 31. While Col. Brown has not commented for publication, it is felt he probably would be disposed to finish this task, in which he has evinced great interest, before deciding on a definite course.

While the status of Chairman McNinch remains unchanged, he ofttimes has expressed his desire to leave the FCC post. It is doubted whether he will return to the Federal Power Commission despite the fact that the chairmanship of that board is still vacant. It is understood that as recently as two weeks ago, President Roosevelt asked Mr. McNinch to remain at the FCC. There was still the thought, however, that he might be designated for a federal judgeship.

Status of Commission

How Mr. Thompson's appointment will affect the McNinch working majority on the Commission is problematical at this writing. While an ardent New Dealer, his friends and acquaintances describe him as resolute in following his own convictions and disclaim any thought that he will become an Administration "rubber stamp". Chairman McNinch's majority has constituted Judge Sykes and Commissioners Brown and Walker, in most instances. Commissioners Craven, Case and Payne have been inclined to vote together. Thus, if the policy cleavage persists, Mr. Thompson will become the key figure.

Little opposition to the Thompson appointment was in evidence on Capitol Hill. Since Senator Hill, his primary sponsor, is a member of the Senate Interstate Commerce Committee, it is expected he will push for early approval of the nomination by that committee. Chairman Wheeler has made no statement on the appointment, but it is hardly believed he will oppose it.

Contacted at his home in Mobile by BROADCASTING March 29, Mr. Thompson asserted he was gratified over the appointment. He said he was not in a position to comment on FCC or industry affairs since he will not be a commissioner until the Senate confirms his nomination. It was assumed he would take his oath of office prior to Judge Sykes' departure April 5 if he is confirmed by that time.

New Member of FCC a Man of Action

Thompson a Journalist And Crusader for Low-Cost Power

By WALTER BROWN

IN TURNING to the city overlooking Mobile Bay for his latest appointment to the FCC, President Roosevelt chose a man who has spent most of his 63 years crusading with printer's ink in the interest of what New Dealers like to call "a more abundant life".

A man of definite convictions and strong and genial personality is Frederick Ingate Thompson. When he espouses a cause it becomes an obsession. One of his "obsessions" has been power, and his years of crusading against the Alabama Power Co., an affiliate of Commonwealth & Southern, made it easy for Senator Lister Hill to "sell" his candidate for the Sykes' FCC vacancy to the President, who had waged much the same kind of fight in New York.

The new FCC member was born in Aberdeen, Miss., also the hometown of Judge Eugene Sykes, whom he succeeds. When only 17 years of age, Thompson became editor of the *Aberdeen Weekly* and for three years laid the groundwork which was to take him to great heights in the publishing field. From the dreamy little southern town, the young editor moved to the bustling cotton city of Memphis where he edited the weekly *Commercial Appeal* until 1902.

Former Newspaper Rep

In that year he became a member of a New York and Chicago firm handling national advertising for newspapers, but in 1909 drifted into the publishing business in his own right. His first property was the *Mobile Register*. In 1916 he secured the evening *Mobile News-Item*, giving him a combination enterprise in the Alabama port city.

In 1916 he established *The Montgomery Journal* at the Alabama capital and from 1922 to 1927 directed the affairs of the *Birmingham Age-Herald*. He also extended his publishing operations into Northern Alabama, purchasing papers in the Muscle Shoals area, for which hydro-electric project he was a constant advocate.

Because of his crusading tactics against the power interests, Alabama Power Co. launched a competing paper, the *Mobile Press*, in Thompson's home city and a merry newspaper war was had until 1932 when the *Press* bought the *Register* and *News-Item*. Thompson's only publishing enterprise at the present time is the *Alabama Journal*.

Served on Shipping Board

Aside from his service on the Shipping Board in Washington, 1920-25, having first been appointed by President Wilson and reappointed by Presidents Harding and Coolidge, Mr. Thompson has devoted most of his apparently endless flow of energy to his Alabama publishing businesses.

In 1930 he made his first and only political venture when he ran for the U. S. Senate. The writer was in Alabama during that campaign as a reporter and witnessed firsthand the unsuccessful effort of the Mobile publisher to secure the seat held by the then Senator J. Thomas Heflin.

Senator Heflin, because of his bolt of Al Smith in the 1928 campaign, was read out of the Democratic party and the Democratic nomination was about to go by default to John H. Bankhead. Mr. Thompson entered the campaign with the same tireless and crusading spirit that had marked his career as a newspaper publisher.

From the jump he undertook to make power the dominating issue of the campaign. From one end of the State to the other he denounced Bankhead as a tool of the power trust and railroad interests. Special editions of his papers were flooded over the State carrying his militant editorials and speeches on Muscle Shoals, then the focal point in the then raging national power controversy.

Political Philosophy

Cheap power, through the development of Muscle Shoals and other Government-owned power projects, and cheap transportation through development of waterways, were the two issues around which he centered his campaign. His fight to abolish the convict leasing system also was cited in testimony of his liberal views. Prohibition then was a burning issue in Alabama and Thompson definitely took his side with the drys.

In a speech in Montgomery opening his campaign, Mr. Thompson thus summed up his political philosophy:

"My ideal of a public servant is one who will always stand for those things that inspire a people to better Government. To lift and strengthen men and women meshed in the toils of the day . . . I take my inspiration from the Hermitage, from Monticello, and from that tomb in the Cathedral of the National Capital where our great war President is at rest."

Senator Bankhead defeated Mr. Thompson for the Democratic senatorial nomination by a decisive vote. The Mobile publisher remained regular and supported Bankhead against Heflin in the general election.

As Mr. Thompson reduced his newspaper holdings he began taking more active interest in public affairs. President Roosevelt appointed him as a member of the Advisory Board on Public Works in 1933, and in 1935 Gov. Bibb Graves placed him on the Alabama Docks Commission. Mobile was one of the first cities selected for a free trade zone and he was appointed manager. Gov. Dixon abolished this place only recently, leading to an open controversy with Mr. Thompson who had a two-year contract with the State as manager.

What Others Say

Mr. Thompson married a Mobile girl, Andrianna Ingate, in 1900. He is an Episcopalian and belongs to the Athelstan Club in Mobile and the Veauvoir Club in Montgomery.

The new Commissioner is the type of man who makes close friends and bitter enemies. His friends say he is a man of high public principles, a hard worker, and deeply devoted to the cause of good and clean Government. Those in Alabama who have felt the lash of the Mobile publisher's pen say he is biased, domineering, and will "run or ruin" anything he is connected with.

There you have a cross-section of the man who will walk into the troubled waters of the FCC after he is confirmed by the Senate. With Senator Lister Hill, a member of the Interstate Commerce Committee handling the Thompson nomination, confirmation may be expected with little delay.

MORE THAN 80,000 visitors have made the Radio City television tour since NBC established the exhibit Sept. 1, 1938, according to figures released by the NBC guest relations division.



"Careful, Chief—You're on the Air!" Drawn for BROADCASTING by Sid Hix

FCC Lauds Sykes For Long Record

Resolution of Tribute Placed On Minutes By Commission

A RESOLUTION lauding Judge J. O. Sykes upon termination of h 12 years as a Commissioner to e ter private practice of law Washington was adopted March 2 by the FCC. The action came c incident with the receipt fro President Roosevelt by Judge Syk of a letter accepting his resigna tion as a member of the FCC, e fective April 5.

In writing Judge Sykes, t President said that he wanted t "assure you of my appreciation your long service on the Commi sion and to extend to you my be wishes for your future success."

The FCC resolution was offere by Commissioner Case, seconded b Chairman McNinch and adopte unanimously. The commissioner ordered it spread upon the minute of the Commission "as a token o the esteem wherein the retirin member is held by his colleagues."

Joins Law Firm

Judge Sykes will join the la firm of Paul D. P. Spearman, for mer FCC general counsel and fel low Mississippian, engaging i Washington practice and specializ ing in radio and communications Other members of the firm ar former Senator Hubert Stephen of Mississippi and Frank Rober son, former assistant general coun sel of the FCC.

Judge Sykes had submitted hi resignation March 10 requesting that it become effective at the en of the month. President Roosevelt however, in accepting the resigna tion, advanced the date to April 5 presumably desiring to procure con firmation of Frederick I. Thomp son as the new commissioner prio to Judge Sykes' actual departure.

The text of the resolution adopted by the FCC follows:

WHEREAS, Judge Eugene O. Sykes ha tendered his resignation as a member o the FCC thus voluntarily terminating an honorable and continuous service in tha body since its organization in July, 1934 and

WHEREAS, he was the first chairman of the FCC and brought to the regulation of the communications industry a wealth of valuable experience already gained as a member and chairman of the Federa Radio Commission, to which he was appointed in 1927, and on which he served until the formation of the present regulatory body, making a total tenure of office as a Commissioner of 12 years; and

WHEREAS, throughout his incumbency he has unremittingly and unsparingly devoted himself to the duties of his office, applying to its conduct the exercise of a calm judicial temperament and the powers of a keen analytical mind trained in the school of jurisprudence; and

WHEREAS, the stabilizing quality of his influence in the deliberations of this Commission, coupled with his conspicuous ability to grasp the essential elements of the quesiton at issue, often proved the determining factor in arriving at an equitable solution of perplexing problems; now be it

RESOLVED: That the members of the FCC fully conscious of the loss which this body sustains in Judge Sykes' retirement from its councils, as a unit herewith place themselves on record as sincerely regretful of his determination to withdraw from their wholly agreeable personal and official relationships with him as a member of this body, and convey to him in all cordiality and sincerity their assurance of the hope that the friendships cemented during their association with him may endure, and that he may be altogether happy in the successful prosecution of any enterprise to which he may devote his talents; and, be it further

RESOLVED: That this expression of goodwill and sentiment be spread upon the minutes of this Commission as a token of the esteem wherein the retiring member is held by his colleagues.

Treaty Allocations Seen by September

Mexican Approval to Clear Way for Quick Action on Pact Affecting Most All Stations; Yearly Licenses Certain

FTER MORE than a year of de- y, the way has about been cleared r new allocations of broadcast ations on the North American ontinent, with the transition anned within six months, or by eptember.

Mexico's long-awaited approval the North American Broadcast- g Agreement by administrative ac- on—the last remaining obstacle— as seen after deliberations of the lexican cabinet, and the State De- artment expected final word mo- ientarily. Plans already have been ade for speedy cooperative steps y the United States, Canada and uba, toward fixing an effective ate, tentatively set for September.

Simultaneously the FCC special ommittee on rules and regulations oved toward promulgation of the ew allocations by releasing Part [of its report proposing new roadcasting rules and also encom- assing actual frequency shifts vhich affect the majority of the 50 stations in this country.

Yearly Licenses Seen

One thing appeared certain— xisting licenses for broadcast sta- ions will be extended from six months to one year coincident with he effectuation of the reallocation. Recommended by the FCC commit- ee and long sought by the indus- ry, there appears to be general greement on the FCC for the long- r tenure. Chairman McNinch, who as been a hold-out, stated March 8 he believed the one-year license ould come with the treaty.

Mexican approval was seen after he Mexican Senate last October had declined to ratify the treaty on the ground that it was not in the best interests of its nationals. Subse- quently, new deliberations were be- gun by this country with Mexican officials for administrative ratifi- cation, which is provided for within he treaty terms in lieu of actual egislative ratification. This crystal- ized after President Cardenas and Melquiades Angulo, recently ap- pointed Minister of Communica- tions, had discussed the matter and concluded that the treaty provisions should be invoked. The formal word of approval has been delayed by Senor Angulo's illness.

While the treaty specifies that it shall become effective one year after three of the primary signatory na- tions have ratified it and the fourth signifies its intention of so doing, t has been tacitly agreed that every effort will be made to make the terms effective within six months, or in September. The formality of notifying Cuba, as the host nation, of the assignments to be made in each country can be handled quick- ly, it was pointed out, and the modus operandi changed from for- mal treaty form to administrative agreement until such time as the Mexican Senate may formally ratify. This would fulfill the require- ments of the agreement, it was stated.

Providing for a reallocation of the 106 channels in the broadcast band from 550-1600 kc. among the nations of the continent, the treaty will invoke the first reallocation in this country since 1928. At that time the assignments of the some 600 stations were changed to conform with the then existing allocation principles.

The reallocation involved in the new treaty, however, while drastic in that practically all stations will change actual frequency assign- ment, nevertheless does not disturb the relative position of stations, al- though classifications generally are changed [BROADCASTING Feb. 1; 1939 BROADCASTING Yearbook Num- ber, page 310].

Regular Procedure

Commissioner T. A. M. Craven, chairman of the American delega- tion to the Havana Conference held in December 1937, declared March 27 he thought it would be possible, if no serious complications result, to make the allocations effective by Sept. 1.

The Commission, of course, he pointed out, must follow the cus- tomary procedure in promulgating the new rules and regulations, en- compassing the change in frequen- cy assignments, in permitting ex- ceptions to be filed to them, in hear- ing oral arguments before the full Commission before it acts on his committee's report and finally in holding individual hearings where demanded by aggrieved licensees.

Despite this necessary routine, he said the changes might be ef- fected within that time. Canada and the United States already have entered an agreement respecting their use of shared channels. [BROADCASTING, March 1]. It is still necessary to work out such arrange- ments with Mexico and Cuba but it was felt this could be accom- plished without undue delay.

Under the terms of the agree- ment and the proposed rules and regulations, existence of all sta- tions in this country is assured, with provisions also made for many improvements in assignments. For example, a substantial number of the time-sharing stations procure fulltime by virtue of reduction in the number of clear channel assign- ments and revision of station cate- gories from three to six general classifications.

In most instances, stations are to be shifted from 10 to 30 kc. within the band 550-1600 kc. This was necessary as a means of accommo- dating stations in Mexico and Cuba as well as Canada. The present three-station classifications of clear, regional and local will be supplant- ed by a six-class structure, with duplication provided on all save the 25 Class I stations.

The agreements designated 59 of the 106 channels in the band as clear; 41 as regional and six as local. Mutual use of regionals and locals among the nations is pre- scribed according to engineering specifications agreed to as part of the treaty, and developed largely by the FCC. These were concurred in at a preliminary conference on engineering in Havana two years ago and before the formal treaty conference.

In the clear channel category the treaty provides that the United States shall have accommodations for 63 stations (both exclusive and duplicated); Mexico, 15; Canada, 14; Cuba, 5 and Newfoundland, Dominican Republic and Haiti, one each.

Introduction of the reallocation on a continent-wide basis will mark the first time that Mexico and Cuba have been parties to distribution of frequencies available to the Conti- nent. Heretofore only Canada and the United States have had region- al agreements designated to elimi- nate interference and scientifically allocate stations. Mexico and Cuba on the other hand, have operated on "mid-channels" or in any fashion they liked, resulting in many in- stances in serious interference.

Border Stations

One of the most serious problems involved in negotiating the treaty provision with Mexico was the fate of so-called border stations, such as those operated by Dr. John R. Brinkley and Norman T. Baker, deposed American broadcasters. Us- ing high power, these stations at present are operating in Mexico ad- jacent to the American line with directive antennas designed to serve American listeners.

Under the terms of the treaty, no specific mention of these stations is made but the treaty provides that allocation of facilities shall be based on service to the nationals residing in the particular country. That would tend automatically to eliminate border stations of any great power, since the treaty also prescribes that channels allocated to Mexico capable of accommodat- ing high-power stations with one exception, shall be in the interior of the country, with the locations specified.

While American broadcasters, for the most part, know what their new assignments will be under the Ha- vana Treaty by virtue of announce- ments already made by the FCC, there are some 40 or 50 assign- ments to new frequencies which have never been disclosed. These

(*Continued on Page 76*)

TARZAN CAUGHT IN THE ACT,

KGHL Flashed Tip That Killer Was Robbing Bank —KLZ First to Interview Boy Hero—

KGHL, Billings, Mont., claims a scoop for its broadcast of the death of Earl (Tarzan) Durand, fugitive Wyoming killer, when he emerged from his mountain hideout March 24 to rob the First National Bank of Powell, Wyo.

Receiving a call from an unidentified Powell citizen, who recognized Durand, saying that "the bank in Powell is being robbed—broadcast it," KGHL checked quickly, decided the tip was hot, since all law enforcement officers were in the mountains 50 miles away, and at 1:32 p. m. flashed the news. At 1:45 the bandit-killer stepped into the street and was shot, reports Ed Yokum, KGHL manager.

Within two minutes after Durand was dead another flash was broadcast, and a few minutes later KGHL presented interviews with Robert Nelson, president of the bank, and Harry Moore, a short-wave operator who had been kidnapped by Durand on his way to the town.

Oliver W. Stedman, county attorney of Park County, praised the station in a letter: "Your broadcast of the bank robbery was amazing in its speed and enabled us to save lives and to have armed men at the bank when Durand attempted to leave. Everyone in Powell has been armed to the teeth for weeks, so there was no difficulty in getting armed men to the scene." The station management credited the rapid coverage largely to the work of Ed Cooney, chief announcer, and Virginia Braunberger, traffic manager, who, once the story was breaking, used all the station's trunks to keep lines open into Powell for interviews and checks. KGHL previously during the manhunt had broadcast 164 special flashes for Park County authorities. Eleven persons now claim to be the first to tip off the station, and KGHL declares "a healthy bonus is waiting when the right one is found."

* * *

TIPTON COX, 17-year-old school boy of Powell, Wyo., was whisked away to a secret hiding place by a KLZ newsman March 24 a few minutes after he had fired the bullet which brought down Earl Durand, Wyoming's "Tarzan of the Tetons", and later flown to Denver in a plane chartered through arrangements made by Fred D. Fleming, KLZ news editor, and Charles Inglis, special events man, where he was interviewed for broadcast by KLZ and KVOR, affiliated outlet at Colorado Springs.

After this exclusive appearance, his first turn at the microphone, young Cox granted interviews to other agencies, according to KLZ. Accompanied by Inglis, he arrived in New York March 27 to participate on the March 28 *We The People* show.

General Mills Baseball on 67 Stations

Regional Meetings With Announcers Planned Before Opening

GENERAL MILLS, Minneapolis, in cooperation with B. F. Goodrich Co., Akron (tires) and Socony-Vacuum Oil Co., New York, will sponsor professional baseball on at least 67 stations during the season, according to a schedule just prepared. Before the championship season actually gets under way the sponsors may announce additional stations.

While the station list is a shade smaller than last year, General Mills is expected to spend a considerably larger sum than the 1938 figure of a million dollars because of the addition of the three New York City big league teams to the schedule. Socony and Goodrich are expected to spend perhaps a half-million dollars on baseball, alternating sponsorship of games with General Mills. Procter & Gamble, which tested baseball on two stations last year, will share the New York City games with General Mills and Socony, and Atlantic Refining [BROADCASTING, March 15] will share games with General Mills in Pittsburgh, Baltimore and Albany. In addition P & G will air Oklahoma City games on KOCY with General Mills.

Regional Meetings

The annual Chicago training school for General Mills baseball announcers has been called off because it was deemed impracticable to assemble all of the announcers at one place. Instead General Mills and its cooperating sponsors will hold regional meetings in Cincinnati, Dallas, Atlanta and New York. In charge of regional meetings will be Jim Kelly at Cincinnati; Robert Devany at Dallas; Mark Forgette at Atlanta, and Brad Robinson at New York. Knox-Reeves, Minneapolis, the General Mills agency, will direct the meeting.

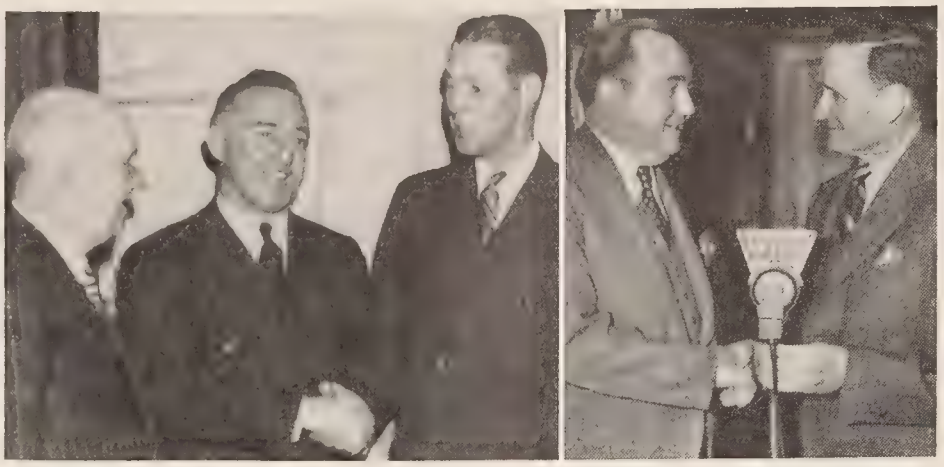
In southern cities the meetings will be held the week of April 3, because the season starts earlier. The New York session is scheduled April 15.

On the West Coast, a regional training session was held March 25-26 (see article in adjoining column).

All General Mills games will promote Wheaties this year. Only merchandising planned to date covers the customary tie-ins such as window streamers, counter cards and ball-park stunts.

Special sports programs and stunts are being arranged all over the country, with resumes and scores being sold by a large number of stations.

General Mills on March 24 started sponsorship of 10 spring training exhibition baseball games on WIND, Gary, Ind. Broadcast by telegraphic reports, the play-by-play are handled by Russ Hodges with Pat Flanagan of WBBM, Chicago, as guest announcer. Russ Hodges was scheduled for *Baseball Pre-Views*, 15-minutes preceding each game under sponsorship of Milwaukee Ave. Motor Sales, Chicago. Knox-Reeves, Minneapolis, is agency for General Mills; Harold I. Collen Adv., Chicago, handles the motor sales account.



FAMED athletes are joining the ranks of baseball broadcasters. Here Frankie Frisch (left photo, center) is congratulated by Mayor Maurice J. Tobin of Boston for signing a contract to broadcast Boston Bees and Red Sox games on WAAB and Colonial Network under sponsorship every other day by Atlantic Refining Co. John Shepard 3d, Yankee president, joins in greeting Frisch. Mr. Shepard himself broadcast play-by-play on WNAC back in 1924. Frisch will also do an evening highlight program on Yankee. Arch McDonald (at left in right photo), Washington announcer who recently was picked to broadcast New York Yankee-Giant games on WABC, says goodbye at a CBS Washington party to Walter Johnson, the Old Train of baseball fame, who succeeds Arch as baseball announcer on WJSV, CBS Washington key station.

WBBM, Chicago, during March broadcast a series of baseball training camp gossip shows featuring Charley Grimm. The special broadcasts were transcribed at the Cubs training camp on Catalina Island and the Sox camp in Pasadena under the direction of Fox Case, CBS director of public relations on the Pacific Coast.

WGN, Chicago, announces three sponsored programs during the baseball season. On April 11, B. F. Goodrich Co., Akron, starts *Bob Elson's Sports Review*, Tuesday, Thursday, Saturday, 6:30-6:45 p. m. for 26 weeks. Andy Lotshaw Co., Chicago (chemicals), will sponsor *The Lead-Off Man*, an interview series for the first 10 minutes preceding all single games and between double header games, and 15 minutes between 2:45-3 p. m. on non-baseball days during the 1939 season. Ruthrauff & Ryan, Chicago, is agency for Goodrich. Neisser-Meyerhoff, Chicago, handles the Lotshaw account. P. Lorillard Co. (Old Golds), will sponsor all games of the Chicago Cubs and White Sox on WGN [BROADCASTING, Feb. 15].

Cincinnati Sponsorship

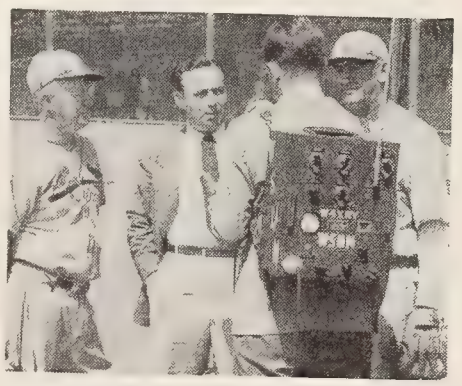
WCKY, Cincinnati, is using the slogan "First on the air with complete scores", on behalf of its resumes sponsored by Sears-Roebuck, Cincinnati, with Rex Davis as announcer. Frederic W. Ziv, Cincinnati, placed the account.

Goodrich is merchandising its Cincinnati *Baseball Revune* dinner-hour quarter-hour resume of scores on WSAI, by distributing 50,000 schedules of Reds' games through stores and dealers. Car cards, movie trailers and window cards have been placed in 800 trolleys and buses, a dozen theatres, and many store windows, respectively. An audience participation contest is planned later as well as a Quiz Box in which answers to baseball questions will be submitted to umpires. Dick Bray, an official Big Ten basketball and football referee, is announcing the Revue and along with Roger Baker will handle play-by-play of Reds games for Rubel Baking Co.

Dodge and Plymouth auto dealers in Cincinnati on April 3 start sponsorship of nightly sports broadcasts by Allen Stout on WKRC.

Socony-Vacuum sponsored a series of Cleveland Indians training programs from New Orleans, announced by Jack Graney and Pinky Hunter on WHK-WCLE. P. Lorillard & Co. will sponsor Graney nightly through the season, with Radio Adv. Corp. as agency. Lubeck Beer Co. will sponsor Hunter on WCLE. Another new WCLE sports show is Spotlight on Sports, sponsored by Marsh Wheeling Stogies, with Guy Wallace as announcer.

WMCA, New York, is aiming at the listener who wants something besides baseball in the afternoon with *World's Fair-est Music*, program of recorded popular music interspersed with chatter from Johnnie Prentiss. Program, heard daily from 3 p. m. to 4:30 p. m., started March 20 and will continue through the baseball season.



IN THE Sunny South, big league ball players find their spring training provides program fodder for stations. Loaded with pack transmitter. Bob Wilbur, program director of WSUN, St. Petersburg, interviews Clyde Wares (left) and Mike Gonzales (right), St. Louis Cardinals coaches, with Leo Ward, club secretary, adding some business data.

Poll conducted in connection with *The People's Rally* Sunday afternoon broadcasts on MBS to give fans a chance to name their candidates for being pictured on the baseball centennial stamp to date puts Abner Doubleday, inventor of modern baseball, in first place, with Christy Mathewson second and John J. McGraw third. A separate poll of sports editors puts Mathewson first, Doubleday second and McGraw third.

The General Mills, Socony-Vacuum and Goodrich schedule as BROADCASTING went to press was as follows (station, city, announcer, sponsorship, team, league, games to be broadcast):

EASTERN DIVISION

WABY, WOKO, Albany (WABY, weekdays, WOKO, Sundays)—General Mills ½, Atlantic Refining ½; Senators (Eastern League) home and away except Sunday and holiday games.

WCBM, Baltimore—General Mills ½, Atlantic Refining ½; Orioles (International) home and out-of-town games, except home games on Sundays and holidays.

WGR and/or WKBW, Buffalo—Ralph C. Hubbell; General Mills ½, Goodrich ½; Bisons (International) home and out-of-town games except home games Sundays and holidays.

WABC, New York—Arch McDonald; Socony Vacuum ⅓, General Mills ⅓, Procter & Gamble ⅓, Yankees (American League) and Giants (National League) home games and some Yankees and Gian tout-of-town games when neither team is playing at home. No home Sunday games.

WOR (supplemented by WHN) New York—Red Barber; same as for Yankees and Giants broadcasts; Brooklyn Dodgers (National League) home and out-of-town games.

WCAU, Philadelphia—Bill Dyer; General Mills ½, Socony-Vacuum ½; Phillies (National League) and Athletics (American League) home games.

KDKA (supplemented by WWSW), Pittsburgh—Rosey Rowswell; General Mills ½, Atlantic Refining ½; Pirates (National League); home and away games except home Sundays and holidays.

WHAM, Rochester — Harry McTigue; General Mills ½, Socony-Vacuum ½; Red Wings (International) home and out-of-town games except home games Sundays and holidays.

WJSV, Washington—Walter Johnson; Nationals (American League) home and out-of-town games except home games Sundays and holidays.

CENTRAL DIVISION

WJW, Akron—Bill Griffiths; General Mills ½, Socony-Vacuum ½; (Middle Atlantic League) home and out-of-town games except home games Sundays and holidays.

WAPO, Chattanooga — Thomas Noble; General Mills ½; Goodrich ½; Lookouts (Southern Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WBBM, Chicago—Pat Flanagan and John Harrington; General Mills ½, Socony Vacuum ½; Cubs (National League) and White Sox (American League) home games and other major league games when neither team is playing at home.

WSAI, Cincinnati, (synchronized with WHIO, Dayton)—Roger Baker; General Mills ½, Socony-Vacuum ½; Reds (National League) home and out-of-town games, except home games Sundays and holidays and three home night games.

WCPO, Cincinnati — Harry Hartman (same games as WSAI, with alternated sponsorship).

WCLE, Cleveland—Jack Graney; General Mills ½, Socony-Vacuum ½; Indians (American League) home and out-of-town games, except home games Sundays and holidays.

WPNS Columbus—Johnny Neblett; General Mills ½, Socony-Vacuum ½; Red Birds (American Assn.) home and out-of-town games, except first home game and home games Sundays and holidays.

WHO, Des Moines—Bill Brown; General Mills alone; Western Union reports of

jor League games reconstructed with-
45 minutes daily, except Sunday when
ame is 30 minutes.
WWJ, Detroit—Ty Tyson; Michigan
work—WBCM, Bay City; WJIM, Lan-
g; WFDF, Flint; WELL, Battle Creek;
ZO, Kalamazoo; WIBM, Jackson;
OD, Grand Rapids, Harry Heilmann—
neral Mills ½, Socony-Vacuum, ½;
ers (American League) home and out-
own games except home games Sun-
s and holidays.
DAL, Duluth—Bill Harrington; Gen-
l Mills ½, Goodrich ½; Dukes (North-
League) home and out-of-town games.
FJM, Grand Forks, Neb.—Elmer Han-
; General Mills, half of schedule; Chiefs
orthern League).
WIRE, Indianapolis—Vic Lund; General
lls ½, Socony-Vacuum ½; Indians
merican Assn.) home and out-of-town
nes, except first home game and home
mes Sundays and holidays.
MBC, Kansas City (supplemented by
KN when former has commitments)—
lt Lochman; General Mills ½, Socony-
cuum ½; Blues (American Assn.) home
d out-of-town games except home games
ndays and holidays and first home game.
WNOX, Knoxville — Lowell Blanchard;
neral Mills alone; Smokies (Southern
sn.) home and out-of-town games, ex-
ot first home games and home games
ndays and holidays.
WHAS, Louisville—George Walsh; Gen-
l Mills ½, Socony-Vacuum ½; Colonels
merican Assn.) home and out-of-town
mes except first home game and home
mes Sundays and holidays.
WISN, Milwaukee—Allen Hale; General
lls ½, Wadhams Oil Co. (Socony-
cuum) ½; Brewers (American Assn.)
me and out-of-town games, except first
me game and home games Sundays and
lidays.
WCCO, Minneapolis (supplemented by
MIN)—Eddie Gallaher; General Mills
, Socony-Vacuum ½; Millers (American
sn.) home and out-of-town games, ex-
ot first home game and home games
ndays and holidays.
WLAC, Nashville — Herman Grizzard;
neral Mills ½, Goodrich ½; Vols (South-
n Assn.) home and out-of-town games
cept first home game and home games
nday and holidays.
WTAD, Quincy—General Mills alone; all
ajor League games available from St.
uis (home games of Cardinals and
owns, Sunday games not available).
KMOX, St. Louis—France Laux and as-
tant; General Mills ½, Socony-Vacuum
; Cardinals (National League), Browns
American League) home games, except
ndays and holidays, other major league
t-of-town games when neither team is
home.
WTCN, St. Paul—George Higgins; Gen-
al Mills ½, Socony-Vacuum ½; Saints
American Assn.) home and out-of-town
mes, except first home game and home
mes Sundays and holidays.
WSPD, Toledo—Connie Desmond; Gen-
al Mills ½, Socony-Vacuum ½; Mud
ens (American Assn.) home and most
t-of-town games, except first home game
d home games Sundays and holidays
minimum of 100 games).

SOUTHWESTERN DIVISION

WRR, Dallas—Charlie Jordan and as-
stant; General Mills ½, Coca Cola Bot-
ing Co. of Dallas ½; Steers (Texas
eague) home and out-of-town games.
KFJZ, Fort Worth—Zach Hurt; General
ills alone; Cats (Texas League) home
nd out-of-town games.
WDSU, New Orleans—Roger Phillips;
eneral Mills ½, Goodrich ½; Pelicans
Southern Assn.) home and out-of-town
ames, except first home game and home
ames Sundays and Holidays.
KOCY, Oklahoma City — Ted Andrews;
eneral Mills ½, Procter & Gamble ½;
ndians (Texas League) home and out-of-
wn games, except home games Sundays
nd holidays.
KFDM, Beaumont—General Mills, on al-
rnate game basis, Coca Cola or a local
tility may be co-sponsor; Exporters
Texas League) home and out-of-town
ames, except Sundays and holidays.
KABC, San Antonio—Dave Young; Gen-
ral Mills ½, Goodrich ½; Missions (Texas
eague) home and out-of-town games.
KWKH, Shreveport, La.—Jerry Boze-
an; General Mills, 60 games of Shreve-
ort team.
KTUL, Tulsa—Victor Rugh; General
Iills ½, Goodrich ½; Oilers (Texas
eague) home and out-of-town games.

SOUTHEASTERN DIVISION

WAGA, Atlanta—Joe Hill; General Mills
½, Goodrich ½; Crackers (Southern
Assr.) home and out-of-town games, ex-
ept first home game and home games
undays and holidays.
WSGN, Birmingham—Bill Terry; Gen-
ral Mills ½, Goodrich ½; Barons (South-
rn Assn.) home and out-of-town games,
xcept first home game and home games
undays and holidays.
WRBL, Columbus—Jack Gigney; General
Iills ½, Goodrich ½; Red Birds (South
tlantic League) home and out-of-town
ames, except home games Sundays and
olidays.
WMBR, Jacksonville — Jack Rathbun;
General Mills ½, Goodrich ½; Tars (South Atlantic League) home and out-of-town games.
WALA, Mobile—General Mills ½, Goodrich ½; Chippers (Southeastern League) play-by-play reports of all away games and 15-minute resumes immediately after home games.

WESTERN DIVISION

KVOS, Bellingham—General Mills ½, Goodrich ½; Chinooks (Western International League) home and out-of-town games, excluding home games Sundays.
KLZ, Denver—Jack Fitzpatrick; General Mills ½, Goodrich ½; Major League games, probably Tuesday through Saturday.
KROW, Oakland—Dean Maddox; General Mills ½, Goodrich ½; Oaks (Pacific Coast League) home and out-of-town games, home Sundays and holidays uncertain.
KEX, Portland — Rollie Truitt; General Mills ½, Goodrich ½; Beavers (Pacific Coast League) home and out-of-town games excluding home games Sundays.
KGO, San Francisco—Ernie Smith; General Mills ½, Goodrich ½; Seals (Pacific Coast League) home and out-of-town games, excluding home games Sundays.
KJR, Seattle—Leo Lassen; General Mills ½, Goodrich ½; Rainiers (Pacific Coast League) home and out-of-town games, perhaps excluding home games Sundays.
KGA, Spokane — Pat Hayes; General Mills ½, Goodrich ½; Hawks (Western International League) home and out-of-town games, excluding home games Sundays.
KMO, Tacoma — Jerry Geehan; General Mills ½, Goodrich ½; Tigers (Western International League) home and out-of-town games, excluding home games Sundays.
KPQ, Wenatchee — General Mills ½, Goodrich ½; Chiefs (Western International League) home and out-of-town games, excluding home games Sundays.
KIT, Yakima—Art Cheyne; General Mills ½, Goodrich ½; Pippins (Western International League) home and out-of-town games, excluding home games Sundays.

IOWA-SOUTH DAKOTA-NEBRASKA NET

KFAB, Lincoln; KRNT, Des Moines, alternate as originating station and feed reports to WNAX, Yankton, and KMA, Shenandoah—Harry Johnson and Gene Shumate; Johnson on KFAB and Shumate on KRNT. General Mills 2/3, Socony-Vacuum 1/3; telegraphic reports of the St. Louis Cardinals home and out-of-town games and other Major League games daily except Sunday.

General Mills, Goodrich Hold Baseball Session on the Coast

Merchandising Plans for Season Are Announced As Sponsors Prepare for 12-Station Drive

By J. CLARENCE MYERS

GENERAL MILLS and B. F. Goodrich Rubber Co. will jointly sponsor baseball over 12 Pacific Coast and Western stations this season, increasing the list by the addition of KNX, Hollywood with consequent added cost over their 1938 expenditure.

All games of the Pacific Coast League, home and away, in California and Oregon will be broadcast as will the games of the Western International League in Washington. KLZ, Denver, will re-create National League games. Pacific Coast league games started April 1.

General Mills and Goodrich held an announcers' conference March 25-26 in the Hotel Sir Francis Drake in San Francisco at which every detail of the mechanical end of the baseball broadcasts was covered. The meetings were presided over by R. W. Stafford, general manager of Westco Adv. Agency, General Mills Coast agency.

Informal Discussions

The meetings were devoted more to roundtable discussions of the problems at hand, rather than the appearance of any particular speakers. Among the General Mills executives present were E. A. Parker, vice-president of the western division of General Mills; Jack Mitchell, grocery products manager; Joseph Chez, promotion manager; and A. Anderson of the General Mills Minneapolis office.

Goodrich executives present included: H. H. Knudsen, Pacific Coast advertising manager; R. J. Loomis, San Francisco district manager; E. L. Osselin, San Francisco sales supervisor; F. J. McCammon, San Francisco petroleum sales representative; Dave Elliott, San Francisco Goodrich stores manager. Also present were Charles Perrine, San Francisco manager of Ruthrauff & Ryan, which handles the Goodrich account; Jack Palmer, baseball representative for Westco, and Art Gleeson, Northwest baseball representative for Westco.

Baseball announcers who attended the conference were Ernie Smith, KGO; Dean Maddox, KROW; Leo Lassen, KJR; Rollie Truitt, KEX; Mike Frankovitch, KFAC and Jack Fitzpatrick, KLZ. The announcer for KNX had not been selected as BROADCASTING went to press.

Conference at Tacoma

General Mills and Goodrich will hold a similar announcers' conference at Tacoma, Wash. April 16 for sportscasters who will describe the Western International League games, which do not start until April 27. Mr. Gleeson of Westco will preside.

One of the highlights of the San Francisco conference was an actual broadcast by the announcers present of the exhibition game at the San Francisco Seals Stadium between the Pittsburgh Pirates and the Seals, on Saturday, March 25. Each announcer broadcast a couple of innings, with their descriptions being transcribed as well as going on the air. Two other announcers gave their version of the game by wire recreation, which likewise was transcribed.



PLANS for Goodrich-General Mills baseball broadcasts occupied R. W. Stafford (left), general manager of the General Mills agency, Westco Adv. Agency, and H. H. Knudsen, Pacific Coast advertising manager of B. F. Goodrich Rubber Co., at San Francisco baseball session.

On the same evening the entire conference listened to the transcriptions and gave constructive criticism on the announcers' work. The recordings were discussed on the basis of the dyed-in-the-wool fan; the luke warm fan, and the new listener.

Policy on Commercials

General Mills will promote Wheaties exclusively during the baseball broadcasts and Goodrich will stress copy on its tires, tubes and batteries. It was decided that only four formal commercials will be used during an entire ball game with the announcer permitted to ad lib briefs on the product at any time, using his own discretion.

Mr. Stafford and Mr. Knudsen opened the conference on the morning of March 25 by reviewing the basic formula of a three-way partnership—the baseball club, the station, and the sponsor—and outlined what is expected of each. The afternoon was spent in broadcasting the exhibition game between

(*Continued on page 87*)



AGENCY, sponsor and announcer groups talked baseball for two days at the General Mills-Goodrich conference in San Francisco March 25-26, preparatory to the opening of West Coast baseball. Front row (l to r): Jack Fitzpatrick, KLZ, Denver; Rollie Truitt, KEX, Portland; Ernie Smith, KGO, San Francisco; Mike Frankovitch, KFAC, Los Angeles; Rube Wood, Goodrich. Back row: Leo Lassen, KJR, Seattle; H. H. Knudsen, Goodrich Pacific Coast advertising manager; Bill Herin; E. L. Osselin, Goodrich sales supervisor; Dick Tyce; Dean Maddox, KROW.

CBS-WBS Deal Nearly Complete

Auditors Completing Work of Examining the Records

CONTRACT by which CBS will formally acquire principal ownership of World Broadcasting System was expected to be signed about April 1. The work of the auditors, who since announcement of the network's intention to take over the transcription company was made on Feb. 16 have been examining WBS records and contracts, is all but completed and barring some last minute contingency the deal will be consummated shortly.

For the present, CBS is making no statements regarding future policies or changes that may be made in WBS operations. As previously announced, the recording company will be operated as a separate subsidiary of CBS, with Percy L. Deutsch remaining as president under a three-year contract while retaining a substantial stock interest. Recording of phonograph records for release under the labels of the American Record Corp. and its subsidiaries, including the "Columbia" trade name, has already been transferred to the World plant. One of the chief reasons for the CBS acquisition of WBS was to obtain modern recording studios and equipment for American Record Corp., which was acquired by CBS in December.

Fate of Gold Group

A major question in the minds of industry observers has been the fate of the World Transcription System, or "Gold Group", organized by Mr. Deutsch last fall to give advertisers using transcriptions the advantages of single ordering and billing and the absorption of mechanical costs which had previously been enjoyed only by network advertisers. Because WBS has continued to add stations to this group and promote it, the assumption is that it will be continued on its present basis, at least temporarily.

Details of World's procedure in making transcriptions of network program of CBS clients, and whether it will continue to compete for spot business of non-network advertisers, are other questions as yet unanswered.

Brinkley Loses Suit

A VERDICT in favor of Dr. Morris Fishbein, editor of the *American Medical Association Journal*, was returned March 29 by a Federal jury in Del Rio, Tex., in the $250,000 libel suit brought against him by Dr. John R. Brinkley, operator of the Mexican border station XER at Villa Acuna, and former operator of KFKB, Milford, Kans. Dr. Brinkley charged he had been damaged by an article written by Dr. Fishbein and, according to reports from Del Rio indicated he would appeal the decision.

Philco Shows Video

DEMONSTRATIONS of Philco's portable television transmitter which has been shown to its dealers at New York and Miami [BROADCASTING, March 1] were conducted at the Raleigh Hotel, Washington, March 29 with local notables in attendance.

Sheaf of Statistical Exhibits Presented By FCC to Show Network Operations

STATISTICAL exhibits, designed to offset the voluminous testimony offered by the major networks during the FCC Network Inquiry, were introduced in evidence before the FCC Network Inquiry Committee March 29 and 30 by DeQuincy V. Sutton, FCC head accountant, to open the Commission's "rebuttal" testimony.

Offering a sheaf of two dozen exhibits dealing with network operations, Mr. Sutton was subjected to cross-fire of a battery of respondent attorneys, who consistently raised the question of relevancy in connection with the major offerings. The FCC presentation was directed by S. King Funkhouser, special counsel, with the networks represented by P. J. Hennessey Jr. for NBC; John J. Burns, former general counsel of Securities & Exchange Commission and Paul A. Porter, for CBS; Louis G. Caldwell for MBS, and Horace L. Lohnes for Westinghouse stations.

Strong objection was voiced to the admission of an exhibit showing rates of the metropolitan afternoon daily newspaper with the largest circulation compared to the combined rates of the major network affiliates in corresponding cities. After a heated colloquy, in which committe members and counsel participated, Acting Chairman Walker admitted the questioned exhibit. Commissioner Brown, however, said he agreed in the objection while Judge Sykes went on record with the observation that the exhibit was not conclusive, since it showed only one newspaper as against four stations in the same cities and that since the Commission cannot regulate the rates of broadcasting stations because they are not common carriers he felt the question of rates had nothing to do with the hearing.

Viewed as Objectionable

The exhibit showed that the newspaper one-time full-page rate in these cities aggregated $19,200 whereas the total aggregate one-time rate of the network outlets in generally corresponding cities totaled $17,312.

Mr. Sutton, under examination, said the only purpose of the exhibit was to afford comparable data and that no particular conclusions could be drawn from it. He said it was not the Commission's intent to show the disparity in newspaper vs. network station rates with the idea of "increasing radio rates".

Mr. Burns observed that the exhibit, as admitted, might be "fished out" and used unfairly for competitive sales purposes. Mr. Hennessey said he felt it should be stricken not only for that reason but also because there is no possibility of any advertiser using four stations in any city simultaneously and because network broadcasting is essentially national whereas no such claim is made for individual newspaper circulation.

Mr. Sutton explained that the various network exhibits generally were computed from information procured by the FCC rather than from testimony adduced during the network presentations. The exhibits covered such factors as locations of basic network stations, as shown on maps; time and revenue relations between stations and networks in 1937; commercial and sustaining program use during 1937; optioned hours; relative compensation to comparable outlet stations paid by networks for 1937; comparisons of network rates and station revenues; comparative use of network outlets by the networks. Much of the rate data, Mr. Sutton said, was procured from Standard Rate & Data and from the BROADCASTING *1938 Yearbook*.

Apparently designed to show the degree of discrimination in rates paid affiliates by certain networks was a group of the exhibits which did not identify stations or locations but simply used "code" designations for them. For example, one exhibit, dealing with CBS basic stations, showed that one station of a particular class in a particular city received in 1937 approximately $586,000 in network compensation for 3,700 total network basic hours as against an income of $210,000 for another station in a similar market with similar facilities which broadcast about 3,000 hours.

Studebaker Picks 63

STUDEBAKER Corp., South Bend, Ind., placing a series of disc programs nationwide to introduce its new Champion low-price model, had selected 63 stations as BROADCASTING went to press. The drive is part of the company's $1,500,000 promotion campaign for the new car. Through Roche, Williams & Cunnyngham, Chicago, Studebaker agency, the following stations had been selected by March 30:

KYW WCAU WMAQ WGN KOA WICC WTIC WRC WQAM WSB WMBD WIRE WSBT WHO KFNF WHAS WWL KWKH WFBR WNAC WMAS WTAG WWJ WOOD WEBC WCCO KMOX WOW WTMJ WABY WBEN WOR WHAM WFBL WABC WLW WTAM WBNS WSPD WKY KVOO WCAE WBRE KMBC KOY KFI WJAR WMC WSM WFAA KPRC WOAI WMBG WCHS WWVA WTMJ KFBK KVI KFSD KPO KGW KOMO KHQ.

WCCO, Minneapolis, has ordered a new antenna from Lehigh Structural Steel Co. and expects to have it installed within the next month. Antenna is a 640-foot uniform cross-section vertical radiator, according to J. F. Neary, Lehigh manager.

Ballard Uses 8

BALLARD & BALLARD Co., Louisville (Oven-Ready Biscuits), on March 17 started two quarter-hour weekly transcriptions featuring *Smiling Ed McConnell* on stations KWK, WMC, WSB, WBRC, WAVE and WSM, Fridays and Saturdays, 10-10:15 a. m. The program is repeated on Fridays only on WLW at 1:30-1:45 p. m., while WLW and WSMB are added to the regular Saturday broadcast. Henri, Hurst & McDonald, Chicago, handles the account.

Baume Bengue Extends

THOMAS LEEMING & Co., New York (Baume Bengue), is extending for another month its campaign of 6 to 12 spot announcements weekly on 26 stations throughout the country, because of unsettled weather conditions. A seasonal campaign, the spots are usually discontinued at this time with warmer weather approaching. Wm. Esty & Co., New York, handles the account.

Wasn't There

WFAA, Dallas, helped to prove somebody a liar the other day. Accused of doing something else the night of Aug. 30, 1937, a witness in a local trial said he was listening to *Amos 'n' Andy* on WFAA. The opposition lawyer was smarter than the witness, however, because he checked with the station. Station records revealed that, due to a broadcast of the Louis-Farr 15-round fight broadcast on that night, *Amos 'n' Andy* were not on WFAA.

BORDER STATION IS REPORTED SOLI

PURCHASE of a controlling in terest in XEAW, Reynosa, Mexic across the border from McAlle Tex., was announced March 23 b Carr P. Collins, Dallas busines man, who said the acquisition wa negotiated with a Mexican corpora tion headed by Dr. John R. Brink ley, former Milford, Kan., statio operator of "goat gland" fame. Th purchase of the 50,000-watt borde outlet was for unidentified Texas in terests, according to an article pub lished in the March 24 *Dallas News* Mr. Collins was quoted as sayin that the station would be devote to health programs. He is also in terested in a Mineral Wells Wate concern, said to market *Crazy Wa ter Crystals.*

The new organization, accordin to the *News* article took charge o the station March 24, with J. W Fincher of Weslaco as manager. I also has been reported that Dr Brinkley has disposed of his inter est in XER, Villa Acuna, Mexic across from Del Rio, Tex., but thi has not been confirmed officially.

Hormel Test to CBS

GEORGE A. HORMEL & Co., Aus tin, Minn., on April 3, after a month's test of the early morning program *Harmony House*, on KNX Hollywood, will sponsor the pro gram under the title of *Musica Romance* on 22 CBS stations, Mon days, Wednesdays and Fridays 11-11:15 a. m. Talent, headed by Eddie Dunstedter, includes Mary Rosetti and Harvey Harding BBDO, Minneapolis, handles th account.

Bosco May Add

BOSCO Co., New York (milk am plifier), is sponsoring a series o twice-weekly news participations on Yankee Network, three news periods weekly on WCAU, Philadelphia, and five-weekly news programs on WHAM, Rochester. The campaign started late in February and more stations will probably be added later this spring. Kenyon & Eckhardt, New York, places the account.

P & G Tests on 6

PROCTER & GAMBLE Co., Cincinnati, for its Drene shampoo plans a test on six midwestern stations of the transcribed *Manhattan Mother* serial. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

340 Stations Multiple-Owned Says FCC

Offers Many Exhibits to Show Connections Of Operators

THE STARTLING claim that some 340 of the country's 700-odd commercial broadcast stations have a "community of interest with other licensees" of stations, through interlocking directorates, multiple ownership or group control, was made by the FCC Accounting Department March 30 in what apparently was designed to be a screaming climax to its Network-Monopoly Inquiry.

With DeQuincy V. Sutton, head accountant, on the stand, the FCC introduced in evidence a sheaf of 17 individual exhibits breaking down supposed multiple ownership and control of stations as of Dec. 31, 1938. The information, Mr. Sutton declared, was gleaned from FCC records and from the welter of questionnaires sent out by the Commission as part of its inquiry, which began last November. The exhibits, together with a series of computations in the nature of answers to network presentations, constituted the FCC "rebuttal" portion of the inquiry, now drawing to a close.

Calling Them Close

Few, if any, startling new disclosures were made in the multiple ownership and control exhibits. Even the most infinitessimal association of one station employe with another appeared to serve as a basis for tying in the "community of interest". Along with the 117 photostat exhibits, the Accounting Department also produced four separate indexes to them. The index to ownership groups listed 178 separate names of individuals and companies described as represented in the ownership or control of more than one station.

Another index was to ownership groups, showing the tie-ups of individuals and companies. This list covered 118 groups. In checking it against the exhibits, it was found that if an individual held a qualifying share in a corporation operating a station and was involved in the ownership or held a minority interest in or was employed by other stations, he was listed as part of the multiple ownership group.

A third index, covering the complete schedule of exhibits, tended to show that 341 stations, based on the Commission's records as of Dec. 31, 1938, were affected by multiple ownership or control, as against the total of 225 listed in the first exhibit which did not show such a "community of interest".

The largest single exhibit dealt basically with CBS but covered the ownership group described as "City Stores - Columbia - Gannett - Paramount Group". Listed in this tabulation were 34 stations, including the eight CBS owned and operated stations, WAPI, listed as having a management relationship, and WEEI, shown as leased to CBS. The other stations, however, were tied in through stock ownership in the various corporations by individuals identified with the "group".

For example, WCAU was shown as a part of this group by virtue of the Paley holdings in the station and the Levy holdings in CBS. WIND and WJJD were similarly shown because of the Atlass holdings in CBS. WDRC, Hartford, was listed because L. W. Lowman, CBS vice-president, is a director of the station and holds 112 of the 500 shares of WDRC Inc.

Holdings of Sam Pickard, CBS vice-president, and Mr. Lowman in WHP, Harrisburg, tied that station into the group. WKBO, Harrisburg, of which Edward J. Stackpole Jr. is head, and in which Col. J. H. Steinman of the Mason-Dixon Group is identified as a stockholder, was brought into this picture because Mr. Stackpole heads WHP. Similarly other Mason-Dixon Group stations, headed by Col. Steinman—WAZL, WDEL, WEST, WGAL, WILM and WORK—were drawn into the picture, although the Steinman family is shown as 100% owners of the Mason-Dixon Group.

Gannett Group

The Gannett newspaper group, including such stations as WDAN, WHEC, WTHT, WABY, WOKO, WHDL, WENY and WESG, were pulled into the City Stores-Columbia-Gannett-Paramount Group in a manner not clearly shown on the face of the exhibit. Mr. Pickard's interest in KITE pulled that station into the group. WRAK was named because Raymond H. McKinney, a director of WTHT, holds a voting trust of 2,750 shares of 33,400 shares in the Williamsport station.

WSMB was included in the group since the City Stores Co., Paramount Pictures, and the Albert M. Greenfield Co. of Philadelphia hold stock in the station WFIL was included because City Stores Co. holds a majority of the stock of Lit Bros. department store, which in turn owns half of the Philadelphia station. The Greenfield Co. and Bankers Securities Corp., listed in the ownership of WSMB, likewise are identified with Lit Bros.

In an exhibit devoted to NBC multiple ownership and control, there were listed the 10 stations licensed to NBC, plus the Westinghouse and General Electric stations and KGA, KGY, KHQ, KOL, KJR, KOMO, KIT, KEX, KGW and WSPR.

Because Louis Wasmer leases KGA from NBC, several of the Pacific Northwest stations were included in the group. KOMO was listed because Fisher's Blend Stations Inc. leases KJR from NBC while KIT was listed because a KOMO "responsible employe" is engaged jointly by KOMO and KIT. KGW was listed because KEX is leased from NBC by the *Oregonian*. WSPR was listed because Edmund A. Laport, one-third owner, is "chief engineer, RCA Victor Co. Ltd. of Canada."

Other Connections

Other exhibits similarly tied in on slightest provocation multiple ownership or "community of interest" in stations. Typical of these exhibits were those lining up George B. Storer and Harry C. Wilder in 10 stations because George W. Smith, a director in WWVA and its general manager, along with WALR, Storer-owned, is listed as treasurer of the Wilder-controlled WNBX, Springfield, Vt. According to Washington legal sources the "Smiths" are not the same.

Other major ownership groups listed were Hearst; Boles-Fitzpatrick - Richards, in which WJR, WGAR and KMPC, part of the group, were listed as associated with the *Cleveland Plain Dealer*-Brush-Moore group because of certain interlocking directorates and stock ownership; the Dean-Lanford

(*Continued on Page 85*)

451 Stations Report 1938 Incomes

THE FCC's preliminary tabulation of income statements filed by licensees of one station only, covering the year 1938, follows (Column A, 358 stations with sales of $25,000 or more each; Column B, 93 stations with sales of less than $25,000 each):

	A	*B*	*Total*
REVENUES:			
Sale of time at network rates	$8,948,844		$8,948,844
Sale of time at national rates	14,821,404		14,821,404
Sale of time at local rates	20,140,309	$1,451,924	21,592,233
Other time sales	254,627		254,627
Total time sales	44,165,184	1,451,924	45,617,108
DEDUCT:			
Commissions to agencies and representatives	4,839,726		4,839,726
BALANCE:			
Amount retained from sale of time	39,325,458	1,451,924	40,777,382
Incidental broadcast revenue	2,956,407		2,956,407
Total revenues	42,281,865	1,451,924	43,733,789
EXPENSES:			
Technical expenses	6,026,487		6,026,487
Program expenses	13,084,430		13,084,430
Advertising, promotion, selling	4,364,853		4,364,853
General & administrative expenses	7,188,370		7,188,370
Other broadcast expenses	1,414,496	1,412,434	2,826,930
Depreciation, amortization, uncollectible revenues, taxes and rent for broadcast plant	3,659,413	193,549	3,852,962
TOTAL EXPENSES	35,738,049	1,605,983	37,344,032
NET INCOME from broadcast services	$6,543,816	(154,059)*	$6,389,757

* Loss

Individual Station Incomes Analyzed

PRELIMINARY analysis of the FCC's "questionnaire study" of 1938 business operations of the broadcasting industry released March 30 and covering 451 station returns from individual licensees, revealed total time sales of $45,617,108, with a net income of $6,389,757, or about 14%.

Covering only about 60% of the 700 commercial stations, the preliminary tables were in skeleton form. The complete analysis, to show industry-wide financial, employment and programming operations for 1938, likewise based on the questionnaires sent out Feb. 15, will not be made available for about six weeks, it was indicated.

Though the returns were due back March 15, the furore raised by many stations, notably smaller ones, resulted in authorizations of extensions in certain instances. Some 70 stations were given such extensions and, as BROADCASTING went to press, there were still about 50 questionnaires to be returned from that group. Practically all of the information is expected to be in hand by April 15.

Local Group Shows Loss

Dispelling the thought that practically all stations are "rolling in wealth", was the disclosure in the FCC's preliminary analyses relating to 93 stations which had sales of less than $25,000 for the 1938 calendar year. These stations did an aggregate business of $1,451,924, all from local time sales, and had expenses of $1,605,983, showing an aggregate loss for the year of $154,059.

The tabulation [see table on this page] covered income statements of individual licensees and excluded stations affected by multiple ownership. In other words, no network-owned, managed or leased stations or group-owned stations, which the FCC indicated aggregated some 341, were included.

Also computed by the FCC as of Dec. 31, 1938, was a preliminary tabulation of balance sheets filed by licensees of one station only, covering 457 stations and including construction permits.

On the asset side, this tabulation showed $45,000,000 of investments by the stations not relating to broadcast operations; $24,000,000 in investments in broadcast plant and items relating to broadcast operations; current assets of $43,000,000 and other asset "side items" of $28,000,000.

On the liability side, these stations showed a net worth of $95,000,000, long-term debts of $18,000,000, current liabilities of $13,000,000 and other liability side items of $14,000,000, offsetting the asset figure of $140,000,000. In an explanatory note, the FCC said that included in the amount shown as investments in broadcast plant and items relating to broadcast operations "is an aggregate amount of $7,588,000, reported as good will, franchise or similar titles." Dividends declared during the year by these stations totaled $4,429,000.

The FCC Accounting Department, it is understood, now is preparing its new questionnaire to cover the 1939 calendar year, which would be sent to stations shortly in order to enable them to introduce appropriate bookkeeping methods.

NAB Opposes Bill in Senate To Ban Liquor Ads on Radio

Miller Sees Dangerous Precedent in Measure And Discrimination Against One Medium

A SUB-COMMITTEE of the Senate Interstate Commerce Committee on March 29 started consideration of a drive against all advertising of liquor with hearings on the Johnson-Culkin bill (S-517), offered as an amendment applicable only to radio to the Capper bill dealing will all liquor advertising.

Neville Miller president of the NAB, raised the only voice against the measure at the first hearing before the subcommittee composed of Senator Andrews (D-Fla.), chairman, and Senators Gurney (R-S. D.) and Johnson (D-Col.), sponsor of the bill. Witnesses representing dry organizations attacked the radio industry's methods of controlling liquor advertising, as did Federal Alcohol Administration officials.

Miller told the committee the NAB opposed the measure because it constituted "an entering wedge for further repressive legislation for radio," and because it was not necessary in view of the steps the industry had taken and contemplated taking in self-regulation. He also urged that the provision of the amendment relating to advertisement of lotteries be amended in the interest of adjusting difference of interpretation between the FCC and the Post Office Department.

A Bad Precedent

"In the first place, this legislation would set up a dangerous precedent," the NAB head said. "It may easily be the first of a series of such laws to prohibit the use of radio to one group, which may later be extended to other groups, and, in short, endanger the privilege of free radio."

Mr. Miller pointed out that to be free, radio must pay its own way and that, while liquor advertising constituted a very small part of the total radio income, extension of legislation under a precedent set by passage of the Culkin-Johnson bill, could be extended to tobacco, coffee and the advertising of any other commodity any organized minority might find objectionable.

"Once started this tendency could be continued until the life blood of the industry is sapped and we are forced to turn to a government owned, tax supported industry," he declared.

Mr. Miller said the legislation, specifying only radio, was discriminatory in that it permitted the continuation of liquor advertising in magazines, newspapers, billboards and other media. He said radio sensitivity to pressure of public opinion and the fact that stations were licensed to operate in the interests of the public were sufficient guarantees that it would work to eliminate objectionable advertising. He also cited the greater amount of Federal Trade Commission and other regulation that the radio industry was under as compared with other industries.

Mr. Miller said the industry was faced with difficulties in obeying the FCC act's injunction against the broadcast of advertising connected with lotteries and games of chance because the postal authorities and FCC officials had different interpretations of this matter. He urged that, should the FCC act be amended, the section dealing with this ban be altered.

Replies from an NAB questionnaire received from broadcasters representing about 75% of the commercial volume of the industry showed that alcoholic beverage advertising represented less than 1% of the total revenue, he said.

Media Discrimination

Senator Johnson said he was glad to hear the industry was studying advertising standards because "your standards at present are very low," and said he was motivated in introducing his bill by a desire to help the industry "as you don't seem to have had very much success in self-regulation."

Mr. Miller replied that it was unfair to compare radio with newspapers and other media.

In reply to a question by Senator Gurney Mr. Miller said he agreed with the former's stand that it was not fair to prohibit advertising of a commodity in radio and not in other media and that advertising on the radio was no more offensive, if handled rightly, than newspaper or magazine advertising.

Federal Alcohol Administrator W. S. Alexander supported the Culkin-Johnson bill, as did Philip Buck, chief counsel of the FAA. The former said his experience with the liquor industry had convinced him the ban was necessary to "perpetuate repeal".

Representatives of dry organizations told the subcommittee that while the industry's ban on radio as a medium of distilled spirits advertising had been almost completely successful, they wanted the use of the air barred to wines and beers also.

Miss Izora Scott, Washington, treasurer of the National Temperance & Prohibition Council, said that use of the air for liquor advertising constituted an invasion of the home.

In response to Senator Gurney's question as to whether the ban should be placed on radio alone or should be extended to all advertising media, she replied, "Other legislation covering that aspect is not before us today and we don't want to get the bills mixed."

Viewed as Constitutional

Edward B. Dunford, legislative counsel of the Anti-Saloon League entered a lengthy statement containing legal opinions supporting the constitutionality of the Culkin-Johnson bill. Mary T. Bannerman, representing the National Congress of Parent Teachers Associations, told the Senate group the congress had gone on record as opposing liquor advertising on the air, but admitted that no bills had been studied in this connection and that no measure was being endorsed.

The next hearing of the subcommittee was to be held March 31, but on the House side Rep. Calkin stated the bill would not be pressed there by its proponents during this session.



CHICAGO's *WLS National Barn Dance* celebrated its seventh birthday behind the footlights at the Eighth Street Theater, March 18, and anniversary of its 15th year on the air will be observed April 12. Grouped around the birthday cake are (l to r) Sales Manager Bill Cline; John Blair of John Blair & Co., WLS national representatives; Glenn Snyder, manager; Harold Safford, program director.

Griffin Returns

GRIFFIN MFG. Co., Brooklyn, will start its annual summer radio campaign for All White shoe polish May 2, when it launches *Time to Shine* on a CBS network of more than 40 stations. Program will be the same as last summer, featuring the music of Hal Kemp's orchestra and guest stars, and will be broadcast from 10 to 10:30 p. m. on Tuesdays. The company, whose advertising is handled by Bermingham, Castleman & Pierce, New York, first tried network radio in the summer of 1937 with an NBC program, switching to CBS in 1938.

New Network Broadcast. More Spots Are Planned By Brown & Williamson

BROWN & WILLIAMSON Tobacco Co., Louisville (Raleigh tobacco), on May 2 starts *Uncle Walter's Dog House* on 65 NBC-Red stations, Tuesday, 10:30-11 p.m. (EST). Built around the troubles of married and engaged men who wind up in the "doghouse", the program features the music of Phil Davis with the "Prisoner's Song" for a theme. Show includes a five-minute dramatization of a listener's story as to how he got in the doghouse. For the best letter each week a $10 pipe and a pound of Raleigh tobacco is given with a tin of Raleigh for each listener writing in a doghouse problem.

For Avalon cigarettes, the sponsor plans a varying schedule of from one to six weekly 15-minute sportscasts to start May 3 on WWVA, Wheeling; WHIS, Bluefield, W. Va.; WHAM, Rochester, N. Y.; WWJ, Detroit; WABC, New York; KOA, Denver; WBT, Charlotte; WMAQ, Chicago. The thrice-weekly series recently placed on WBBM, Chicago, will feature Charlie Grimm, while the thrice-weekly sportscasts on WHAS, Louisville, will feature Paul Sullivan.

In addition to the announcements during and following the games on the Colonial Network [BROADCASTING, March 15], these stations will air a varying schedule of half and one-minute spots: WPTF, Raleigh, N. C.; WFBM, Indianapolis; WMBD, Peoria; WCBS, Springfield; KFEQ, St. Joseph. Mo.; WOOD-WASH, Grand Rapids; KSD, St. Louis. Avalon is also using four quarter-hours weekly on XEBG, Tia Juana, Mexico.

For Bugler tobacco, the Friday evening show titled *Plantation Party* on 64 NBC-Red and Blue stations, was supplemented March 23 by Thursday evening half-hour discs of the program on WDBJ, Roanoke; WMMN, Fairmont; WCHS, Charleston; KOA, Denver. Russell M. Seeds Co., Chicago, handles the account.

Brewers' Journal Retorts

THE March issue of *Modern Brewer* devotes a full-page editorial to NBC's ban on beer advertising on its networks. Most of the space is occupied with a letter from Niles Trammell, NBC executive vice-president, explaining the network's stand that network programs must be acceptable to all parts of the country and at all times, whereas beer advertising is acceptable in some communities but not in others and is much more acceptable at some times than at others. The publication's editorial comment on the letter follows: "It show that in the minds of NBC officials, beer broadcasting in some parts of the country is not acceptable to the public. It is unfortunate that this situation exists, but a wise brewing industry will accept it as a temporary rebuff and continue to strive for greater public acceptance."

WMBD, Peoria, Ill., on March 20-22 broadcast a series of basketball games by direct wire from New York where Peoria's Bradley College was competing in the National Sportswriters Basketball Tourney. At the mike was Jack Brickhouse, WMBD sportscaster.



"But Oscar, the radio is no proper medium for SPORTS!"

(ANOTHER OLD IDEA EXPLODED!)

● Feeling somewhat kin to Daniel Boone and the late Tex Rickard, we wish to report the results of WHO's second Golden Gloves Tournament — still the only radio station in the world which has ever had the privilege of sponsoring even one of these fabulous fiestas of the flying fists!

In the first place, mark you well: WHO's mere announcements of the event brought forth the amazing number of 1,022 applications for entry blanks. Of this number, 467 filled out and returned their entries, representing aspirants from ten states and two Canadian provinces (the plus of "Iowa Plus"!). Then when the tourney started 322 lads actually showed up and qualified—making what we believe to be one of the largest teams ever entered in a Golden Gloves Contest!

So much for radio's (and WHO's) "pull" with sports *participants*. What about the general public? Well, in the five evenings on which bouts were staged, WHO drew *over 20,000 spectators*—and one of the sessions was a hastily-arranged *extra* affair necessitated by the large entry list, which even with very little ballyhoo drew over 3500 sports-minded customers.

That's what WHO can do for you, with SPORTS! . . . Bill Brown, our inimitable WHO sports-expert — *the man who put over our Golden Gloves Contest* — is now available for sponsorship, Mondays through Saturdays, from 9:15 to 9:30 P. M. First come, first served. We'd suggest telephoning.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

New NAB Code Would Limit Commercials

New York Meeting Makes Marked Progress

By BRUCE ROBERTSON

A LIMITATION on length of commercials employed in all programs will be a likely key conclusion in the projected new Code of Ethics being drafted by the NAB, under preliminary plans discussed by the NAB Committee on Self-Regulation during a three-day session at the Hotel Ambassador, New York, March 23-25.

Conversation centered around a proposal which would put a time limitation on 15-minute program units, with a differential between day and night offerings. While a completed code was not produced and conversation was only general, there was considerable support for something in the nature of a 15% limitation on commercials daytime and 10% at night, with an overlap of an additional 30 or 35 seconds for contest offers.

NBC's projected program standards [see article on this page] may be held up until the NAB committee completes its work, contemplated for the convention at Atlantic City July 10. NBC will continue its study, however, soliciting agency-advertiser comments, but will hold in abeyance formal promulgation until NAB convention action.

Reduction in the length of commercials, NAB President Miller said, would be in line with the existing trend in broadcast advertising and "will put a greater premium on more skilled advertising writing, with briefer, more interesting and more pertinent messages about needed products and services. The industry is simply going to put into effect, universally, those practices of progressive advertisers which are already proving their effectiveness in achieving greater results and a higher degree of program popularity."

Enforcement Bureau

On commercial credits and children's program, the committee feels there should be continuing studies, even after the new code is ratified. The plan also encompasses a permanent NAB bureau to enforce code provisions.

The new NAB code would embody not only those fundamental principles of good broadcasting which are essential for operation in the best public service but a practical interpretation of their application to every-day broadcasting. The real accomplishment of the New York meeting was a recognition and definition of the problems to be covered by the code and the establishment of a plan of procedure whereby these details can be worked out, so that the completed code may be presented to the convention in July for ratification by the industry.

Although this committee, like the copyright group, contained representatives of the networks and of every class and type of station, there was a unanimous agreement on the fundamental point that the broadcaster must accept the task of presenting the news of the day and impartial discussions of the many issues arising out of the news, clearly and fairly. This recognition that a broadcaster cannot ethically confine his program service to pure entertainment and so escape the troubles inherent in the presentation of controversial issues is industry-wide, it was stated, a recent survey of the NAB showing that almost all broadcasters are fully aware of their public responsibility.

Another basic point on which the committee was in full agreement is the differences that exist between communities of varying sizes and in various geographical locations. A program that is entirely acceptable in a large city may be unsuitable for presentation in a rural community, and the reverse is also true. While it may make the work of codification much more difficult, the committee felt that without keeping this fact constantly in mind it would be impossible to draft a code to which the entire industry could adhere.

Most of the time of the meeting was devoted to the more difficult types of programs—juvenile, re-

(*Continued on page 42*)

served for the announcement of special news bulletins exclusively.

False and misleading statements and all other forms of misrepresentation must be avoided.

Pointing out that public interest comes first and that advertising is only as valuable as the public's acceptance of it, NBC reserves the right to turn down programs advertising products and services which it does not think suitable for radio and also to require the advertiser to make changes in his programs which NBC finds inconsistent with its standards. Types of business which are unacceptable to NBC include: Professions in which it is conceded to be unethical to advertise; all forms of speculative finance; cathartics; personal hygiene products; reducing agents; products to restore natural color to hair, dyes, depilatories, etc.; all forms of fortune telling; cemeteries, morticians, etc.; alcoholic beverages; firearms, fireworks.

Children's programs must be carefully written for the child audience and the scripts must "reflect respect for law and order, adult authority, good morals, clean living. The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect and should emphasize the desirability of fair play and honorable behavior. Cowardice, deceit, selfishness and disrespect for law must be avoided . . ."

In juvenile scripts, torture, horror, fear of the supernatural, profanity and kidnaping are taboo. Gun play and other violence must not be accentuated and no script can end on an incident that might create hysteria in a young listener. Commercial copy can not contain more than two requests to "ask mother to buy" and must be careful to avoid statements that might mislead the credulous child mind. Premiums must be harmless, must not depend on luck or superstition, and children should not be encouraged to ask strangers for boxtops.



LOOKING UP from a hard tussle with the problems of setting up program policies for the entire broadcasting industry are (standing, l to r): Theodore C. Streibert, MBS; Edward M. Kirby, NAB; E. B. Craney, KGIR; Edwin M. Spence, NAB; Gilson B. Gray, CBS; Earl J. Glade, KSL; Edwin M. Craig, WSM; Edgar L. Bill, WMBD. Seated: Gomer Bath, NAB; Karl O. Wyler, KTSM; Walter J. Damm, WTMJ; Neville Miller, NAB; Samuel R. Rosenbaum, WFIL; Herb Hollister, KANS; Paul W. Morency, WTIC. Not present when the picture was taken were Niles Trammell, NBC; William S. Hedges, NBC; Edward Klauber, CBS.

Falsity and Abuse of Sincerity Basis of Proposed NBC Bans

"IT HAS been the experience of NBC that any abuse of sincerity, any misrepresentation that may creep into the radio program, deliberately or not, destroys confidence in the integrity of all programs broadcast, and weakens its value to those who use it for advertising purposes. . . . The obligation of NBC to the public reduces itself to a code of civilized behavior, respect of one man for another, honorable dealing and honest intention offered with courtesy and good manners."

This paragraph is quoted from the 52-page mimeographed statement of NBC program policies which, after nearly a year of mulling by network executives, has been sent to board members of NBC and RCA, to members of the NBC Advisory Council and to a few advertising agency executives for comment and criticism. Following the receipt of advice from these sources a final code will be compiled and published for distribution to all NBC clients and their agencies.

More a setting down of the principles of continuity acceptance on which the company has been operating for some time than any startling new theory of broadcast standards, the code lists such basic program standards as:

Some Taboos Listed

The Deity's name, powers and attributes are permissible only when used reverently.

Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

Material which depends upon physical imperfections or deformities . . . for humorous effect is not acceptable.

Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable and no language of doubtful propriety will be used.

The introduction of murder or suicide is definitely discouraged at all times, and no details as to the technique employed may be given.

No description of anti-social practices may be mentioned.

Emphasis on insobriety is not permitted.

Figures of national prominence as well as the peoples of all nations shall be presented with fairness and consideration.

Except in the case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

The use of the word "flash" is re-

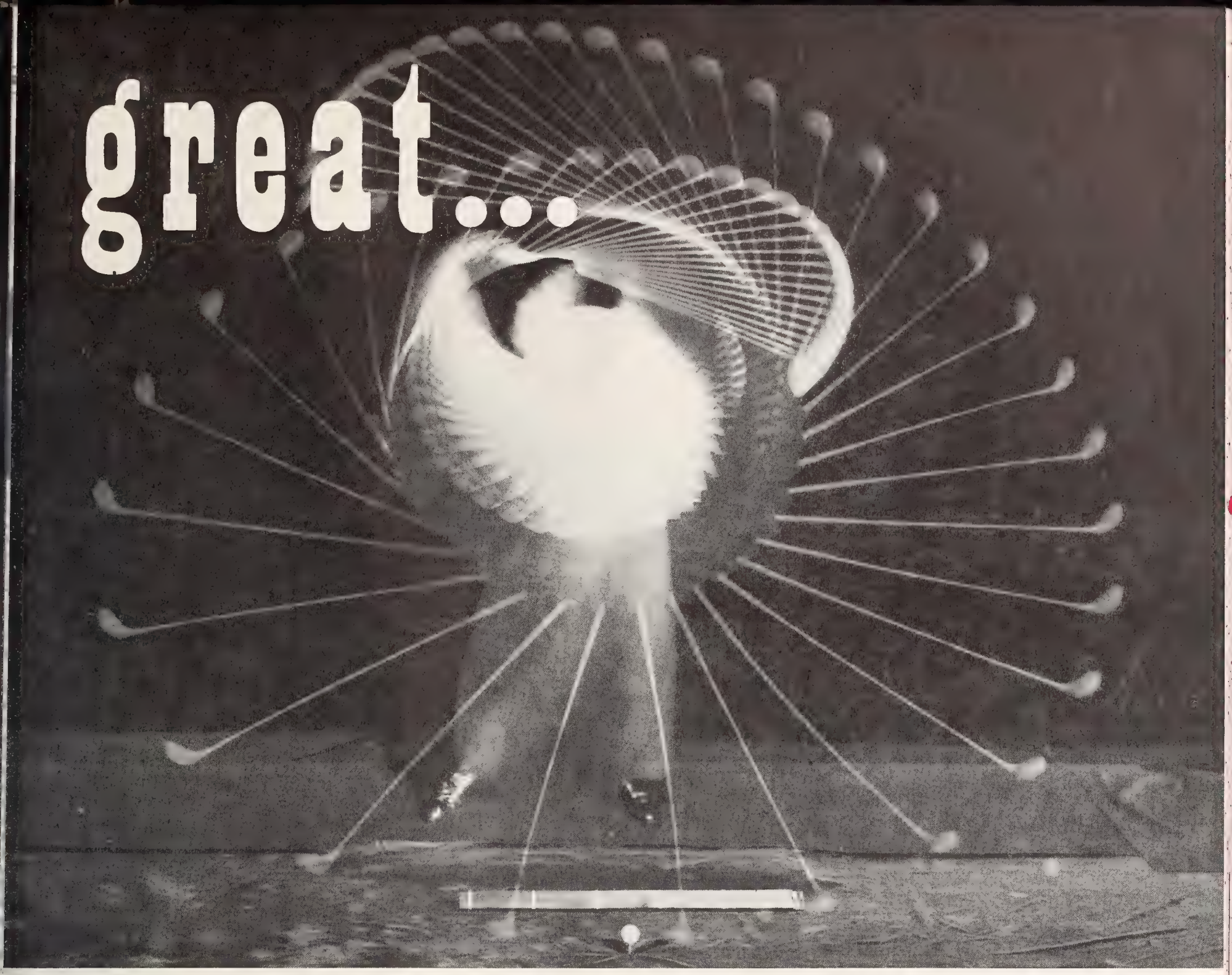


Photo Copyright A. G. Spaulding & Bro.

...as is the speed with which Transradio covers the world's news; great, too, is the speed with which it clocks up new sales for stations and their sponsors—**for instance:**

DRUG PRODUCT—using no promotion other than TRANSRADIO, a drug manufacturer jumped his sales from 0 to 2400 doz. tubes per month. Distribution rose from nothing to 100% coverage of drug chains, department stores and leading independent drug stores in greater New York.

BEVERAGE—nationally-known beverage manufacturer reveals that TRANSRADIO lifted sales 23%. During special "reduced price" campaign (plugged intensively on TRANSRADIO) sales of two items took 75% hop in face of severe business recession.

AUTOMOTIVE ACCESSORY—using TRANSRADIO exclusively, maker of automotive accessory created sufficient demand to force distribution into two large chains. Also, brought one sales territory, consistently below country par, up to level with best sales territories.

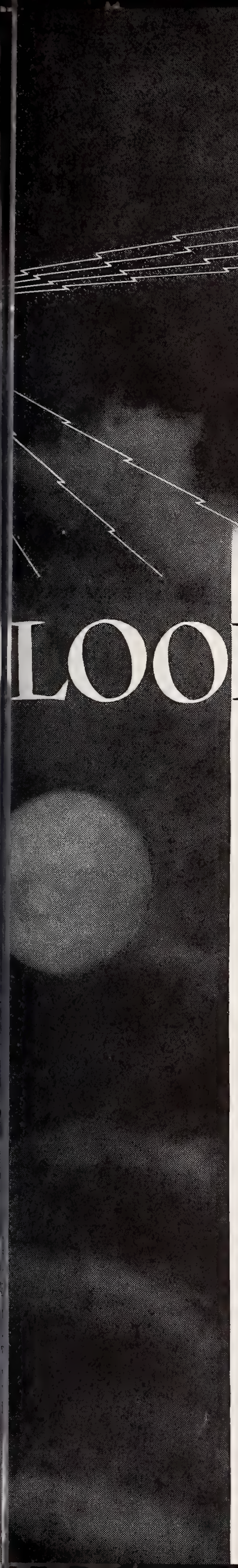
GASOLINE—dealer survey reveals that 75% of autoists were attracted to stations for product as direct result of TRANSRADIO broadcasts. 54% of dealers reported greater sales during year of TRANSRADIO broadcasts—40% reported increase of 100%!

Write, call or wire for further information—

TRANSRADIO PRESS SERVICE, Inc.

342 Madison Avenue in New York


HOW DOES TRANSMISSION
AFFECT YOUR PROGRAM
RATING? DOES BIG-CITY
LISTENING GIVE A TRUE PICTURE
OF YOUR NATIONWIDE AUDIENCE?
GALILEO
GALILEO
—Italian astronomer, 1564 to 1642. Following invention of telescope about 1609 Galileo was first to adapt it to astronomical use. With 32-power instrument he showed Milky Way to be collection of stars, and discovered the moons of Jupiter, the rings of Saturn and the existence of sunspots. Just as Galileo looked further and made known the unknown, NBC can show you how to get the facts about the greatest "unknown" in radio.



LOOKED FARTHER

....AND SO CAN YOU

When you get right down to it, the big unknown that faces any advertiser, in radio as in every other medium, is

How Many Families
Does My Sales Message Reach?

The major networks offer approximately equal access to listeners in some 60 cities served locally by their affiliated stations. The regular "program ratings" give a good indication of your audience in these cities — but these 60 cities contain less than half the radio families in the United States!

The other half of the radio audience is outside of these cities, where a factor heretofore ignored—the *transmission* factor—comes into play. This transmission factor either helps your program or hurts it—depending on the network used. It may double your audience outside the cities or cut it in two. It is not so much a question of whether the area is "rural" or "urban," as whether it receives "remote" or "local" network service.

NBC has studied this factor. Now for the first time, you can analyze your program audience on a truly nationwide basis — you can see WHY and HOW the NBC Red Network offers you the most intensive national circulation there is . . . We shall be glad to present these facts to you, applied to your own particular problems and interests. Call any NBC Network Representative.

DO YOU KNOW—

That 50% of all U. S. radio families rely on "remote service" from major network stations?

That the station and network preferences of these 13-odd million families are not reflected in regular program ratings?

That NBC's new survey is the first to show how the competing networks serve this *other half* of the radio audience?

That the Red Network reaches more of these families than any other network? Ask us why!

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Administration Still Opposed To Ownership by Newspapers

But Support Seen for Craven's View in Allentown Dissent That Issue Is Not Up to the FCC

POSSIBILITY of a general hearing on newspaper ownership of broadcasting stations, looking toward establishment of a definite policy on this controverted question, is foreseen in official quarters in the light of recent events.

President Roosevelt's known opposition to newspaper "domination" of broadcasting may lead to the "legislative study". While it is generally accepted that nothing can be done under existing law to change the ownership structure, Administration forces apparently are desirous of halting any further acquisition of stations by newspapers. In recent days, it is learned, the President again has commented privately on the growing tendency of newspapers to absorb stations.

Allentown Incident

The issue came to a head at the FCC last month when the applications of WCBA and WSAN, Allentown, Pa., were set for hearing in Allentown by a 5 to 2 vote on the question of "local monopoly" because the Chronicle & News Corp., which publishes Allentown's two newspapers, would hold 65% control of the combined stations, now separately owned but which share time on the same frequency [BROADCASTING, March 15].

Because Administration forces appear convinced that newspaper ownership as such cannot be blocked in a legal way, the majority, headed by Chairman McNinch, appears to be following the procedure of denying applications for other reasons, thus avoiding the real issue. In other words, it can deny on technical, economic or general "public interest" grounds without meeting the direct newspaper issue.

In the Allentown case, the notice of hearing has not yet been made public. Washington's legal fraternity, however, is watching for the notice with interest. If no mention is made of the newspaper issue, it will confirm the view that the Commission's majority is seeking to avoid the newspaper question. No money consideration is involved in this transaction, which simply involves combining two existing stations.

Commissioner T. A. M. Craven's strong dissent from the action in setting the Allentown applications for hearing brought the whole issue into the open. Commissioner Case voted with him. Pointing out that the applications arise from a relatively small city in one State and do not provide a satisfactory setting for a decision on the policy questions involved, he said a general public hearing of a legislative character is necessary if these policies are to be decided. He said, however, that he saw no necessity for such a hearing since he saw no reason for changing policy with respect to newspaper ownership.

In his memorandum on the Allentown case, Commissioner Craven declared that the only question possibly involved is that of newspaper ownership policy, since there is no opposition to the consolidation of the stations and since better service obviously would result. The fact that the applications have been set for hearing means that a majority of the Commission have already adopted "in their own minds" or contemplate adopting a principle that ownership of broadcast stations by newspaper publishers or by certain kinds of classes of them is contrary to public interest and justifies or requires the denial of any application involving such ownership, he said.

Says FCC Lacks Power

Pointing out that as of Jan. 15, 238 broadcast stations in the country had newspapers identified with their ownership, Mr. Craven strongly defended the operation of such stations and classified them as among the pioneers and the most progressive outlets in the industry.

If the Commission is to adopt a principle by which newspaper ownership becomes a disqualification for license, "it must be prepared to extend it to all cases, existing and future," he said. "It must be prepared to refuse to renew the licenses of some 240 broadcast stations and to destroy or hand over to others the investments which their owners have in these stations."

"In the most vigorous manner at my command," he said, "I desire to record my vote against the adoption of such a policy and to state my reason for so voting." He held the Commission has no power to adopt such a policy; that even assuming that it did have the power, it would be contrary to public interest; and that a hearing on the particular applications "is not a proper or fair method of determining whether such a policy should be adopted."

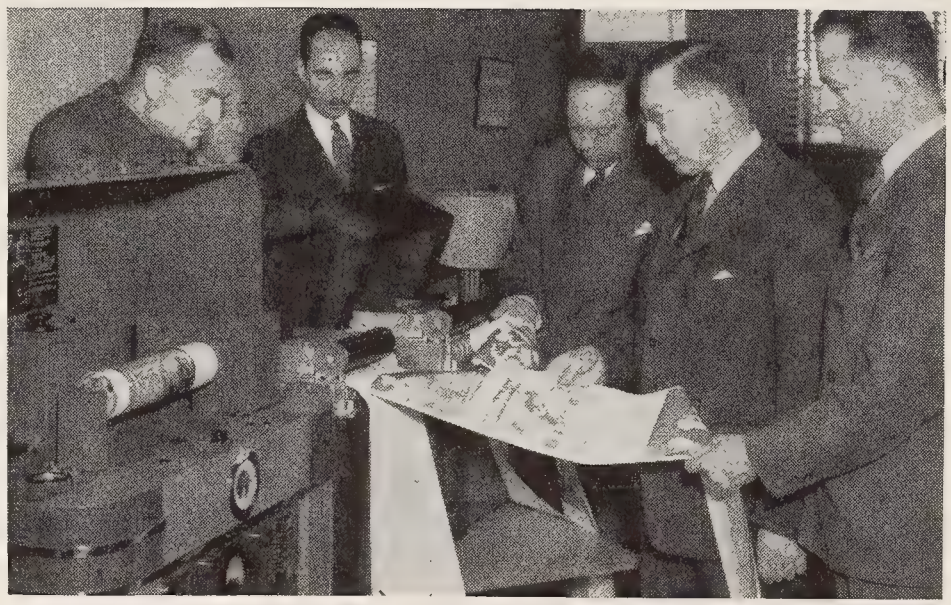
In arguing his point, Commissioner Craven declared that to say that newspaper publishers should be declared ineligible necessarily implies that the service rendered by such stations as a class will be inferior to that rendered by other stations, because of less meritorious programs, lower standards of advertising admittance, a greater tendency to violate the law or the regulations, less regard for and appreciation of the needs and desires of the public, a greater tendency to engage in unfair practices or to indulge in partisan use of the station, or undue social or economic power resulting from the combination." The continuous record of 18 years in newspaper ownership of stations disproves all that, he went on. He contended that the records will show a far smaller average of complaints against newspaper stations than for all stations.

Facsimile Seen a Factor

It is common knowledge, he added, that the newspaper extras of former days have almost disappeared, that broadcasting stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are both important customers of news services and creators of news agencies. Facsimile may ultimately mean that the newspaper of the future will be transmitted by radio into the home, he said.

Chairman McNinch, in commenting on the Craven statement, inquired "what objection can there be to allowing the people directly affected by a proposed local monopoly of communications to say what they want in an open hearing? What the Commission has done is to set this case for hearing at Allentown."

WBBZ, Ponca City, Okla., on April 1 becomes an MBS affiliate, which links all stations of the Oklahoma Network.



ENGINEERS educate educators on the subject of facsimile broadcasting, when Dean Carl W. Ackerman of the Graduate School of Journalism of Columbia University and his assistant, Herbert L. Brucker, visited the WOR transmitter at Carteret, N. J., where WOR's chief engineer, J. R. Poppele, explained this new form of radio transmission. WOR has installed receivers at Columbia so that the University can keep watch on facsimile progress. In picture (l to r) are Mr. Brucker; Charles Singer, chief of WOR transmitter operations; Prof. John B. Russell of Columbia's electrical engineering department; Dexter Purinton, architect of the WOR transmitter plant; Dean Ackerman and Mr. Poppele.

Publisher Granted Asheville Station

THE three-year effort of Harold H. Thoms, publisher of the *Asheville* (N. C.) *Daily News*, to secure a CP for a new local broadcasting station, was rewarded March 2 when the FCC granted his application for 1370 kc. with 100 watts unlimited time, effective April 3. The FCC previously had denied the application on the ground that Mr. Thoms was not shown to be possessed of "good character", primarily because of a conviction growing out of the publication of a political article in his newspaper. The case went to the U. S. Court of Appeals but was reheard solely on the question of reputation, and the Commission concluded that Mr. Thoms enjoys an excellent reputation and has "a good moral character".

Favored by Examiner

Following the original hearing on the application in 1936, the Commission upon its own motion remanded the application for further hearing held on April 9, 1937. In each instance, the examiner recommended a grant. In January 1938 however, the FCC denied the application on the "good character" grounds, although it found that Mr. Thoms was qualified in all other respects. An appeal was taken in February, 1938, but upon the applicant's motion the court on May 6, 1938, remanded the case to the Commission for further hearing on the single issue of character. Another hearing was held July 14 and the new decision is on the basis of that additional testimony.

WCAX PRESS DEAL FOURTH FOR YEAR

WHAT the FCC reports as the first case in its records in which a broadcasting company acquires a newspaper, was decided March 2 by the Commission when it authorized the transfer of WCAX, Burlington, Vt., from the Burlington Daily News Inc., to the Vermont Broadcasting Corp. Chairman McNinch dissented on the grounds that the proposed assignment was not shown to be in the public interest and Commissioner Walker dissented on the grounds that a hearing should precede the Commission's action.

The station, a local outlet on 1200 kc., has for many years been licensed to the newspaper corporation, headed by H. Nelson Jackson president of a local bank. Charles P. Hasbrook recently contracted to buy both the newspaper and radio properties for $59,000, of which $17,000 is designated as the valuation placed upon the radio property, and will place both under the broadcasting corporation. Mr. Hasbrook is former publisher of the *Richmond Times-Dispatch.*

The Burlington transfer was the fourth since last Jan. 1 to newspaper interests, the others having been WAAW, to the *Omaha World-Herald;* WGH, to the *Newport News Daily Press* and *Times-Herald;* KVOA, Tucson, Ariz., to the *Phoenix Republic & Gazette.* In addition, the Commission since Jan. 1 has authorized new stations owned by newspapers at Atlantic City, N. J., and Asheville, N. C., and one with newspaper stockholders at Goldsboro, N. C.

Blossom Out With New Business



Sow Your Sales Seed in the Rich Detroit Market

There's no doubt about it, the rich Detroit Market this spring offers one of the most fertile sales fields in America. Here are major factors which are contributing substantially to exceptional business activity.

- BUILDING—The value of building permits issued during February was *69% above February, 1938—the highest February since 1926!*
- EMPLOYMENT — The industrial employment index as of February 28, stood at 99.3, or *25 points above the same date last year!*
- AUTOMOBILES — Automobile production for January and February, 1939, was *55.8% above that for the same months of 1938!*
- AUTO SALES — Passenger car deliveries in Detroit and Wayne County for the first two months of this year showed an *increase of 74.3% over the same months of 1938!*

Yes, Detroit is a key market now, and WWJ is the key radio station in this big active market. For, WWJ not only reaches more Detroit homes than any other station, but its 18-year-old heritage of fine programs and constant effort in the interests of its listeners has won for WWJ a standing in the community not enjoyed by any other station.

America's Pioneer Broadcasting Station
Owned and Operated by The Detroit News
Member Basic NBC Red Network

WWJ

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

Insurance Series Will Go National

St. Louis Drive Successful, So Expansion Is Proposed

AN ORGANIZED public relations campaign on a national scale, in behalf of insurance selling, is planned as an outgrowth of the success of the St. Louis Insurance Board's sponsorship of weekly half-hour broadcasts begun last October over KSD, St. Louis. According to the April issue of *The Local Agent*, insurance men's publication, Briggs A. Hoffman, vice-president of the Lawton-Byrne-Bruner Agency, St. Louis insurance firm, is arranging to form a company to supply recordings for suitable broadcasts for local boards or agencies throughout the country.

Mr. Hoffman, who has long evinced a keen interest in radio and who was recently named to the board of directors of the Texas State Network, plans to use nationally known talent and make the programs of such high quality that they will attract the attention of better class families. The transcriptions will be made available on a rental basis, so that local insurance groups or agencies can use them with no changes in form and need only to buy time on their local stations.

Success in St. Louis

The plan is reported to have been far enough advanced that Mr. Hoffman has secured endorsements from nationally known insurance men, including John M. Thomas, chairman of the public relations committee of the National Board of Fire Underwriters, and Ray Murphy, assistant general manager of the Association of Casualty & Surety Executives, who with others will serve on the advisory committee which will supervise scripts.

Experience with the local programs in St. Louis is related by *The Local Agent* as follows:

"Members of the board, calling on prospects and clients, found that they were listening to the broadcasts and wanted to know more about the Insurance Board. In fact, buyers and prospective buyers were asking their agents and brokers point blank if they were members of the board. These same buyers and prospective buyers began to ask if the insurance they carried was placed in non-assessable companies. Results of that kind from radio advertisers were of course gratifying to members of the board.

"But a surprising by-product of the radio series turned up when several non-members got in touch with the officials of the Insurance Board and requested membership cards. They had been asked by their prospects if they were members and they wanted to be able to give the right answer!

"As the series progressed, with each dramatizing a different insurance coverage vividly portraying through dramatized skits the need for such protection, board members found a demand for neglected lines of insurance which could be traced only to the radio series."

WBAB are the call letters assigned by the FCC to the new local station on 1200 kc. authorized March 6 for construction by the *Atlantic City* (N. J.) *Press* and *Union* [BROADCASTING, March 15].



WITH Campbell Soup Co. switching its *Amos 'n' Andy* program from NBC to CBS with the broadcast of April 3, the noted comic team visited Columbia Square, Hollywood, from where their program will emanate, to "get acquainted". Pictured, talking over future plans are (l to r), Lester Bowman, CBS Hollywood chief engineer; Donald W. Thornburgh, CBS Pacific Coast vice-president; Amos (Freeman Gosden); Andy (Charles Correll) and John M. Dolph, assistant to Mr. Thornburgh.

NAB and RMA Cooperating in Plans For Radio Week to Start on April 17

DESIGNATING the week of April 17 for the inauguration of its campaign of "promotion and goodwill", the Joint Committee, representing the NAB and the Radio Manufacturers Association, has set in motion machinery for the launching of the first all-industry cooperative campaign.

NAB member stations, totaling more than 400, RMA's 125 manufacturer membership, and some 55,000 dealers are encompassed in the continuing broadside designed to increase hours of listening and set sales. As the opening gun, NAB and RMA headquarters in Washington sent to their members a 25-page brochure outlining the April 17 "Radio Week" campaign and the scope of the promotion. The plan was drafted by committees representing both the set manufacturing and broadcasting industries, with the production supervised by Ed Kirby, NAB public relations director. Bond Geddes, executive vice-president of RMA, collaborated with him.

Four Basic Points

The theme of the campaign, it is brought out, is to "promote radio through radio". The four primary objectives are: (1) To sell the American system of broadcasting and the part each broadcaster plays therein; (2) to sell the diversity and excellence of the daily American radio program service; (3) to increase the amount of listening; (4) to increase the quality of home reception.

"The sum total of the American system of broadcasting," says the brochure, "is the sum total of desirable radio programs that can be clearly heard by the greatest number of listeners."

During the April 17 week, the drive will include special programs by stations, networks and transcription services; a National Radio Open House, in which the public will be invited to visit studios and transmitters, to learn the inside story of radio firsthand; collateral advertising and window trims by manufacturers and dealers; and special meetings of the dealers, distributors and factory representatives with broadcasters in the feature role as host and presiding officers to introduce the year-round project in each area.

It also was urged that local or regional radio councils be established, to give radio the "united front it needs for both the promotion and protection of the best interests of American radio."

In addition to the activities of stations and the NAB, the campaign will include cooperation of advertising departments of manufacturers in placing emphasis on programs offered through stations, in promotion and advertising; providing special window trims through radio dealer windows available, selling significant aspects of the free and competitive democratic character of American radio; individual station window displays depicting the range and personalities of its program service, and a number of other promotional tie-ins.

NAB-RMA pamphlets, including *ABC of Radio*, will be placed in the back of the some eight or ten million new sets to be sold in 1939. Network and transcription companies will furnish programs aimed at the promotion of American radio.

Freedom in America

Throughout the campaign it will be emphasized that American radio is independent and without censorship and that listeners hear what they want to hear rather than what may be prescribed for them. To give the campaign wide scope, emphasis was placed on the suggestion that local or regional radio councils be formed. In that manner orderly channels can be set up through which material and ideas may be quickly and effectively routed. Moreover, it will provide regular opportunity for the discussion of radio problems by all those whose livelihood depends upon the medium.

Specific recommendation was made that broadcasters invite dealers and distributors to a meeting which would result in the establishment of such councils with no by-laws, no officers and no dues but purely as a voluntary association of those naturally drawn together through their common interests and problems in radio.

For these meetings, NAB and RMA will provide explanatory literature and information together with a 30-minute transcription which will present the entire story of the NAB-RMA campaign.

Grouch Club Successful, General Mills Expands It to National Hookup

FOLLOWING a successful 26 weeks test over KFWB, Hollywood, and 7 CBS Pacific Coast network stations, General Mills, Minneapolis (Korn Kix), on April 16 will expand sponsorship of the weekly half-hour *Grouch Club* program on a national basis. An innovation will be inaugurated by releasing the eastern broadcast over the NBC-Red network Sunday, 6:30-7 p. m. (EST), with the West Coast rebroadcast on KFWB and the 7 CBS Pacific network stations (KNX KSFO KARM KOIN KVI KIRO KFPY), 9:30-10 p. m. (PST).

Program currently broadcast Tuesday, 9:30-10 p. m. (PST), will continue to originate from the Warner Bros. KFWB studios in Hollywood, with Owen Crump producing. It is written by Nat Hiken. Jack Lescoulie Jr. is master-of-ceremonies. They are also co-originators of the show.

Jack W. Laemmar, radio executive of Blackett-Sample-Hummert, Chicago, agency servicing the account, was in Hollywood during late March to complete details for the new setup—Warner Bros. is producing a series of short films based on the program.

General Mills for Bisquick, has started John Gambling's *Musical Clock* on WOR, Newark, thrice weekly. The film also sponsors the show thrice weekly for Korn Kix. Knox Reeves Adv., Minneapolis, handles the Bisquick account.

Dunhill Using 4

ALFRED DUNHILL CIGARETTES, of New York, on April 10 will start a new quiz program entitled *Name Three* on the Mutual stations: WGN, Chicago; WOR, Newark; WFIL, Philadelphia, and WEAN, Providence. The quiz show, to be heard on Mondays, 8-8:30 p. m. for 13 weeks, will be in charge of Bob Hawk, currently starring on the fun quiz section of MBS' *People's Rally* program, while Dave Terry's orchestra will supply the music. Biow Co., New York, is handling the account.

National Biscuit Spots

NATIONAL BISCUIT Co., New York, on April 10 will start a 32-week campaign for National Biscuit Bread consisting of 15 spot announcements weekly on the following list of stations: WBEN-WKBW, WBRC, WCSC, WKRC, WGAR, WESG, KPRC, KDKA, WHEC, WFBL, WGY, WFTC, WGNY, and WOAI. McCann-Erickson, New York, handles the account.

Solvay Using Spots

SOLVAY SALES Corp., New York (chemicals), is sponsoring a campaign of five-minute spot announcements on a list of Southern stations, which was not available through the agency handling the account, Atherton & Currier, New York, as spots are placed locally in each city by a representative of the Solvay Corp.

ENTRY of the Crosley Corp. into the low-priced automobile manufacturing field was indicated March 28 by Lewis M. Crosley, executive vice-president. The name of the company recently was changed from Crosley Radio Corp. to Crosley Corp., in anticipation of the automotive operations.

WRVA 50,000 WATTS GIVES YOU MORE THAN RICHMOND OR NORFOLK

POPULATION
WRVA MARKET
1,625,955

NORFOLK MARKET
227,026

FOOD SALES
WRVA MARKET
$61,965,000

NORFOLK MARKET
$18,710,000

APPAREL SALES
WRVA MARKET
$21,770,000

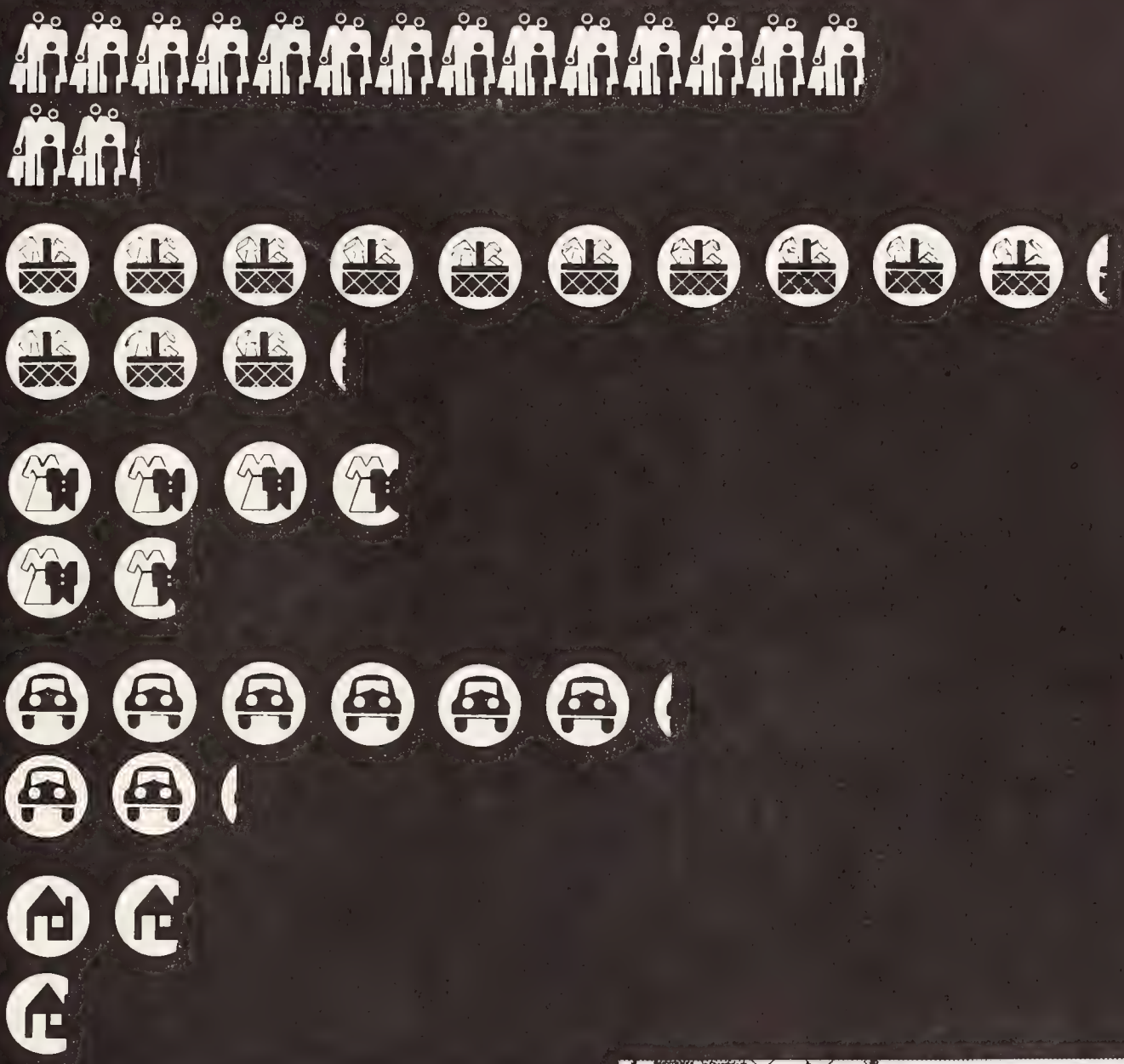
NORFOLK MARKET
$9,390,000

AUTOMOTIVE
WRVA MARKET
$37,641,000

NORFOLK MARKET
$11,218,000

BUILDING MATERIALS
WRVA MARKET
$8,979,000

NORFOLK MARKET
$2,760,000





THE CHART and the map tell most of the story of WRVA's new 50,000 watt market! Our figures are from the U. S. Dep't. of Commerce 1935 Census of Business. The Norfolk "Metropolitan Market" figures (including six cities) are quoted by a Norfolk radio station. WRVA in Richmond--Virginia's only 50,000 watt station--provides this area with both Columbia and Mutual programs.

PAUL H. RAYMER CO., *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO

WRVA 50,000 WATTS

Copyright Formula Is Adopted By NAB, Getting Early Start

Committee Unanimously Favors Paying Royalties Only on Income Derived From ASCAP Catalog

SEEKING to avert the turmoil of past years in negotiating an equitable performing rights contract with ASCAP, the 15 members of the recently appointed NAB Copyright Committee on March 21 adopted a resolution authorizing "immediate negotiations" for a new contract to supplant that now in effect and expiring at the end of 1940.

Acting unanimously, the committee adopted a resolution authorizing NAB President Neville Miller to undertake the negotiations for a new contract based on "the principle of paying royalties on only that revenue derived from the sale of time for programs involving the use of the ASCAP catalogs." This in substance is the form of the so-called newspaper contract which ASCAP has in force with many newspaper-owned stations. The general contract now operative and agreed to by broadcasters in eleventh-hour negotiations in 1935, specifies that stations pay to ASCAP 5% of their receipts from all program service plus an arbitrary sustaining fee.

United Action Urged

The Copyright Committee met at the Ambassador Hotel, New York, March 20-21 at President Miller's invitation after he had made a study of the entire problem, which has been one of radio's most controversial issues practically since commercial broadcasting began. The group agreed that industry problems can be satisfactorily solved only by united action. Networks went along with independents in approving the resolution, which seeks definite acceptance of the new principle from ASCAP by May 31 so that recommendations on it can be considered by the NAB membership at the convention scheduled for Atlantic City July 10.

Optimism prevailed among committee members following adoption of the resolution. The general view was that progress had been made in aligning a "united industry front" to deal with the problem, which involves payment by broadcasters of an estimated four million dollars annually to ASCAP for the right to perform its music.

Coincident with the meeting, it became evident that ASCAP is unlimbering its big guns in an offensive against the broadcasting industry. E. C. Mills, chairman of ASCAP Administrative Committee, in a published interview, declared that the NAB "with characteristic stupidity and shortsightedness" is making the broadcasting industry "the goat". Bitterly attacking what he called the industry's policy of "vilification", he said that if it continues, the song writers of America will refuse to license use of their works by any broadcasting station when the present contracts expire.

The March 23 issue of *Ken Magazine* carried an article by Lloyd Morris, plus a two-page layout of pictures, dealing with ASCAP. The article described ASCAP as "one of the most powerful organizations in the world." It pointed out that five States have enacted laws forbidding it to function in their borders and that it can take jazz music off the air.

"It dictates terms to a group of industries whose annual revenue exceeds five billion dollars, and derives wholly or partly from the public performance for profit, of copyrighted music."

The article stated that in 1937 ASCAP gross revenue from licenses amounted to approximately $6,000,000, of which 62% was derived from broadcasting; 21% from theatres and movie houses; 12% from restaurants, hotels and cafes; 3% from dance halls, and 2% from miscellaneous enterprises.

Discussing expiration of ASCAP contracts with stations, the article stated that Gene Buck, ASCAP president, in 1932 held "a big stick" over broadcasters by threatening to take ASCAP's repertory off the air.

"Should the radio interests refuse to meet whatever new terms he imposes next year, he will undoubtedly resort to the same threat," the article continued. "And he will be ready to carry it through. He knows—and the broadcasters, to their cost, also know—that they cannot operate using only music more than 56 years old."

Although present ASCAP contracts do not expire until Dec. 31, 1940, the resolution adopted by the NAB Committee stipulates that "negotiations shall be carried on with the object of obtaining definite acceptance on a practical basis to the above principle from ASCAP by May 31," so that definite recommendations may be made to the NAB convention in July.

In other words, the broadcasters are making sure that they will not again wake up on the eve of contract time to find themselves disorganized and forced to accept whatever terms ASCAP may choose to dictate. By starting now, 20 months in advance, the industry proposes to move slowly and surely, laying its plans to meet all contingencies, so that when a contract is drawn it will be on a sound business basis that will protect the rights of the broadcasters as well as of the copyright proprietors.

Committee members present at the meeting were: Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore; Gregory Gentling, KROC, Rochester, Minn.; Edward Klauber, CBS, New York; Niles Trammell, NBC, New York; Clair McCollough, WGAL, Lancaster; John Shepard 3d, Yankee Network, Boston; Theodore C Streibert, MBS, New York; Harold Wheelahan, WSMB, New Orleans; E. B. Craney, KGIR, Butte; I. R Lounsberry, WGR-WKBW, Buffalo; T. W. Symons Jr., KXL, Portland, Ore.; Neville Miller, NAB president, and Edwin M. Spence NAB secretary-treasurer.

It was pointed out that one of the most significant indications of industry unification is the fact that members of this group, representing national and regional networks, affiliate stations, independent stations, large stations and small stations from all parts of the country, should have pledged themselves to act together in this matter, dealing with ASCAP not as individuals but as an industry, dealing not for individual advantage but for the common good of the whole industry.

Full text of resolution follows:

"WHEREAS in the opinion of the NAB the ASCAP's present method of licensing broadcasters to use the Society's music is inequitable, inasmuch as it compels broadcasters to pay fees on programs not using ASCAP music, and

"WHEREAS it is imperative that the industry assure itself of an adequate supply of music on an equitable basis after the expiration on December 31, 1940, of the broadcasters' present contracts with ASCAP in order to safeguard both the industry and the public.

"THEREFORE, be it unanimously resolved, that the Copyright Committee of the NAB, consisting of representatives of all elements in the industry, authorize Neville Miller, president of the NAB, in conformance with the authority already conferred upon him by the Board of Directors of the NAB, to enter into immediate negotiations with ASCAP and that in conducting such negotiations he be authorized to draw upon this Committee and its membership for such assistance as he may desire and,

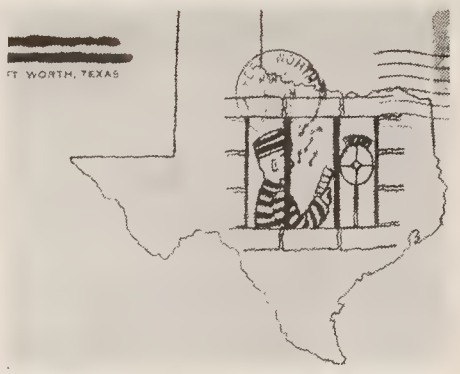
"BE IT Further Resolved, that such negotiations shall be predicated on the principle of paying royalties on only that revenue derived from the sale of time for programs involving the use of the ASCAP catalogues, and

"BE IT, Therefore, Further Resolved that negotiations shall be carried on with the object of obtaining definite acceptance on a practical basis to the above principle from ASCAP by May 31, in order that the Copyright Committee may be fully advised so as to make a complete and definite report with recommendations at the NAB annual meeting to be held July 10, 1939."

Paine Noncommittal

Asked to comment on the resolution, John G. Paine, general manager of ASCAP, declined on the grounds that the resolution is "too sketchy for comment". He said he would be glad to start negotiations early so that there would be ample time to find a formula that will be most satisfactory to both sides, adding that ASCAP is entering the negotiations with only one set policy, "to permit no discrimination of any nature in the licensing set-up if it can possibly be avoided."

Mr. Paine said that he had told Mr. Miller he would prefer to handle the copyright sale on a per piece basis, as he had handled the transcription rights when he was with MPPA, but that the vast number of musical selections used daily by the broadcasters would probably make this method of operation too cumbersome to be practicable



SO WELL known is the *30 Minutes Behind the Walls* program carried over WBAP, Fort Worth, every Wednesday night for the last year from the State penitentiary at Huntsville, that this envelope, containing a fan letter, was promptly delivered to the "radio director" of the prison.

IMPORTANCE OF RADIO COLUMNS

Shown in Survey by Fortune; Over Half Read Them Habitually or Sporadically

ALMOST one-third of the nation reads newspaper radio columns faithfully, and another third sporadically, according to the April survey of *Fortune* Magazine. This is about as good an average as the readership of the women's and sport pages, *Fortune* pointed out, adding that the radio pages probably have a greater following and influence than commonly credited them.

Answering the question: "Do you read the columns in the newspapers about the radio stars and programs?", 31.7% said "yes", 33.5% "occasionally" and 34.8% "no". To the further query: "(If yes or occasionally) Do they help you to choose what you want to listen to on the radio?", 53% of the readers, or 34.6% of the total population, answered "yes"; 25.9% of the readers and 16.9% of the population said "sometimes", and 21.1% and 13.8% said "no".

Interpreting these statistics, *Fortune* explained: "It seems that 51.5% of the population (34.6% plus 16.9%) are habitually or sometimes guided in the selection of their air entertainment by what they see on the radio page, which in turn presumably influences both their culture and their buying habits. Considered in this light the radio page appears immensely influential because nothing else in a newspaper induces many people at home to do immediately anything much more important than baking a cake."

"The breakdowns show that readership of radio columns is about 10% heavier among women and among people under 40 than among men and older people. But as between income groups it is almost uniform from top to bottom. The influence radio columns have upon choice of program, among those who do read them, is also greater among young people and women, and is nearly 10% greater among the poor than the prosperous," the report concluded.

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?



BLAW-KNOX
VERTICAL
RADIATORS

Fitzpatrick & Patt Given Promotions

Named Executive V-P and V-P Of Three Richards Stations

ELECTION of Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit, as executive vice-president of WJR, WGAR, Cleveland, and KMPC, Beverly Hills, Cal., the three stations controlled by G. A. (Dick) Richards of Detroit and California, was announced March 21. Simultaneously,



Mr. Patt



Mr. Fitzpatrick

John F. Patt, formerly general manager of WGAR and its vice-president, was named vice-president for the three stations.

The promotions grew out of a meeting of the boards of directors of the three stations at the home of Mr. Richards in Palm Springs on March 20. Mr. Richards, in frail health for the past year, has decided to retire from the active direction of the stations. He is also president of the Detroit Lions, professional football team, and it is understood, will relinquish that operation to William A. Alfs, attorney and stockholder in WJR. Also at the meeting was P. M. Thomas, WJR business manager.

While Mr. Richards will remain as president of the stations, Mr. Fitzpatrick will assume active general management. He will continue to make his home in Detroit but will divide his time among the three cities. Mr. Patt will reside in Cleveland and supervise WGAR's direction but also will commute between the three cities.

Mr. Fitzpatrick, 44, came to Detroit from Kansas City in 1925 and entered the employ of WJR. He is a former president of the NAB and is one of radio's pioneer executives.

Mr. Patt, 34, has been general manager of WGAR since 1930. Before that he was on the WJR executive staff. He likewise has been active in industry affairs and is a former NAB director.

General manager of KMPC is Leo B. Tyson, who has served in the post since Mr. Richards acquired the station some two years ago.

Frigidaire Schedule

FRIGIDAIRE DIVISION, General Motors Sales Corp., Dayton, O., on March 19 started a varying schedule of chain breaks and live one-minute announcements on the following 51 stations: WOKO KGNC WSB WFBR KGHL WAPI WNAC WBEN WLS WKRC WGAR WBNS WFAA WHO WWJ KMJ WTIC KPRC WIRE WJAX WDAF KFI WHAS WREC WTMJ KSTP WSM WWL WOR WABC WJAR WKY WOW WCAU WCAE KGW WTAR WRVA WDBJ WHAM WOAI KSFO KOMO KSCJ KHQ KMOX WFBL WFLA WSPD WJSV KFH. A few more stations may be added to the list, according to Holly Shively, time buyer of Lord & Thomas, Chicago, agency handling the account.

Ways of Increasing Potency of Radio Shown in Report on Princeton Survey

"ANYONE who uses radio for some purpose is concerned with the question of how to increase its effectiveness," writes Dr. Paul F. Lazarsfeld, director of the Princeton Radio Research Project, in the introduction of the forthcoming special radio issue of the *Journal of Applied Psychology*.

"The educator, the advertiser, the entertainer, the molder of public opinion, all want to convey a message, and so they are all faced with the following standard set of questions: To what degree are people ready to accept the message? What is the best specific form in which to put it on the air? With what potentialities and limitations must we reckon, if we use radio rather than another medium of communication? To what extent has our message reached its mark?"

How They Listen

The 20 papers in the volume, based largely on the preliminary work of the Princeton project, are all concerned with radio, Dr. Lazarsfeld states, but they "do not answer material questions; they report how psychologists have gone about seeking these answers." His own contributions are a paper on "Interchangeability of Indices in the Measurement of Economic Influences," and one on "The Change of Opinion During a Political Discussion". Dr. Frank Stanton, research director of CBS and associate director of the Princeton research program, writes on the "Factors Involved in 'Going on the Air' ", a paper pointing out how the large amount of data collected each year by the broadcasting industry has created a rich new field of material for the social scientist.

Despite the emphasis on technique, a number of the papers contain material of interest to broadcasters, advertisers and agencies as well as to the research specialists. Reporting on an index of radio-mindedness and its applications, Francis Ollry and Elias Smith of the Princeton group found that women listen more than men; younger people listen more than older people; there is a direct correlation between radio-mindedness and length of listening time and little evidence of "psychological deafness" or listening without hearing; the more radio-minded people are, the less interested they are apt to be in cultural programs.

Comparing three indices of attitude toward radio advertising, Jeanette Sayre of the Princeton project found "a few people who were violently opposed to radio advertising, but none who were strongly for it," but that the average for the group was somewhat higher than the hypothetical average, "showing that the group interviewed was not so opposed to radio advertising as had been expected from previous studies." When people were asked how much they would be willing to pay each month in order to have the programs now on the air but without advertising, "an overwhelming majority of the people interviewed would pay nothing at all." Asked to estimate the length of the commercials on the average 15-minute program, the majority overestimated the time widely.

Pointing out the need for care in interpreting any attitude measurement, Miss Sayre adds that "the mere fact of making people aware by implication that the fight against commercial advertising might mean paying a license fee, immediately improves their attitude toward commercials perceptibly."



HEADS together, Dr. Frank Stanton, CBS research director (right), and Paul F. Lazarsfeld, head of the Princeton Radio Research Project, examine some data. With Hadley Cantril, Princeton professor of social psychology, Dr. Stanton is an associate director of the project.

An experimental method of testing spot announcements, conducted at Dartmouth by C. E. Osgood, C. N. Allen and H. S. Odbert, in which 100 recorded announcements, advertising each of 10 different commodities with 10 different appeals, disclosed the fact that for Dartmouth students, at least, self-esteem was the best and comfort the poorest appeal. Reporting on a study of "favorite" programs, Hazel Gaudet describes the differences in results when students at Princeton were asked first to list their five favorite radio programs and then, on a second page, to rate them in order of preference. Individually, the order is quite different; collectively, the group's favorites from the mere listings were Jack Benny, Charlie McCarthy, Benny Goodman, N. Y. Philharmonic and Robert Benchley, but the leaders as shown on the deliberate rating sheets are N. Y. Philharmonic, *Information Please*, Toscanini, Ford Hour and Jack Benny.

How Income Groups Listen

Miss Gaudet also warns against comparing results of a single-program study, such as this, with studies of program types. "There are many dramatizations and stories on the air but relatively few variety programs. It was found that if single programs are combined into types, dramatic programs rank high because of the frequency with which different programs are mentioned, whereas when types of programs were checked directly the group liked comedy and variety programs with greater intensity."

A report on the relative preference of low income groups for small stations, by Alvin Meyrowitz and Marjorie Fishe, substantiates the fact that listeners on lower economic levels devote a larger proportion of their time to smaller stations than do wealthier listeners.

The 219-page special issue of the *Journal* will be published early in April by James P. Porter, editor, at Ohio University, Athens, O.

Free Air Is Urged By Senator Byrd

COMPLETE freedom of radio in this country was urged by Senator Harry Flood Byrd (D-Va.), speaking March 17 over WRVA, Richmond, and a CBS network on the occasion of WRVA's dedication of its new 50,000-watt transmitting plant. Senator Byrd declared that a limited radio in this country was unthinkable, citing the example of the dictator nations, and he paid tribute to the owners and operators of WRVA in recalling the station's inception in 1925.

Every station in Virginia joined in saluting WRVA during a seven-hour broadcast starting at 8 p. m., a half-hour of which was carried over the network. Gov. James M. Price of Virginia was the other principal speaker. Senator Byrd's talk was picked up from Washington. Salutes to WRVA were carried from WTAR, Norfolk; WGH, Newport News; WCHV, Charlottesville; WSVA, Harrisonburg; WLVA, Lynchburg; WBTM, Danville; WDBJ, Roanoke; WMBG, WRNL and WRTD, Richmond; WBT, Charlotte, N. C.

Reviewed during the program was the progress of WRVA from a 1 kw. station that took the air Nov. 2, 1925, to the present power under supervision of Calvin T. Lucy, general manager. In a special section of the *Richmond News-Leader* the conception of the station in the mind of Charles Larus III, grandson of the founder of Larus & Bro. Co., owners of WRVA, was recalled along with the interest taken in young Larus' own "ham" station by his uncle, Pleasant L. Reed, now president of the firm.

Installation of the new equipment was completed in four months. Ground was broken Sept. 29, 1938, and equipment tests were begun last Jan. 12 on the 100-acre tract, "Edgeworth", historic site adjacent to the early home of John Rolfe and his Indian Princess bride, Pocahontas. The site was selected by Paul F. Godley, engineering consultant.

The transmitter building was designed by Marcellus E. Wright, of Richmond, and is of James River architecture. Two 470-foot Blaw-Knox towers radio the directional signal which covers the entire Tidewater area.

WBT, Charlotte, N. C., presented an array of outstanding performers March 22 in broadcasting a salute to WRVA, one of a series presented by CBS stations.

Mary Pickford Test

MARY PICKFORD COSMETICS, New York, is sponsoring a two-month test campaign of one-minute spot announcements, six to nine times weekly on WSYR, Syracuse; WMBG, Richmond; KRLD, Dallas; WHN, New York, using the three copy appeals of price, "romance" and quality. More radio is planned later this spring. Campbell-Ewald Co. of New York places the account.

H & H in Midwest

H & H CLEANER Co. Inc., Des Moines (rug, carpet, upholstery cleaner), has started a campaign of minute thrice-weekly announcements on nine Midwestern stations. John H. Dunham Co., Chicago, handles the account.

Now!
REPRESENTED BY
PAUL H. RAYMER COMPANY
NEW YORK
366 Madison Avenue
DETROIT
2-127 General Motors Building
CHICAGO
435 N. Michigan Avenue
SAN FRANCISCO
1814 Russ Building

KTAR
PHOENIX - NBC RED and BLUE
1000 WATTS FULL TIME 620 KILOCYCLES

KOA
TUCSON - NBC RED and BLUE
1000 WATTS FULL-TIME 1260 KILOCYCLES

Arizona BROADCASTING CO. Inc.

the ABC OF RADIO IN ARIZONA

Plans Completed For RCA's Video Exhibition at Fair

Half-Dozen Other Firms Will Market Televisors Soon

WITH RCA definitely scheduled to bring television into the open during the New York World's Fair, starting April 30, and with at least a half-dozen additional manufacturers preparing to place televisors on the market at that time, Ralph R. Beal, RCA director of research, on March 25 announced completed plans for the RCA exhibit at the Fair and made known that 10 hours of television programs will be broadcast daily from NBC studios in Radio City via the Empire State Bldg. transmitter.

Revised exhibit plans call for division of the television exhibition and demonstrations in the tube-shaped RCA Bldg. at the Fair into eight sections or displays: Hall of television, television laboratory, radio living room of tomorrow, radio living room of today, telemobile unit, television camera setup and model television transmitter, laboratory model of television receiver, stock model of television receiver in clear glass cabinet.

Hall for Viewing

Early plans of the ground floor of the building have been redesigned by the architects to include a suitable hall for viewing television reception, and new equipment also was designed. Installation of this equipment will start about April 1.

The RCA exhibit building, now completed, is shaped like a huge radio tube attached to a base and the whole lying on its side. The base forms the front section of the building. The tube proper, or rear section, is where the television hall has been located. Approximately square in shape, the hall will accommodate, in addition to its equipment, more than 150 persons at a time. It will be luxuriously appointed, and will have special air-conditioning, lighting effects and acoustical treatment.

The equipment to be installed consists of 13 of RCA's newest stock model television receivers and a projection-type receiver which is still in the laboratory stage of development. The projection receiver will be set up to focus on a 6x10 foot screen across one corner of the room. The stock model receivers will be arranged in three tiered semi-circular rows behind the projection unit. This arrangement will permit spectators to view the images on the stock receivers and compare them with the projected images on the screen.

Ten hours of television programs daily will be picked up on the receivers in the RCA exhibit, starting at 11 a. m. and running continuously until 9 p. m. The programs will consist of presentations from the NBC studios in Radio City, broadcast via the Empire State transmitter; outside pickups by the telemobile unit on the RCA exhibit grounds, on the Fair grounds and in New York City, and motion pictures picked up locally by means of a special television film scanning device.

Some of the most interesting shows are expected to come from the telemobile unit. After seeing the exhibits in the RCA building, visitors will enter the gardens at the rear, where several special exhibits are located. Here, "vox pop" television presentations will be made, wherein the visitors themselves will be televised as they are interviewed by announcers. At other times, the telemobile equipment will be used to pick up the more spectacular events staged by the Fair and outdoor events of news value as they occur in New York. This activity will follow the pattern of the recent RCA-NBC demonstrations in Washington [BROADCASTING, Feb. 15].

In addition to television, the RCA exhibit will present special displays of radio facsimile, international radio communications, marine radio and safety devices, sound

(*Continued on page 45*)

CBS Plans First Tests of Television In May as Transmitter Work Advances

INSTALLATION of the CBS television transmitter atop the Chrysler Tower in New York City is virtually complete and the network hopes to make its first test telecasts sometime in May, Dr. Peter Goldmark, chief television engineer of CBS, stated March 21, when he conducted a group of radio editors on an inspection tour of the Tower's 73d, 74th and 75th floors, where the equipment is located. The transmitter, which was built by RCA, embodies the latest principles of television design, he stated, and has a power output of 7½ kw. audio and 15 kw. video.

The antenna, not yet installed, is of a new design worked out by Dr. Goldmark in collaboration with consulting engineers. Because this antenna will permit the focusing of the video signals in a vertical direction instead of spraying them out spherically, the CBS signals will be four times as strong as those of the NBC television transmitter, although the power output is identical, he said. CBS engineers have also designed the equipment for film transmission and some of the studio equipment.

Costly Preparations

Actual installation of the transmitting equipment in the tower began in January, although preparatory work in the tower has been under way since last fall, Dr. Goldmark explained. Apparatus for both video and audio transmission is now in place and has been wired and when the antenna has been erected and the power brought in, testing will begin. CBS will have expended about $600,000 before the first video program goes on the air, he said, including the cost of the apparatus, $400,000, and about $200,000 for installation costs.

For the present, at least, CBS has no thought of building other television transmitters in other cities, he said, but will concentrate on New York with its experiments in sight broadcasting. Neither does CBS expect to make any video pickups from the World's Fair grounds or other remote spots, he added, but will broadcast all its experimental visual programs from the studio in the Grand Central Bldg., across the street from the Chrysler Bldg.

Probably the largest studio to be used in broadcasting, the CBS quarters consist of a single room 270 feet long, 60 feet wide and 45 feet high. At one end a control room, where the programs will be monitored, is now nearing completion. A projection studio for use in televising moving pictures is also under construction. Work on the studio is expected to be completed in May at about the time the transmitter is ready to begin operations. Gilbert Seldes, director of television programs for CBS, has for more than a year been planning experimental programs, but he has not yet made any announcement regarding them.

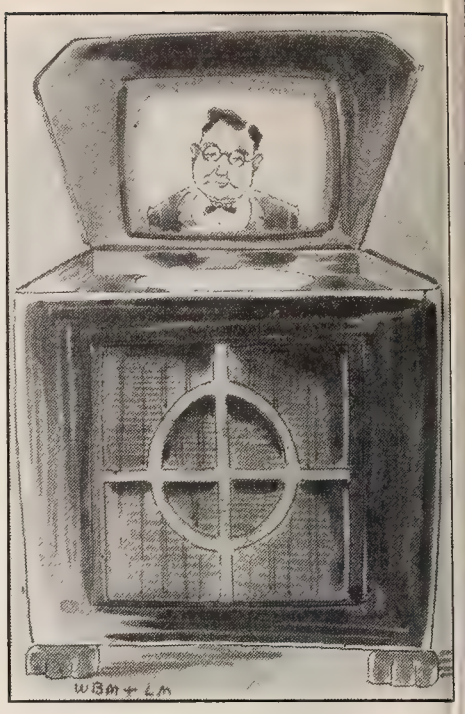
Installation of the transmitter apparatus in the Chrysler Tower presented many problems to Dr. Goldmark and G. S. McAllister, CBS director of construction. The building elevators were needed during the daytime for normal traffic and were available to the construction crew only between 7 p. m. and 6 a. m. Furthermore, the regular freight elevator went only to the 60th floor and a special hoist was constructed to lift the bulky equipment the rest of the way through the fire well. Moving heavy equipment from elevator to hoist and from hoist through narrow corridors was another problem that was only solved after much careful calculation.

Raising the cable from the basement level to the 74th floor was another stickler. Because the cable almost filled the conduit it was feared the lead covering would swell from the heat of the friction and jam, but coating the conduit with heavy grease avoided this trouble. By detaching the elevator cab and using the drum, the cable was hoisted without installing special winches, as had been thought necessary at first.

At present the engineers are working on the problem of air-conditioning the tower to maintain the required constant temperature of 90 degrees, which means changing the air three times a minute because of the intense heat generated by the equipment, without creating a constant gale. Another puzzler is the antenna installation. The arms of the antenna will extend out of small openings in the spire and the swirling wind curents make anchorage a problem that has not been solved. The antennas are being made to withstand a wind velocity of 150 miles an hour, with a large additional safety margin.

Anthony Seeks Television

EARLE C. ANTHONY Inc., operating KFI and KECA, Los Angeles, made known its intention of entering the television field March 25 when the FCC announced its application for an experimental visual broadcasting station to operate with 1,000 watts on 42000-56000 kc. The station would be located at a site to be determined in Los Angeles. RCA equipment would be used. The Anthony television application is the fifth now pending before the FCC's television committee, the others being those of WTMJ, Milwaukee; Crosley Radio Corp., Cincinnati; Don Lee Broadcasting System, San Francisco, and KSTP, St. Paul. All of the applications have been referred to the FCC television committee.



". . . resemblance in this telecast to any person, living or dead, is purely coaxial."

This creation is the combined work of A. B. McGill, KDKA sales promotion manager, and Lynn Morrow, multi-talented KDKA salesman. Any resemblance of the televised figure to Milton J. Cross, NBC announcer, is purely accidental, McGill warns.

Crosley Acquires Television Studio

LEASE OF the entire 48th floor of the Carew Tower, tallest building in Cincinnati, for construction of television studios, was announced March 23 by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. The tower is 574 feet high and on clear days commands a view of more than 25 miles, making it ideally suited for transmission of ultra-high frequency "line of sight" television transmission, he said.

The Crosley application for a 1,000-watt television transmitter, to use the 50,000-56,000 kc. band, was referred March 20 by the FCC to its television committee, comprising Commissioners Craven, chairman, Brown and Case. Simultaneously an application of Don Lee Broadcasting System for a similar station in San Francisco using the same band, was referred to this committee.

Both applications are designed to develop television broadcasting as a program service and as a means of testing public reaction rather than for technical development. Apparatus experimentation, however, is contemplated. A similar application of WTMJ, Milwaukee, was referred to the FCC television committee several weeks ago, which also had before it consideration of definite standards for television development.

Crosley announced that the entire top floor of the Carew Tower is being renovated for construction of studios, control rooms, observation rooms, and air conditioning equipment. Tentative plans call for a projection room for motion pictures, a large studio with raised stage, plus the transmission equipment. Because the tower is one of the tallest structures in the Midwest, Mr. Shouse declared it was ideal for television transmission. A corp of television experts will be employed by Crosley to assist in the construction.



You Don Lee boys haven't got a good enough story with 28 primary stations and 9 out of every 10 Pacific Coast radio homes within twenty-five miles of a Don Lee transmitter, you gotta stick a mail hook on some of your sustainings to prove, fer gossakes, that these Don Lee fans are really listening!

Get a load of this . . . 3 announcements on Fulton Lewis* at 4 P.M. and I throw a hip out of joint packing 25,000 letters . . . you give away a pamphlet on Haven of Rest* at 8:15 A.M. and it's 22,000 . . . and to top it all, 3 plugs on Shafter Parker* at 6:15 bucking Lux, We The People, Texaco, Good News, Major Bowes and Orson Welles, bring in 32,000 and they're still coming. I oughta tell Jim Farley!

You bet they're listening to Don Lee . . . from Mexico to the Canadian border. They're listening in Los Angeles and Seattle, and San Luis Obispo and Wenatchee where they can't hear anything except Don Lee. They're listening to their own LOCAL station within their own trading area. It's this kind of coverage that pays the kind of sales dividends that attracts the kind of sponsor that depends on the good judgment of a perspicacious time buyer like you.

***These three proven programs are available for sponsorship. Want prices?**

MUTUAL DON LEE BROADCASTING SYSTEM

1076 West 7th Street, Los Angeles, California
Thomas S. Lee, Pres.
Lewis Allen Weiss, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual — Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Lineup for Radio At New York Fair

Complete Coverage Is Planned By Networks and Stations

RADIO Department of the New York World's Fair has released a general survey to publicize as completely as possible how radio, television and facsimile will be used to send programs originating at the exposition around the world and to show the millions who visit the Fair how these three modern devices for communication have progressed.



Mr. Young

A. A. Schechter, NBC special events director, Paul White, CBS director of public events, and G. W. Johnstone, MBS publicity director, have been meeting constantly during the past month with John S. Young, director of radio and television for the Fair, to lay plans for complete coverage. Many sponsors exhibiting at the exposition have expressed interest in broadcasting from the grounds, and a large number of the network shows will probably originate there. A list of these will be announced later.

Special Programs

WLW, Cincinnati, owned by the Crosley Corp., will operate a transmitter from its own building in the Communications Zone. WNYC, New York's municipal station, will be particularly active as the voice of New York, covering daily special events from five specially-built studios in the Municipal Building. Two programs already set by WNYC are *Today at the World's Fair*, a daily calendar of events, and *Pleased To Meet You*, a series of interviews with distinguished visitors. Other New York stations are planning to rent studio space to pick events of local interest. WHOM, Jersey City, will have a studio-office at the Fair and will broadcast many programs from the Polish and Italian pavilions.

Special broadcasts saluting the Fair will be heard on the associated stations of the Intercity Network, starting April 2, to be heard each Sunday afternoon from 2:30 to 3 as an extension of the foreign salutes from European nations which are now featured on the networks. The programs, known as *Intercity Salute*, will end some time in May with a special return salute from WMCA, New York, featuring World's Fair officials and entertainment by a group of New York talent.

The theory and practice of television will be demonstrated in seven distinct sections of the RCA building. [See story on page 32].

General Electric Co. will give visitors an opportunity to see television in action and take part in its programs. Visitors to the Westinghouse exhibit will also be invited to speak and act before a television camera. A receiver will be installed in the executive lounge of the Ford building.

Crosley Corp. will stage a demonstration of facsimile, exhibiting the Crosley "Readio," designed by Finch Telecommunication Laboratories, which will show the transmission of printed matter and pictures as they are recorded on paper at the receiving end. RCA will exhibit a facsimile scanning apparatus, which will pick up material from a city newspaper and reproduce it.

The public address system will be operated by the Fair's radio department. Located in the Communications building, the system will consist of four studios, master control room, recording library, two sound trucks for pick-ups, portable equipment and 16 outlets located at such points as the Perisphere, entrance gates, Court of Peace, Court of States and various bridges.

Networks Schedule Changes With Daylight Saving . . .

MANY summer changes in network programs now scheduled will take effect during the next few months, for the most part because of Daylight Saving Time, which starts at 2 a. m., April 30, and the usual cessation of seasonal accounts.

Nine of NBC's seasonal advertisers are dropping the following programs:

Sherwin-Williams Co. (paints), *Metropolitan Auditions of the Air*, April 2.

Musterole Co., *Carson Robison & His Buckaroos*, April 3; they will broadcast from England this summer.

W. R. Warner & Co. (pharmaceuticals), *Warden Lawes*, April 14.

John Morrell & Co. (dog food), *Bob Becker*, April 23.

Benjamin Moore & Co. (paints), *Betty Moore*, April 1.

Thos. Cook & Son-Wagons-Lits, *Man From Cook's*, March 19.

American Rolling Mill Co., *Armco* program, April 9.

Grove Laboratories, *Fred Waring*, March 4.

Vick Chemical Co., *Seth Parker*, March 19.

Three children's programs on NBC have ceased: Bowey's Inc. (Dari-Rich Chocolate Milk), *Terry & the Pirates*, March 22; Kellogg Co., *Don Winslow*, March 24; Ralston-Purina Co., *Tom Mix*, March 24.

Miles Laboratories (Alka-Seltzer), on April 21 will drop *Uncle Ezra* on NBC-Red, and continue the *National Barn Dance* on NBC-Blue.

On MBS, Philip Morris & Co. has changed *What's My Name* program to *Guess Where*, and Delaware, Lackawanna & Western Railroad Co. (Blue coal), stopped *The Shadow*, on March 19.

CBS loses the following shows for seasonal and other reasons:

General Mills (institutional), *H. V. Kaltenborn*, March 26, replaced by the company's extensive sponsorship of baseball.

Chesebrough Mfg. Co. (vaseline), *Dr. Christian*, April 11.

Continental Baking Co., *Wonder Show* with Jack Haley, April 7.

General Foods (Huskies), *Joe Penner*, April 6, to be replaced by *Joe E. Brown*, now heard on Saturdays, 7:30-8 p. m.

Penick & Ford, (My-T-Fine desserts), *The Mighty Show*, April 28.

General Foods (Sanka), *We, the People* will continue on CBS throughout the summer except for a three-week period in August.

Nine CBS programs, because of Daylight Saving Time, will shift some of the midwest stations now carrying the early broadcast to rebroadcast schedules, as follows:

General Foods (La France & Satina), *Mary Margaret McBride*, effective May 1, KLZ, KNX, KSFO, KARM, KROY to rebroadcast.

General Foods (Post Toasties), *Joe E. Brown*, effective April 6, KLZ, KOY, KTUC, KSL, KARM, KNX, KOIN, KROY, KSFO, KIRO, KFPY, KVI to rebroadcast.

General Foods (Postum), *Lum & Abner*, effective May 1, KRNT, WFBM, WHAS, KMOX, WAPI, KLRA, WREC, WLAC, KRLD, KTRH, KOMA, KTSA, KTUL, WCCO to rebroadcast.

Ligget & Myers (Chesterfield cigarettes), effective May 3, *Paul Whiteman* on Wednesdays, and *Burns & Allen*, Fridays, KRNT, WFBM, WHAS, KMOX, WEOA, WISN, WMBD, WIBW, KFH, WAPI, WDOD, WNOX, KLRA, WREC, WCOC, WSFA, WLAC, WWL, KRLD, KTRH, KOMA, KTSA, KWKH, KTUL, WOC, KDAL, WMFG, WHLB, WTAQ, WKBH, WCCO, WNAX, WRBL to rebroadcast.

Proctor & Gamble Co. (Drene), *Jimmie Fidler*, effective April 25, WBBM, KRNT, WFBM, WHAS, KOIL, KFAB, KMOX, WGST, WAPI, KRLD, KLZ, KDAL, WMFG, WHLB, KTRH, KLRA, WREC, WCCO, WLAC, WWL, KOMA, KSL, KTSA, WNAX, KTUL, KARM, KNX, KOIN, KSFO, KIRO, KFPY, KVI to rebroadcast.

Campana Sales Co., *First Nighter*, effective April 28, KOY, KTUC, KSL, KNX, KOIN, KROY, KSFO, KIRO, KFPY, KVI to early broadcast, 8-8:30 p. m.

U. S. Tobacco Co., *Pick & Pat*, effective May 1, KRNT, WFBM, WHAS, KMOX, WIBW, WAPI, WREX, WLAC, KOMA, KTSA, KWKH, KTUL, WCCO, WNAX to rebroadcast.

Philip Morris & Co., *Johnny Presents*, effective May 6, KRNT, WFBM, WHAS, KMOX, WISN, KFH, WAPI, KLRA, KRLD, KTRH, KTSA, WOC, WCCO, KOIL to rebroadcast.

Pet Milk Sales Co., *Mary Lee Taylor*, effective May 2, KLZ, KOY, KTUC to rebroadcast.

RCA Mfg. Co. sponsoring the *Magic Key of RCA* on NBC-Blue may discontinue the program late in April, although when BROADCASTING went to press, this cancellation was not definite.

New Rate Card of CBS Shows Recent Changes

CBS Rate Card 25, dated April 1, 1939, shows a total of 115 CBS affiliate stations, two more than the total on Rate Card 24, dated April 1, 1938, which the new card replaces. During the year CBS has added KGGM, Albuquerque; WWNC, Asheville; WABI, Bangor; WRBL, Columbus, Ga.; WBRY, New Haven-Waterbury; KOIL, Omaha; WGAN, Portland, Me., and WKAQ, San Juan, P. R., and has lost KNOW, Austin, Tex.; WLBZ, Bangor; WCOA, Pensacola; WBRK, Pittsfield; KSCJ, Sioux City; WACO, Waco.

During the year power increases have been granted to stations WGAR WJSV KRLD WDNC WMMN WTAQ WHP KGVO WRVA KTUL. Rates have been increased at WGAR WNAX and KTUL and will be at WJSV and KRLD as soon as their new 50,000 watts power goes into effect. Card also includes the new weekly and annual discount schedules recently announced [BROADCASTING, March 15.]

Tintex to Use 60

PARK & TILFORD Co., New York, is planning a spot campaign for Tintex dyes on a list of about 60 stations, starting late in April. Chas. M. Storm Co., New York, handles the account.

WCOA NBC's 172d

WCOA, Pensacola, Fla., on April 30 will join NBC as a supplementary station available to advertisers using the Red and Blue networks and only in combination with WALA, Mobile, Ala. Rate for the combination will be $120 per hour. WCOA, owned by the Pensacola Broadcasting Co., operates on 1340 kc. with 1000 watts day power and 500 watts night power. The station becomes NBC's 172d affiliate. WALA, effective April 1, has appointed John H. Perry Associates as national representatives. WALA is owned and operated by W. O. Pape of Alabama on a frequency of 1380 kc., 1,000 watts day and 500 night.

Miller, Ethridge Discuss Radio at the White House

NEVILLE MILLER, NAB president, on March 22 visited President Roosevelt for the first time since he took over the NAB helm last year. He was accompanied to the White House by Mark Ethridge, vice-president and general manager of the *Louisville Times* and *Courier Journal*, which operate WHAS. No word was forthcoming from the White House or the visitors following the conference. It is understood, however, that general industry affairs, particularly in connection with proposed legislation affecting radio, were discussed.

From other quarters word was received that the President thought broadcasters should have an opportunity to state their position in connection with new legislation. It is presumed he also expressed dissatisfaction regarding certain FCC personnel, reflecting views heretofore expressed. The President is believed to be sympathetic with the industry's demand for longer broadcast licenses, though he would not support any move which might strip the FCC of its control over licenses.

WRNL, Richmond Granted Fulltime

SUSTAINING a previous decision granting the application, the FCC March 21 granted WRNL, Richmond, authority to operate full time with 1,000 watts power on the 880 kc. channel, in lieu of its daytime operation on the frequency with 500 watts. The station is owned 60% by John Stewart Bryan, publisher of the *Richmond News Leader*, 20% by Tennant Bryan of that newspaper and 20% by Douglas S. Freeman, its editor.

In granting the application on a petition for rehearing, the FCC, Commissioner Sykes dissenting, vacated its previous decision of July 21, 1938. The grant specifies installation of a directional antenna.

"The proposed operation will not adversely affect the service of any existing station by virtue of objectionable interference or impair the ability of any existing station to operate in the public interest," it said.

WPTF Salutes WRAL

WRAL, new local in Raleigh, N. C., operating with 100-250 watts on 1210 kc., was saluted March 20 by WPTF, Raleigh, an hour before the station took the air. Richard H. Mason, WPTF manager, personally welcomed WRAL in the program of greetings and congratulations. Control of the station was transferred by FCC action March 13 to A. J. Fletcher, Raleigh attorney.

NORWEGIAN STATE BROADCASTERS, government-owned radio system of Norway, is sending a contingent of four men, headed by Carl Castren Lyche, to New York for the purpose of broadcasting by shortwave the opening of the Norwegian exhibit at the World's Fair. They will also travel through the United States to record a series of programs to be broadcast in Norway upon their return to Oslo.



But what of the OTHER 17¾ hours?

● When the sign lights up to announce that your fifteen-minute broadcast is "on the air," that fifteen minutes becomes the most important quarter hour in the broadcast day to you. But to your cash register the other 17¾ hours are equally important. For any radio program, like any man, is known by the company it keeps.

In the Denver-Rocky Mountain region your program steps along in the van if aired over KLZ. KLZ's careful attention to its program structure attends to that. Local productions are constantly creating interest that makes renewal of sponsorship profitable year after year. Star-studded CBS network productions add the biggest names in radio. And KLZ's newscasts, the region's most popular news source, attract and hold such a following that never have they lacked sponsorship since their first day on the air four years ago.

KLZ has a way of making friends . . . with listeners, because it brings them the type of entertainment, the cultural, educational and newsworthy features they want . . . with advertisers, because it brings them increased sales through the consumer acceptance which KLZ gains for their products.

"THE OTHER 17¾ HOURS" ON AN AVERAGE KLZ DAY

During 1938, KLZ's average broadcast day was divided as follows:

CBS Network Programs	**12 Hrs. 24 Min.**
KLZ-Produced Programs	
Musical	1 " 15 "
Newscasts, Special Events	1 " 4 "
Sports	49 "
Audience participation	30 "
Women's programs	22 "
Farm programs	20 "
Religion	14 "
Public Health	13 "
Civic Welfare	10 "
Children's programs	9 "
Miscellaneous	15 "

KLZ *Denver*

CBS AFFILIATE ++ 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.

Meetings Planned To Discuss Radio Issues in Canada

CBC and Private Operators To Talk Over Problems

By JAMES MONTAGNES

OFFICIALS of the CBC and the Canadian Association of Broadcasters will meet in a number of informal conferences to smooth out the problems of Canadian broadcasting, it was decided at a meeting of the CBC board of governors and a committee of the CAB at Montreal, March 21-22. As a result of the discussion, delegates felt that the private broadcasters learned some of the problems facing the government-owned CBC and the latter became acquainted with some of the problems of private broadcasters. It was felt that the conference cleared the air and that the board of governors will better understand the private broadcasting industry as a result of the sessions held behind closed doors.

While an official statement was issued by L. W. Brockington, chairman of the CBC, it was learned unofficially that the CBC will likely relax its regulation on price mention insofar as stations near the international border are concerned. These stations, principally in Eastern Canada, compete with price-mention advertising from powerful United States stations which are as readily listened to as local Canadian stations. The impression gained by some of the delegates was that the CBC will allow the private broadcasters in such cities as Toronto and Montreal to experiment with price mention. The results, from public opinion, will guide a future decision on dropping the regulation banning price mention.

Second Net Discussed

"The policy of the corporation is to permit the formation of temporary auxiliary hookups subject to its control and direction, and consequently to remove the temporary restriction effective during the last few months," Mr. Brockington's statement read in part.

Broadcasters attending the meeting mentioned that a second national network was discussed, but no decision was made pending further consultation after the CBC has decided how to tie in its new 50,000-watt transmitters—CBA, Sackville, N. B., and CBK, Watrous, Sask. Meanwhile, private networks will be allowed only with permission of the CBC. It is thought that as a result of the conference, Canada may at an early date have competitive national networks, one operated by the CBC and affiliated private stations and others by entirely privately-owned stations.

No decision was reached on the CAB request for relaxation of the evening transcription prohibition. Further conferences between CBC and CAB officials are expected to smooth this problem out, especially as it affects stations with little local talent.

The CBC made it clear to private broadcasters that there was no chance of facsimile, television or further shortwave expansion going into private hands. The facsimile and television developments will be entirely operated by the CBC, if, as and when Canada goes into these fields, and no more shortwave developments are in view for private broadcasters until such time as the CBC has its shortwave station or stations in operation, dependent on finances.

So well pleased were the private broadcasters with what they accomplished at the meeting with the CBC board of governors, that on March 24 Harry Sedgwick, CAB president, wrote to Chairman Beaubien of the Parliamentary Radio Committee that the CAB withdrew its request to be heard before that body. He stated that the CBC governors had sympathetically heard the CAB grievances and they were being ironed out.

Present at the conference was practically the entire CBC board and attending also were Maj. Gladstone Murray, CBC general manager; Dr. Augustine Frignon, CBC assistant general manager; E. L. Bushnell, CBC program supervisor; H. N. Stovin, CBC station relations supervisor; Harry Sedgwick, CFRB, Toronto, CAB president; M. Elliott, CFCF, Montreal; Hon. P. R. du Tremblay, CKAC and CHLP, Montreal; Phil Lalonde, CKAC, Montreal; M. Lefebvre, CHLP, Montreal; Victor Neilsen, CFCF, Montreal; Stewart Neill, CFNB, Fredericton, N. B.; Major W. C. Borrett, CHNS, Halifax; H. Gooderham, CKCL, Toronto; Lt. Col. K. S. Rogers, CFCY, Charlottetown, P. E. I.; J. N. Thivierge, CHRC, Quebec; Dr. G. M. Geldert, CKCO, Ottawa; John Imrie, CJCA, Edmonton; H. R. McLaughlin, CJRC, Winnipeg; C. A. Campbell, CJRM, Regina; Gordon Love, CFCN, Calgary; F. H. Elphicke, CJCA, Edmonton; A. A. Murphy, CFQC, Saskatoon; G. C. Chandler, CJOR, Vancouver; P. H. Morris, CFPL, London, Ont.; Guy Herbert, CKOC, Hamilton, Ont.; J. M. Taylor, CFAC, Calgary; T. A. Evans, CAB secretary-treasurer, Toronto; Aime Geoffrion, K. C., and Joseph Sedgwick, K. C., counsel for the CAB, Montreal.



NEITHER flood nor fire deterred intrepid mobile unit crews of KMA, Shenandoah, Ia., and WIOD, Miami, from carrying descriptions of disasters to their audiences in mid-March. At left is Fred Greenlee, KMA special events man, nearly knee deep in the flood that engulfed the mainland near the station's transmitter, caused by torrential rains; for three days he broadcast from various points, including orders for evacuation of the little town of Hamburg from which 500 persons had to flee. At right is Announcer Sam Parkes atop the WIOD mobile unit covering a muck fire in the Everglades over a 50-mile front. The blaze at one time outflanked the mobile unit and tragedy for the radio crew was narrowly averted by driving over rough ground to a side road.

Canada's New 50 Kw.

FINISHING touches are being put to the transmitter plant of Canada's newest 50,000-watt station, CBA near Sackville, N. B., and the station will make its debut April 8. It will be operated by the Canadian Broadcasting Corp., using 1050 kc., and is designed to cover the Maritime provinces. Its sister station, the new 50,000-watt CBK at Watrous, Sask., on 540 kc., will be ready for testing about the end of May, according to CBC Chief Engineer G. W. Olive. Equipment will be identical for both stations, the transmitters being of RCA Canadian manufacture and the radiators fabricated by the Canadian Bridge Co. Cost of the two stations was estimated at $580,000 in a statement by CBC Chairman L. W. Brockington. It is expected several CBC outlets will be dropped shortly after the new 50 kw. plants are in operation.

Canadian Liquor Ruling

BREWERIES in Quebec Province may remain on the air, the CBC ruled at Montreal March 22, thus reversing a ruling of the CBC that liquor advertising must be off the air after April 1. Following presentation of the breweries in Montreal before the CBC board of governors, and a suggestion by members of the Parliamentary Committee on Radio at Ottawa for reconsideration of the ruling, the CBC allowed the advertising of liquor in Quebec on the understanding that the sponsor may only make a sponsorship announcement at the beginning and end of each program. In all other provinces, provincial legislation bars liquor advertising in any form.

Canadian Radio Homes

WITH 1,225,000 Canadian radio listener licenses issued in the fiscal year ending March 31, 1939, only 49% of Canadian homes are radio equipped, according to testimony at the Parliamentary probe of the CBC. It was pointed out that in the United States 77% of homes are radio equipped.

Radio's High Standards Of Advertising Lauded By Banking Publication

EFFORTS of the broadcasting industry to maintain high standards of advertising are commended by the New York Trust Company in its publication *The Index*, which presents an article on advertising.

"Two factors have tended to benefit public welfare more in this matter (honest advertising) than would be possible by means of law," the *Index* says. "Reputable publications have found that it pays to foster the confidence of readers by policing the advertising appearing in their columns.

"Radio broadcasting, because of its more intimate relationship to the home, imposes even stricter self-censorship. The second factor is the discovery that simple, sincere, straight-forward advertising is most effective and that advertising which is deceptive or in bad taste generally defeats itself in the long run.

"In general, advertising should tend to reduce the cost of selling a given product, and, by its contribution to the volume of production, the unit cost of manufacture. Advertising would seem to be performing a valuable service to business and consumer alike by assisting in the flow of goods and services upon which the prosperity of the country depends."

KSFO'S OPERATORS, HART BUYING KROW

THE PROPOSED sale of KROW, Oakland, Cal., fulltime 1,000-watt station on 930 kc., was disclosed in an application filed in latter March with the FCC, asking authority to transfer approximately 98% of the stock for slightly under $110,000.

The purchasers, if the deal is approved by the FCC, would be Wesley I. Dumm, owner of KSFO, San Francisco, who would acquire 49% ownership; Fred J. Hart, recently manager of KGMB, Honolulu, and onetime operator of KQW, San Jose, 30%; Philip G. Lasky, manager of KSFO, 17½%, and Wallace F. Elliott, of the Tomaschke-Elliott agency in Oakland, 3½%.

H. P. Drey, holding 37.9% of the stock and manager of the station, heads the Educational Broadcasting Corp., licensee of KROW. He would dispose of his holdings along with those of S. L. Brevit, R. E. Morgan, Charles Martin and C. V. Knemeyer, all of whom own no more than 10%.

School to Use 200

AIR CONDITIONING TRAINING Corp., Youngstown, is planning to increase its present schedule of weekly quarter-hour recorded programs and news periods by adding a list of 175 to 200 stations throughout the East before April 15. The present schedule includes varied types of recorded programs one to three times weekly on the following stations: WBZA WTAM WCLE WSAI WOR WCAU WIP WPRO KDKA KQV WBT WKBW WRR KTAT WHN WINS WNEW WORL WAAT WCBM WBEN WEBR WHKC WMMN WJW WORK WKBO WGAL and WMBS. Weill & Wilkins, New York, handles the account.

Washington State Acts On Milk Advertising Bill

A BILL to advertise nationally the dairy industry of the State of Washington is now being formulated in the State Legislature. It is said the advertising may develop into a $200,000 yearly account. The plan calls for industry advertising similar to the state's own apple advertising campaign, which is handled by J. Walter Thompson Co., Seattle.

The program, according to the bill, would be financed by dairymen with a levy on butter fat of about 1/5 cent per pound. A five-man commission of dairy products producers would be set up to develop new markets for state milk and dairy commodities by means of national advertising.

It is expected that all media, including radio, will be used. The bill already has been passed by the lower branch of the Legislature, and is expected to have clear sailing in the Senate. Through the new bill advertising would be an official act of the State.

Durkee-Mower Extends Yankee Net Campaign

DURKEE-MOWER Inc., Lynn, Mass. (Marshmallow Fluff), extended its current *Flufferette* musicale series on WNAC-Yankee for four more 15-minute broadcasts to April 30, 1939. A contract also has been signed for a series of 34 quarter-hour live programs with the same talent beginning Sept. 10, 1939, and ending April 28, 1940. The programs will be heard Sundays, 6:45-7 p. m., through WNAC, WTIC, WEAN, WTAG, WICC and WCSH, now carrying the current series.

To fill the summer months, a series of 18 participations in the Yankee Network's morning *Gretchen McMullen Household Hour* has been contracted, to be heard weekly, starting May 12 and ending Sept. 8, through WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH, WLLH, WLNH, WRDO, WHAI, WBRK, WNLC and WCOU. Harry M. Frost Adv. Agency, Boston, handles the account.

Ipana Disc Serial

BRISTOL-MYERS Co., New York (Ipana toothpaste), on April 3 will start *Life of Mary Sothern,* a transcribed serial to be heard five times weekly on WCCO, Minneapolis; WOW, Omaha; KMBC, Kansas City; KOA, Denver, and WLS, Chicago. After a test period of 13 or more weeks, the programs will probably be shifted to a network hookup. Transamerican Broadcasting & Television Corp., New York, prepared the transcriptions, which are placed for Bristol-Myers by Pedlar & Ryan, New York.

Lucas Paint on 3

JOHN LUCAS & Co., Philadelphia (paint), has started a regional campaign on three Corn Belt stations to run through the spring painting season. Daily announcements are heard on WOW, Omaha, and WHO, Des Moines, with weekly announcements on KSCJ, Sioux City, Ia. Expansion of the campaign is being considered by the agency, Lewis Edwin Ryan Inc., Washington, D. C.

NATIONAL DEFENSE MEANS BIGGER BALTIMORE PAYROLLS

and that means

BIGGER RESULTS FOR WFBR ADVERTISERS

THESE "GOOD NEWS" ITEMS MEAN MARKETING OPPORTUNITIES TO ALERT MERCHANDISERS

√ BIG U. S. NAVY PLANE CONTRACT
√ $26,000,000 FOR BOMBERS FOR FRANCE
√ MARTIN AIRCRAFT PLANT DOUBLES ITS SIZE
√ $9,654,000 CONTRACT FOR SHIPBUILDING PLANT
√ BETHLEHEM STEEL PLANT INCREASES OUTPUT
√ 41 NEW INDUSTRIES CAME TO BALTIMORE IN 1938
√ 64 BALTIMORE PLANTS EXPANDED IN '38
√ HOMEBUILDING DOUBLED IN FIRST 2 MONTHS OF '39

Baltimore has largest percentage of HOMEOWNERS of any large U. S. city.

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

COME AND GET IT--VIA WFBR

IN BALTIMORE THEY LISTEN TO— WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

Western

BETTER



DISTRIBUTORS: *Graybar Electric Co., Graybar Building, New York.* In Canada and Newfoundland: *Northern Electric Co., Ltd.* In other countries: *International Standard Electric Corp.*

Electric

EQUIPPED FOR

BROADCASTING

These six words convincingly testify to a station's ability to provide the finest technical facilities for the job of broadcasting.

Legislative Snarl Complicates Annual Appropriation of FCC

Congress Busy With Rail and Other Measures; FCC Inclusion in Reorganization Was Urged

By WALTER BROWN

IF CONGRESS runs into July, the FCC will have no money to run on unless a special appropriation bill is enacted for this agency.

The first deficiency measure has passed, the second is already written with no provision for the FCC and the third and final is never enacted until the closing day or days of a session. Because the FCC was eliminated from the independent offices supply bill, pending the enactment of reorganization legislation, it has funds sufficient to last until the end of the present fiscal year, June 30.

This unusual situation was brought about after Chairman Frank R. McNinch told the committee handling the independents offices bill last December that reorganization was contemplated for the FCC. Members of the committee concluded that since this was the case the proposed FCC appropriation of $2,038,175 should not be included in the bill, and after the reorganization legislation was passed the Commission would then be in a better position to justify the budget estimate and could present its case to the committee.

Woodrum Explains

Seldom has this procedure been followed by the Appropriations Committee and this particular action was construed by some at the time as a slap at the Commission.

Rep. Woodrum (D-Va.), a ranking Democrat on the Appropriations Committee, told BROADCASTING March 27 that no thought had been given to the FCC appropriation since it was omitted from the independent offices bill.

"Chairman McNinch came before us and said a reorganization plan would be proposed," he declared. "We understood prompt action would be taken and decided it would be best to make the appropriation after the reorganization law had been passed."

Mr. Woodrum said the FCC was not in the second deficiency bill but pointed out it could be taken care of in the third deficiency.

The appropriation tangle is typical of the confusion which surrounds the FCC reorganization legislation. Bills proposing a reorganization of the agency, including the Administration bill introduced by Chairman Wheeler, of the Senate Interstate Commerce Committee, and Chairman Lea, of the House Interstate & Foreign Commerce Committee, and the measure sponsored by Senator White (R-Me.) all remain tucked away in committee rooms with no action in sight.

Although nothing was printed about it, the FCC was almost included in the Government reorganization bill which has passed both houses and will shortly go to the President for signature. This bill gives the President power to reorganize agencies of the Government but provides that all reorganization orders must be submitted to Congress 60 days before they go into effect.

Under the bill the FCC, along with all quasi-judicial agencies, is exempt. At one time during the Senate debate, Mr. Wheeler, who fought for an amendment requiring affirmative action by Congress before orders went into effect, went to Senator Byrnes (D-S. C.), who handled the bill for the administration, and asked his attitude regarding an amendment removing the FCC from the list of agencies exempted. Mr. Byrnes said that since he thought there were entirely too many exemptions in the bill and believed the president should have as free hand as possible he would not oppose such an amendment. The amendment was never offered by Senator Wheeler. Had the amendment been presented it probably would have been adopted and the President could have reorganized the FCC, subject only to negative action by Congress.

Possible Amendment

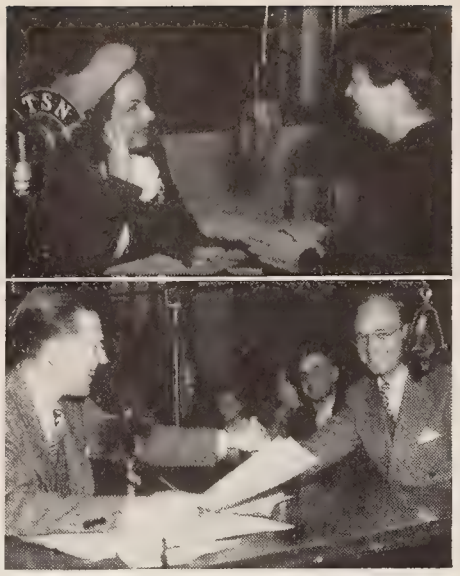
This shows Chairman Wheeler is still thinking of FCC reorganization but just when he intends to call the matter to the attention of his committee remains indefinite. Indications still point to a sweeping investigation of the FCC and all phases of radio and communications, as proposed by Senator White in his resolution [BROADCASTING, March 1], instead of legislation at this session.

If the foreign situation delays adjournment of Congress, as some now are predicting, both Houses may get around to considering FCC legislation.

The House on March 23 heard another demand by Rep. Connery (D-Mass.) for a Congressional proof of the "radio monopoly" which he said controlled "95% of the air waves".

Mr. Connery repeated his attack on Chairman McNinch for "deserting" the Democratic party in 1928 and supporting Herbert Hoover. He referred to the action of the Appropriation as indicating "the virtual contempt which it (Congress) has for the apparent malfeasance in office of those who constitute the FCC under the leadership of Chairman McNinch."

"Mr. Speaker," he said, "a Congressional investigation of the FCC and the radio monopoly will definitely show first, that the Commission operated solely for the benefit of the vested interests; secondly, that this condition was in full force and effect when the Roosevelt Administration came into power; third, that the contracts which the networks hold with affiliated stations force the affiliated stations to blindly accept such programs as the radio networks monopolists decide the people of every community of America must listen to, especially between the hours of 6 and 11 o'clock at night. . . ."



THE ROOSEVELTS go regional as Mrs. Franklin D. (upper photo) participates in one of Gail Northe's morning programs last month over son Elliott's Texas State Network and as James (lower right), now of the movies, is the guest of Hal Styles on the latter's *Help Thy Neighbor* program on the Don Lee Network. Mrs. Roosevelt was the guest of her son and daughter-in-law at their Dutch Branch Ranch home near Fort Worth. Jimmy Roosevelt, speaking from KHJ, Los Angeles, lauded the work of Hal Styles' program which has found jobs for more than 12,000 persons since it started in January, 1937.

Better Facilities Granted Five Stations by FCC

FIVE broadcasting stations were awarded improved facilities by the FCC in decisions announced March 20, effective March 27.

WDEL, Wilmington, Del., was authorized to install a new transmitter and increase its daytime power from 500 to 1,000 watts on 1120 kc., continuing with 250 nights.

WEAU, Eau Claire, Wis., was authorized to increase its daytime power from 1,000 to 5,000 watts on 1050 kc., operating with 5,000 watts until local sunset at Eau Claire but with 1,000 thereafter until local sunset in Abilene, Kan.

WBLK, Clarksburg, W. Va., was granted 250 watts daytime in lieu of 100, which it will continue using at night on 1370 kc.

KFEQ, St. Joseph, Mo., was authorized to operate with 2,500 watts until local sunset in St. Joseph, but was granted authority to continue with 500 watts until local sunset in San Francisco, using 680 kc.

WPRA, Mayaguez, Puerto Rico, now operating with 100 watts night and 250 day on 1370 kc., was authorized to shift to 780 kc., using 1,000 watts night and 2,500 watts until local sunset.

Trammel to Board

NILES TRAMMEL, NBC executive vice-president, on March 24 was elected a member of NBC's board of directors to fill the vacancy left by the resignation of George K. Throckmorton, president of RCA Mfg. Co. Mr. Trammell was appointed executive vice-president last fall after serving as vice-president in charge of NBC central division for more than nine years.

KOH, Reno, has asked the FCC to shift it from 1380 to 1630 kc. and increase its power from 500 to 1000 watts.

KFEL AND KVOD GIVEN FULL TIME

TWO time-sharing stations in Denver—KFEL and KVOD—were authorized March 21 by the FCC to increase both hours of operation and power giving them each full-time regional status.

KFEL, operated by Gene O'Fallon, was granted a construction permit for an increase in power on 920 kc., which it now shares with KVOD, to 1,000 watts unlimited time. KVOD was authorized to shift its frequency to 630 kc. with 1,000 watts power unlimited time, using a directional antenna at night. Both grants, to become effective March 27, were subject to the express condition that the stations furnish satisfactory proof that the transmitting equipment to be used would meet FCC requirements and that the antenna towers would be properly marked and lighted. Commissioner E. O. Sykes dissented from the KFEL decision.

KVOD is an NBC Blue outlet while KFEL is on MBS but also broadcasts certain Blue programs under the time-sharing arrangement.

NBC Chicago Sales Up

WITH sales for February of $200,000, NBC-Chicago local sales division under Oliver Morton reports that February, 1939, marked an increase of 55% over the same month last year. Represented in the figures are items for local time on WMAQ and WENR, Chicago, plus spot business placed for other stations under NBC management. The purely local portion of the business for the NBC-Chicago stations represented an increase of 73% over sales for February, 1938. Among the 23 accounts negotiated in February, exclusive of political broadcasts, were Kroger Groceries and Maytag Co., on KDKA and WTAM; Oliver Farm Implement Co., Absorene Mfg. Co., Hartz Mountain Products, Chappel Bros., McLaughlin Coffee, on WMAQ; Ralston-Purina and Rival Dogfood, on KDKA; John Morrell & Co., on KDKA and WBZ; Aurora Labs. Inc., on WBZ; H & H Cleaner, on WMAQ and WTAM; General Mills, on KDKA and WMAQ. The division also placed *Oxydol's Own Ma Perkins*, quarter-hour five-weekly disc show on KDKA, effective April 3.

KFSD Joins McClatchy

EXPANSION of the California Broadcasting System, McClatchy-operated regional network, to include KFSD, San Diego, was announced in latter March by Guy C. Hamilton, president. The network, which has its headquarters at KFBK, Sacramento, and which is commercially directed by Howard Lane, now embraces nine stations. Besides KFBK and KFSD, its oulets are KFWB, Hollywood; KYA, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara.

WITH KUMA, Yuma, Ariz., ordered by the FCC to cease broadcasting April 1 for alleged violation on regulations [BROADCASTING, March 1], E. B. Sturdivant, who operated the station while it was licensed to Albert H. Shermann, has applied to the FCC for a new station in Yuma to take over the same facilities.

9th Region Lauds Copyright Action

Tax-Free Library Is Favored; Sykes, Miller Are Praised

AT A MEETING of the Ninth NAB District (Ill., Wisc.) in Chicago's Palmer House March 27-28, Gene Dyer, owner and manager of WGES and WCBD, Chicago, was elected director for the ensuing two-year term to succeed Walter J. Damm, manager of WTMJ, Milwaukee. The nominating committee, composed of William West, of WTMV, E. St. Louis; William Walker, WIBA, Madison, Wis.; Gene Dyer, WGES, Chicago; W. E. Hutchinson, WAAF, Chicago, had reported the nominations of Mr. Damm and Mr. Dyer, but Mr. Damm declined to run in view of his membership on the copyright and program committees.

NAB President Neville Miller discussed industry problems at the meeting, including the progress of the copyright and self-regulation committees, educational fund, Federal and State regulations pertaining to libel and slander suits, the FCC policy on questionnaires and the question of payment to ASCAP on network free hours.

Endorse Copyright Stand

A resolution was adopted endorsing the action of the NAB Copyright Committee in New York on March 21 concerning inequitable licensing by ASCAP. Edgar Bill, owner of WMBD, Peoria, Ill., was appointed to draft a resolution of appreciation to Judge Eugene Sykes for his service to the industry while a member of the FCC. Further resolutions were adopted to encourage a tax-free music library and the collection of the balance of the FREC fund due from stations in the Ninth District. A final resolution drafted by Glenn Snyder, manager of WLS, Chicago, expressed the district's appreciation to Neville Miller for his discussion of industry problems.

C. O. Langlois, of Langworth Feature Programs Inc. and Carl Haverlin, of Davis & Schwegler, discussed their plans for tax-free libraries. Paul Peter, NAB director of research, talked on the RMA-NAB cooperative campaign to promote radio.

* * *

Sales Managers Meet

On March 28, the Ninth District sales managers met under the direction of Charles C. Caley, commercial manager of WMBD, Peoria, Ill. Discussions centered about rates and selling problems including selling department stores, adjacency of announcements on programs when sponsors manufacture many diversified products, more than one chain break at a time. Distribution of compensation between national representatives and local salesmen was also discussed at the meeting.

TWENTY-YEAR-OLD team of Jones and Hare, the original "Happiness Boys", which was disrupted recently by the sudden death of Ernie Hare, is being continued with the addition of Marilyn Hare, 15-year-old daughter of the veteran trouper, who became a permanent member of the cast on the regular broadcast on WMCA, New York, March 19. Tutored by her father since she was four years old, Miss Hare had been filling in during his illness.

U.S. Supreme Court Asked to Review Setting Aside of Grant to Watertown

THE SO-CALLED "Watertown case" bobbed up in the U. S. Supreme Court March 20 with the filing of a petition for review by Black River Valley Broadcasts Inc., which originally had been granted a construction permit for a new local station in that city.

Through Counsel Eliot C. Lovett, the company asked the Nation's highest tribunal for a writ of certiorari to review the decree of the U. S. Court of Appeals for the District of Columbia, which had sustained the action of the FCC in setting aside its original grant to Black River and in ordering a hearing "de novo" or back to the beginning, with additional parties permitted to participate.

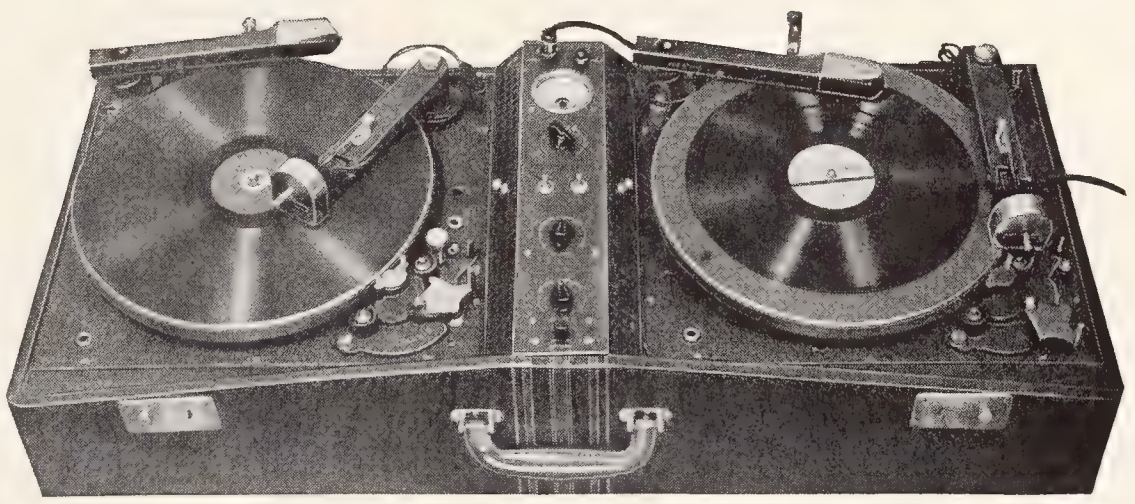
The petition brought out that in September, 1936, the Commission granted the Black River application for an unlimited time station in Watertown to operate on 1420 kc. with 250 watts daytime and 100 watts night. Watertown Broadcasting Corp. at that time had an application pending for a daytime station on 1270 kc. and the Brockway Co. also had pending an application for a daytime station on 1270 kc.

Grant Set Aside

Black River, the petition continued, spent "several thousands of dollars" pursuant to the issuance of the construction permit. Then, in December, 1936, the Commission set aside the grant and ordered instead the hearing de novo to include not only the application of Watertown but also that of Brockway which had never been heard, and which had been amended to request the removal of WCAD from Canton, N. Y. to Watertown, and the entirely new application of St. Lawrence University for voluntary assignment of WCAD to Brockway. Moreover, Watertown amended its application to apply for the same facilities which had been granted Black River.

Black River filed a bill of complaint in the District Court in Washington to restrain the Commission from proceeding with the de novo hearing which was opposed by the FCC and the Court subsequently dismissed the bill on the ground that there was an adequate remedy at law by appeal from such decision as might be rendered by the Commission adverse to Black River after the de novo hearing. This action was affirmed by the appellate court.

In his brief, Mr. Lovett said the questions involved are whether an applicant before the FCC has a right to seek injunctive relief from an "arbitrary, capricious and unauthorized" act of the Commission which does not constitute a decision of which the applicant may request a review by the Court of Appeals, and whether the Commission "under the pretense of a rehearing, has the right to order a hearing de novo and include new parties, new pleadings and new issues.



Record your remote pickups with this new PRESTO recorder

Scores of leading broadcasting stations are now recording their man-on-the-street programs, descriptions of local news events and interviews with celebrities at airports, hotels, offices, golf clubs or baseball parks.

By using the Presto Recorder, they can get to the scene of events on a moment's notice . . . avoid the uncertainties of short wave transmission . . . and broadcast their special programs without disturbing the program schedule.

These special broadcasts have become so important that many stations have asked us to design a light-weight Recorder combining all the features required for this work. Here it is.

The new Presto Model M Recorder enables you to make high quality 12" records continuously, without interruption. The original records may be put on the air, or the best features of each may be dubbed onto a 16" transcription. The Model M consists of two dual-speed 12" recording turntables, a recording amplifier and two-microphone mixer—all mounted in a single carrying case which measures 10" x 15" x 35" and weighs only 62 pounds. For field work it may be operated from storage batteries using a 120 watt, 12 V DC to 110 V 60 cycle AC converter.

Write today for bulletin giving complete technical description.

PRESTO RECORDING CORPORATION
247 West 55th Street, New York, N. Y.

DON LEE AND AFRA REACH AGREEMENT

DON LEE Broadcasting System, Los Angeles, and AFRA have negotiated a contract covering wage scales of all artists on sustaining programs originating from the former's stations KHJ, that city and KFRC, San Francisco. Lewis Allen Weiss, vice-president and general manager of the Don Lee, announced signing of the agreement March 23 upon his return from New York where he met with the AFRA executive committee to work out the pact.

Announcement of the scale will be made following clarification of minor details, it was stated. Contract is effective retroactively to March 15. Also discussed at the New York conference were contracts covering staff workers and commercial programs over the Don Lee network.

Negotiations are still under way with CBS, and Los Angeles Chapter, AFRA executives expect that the contract calling for substantial wage increases for staff employes of KNX, the network's owned and operated station in Hollywood, would be signed "shortly". The contract, which has been agreed upon orally, according to AFRA executives, will go into effect immediately upon being signed.

Morrell's Fall Plans

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), presently using *Bob Becker's Chats About Dogs* on 28 NBC-Red stations will extend its program to a thrice or five weekly network show next fall, it is understood. Additional spot radio will likely be used to supplement the network show. Henri, Hurst & McDonald, Chicago, is agency. For E-Z Cut hams, the firm has started a total of 35 weekly five-minute programs on KNX, KHJ, KFI, Los Angeles; KDKA, Pittsburgh; WOR, Newark; WBZ-WBZA, Boston, and keyed from WNAC, Boston, to the Yankee network. The varying schedule includes a number of participations in home economics programs.

WKRC's 5 kw. Daytime

WKRC, CBS-owned Cincinnati regional, was authorized March 27 by the FCC to use 5,000 watts power daytime on a regular basis, with a directional antenna. Heretofore, the station has used 5,000 watts day on the 550 kc. channel along with 1,000 watts at night, when WOSU, Columbus, operated by Ohio State University, was not on the air. When WOSU, time-sharing station on the 570 kc. was on the air, WKRC used only 1,000 watts during the day.

Wurlitzer Extends

RUDOLPH WURLITZER Co., Chicago (musical instruments), in late March extended its thrice-weekly quarter-hour disc series *Say It With Music* to WOR, Newark; WBEN, Buffalo; WCAU, Philadelphia; WKRC, Cincinnati; WJR, Detroit; WHEC, Rochester. Other stations carrying the series include WGAR, Cleveland; WMAQ and WGN, Chicago; WBNS, Columbus. Schwimmer & Scott, Chicago, handles the account.

Hearing on KXOK Full-Time Petition Preceded by Exciting Battle of Briefs

WHAT promises to be one of the biggest and most hotly contested proceedings in recent FCC operations is indicated for the "junior reallocation" designed to give KXOK, *St. Louis Star-Times* station a full-time regional assignment on 630 kc.

Notices sent out by the FCC to interested stations include 30 licensees or applicants as respondents. In addition, perhaps a half-dozen stations in St. Louis and its environs will intervene on economic or other grounds. There is also pending before the FCC the petition of KSD, *St. Louis Post-Dispatch* station seeking full-time on the 630 kc. assignment in lieu of its present shared operation on 550 kc. [BROADCASTING, March 1].

KXOK, in its answer to the KSD petition, filed by Paul D. P. Spearman, its Washington attorney, charged that it was "not filed in good faith but is intended to harass KXOK." It alleged further that the KSD representations dealing with service and programs which were proposed for the *Star-Times* station "are a combination and co-mingling of pure falsehoods, half-truths and misleading deductions."

Frequency Shifts

The three applications which KSD seeks to have the FCC alter to provide it with the 630 kc. assignment were filed Jan. 17. At that time KXOK, operating full-time on 1250 kc., applied for 630 kc. KFRU, Columbia, Mo., also owned by the *Star-Times*, applied for a change from its present part-time assignments on 630 kc. to 1370 kc., while WGBF, Evansville, Ind., asked for a change from its part-time assignment on 630 kc. to the 1250 kc. channel which would be vacated by KXOK.

KXOK challenged the legality of the KSD petition, asserting that Section 303 (f) of the Communications Act was never intended to be used in the manner "attempted by the Pulitzer Publishing Co. in its so-called petition for relief." It contended that it should not be called upon to make any answer to the allegations "inasmuch as the petition is improper and out of order."

"The *Star-Times* Publishing Co. and KFRU Inc.," continued the answer, "are, however, perfectly willing to provide the Commission any and all information or data which it may desire with respect to the operation of said Station KXOK or KFRU and such information and data when so provided will definitely show that both stations KXOK and KFRU have been and are providing a high standard of program service to the listening public which fully measures up to their respective responsibilities and meets with all of the requirements of law or requirements of the Commission's rules and regulations."

Alluding to the contention of KSD that the installation of part of the KXOK physical equipment was made by Fred Grimwood and not James C. McNary (consulting engineers), the *Star-Times* included an affidavit from Mr. McNary that his firm had been engaged many weeks in the installation of the KXOK equipment and had been paid in excess of $4,000 for the work.

Stations notified March 18 by the FCC of the hearing on the KXOK application are WMAL, WSM, WGBF, KFRU, KMAC, KVOD, WPRO and KGFX. Those notified in connection with the KFRU application include KWK, WGBF and KXOK. Those receiving notice on the WGBF application are WNEW, WHBI, WTCN, WDSU, WMRO, WHIO, WFBM, WEBQ, KFRU, KXOK, KFOX, WAIR, WKST, KIT, Kentucky Broadcasting Corp. of Louisville and Olney Broadcasting Co., of Harrisburg, Ill., station applicants.



CHATTING about Government doings and plans during a special broadcast arranged by WGST, Atlanta, on March 18, final day of the biennial meeting of the Georgia Legislature, Gov. E. D. Rivers (right) and John Spivey (center), president of the State Senate, were interviewed by John Fulton, WGST program director, in the Governor's private office in the Capitol. Also interviewed was Speaker Harris of the House of Representatives, and WGST claims this as the first broadcast coming from the Governor's office with heads of the Legislature while actually in session.

Code Would Limit Commercials

(*Continued from page 20*)

ligious, political and educational broadcasts—and to a thorough-going discussion of commercial copy, both as to length and content. One definite conclusion was that the committee will recommend a drastic reduction in the length of advertising copy in the belief that sales messages can be made more interesting and more entertaining and therefore more palatable to the listener and that over-long commercials defeat their own purpose.

Another definite decision reached is that no broadcaster shall permit any speaker to use his facilities to attack the members of any racial or religious group. Also taboo are dramatizations of political issues, which the committee feels would tend to move the plane of political discussions from the intellectual to the emotional level, with possibly regrettable results. The committee also recommended that the principle of equal opportunity for political candidates should be extended to include debates on bond issues and other proposals included on the ballots as well as to the candidates alone.

In the field of education, the committee felt that ample time is now at the disposal of educators in most communities and that what is needed most in educational broadcasting is not more time on the air but more time and thought spent in preparation and rehearsal of educational programs. News programs should follow the fundamental American principle of giving all the facts to the public and letting listeners make their own conclusions, the committee believes.

On the subject of programs for children, the committee was addressed by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs, who said that what women object to chiefly in the typical juvenile radio program is its low cultural level. In the last 20 years, she pointed out, children's books have been lifted out of their former sorry state until today many of the books being published for children are as acceptable to parents as to the youngsters.

Radio can do the same thing, she said, if it will employ writers with ability to dig out worthwhile material and to present it in an entertaining fashion. She said that women would be glad to patronize sponsors whose programs meet a decent cultural standard and that women's organizations would cooperate in publicizing such programs to their members.

It was decided that in drawing up the section of the code dealing with juvenile broadcasts, the committee would confer with representatives of women's groups, the AAAA and the ANA in an effort to find the most mutually satisfactory solution. This same practice will also be followed in the preparation of all debatable parts of the code, committee members consulting religious leaders, political leaders, labor leaders and so on and obtaining their cooperation. Not only will this result in the best possible code for the broadcasting industry, it was pointed out, but it will also win in advance the cooperation of the various groups whose support will be needed in enforcing the code's provisions.

Department Planned

The present plan is for a subcommittee, working at the NAB headquarters in Washington, to begin immediately drafting the code, holding whatever conferences are necessary. In addition to the code itself, which will consist of a bare statement of basic principles, the subcommittee will also prepare a handbook of standard procedure which will explain and interpret the meaning of the code and its application to specific types of programs. As soon as possible, tentative documents will be drawn up and sent to all members of the committee for comment and criticism, after which the final code and book of standards will be prepared for presentation to the NAB convention in July.

If the code is adopted it is probable the NAB will set up a new department whose duty will be to administer the code, interpreting its provisions to broadcasters, advertisers, agencies and listener groups and making specific suggestions or rulings on controversial points raised by broadcasters.

LIKE FATHER LIKE SON





ABOVE: Beautifully landscaped transmitter site of WKY in Oklahoma City. RIGHT: With Pikes Peak and the Rampart Range of the Rockies as a backdrop, the transmitter site of KVOR, Colorado Springs, is one of the most beautiful in America.

WKY'S 19 YEARS' EXPERIENCE GUIDES KVOR

● The experience of the most thrilling years in radio . . . years that have seen WKY grow from a scientific curiosity to one of the greatest voices of the nation . . . has been lavished on Colorado's KVOR since its association with The Oklahoma Publishing Company a little more than two years ago.

KVOR's strides during these two years have been spectacular. Its studios rebuilt, its old transmitter replaced with Western Electric equipment, its personnel more than tripled . . . KVOR today occupies a higher place in the hearts and homes of Southern Colorado than ever before in its history.

Like father, like son! The showmanship and technical knowledge and aggressive selling that have made WKY a standout station from coast to coast, are working merchandising miracles still through the agency of its lusty offspring.

No other station located in a city the size of Colorado Springs can compare with KVOR in equipment, experience or professional standards . . . no other station has the heritage which The Oklahoma Publishing Company has brought to KVOR.

KVOR *Colorado Springs*

CBS AFFILIATE ● 1000 WATTS ● FULL TIME

THE OKLAHOMA PUBLISHING CO. ● THE DAILY OKLAHOMAN ● OKLAHOMA CITY TIMES ● THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY ● KLZ, DENVER (AFFILIATED MANAGEMENT) ● REPRESENTED BY THE KATZ AGENCY, INC.

Merchandising & Promotion

All Over Cincinnati—Cracker Barrell Cards—Trips For Kiddies—Cover in Silver—$1 Free

HOW the *Esso Reporter*, radio campaign of Esso Marketers, has been merchandised to more than 10,000 dealers in the past three months was graphically shown station representatives and advertising trade news writers at the Hotel Biltmore, New York, on March 14. Curt Peterson, radio director of Marschalk & Pratt, Esso agency, conducted the demonstration as if he were addressing a dealer group, beginning by showing a typical *Esso Reporter* five-minute news broadcast, put on in a studio set by the men who actually handle the programs on WJZ, New York. Following this, Mr. Peterson traced the developments of the program from its start on a few stations in 1935 to its present broadcast schedule of four times a day on 35 stations, covering the country from Maine to Texas. The Esso film was shown.

* * *

WLW's Coverage

NEW coverage map, based on a recent survey drawing 125,763 replies on an offer of a small premium during a nighttime program, has been published by WLW, Cincinnati. The offer required a dime in cash and a sale slip showing a minimum 43 cent purchase of the advertiser's product. Copies are to be mailed to all agencies and their clients. Coincident with the map, the WLW market research department compiled a table showing the comparative popularity of WLW in Cincinnati and other major markets in neighboring States, based on a summary of several similar contests and offers. The survey represents 50,000 watt operation by WLW.

* * *

Spots on the Record

PICKING a few advertising prospects, WDAY, Fargo, writes dramatized one-minute announcements around their respective wares, transcribes them, and then sends out its salesmen armed with the records and a portable playback machine. The recordings and the machine do the work, and the prospects give unfailing attention, WDAY reports.

* * *

Eleven for a Penny

PENNY pasted on a sheet of heavy copper foil, carrying a promotion message under the query, "Is it worth one cent for you to tell YOUR sales story to 11 homes?", is being mailed as a merchandising piece by WMAZ, Macon, Ga.

Guests at Airport

KELLOGG Co., Battle Creek, Mich. (cereals), as a promotional tie-in with its CBS *Howie Wing* serial drama of the boy aviator, recently staged a Howie Wing Day at Los Angeles Union Air Terminal and invited young followers of the program to participate. For two Corn Flakes box covers the youngsters were given virtually carte blanche to the airport facilities as guests of Kellogg Co. They were taken on an inspection tour of all new TWA planes, hangars, and attended an illustrated lecture on some salient points of air navigation by TWA pilots.

* * *

Boost for Comics

PROMOTING six new comics being added to the Sunday edition of the *St. Louis Post-Dispatch*, KSD, St. Louis, is presenting a series of six daily dramatizations, *New Adventure*, running one for each new strip. The dramatizations, written to quicken interest in the characters and their activities, carry the thread of each story up to the point where the Sunday paper picks it up, leaving the listener at the point of climax.

* * *

Dallas Guidebook

GUIDEBOOK explaining technical intricacies in layman language, "Your Visit to WFAA", has been published by WFAA, Dallas, for distribution to visitors as a memento of their trip through the station transmitter. Central theme of the booklet is the new 653-foot vertical radiator, with pictures of the plant, technical staff, mobile unit and other transmitting equipment at the transmitter near Grapevine, Texas.

* * *

In Country Stores

PLACARDS are distributed in the general stores of country towns in Mississippi, Alabama, Louisiana and Florida calling attention to Mark Bartlet's Wednesday farm program on WWL, New Orleans. Mr. Bartlet, representing the Farm Credit Administration in New Orleans, tours the towns, hears the trials and troubles of farmers, and then advises them on his broadcast.

Pillow for Puss

KILOCYCLE KITTY is the new name of the cat that's been hanging around Chicago's Eighth Street Theatre ever since 1932 when WLS moved in with its *Barn Dance*. Mrs. C. M. Fuller of Rockford, Ill., won the WLS contest to name the cat, was awarded the *WLS Smile-a-While* pillow filled with feathers sent in by listeners from 41 States, and embroidered with autographs of WLS artists.

* * *

Kansas Troupers

COMPLETE cast of *Kansas Roundup*, weekly variety show of WIBW, Topeka, is carted en masse to neighboring cities, where the program is produced before a local audience and broadcast by remote lines. The entertainers, more than 30 in all, jaunt about the State in a double-deck bus labeled "WIBW Good Will Tour". The Saturday night shows draw big local crowds, and announcers on each program include a plug for the city. Nominal admission is charged.

* * *

Jamboree Pennants

BRIGHTLY colored pennants are being sold by WWVA, Wheeling, at its Saturday night barndance called *WWVA Jamboree*. Sold for 25c apiece, the pennants carry the names of 54 cast members and the words "WWVA Jamboree Whooper-Uppers" in silver on red. George W. Smith, manager of WWVA, used the pennants as calling cards during a recent sales trip to Chicago.

* * *

Uncle Don's Tour

UNCLE DON, popular children's favorite on WOR, Newark, has announced the group of 20 judges who will pick the two most talented children in the metropolitan area at the New York World's Fair in May. The winners will fly to Hollywood via United Airlines to make personal appearances at the San Francisco Fair and on several California radio programs.

* * *

Texas Bucks

GENUINE dollar bill enclosed in the latest mailing piece of WOAI, San Antonio, draws sure attention to the pamphlet's theme, "Here's one you have lost if you have not been using WOAI to tell your message." The pamphlet and dollar was sent to 200 San Antonio advertisers.

* * *

People's Photo

PHOTOGRAPH of Lee Everett, the *Old Sol* of WMAL, Washington, who conducts the daily 7:30-8:30 a. m. *Station PDS Presents* for the local People's Drug Stores, is enclosed with each envelope of photo-work developed and printed by the photo-finishing department of the company. Each print carries a promotion message on its back.

* * *

Promotion at the Fair

MILTON SAMUEL, NBC San Francisco press manager has arranged with RCA whereby NBC press material is used in facsimile reproduction demonstrations in the RCA exhibit at the San Francisco exposition. NBC programs are also promoted in recordings.

WSAI's Big Drive

WSAI, Cincinnati, is using trolleys, buses, two electric billboards and local theatres in an extensive promotion drive directed by Manager Dewey H. Long. The trolley-bus cards are placed in 800 vehicles, and mention programs, stars, sponsors and products. The schedule has been contracted for a year. In the heart of the city are two big electric signs, flashing WSAI messages. Sixteen theatres show WSAI trailers which mentioned products and advertisers. The weekly *WSAI Eye Opener*, house organ, is sent to the trade, and has a mailing list of 2,500.

* * *

Brochure Compilers

WITH Edgar L. Bill, operator of WMBD, Peoria, as president, and M. V. Watson as vice-president and sales manager, National Radio Personalities Inc. was incorporated last month in Illinois to publish "personality" albums for radio stations. It reported it has already published books of pictures of staffs and artists of WLAC, Nashville, and WGBF, Evansville, Ill., as well as WMBD, and has orders from other stations.

* * *

Cover From Paris

COVER of NBC's quarterly program book, dated March 15, with red and blue printing on an embossed silver background, was printed in Paris and is said to be the first commercial use in this country of a new process that permits color printing on metallic paper. Cover was created by J. Makowsky of Paris.

* * *

Pants for Stumpers

ROUGH RIDER Mfg. Co., San Francisco, sponsoring *Oh Teacher* on KPO, is offering a $5 pair of slacks to each student of university, high or grammar school who submits a question which teachers quizzed on the program are unable to answer.

BROCHURES

CBS, Hollywood: Salmon-colored folder announcing change of phone number—"It's News . . . It's Easy to Remember", with instructions to "Dial Hollywood 1212 for CBS . . .

KNX, and as always dial KNX (1050 kc.) for the popular programs listened to most frequently in 1,077,260 homes in Southern California."

NBC: "Behind the Scenes" brochure promoting *Inside Story*, on NBC-Blue.

KGVO, Missoula, Mont.: Two-color brochure combining coverage data with testimonials from local advertisers.

NBC: "It's Where You Find It . . ." brochure for KPO, San Francisco, opening to a miner's pan containing gold nuggets to carry out the Golden West theme.

KYW, Philadelphia: Illustrated folder with St. Patrick's Day theme.

WMT, Cedar Rapids: "Radio Riddles" brochure, illustrated with photos of local and network program personalities, incorporating 33 riddles about the personalities covered, along with answers in the cutlines.

2KO, Newcastle, Australia: Three-color graphic listener survey report.

KIDO, Boise, Idaho: "Captain Kidd-do" folder, featuring pirate trademark, and containing 26 letters from national accounts commenting on KIDO's merchandising cooperation.



GARBED in basketball style is K. S. (Boots) Adams (second from left), president of Phillips Petroleum Co., as he congratulates Charles Hyatt, coach of the Phillips 66 Oilers in the finals of the AAU tournament in Denver. Mr. Adams and Bill Lund (right), Phillips advertising manager, were interviewed on KLZ by Jack Fitzpatrick (in business clothes). At left is Lou Wilke, Phillips regional sales manager.

CBS to Make Changes In New Gotham Building

CBS is planning extensive alterations to modernize the Juilliard Musical Foundation Bldg., 49 E. 52d Street, New York, which it recently purchased. A modern workshop in which musicians, actors and directors can achieve the best effect in their respective fields is contemplated. Two studios seating more than 300 persons and designed for large radio productions such as symphonic programs or shows with orchestra and an extensive cast are planned, while radical innovations in technical equipment and methods of handling studio acoustics will be effected.

The present floor level, now four feet above the street, will be lowered, columns will be ripped out to give clear floor space, new elevators and new engineering and electrical systems will be installed, and more than 100 telephone lines will connect the new studios with the master control room in the CBS building across the street. As a result, programs produced in the Juilliard Bldg. will go from there through the control room in the CBS headquarters and then onto the network, just as though produced in the same building.

Television Transmitters Planned by Farnsworth

THAT Farnsworth Television & Radio Corp. intends to market television transmitting as well as receiving apparatus, was disclosed March 27 when an underwriting group headed by E. H. Rollins & Sons Inc. announced an offering to the public of 600,000 shares priced at $6 a share. Other underwriters participating in the offering are Eastman, Dillon & Co., Hemphill, Noyes & Co., Hallgarten & Co., Riter & Co., H. M. Byllesby & Co., William Cavalier & Co. and O'Melveny, Wagenseller & Durst.

Part of the cash proceeds will be used to buy the plants of Capehart Inc. at Fort Wayne and General Household Utilities at Marion, Ind. The prospectus states that 43,598 shares of additional common stock will be issued in connection with the acquisition of Capehart, and 25,000 additional common in connection with General Household. Both plants will be used for the production of radio and phonograph as well as television equipment. About $2,000,000 will be set aside for working capital and inventory. Receiving equipment is expected to be ready for the market by next autumn and transmitting apparatus 12 to 18 months later.

KGAR Becomes KTUC

CALL letters more closely identifying the station with the town were adopted in March by KGAR, Tucson, Ariz., which is now KTUC. The station, a CBS outlet and a member of the Arizona regional network, is owned by Tucson Motor Service Co., and managed by Frank Z. Howe, one of the chief stockholders. It operates with 100 watts night and 250 day on 1370 kc.

O. B. HANSON, vice-president and chief engineer of NBC, joined C. W. Farrier, television coordinator, and Thomas H. Hutchinson, manager of the television program division, in a discussion of television during the *ABC of NBC* program March 31 on NBC-Blue. Bill Farren, NBC announcer who conducts the series, written by James Costello, conducted the interviews.

RCA Preparing for Television Bow

(*Continued from page 32*)

broadcasting and related products of the radio industry. Large, animated dioramas will be used to dramatize some of the exhibits.

* * *

NBC Changes Progressing

ALTERATIONS at NBC's Empire State television transmitter are in their final stages, and about April 10 NBC engineers will begin their last series of test broadcasts before they take to the air with a regular schedule of sight programs on April 30. After this date, television will start a new phase, according to O. B. Hanson, NBC vice-president and chief engineer who says that henceforth new devices must be perfected before they can be tested in actual broadcasting.

"The days when untried devices could be installed between shows and tested in experimental television broadcasts are definitely over," he said. "We now have a schedule to meet and we can no longer take chances."

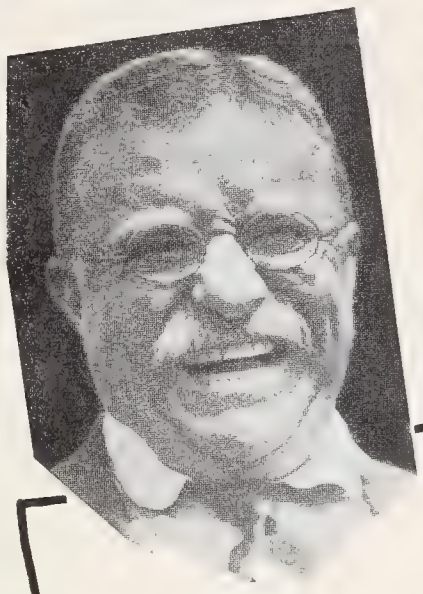
Chief changes at the transmitter since the last series of experimental broadcasts have been the installation of a new wideband antenna system and the addition of a sideband filter. Improvements have also been made in the modulator unit to accommodate higher frequencies and to obtain greater power output, which will produce finer, clearer images on the receivers. First tests indicated that the wide band-pass will transmit without discrimination a frequency band four times the width required by present video standards, maintaining a "flat" characteristic throughout the entire range of transmitted frequencies.

This means better pictures, since telecasting high-definition images requires using frequencies ranging from 30 to about 4,000,000 and since "favoring" any frequency between these extremes would produce distortion in the received pictures. The new filter widens the upper sideband and eliminates the unused portion of the lower sideband, thus increasing the amount of picture detail.

Staff Enlarged

Seventeen men have been added to the technical staff to meet the demands of regular television broadcasting, Mr. Hanson said, making it possible to set up a permanent operating group and freeing some of the engineers who have heretofore operated as well as maintained the equipment for laboratory work in developing new and improved apparatus.

At the Radio City studios the television program staff is engaged in putting on dress rehearsals of the programs prepared for telecasting after the regular schedule begins on April 30. Chief purpose of these dress rehearsals, according to Thomas H. Hutchinson, manager of NBC's television program division, is to familiarize the production staff with the greatly altered studio technical facilities.



HEAR THE ACTUAL VOICES OF . . .

"Teddy" Roosevelt
Florence Nightingale
Jas. Whitcomb Riley
Andrew Carnegie
Wm. Ewart Gladstone
P. T. Barnum
Wm. J. Bryan
Thomas A. Edison
Admiral Peary
Will Rogers
and 42 others

VOICES OF YESTERDAY

Quarter Hour Transcribed Programs Now On The Air In 22 Cities

• The programs consist of exciting, dramatized events in the lives of celebrities, climaxed by the presentation of their actual voices. These famous voices were recorded by yesterday's miracle — the Edison reproducing machine—and the priceless old cylinders have been modernized and amplified, to bring to the radio audience of today actual VOICES OF YESTERDAY.

"Voices of Yesterday" is not only fascinating history, it is fascinating entertainment.

THRILLING • EDUCATIONAL
DRAMATIC • ROMANTIC

Exclusive Rights Granted. Write or Wire.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY



among men who it's BROADCASTING

Broadcast Advertising

PROBLEM: Free & Peters, Inc., station representative firm, has conducted a promotion campaign in three advertising trade publications based on its humorous and hard-working little Colonel. Free & Peters wanted to determine (1) advertising agency reaction to the campaign (2) relative effectiveness of the publications used.

METHOD: Questionnaires were mailed early in 1939 to top-flight executives of 409 top-flight agencies in 21 large cities. Included were these questions: (1) "Have you seen any of our trade paper advertising?" (2) "Do you recall in what publications?"

Wrote James L. Free, President, Free

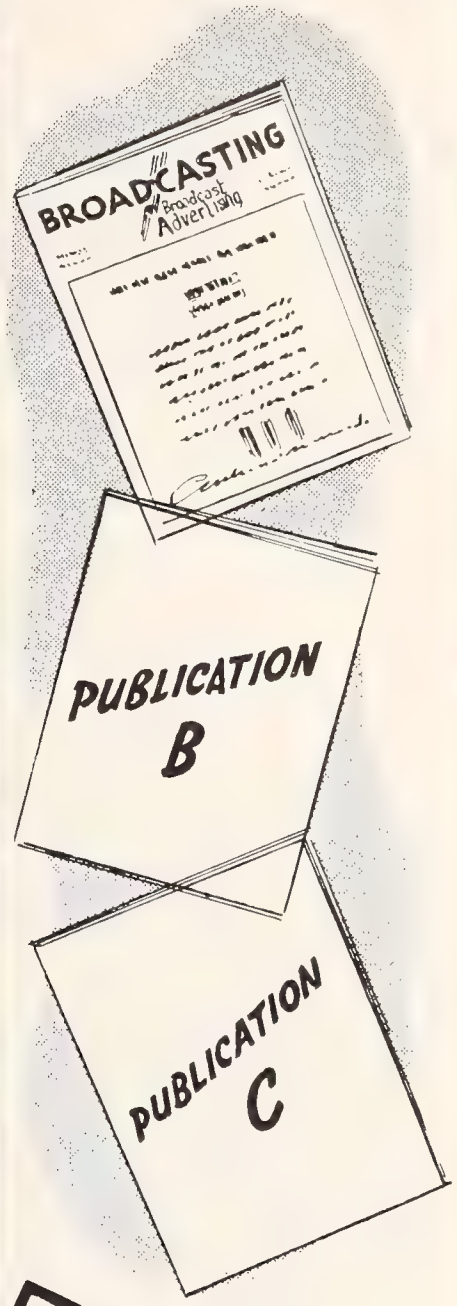
jority of the replies came from top-

radio men, it was remarkable to me

know time buying best 2 to 1

FINDINGS: Of the 148 executives who answered, 109 (74%) remembered the series in trade publications. BROADCASTING was the dominant first with 50 mentions. And BROADCASTING was named more often than Publications B and C combined as the only magazine in which the advertising had been seen.

The 148 agency responses came from 53 presidents and partners, 11 vice presidents, 24 account executives, 12 managers, 34 time buyers and space buyers, 14 radio directors.



Results of three other surveys revealing the trade paper reading preferences of hundreds of other radio advertisers and agency executives are available in folder form. These were made by well known companies engaged in the business of broadcasting. Interested? Write to BROADCASTING.

& Peters Inc: "Inasmuch as the ma-

notch agency executives rather than

he way BROADCASTING led the field."

Purely PROGRAMS

KSTP, St. Paul, is airing a series of weekly *Capitol Conferences* with Governor Harold E. Stassen. During the programs, which are also fed to the Minnesota Radio Network, the new regional of which KSTP is the key outlet, the Governor tells of administration activities. Talks are patterned after the Roosevelt Fireside Chats, and are broadcast from the executive offices each Wednesday night.

* * *

He Finds Out

KECA, Los Angeles, has started a new type of question and answer program titled *Mister Find-Out.* The five-weekly quarter-hour program is conducted by Walter Hornaday. He answers all important questions sent in providing the desired information is not obtainable through the usual sources. Political and controversial questions are not accepted.

THIS WAY IN!

WAIR is the open door to one of the richest and most responsive markets in the Southeast. Listener-confidence has made WAIR a volume sales producer.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Minds of Scribes

CROSS-SECTION of America's best literary minds at work is supplied on the new quiz program, *Author! Author!*, scheduled to begin on WOR-Mutual April 7, 8:30-9 p. m. With Ogden Nash as m.c., aided by Ellery Queen, of detective story fame, the program each week presents two authors in the literary spotlight. Guests for the April 7 broadcast are Ruth McKenny, whose book of short sketches, *My Sister Eileen,* was a 1938 best-seller, and Carl van Doren, celebrated author of *Benjamin Franklin.* Guest authors, confronted with a hypothetical ending to a short story, will extemporaneously reconstruct events leading to the conclusion. Prizes are offered listeners for story-ending ideas.

* * *

News of the Week

NEWSPAPER stories which made weekly headlines are narrated on WHN, New York, every Sunday afternoon during the new *Hold the Press* programs, while during the sports section of the show, three contestants are asked to predict the results of the current week's sports battles.

* * *

Songs on the Sabbath

GROUP-SINGING of old-fashioned hymns, quotations and puns at the expense of studio guests form the informal, homespun framework for *Sunday Parlor,* conducted by Storm Whaley on KUOA, Siloam Springs, Ark.

'American Boy' Scripts

TO PROVIDE suitable juvenile programs, which will educate children and give them knowledge of the world, is the aim of *American Boy* magazine's radio script service now being prepared to offer sponsors radio serials based on favorite *American Boy* characters. Scripts will be written by professionals under the guidance of the magazine's editorial staff, who will supervise the casting and production of the program as a guarantee that the character of such *American Boy* heroes as *Connie Morgan* will be preserved on the air. Sample scripts soon will be offered to agencies for sponsorship.

* * *

All Sorts of Transport

TWO-WAY conversations and descriptions from a passenger plane, train, fast power cruiser and an NBC-mobile unit representing automobiles and busses were presented on March 19 during a special broadcast on NBC-Blue, entitled *American Travels,* to give the radio audience a story of the last word in transportation in the United States in 1939. A 53-foot Elco motor yacht, combined product of RCA and Elco, was one of the units used on the broadcast, and it will later be placed on exhibition in the RCA building at the New York World's Fair.

* * *

Youth vs. World

DESIGNED to help young men who can't find a job, WBBM, Chicago, has started a Sunday morning series called *Help My Boy,* featuring Judge J. M. Braude of the local boy's court. No direct appeal for jobs is made on the air, although Judge Braude attempts to place the boys interviewed. The judge illustrates the many problems encountered today in getting a job.

* * *

Military Affairs

WITH the increased interest by the average civilian in military affairs, WKY, Oklahoma City, is presenting a series of Army and National Guard programs, dramatizing military questions and translating technical army phraseology into easily understood parlance for ordinary people.

Not Cancelled

BITTER WINTER weather often necessitated cancelling the scheduled daily interview program, *N-Peeking,* conducted on the platform of the Northern Pacific Railroad in Fargo, N. D. After a lapse of several weeks, during which the ordinary "program scheduled for today will not be heard" announcements came through regularly, Manny Marget, who handles the feature for KVOX, Moorhead, Minn., was introduced as he resumed the series by Arv Johnson, at the studio, with: "The program usually cancelled at this time will now be heard."

Public Matters

TITLED *The Public Forum,* a program presented under the auspices of the Property Owners Assn. of California, made its bow March 23 over seven stations of the California Radio System (KFBK, KWG, KMJ, KERN, KFOX, KTMS). The program, heard each Monday and Thursday nights, brings public officials to the microphone to discuss outstanding matters of State legislation. It originates at the State Capitol in Sacramento and is in charge of Gene Desimone, director of *Today at the Legislature,* broadcast daily by CRS.

* * *

Precinct Gossip

TO REVEAL the news behind the local political situation as it develops week by week for members of every political club in New York City, WCNW, Brooklyn, has started a weekly program, *Club House Politics,* directed by Wellington Wright, WCNW's political commentator. District leaders of all parties are invited as guest speakers to take part in the programs.

* * *

Auto Auction

POSTCARD auction sale, with auctioneer's hammer, spiel and "the business" broadcast daily on *What Am I Bid?* on WEW, St. Louis, is used to market used cars by Marvin Yates Pontiac Agency. A car, offered each week, actually is sold to the listener sending in the highest bid on a penny postcard, and the bids have proved excellent leads for additional car sales, according to the sponsor.

* * *

Rubbery Rubinations

WILD YARNS by a sheriff, chiropodist, Shrine potenate and postmaster featured the initial broadcast of the new *Tall Tales From Texas* program on KGKO, Dallas, March 25. Heard Friday evenings, with Jimmie Jefferies as master of ceremonies, personalities appearing on the feature are selected for their news value and draw good publicity in local papers, according to KGKO.

* * *

Facts for Anglers

A QUARTER-HOUR Friday night series of broadcasts on fish, tackle, locations where fish are running, official weather forecasts and similar data of interest to fishermen has been started on WNEW, New York. Mark Truscott, prominent Long Island surf-caster, conducts the series as *The Fishcaster.*



AN INSURANCE Policy

A GOOD policy pays good dividends. Experience proves that a *Sales Policy* from WTIC, as well as the other progressive Stations we represent, insures

Results That Count!

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

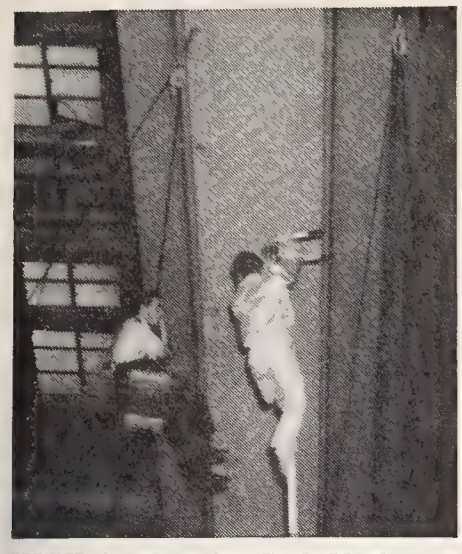
7 out of 10 Listeners to BUFFALO STATIONS tune in

WGR or WKBW

between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & PETERS



HIGH in the air, Carl Mark, announcer of WCLE, Cleveland, interviewed a Rumanian aerialist perched atop a swaying pole 80 feet above ground. Mark was hung from the hall's ceiling by a rope.

* * *

News Via Family

WKY, Oklahoma City, has inaugurated a new type of news commentary program, handled by the Washington correspondent of the *Daily Oklahoman & Times*, Harold L. Mueller. A 15-minute transcribed program, sponsored by the two newspapers which are affiliated with WKY, is broadcast each Sunday afternoon. An Oklahoma slant is given on the national scene, with Mr. Mueller and his wife as the principals. Mr. Mueller uses his pen name, "Art Gum" as the head of a typical American family, which includes Isobel, the wife, and two children and a Boston bull terrier. The recordings are by Radioscriptions, Washington.

* * *

Puppy Heart Throbs

MILTON BACON, conductor of *Apples With Salt*, has started a new commercial, *Operator K-9*, on WCKY, Cincinnati, six days a week, sponsored by X-Cel Dog Food. The programs, written and narrated by Bacon, tell heart-interest stories about dogs, some of them famous, others never before heard by the public. The program is offering $25 in cash prizes and 10 cases of X-Cel Dog Food for the best names for the two dogs pictured on the X-Cel can.

* * *

Checker Lessons

CHECKER EXPERT gives scientific checker lessons, leaving listeners with a problem to solve at end of each broadcast, in a new series being sponsored on KLRA, Little Rock, Ark., by a local brewery. The expert is secretary of the Arkansas Checker Assn., and sponsor distributes printed checkerboards with numbered squares for listeners.

* * *

A Movie Idea

PARAMOUNT Theatre, in Salt Lake City, is sponsoring a weekly quarter-hour program on KDYL to promote its current pictures. The program includes the weekly advertising conference of theatre officials on plans for the forthcoming picture, with comments and suggestions. Portions of the picture using voices of stars are included.

* * *

Labor Problems

POLICIES and problems of the National Labor Relations Board, applied to the St. Louis district, are discussed weekly by Dorothea de Schweinitz, regional NLRB director, on KSD, St. Louis.

Tacoma Recruits

REAL INTEREST was given a courtesy program for the Washington National Guard on which KVI, Tacoma, broadcast an actual enlistment of a new National Guard recruit. The entire enlistment ceremony was conducted in the studio by Major Kenneth G. Whyte, of the Medical Corps, and marked the first time a guardsman ever had been enrolled on the air.

* * *

Grip Ringers

A DEVICE to test the grip of guests on the man-on-the-street broadcast at KWOS, Jefferson City, Mo., is one of the newer program angles on the old m-o-t-s motif. Interviewer picks out a likely prospect, challenges him to test his grip. If he rings the bell on the machine gets a prize.

* * *

Fun of the Week

NEW variety show, *This Mad World*, designed as a satire on the news of the week, with press agents, actors and newspaper columnists participating, is heard weekly on WMCA, New York.

Bread at the Mike

WITH recording equipment set up in grocery stores, shoppers are interviewed during the day and the transcriptions broadcast in the evening on *Listen to Yourself*, sponsored on KTSM, El Paso, Texas, by Kahn's Bakery. Frank McIntyre, program commentator, gives each interviewee a loaf of bread.

* * *

Composers Interviewed

MEN and women who have written outstanding song hits are interviewed by Nellie Revell, well-known radio commentator and philosopher, on a new series of weekly broadcasts, *Meet the Song Writer*, on NBC-Blue. Miss Revell continues to broadcast her regular weekly *Meet the Artist* programs on NBC-Blue, during which she interviews microphone headliners.

* * *

Faculty Quizzed

FACULTY MEMBERS of Washington State College are interviewed by Judy McWhorter, journalism senior, on the new *We, the Faculty* program on KWSC, Pullman, Wash.

Guests of the Week

TO GIVE a more imposing picture of the large number of celebrities who visit the Twin Cities each week and to fit the interviews into its schedule, KSTP, St. Paul, has devised a new method of presenting them. Short interviews with visitors are recorded through the week and put together in one show on Saturday nights under the title of *Nation's Crossroads*, carrying out the idea that the two cities draw an unusual percentage of celebrities to their doors.

New Castle Novices

BEAVER VALLEY amateurs get their chance on *Trial of Talent*, sponsored on WKST, New Castle, Pa., by Ellwood Furniture Co. The program, conducted by "Judge" Milton Kearns and announced by Sherwood Durkin, has drawn about 6,000 pieces of mail in two weeks.

KSD

BASIC NBC RED NETWORK IN ST. LOUIS



BRINGS THE SALES MESSAGE TO HER IN HER LISTENING MOOD.

Has a Greater Daytime Population Coverage Area Than Any Other St. Louis Broadcasting Station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

A STATION IS JUDGED BY THE AUDIENCE IT KEEPS

...and the advertiser is the judge



A BIG, LOYAL AUDIENCE—that's what advertisers and agencies demand, and that's what they get when they use the stations of the World Program Service.

For these stations enjoy the exclusive local rights to the greatest repertory of music ever recorded for radio . . .

- **2500 separate musical numbers, new and old, modern and classical.**
- **150 artist and orchestra names not available on phonograph records or by any other medium.**
- **Newest musical numbers constantly recorded for member stations.**
- **65 weekly program scripts, built to present World library music in a wide variety of appeals.**
- **Recording by the famous Western Electric vertical-cut Wide Range method—the ultimate in high fidelity.**

With the finest library in radio, World helps stations build audiences that attract advertisers. After all, a station is judged by the audience it keeps—and the advertiser is the judge.

A few open markets are available. You are invited to write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.



WORLD PROGRAM

WORLD BROADC



WORLD PROGRAM SERVICE SUBSCRIBERS

ALABAMA
WHMA . . . . *Anniston*

ARIZONA
KOY . . . . . *Phoenix*

ARKANSAS
KELD . . . *El Dorado*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

CALIFORNIA
KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ. . . . *Los Angeles*
KLX . . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*

COLORADO
KFEL . . . . *Denver*
KFXJ . . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . . *Hartford*
WELI . . . *New Haven*

DIST. OF COLUMBIA
WJSV . . . *Washington*

FLORIDA
WRUF . . . *Gainesville*
WQAM . . . . *Miami*
WDBO . . . . *Orlando*
WSUN . . *St. Petersburg*
WTAL . . . *Tallahassee*
WJNO . *West Palm Beach*

GEORGIA
WAGA . . . . *Atlanta*
WRDW . . . . *Augusta*
WMAZ . . . . *Macon*
WRBL . . . *Columbus*
WAYX . . . . *Waycross*

IDAHO
KIDO . . . . . *Boise*

ALABAMA
KRLC . . . . *Lewiston*

ILLINOIS
WGN . . . . *Chicago*
WDAN . . . . *Danville*
WJBL . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

INDIANA
WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
WKBB . . . *Dubuque*
KMA . . . *Shenandoah*

KANSAS
KFBI . . . . *Abilene*
KVGB . . . *Great Bend*
KWBG . . . *Hutchinson*

KENTUCKY
WLAP . . . *Lexington*

LOUISIANA
WJBO . . *Baton Rouge*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WEEI . . . . *Boston*
WCOP . . . . *Boston*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*

MINNESOTA
KATE . . . *Albert Lea*

MISSISSIPPI
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WFOR . . . *Hattiesburg*
WAML . . . . *Laurel*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
KWK . . . . *St. Louis*
KMBC . . . *Kansas City*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR . . *Lincoln*
KOIL . . . . *Omaha*

NEW MEXICO
KGGM . . *Albuquerque*
KICA . . . . *Clovis*

NEW YORK
WOKO . . . . *Albany*
WGR-WKBW . . *Buffalo*
WESG . . . . *Elmira*
WOR . . *New York City (Newark)*
WINS . . *New York City*
WQXR . . *New York City*
WHAM . . . *Rochester*
WFBL . . . . *Syracuse*

NORTH CAROLINA
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WSTP . . . *Salisbury*
WAIR . . *Winston-Salem*

NORTH DAKOTA
KRMC . . . *Jamestown*
KLPM . . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . . *Canton*
WCKY . . . *Cincinnati*
WHK . . . *Cleveland*
WHKC . . . *Columbus*
WSMK . . . . *Dayton*
WKBN . . . *Youngstown*

OKLAHOMA
KADA . . . . . *Ada*
KCRC . . . . . *Enid*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . . *Tulsa*

OREGON
KFJI . . *Klamath Falls*
KOIN . . . . *Portland*

PENNSYLVANIA
WCBA-WSAN . *Allentown*
WFBG . . . . *Altoona*
WLEU . . . . . *Erie*
WKBO . . . *Harrisburg*
WCAU . . *Philadelphia*
WIP. . . *Philadelphia*
WCAE . . . *Pittsburgh*

RHODE ISLAND
WJAR . . . *Providence*

SOUTH CAROLINA
WAIM . . . . *Anderson*

TENNESSEE
WOPI . . . . *Bristol*
WDOD . . *Chattanooga*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . . *Amarillo*
KGKO . *Dallas-Ft. Worth*
WBAP . *Dallas-Ft. Worth*
KRLH . . . . *Midland*
KPDN . . . . *Pampa*
WOAI . . *San Antonio*

UTAH
KDYL . . *Salt Lake City*

VERMONT
WCAX . . . *Burlington*
WNBX . . . *Springfield*

VIRGINIA
WSVA . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KMO . . . . *Tacoma*
KUJ. . . . *Walla Walla*
KIT . . . . . *Yakima*

WEST VIRGINIA
WHIS . . . . *Bluefield*
WBLK . . . *Clarksburg*
WCHS . . . *Charleston*
WPAR . . . *Parkersburg*

WISCONSIN
WEAU . . . *Eau Claire*
WHBY-WTAQ . *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . . *Madison*
WOMT . . . *Manitowoc*
WISN . . . *Milwaukee*
WHBL . . . *Sheboygan*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

ALBERTA
CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKOC . . . *Hamilton*
CKCA . . . . *Kenora*
CBO. . . . . *Ottawa*
CKSO . . . . *Sudbury*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLT . . . *Sherbrooke*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

FOREIGN

AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . . *Brisbane*
3 KZ . . . *Melbourne*
2 GB . . . . *Sydney*

NEW ZEALAND
1 ZB . . . *Auckland*
2 ZB . . . *Wellington*
3 ZB . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serralles Incorporated . *Ponce*

VENEZUELA
YV5RA-YV5RC . *Caracas*

SERVICE . . . *a Service of*

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Lest We Forget

WITH familiar fanfare, and largely the same cast of characters, preliminary work has started on negotiation of new ASCAP contracts under which radio once again will strive for an equitable arrangement covering music performing rights from that well-organized and hitherto impregnable combine. Present contracts, oppressive for the majority of stations, expire Dec. 31, 1940, culminating a five-year run of comparative peace.

The resolution adopted by the NAB Copyright Committee, seeking for the industry what amounts to the so-called "newspaper contract", under which stations would pay royalties only on revenue derived from the sale of time for programs using ASCAP music, is sound in principle. There are, of course, corollary considerations, such as the amount of the percentage or the cost per program for music, availability of a complete guaranteed catalog which stations can use as performance guides, and placement of responsibility at the source, which must be met, assuming ASCAP is willing to deal on that basis.

Coincident with the NAB meeting, it was interesting to note a couple of trial volleys from the ASCAP camp which to "old timers" were reminiscent of earlier negotiations. E. C. Mills, former ASCAP general manager, now chairman of its executive committee, loosed a typical broadside against "NAB stupidity"; purported NAB espousal of State anti-ASCAP laws (which is questioned by broadcasters themselves who have been seeking NAB support); and then, as always, threatened withdrawal of ASCAP music.

At about the same time, the magazine *Ken* yielded to ASCAP's propaganda spell by devoting a comprehensive article and a double-truck of pictures to "The Case of ASCAP". It talked of ASCAP's "1,250,000 pieces of music", when the U. S. Copyright Office registrations show only an aggregate of 508,000 titles including piano rolls, and when ASCAP does not lay claim to *all* performing rights. It talked of protection for thousands of composers when Dr. Isaac Goldberg, in his book *Tin Pan Alley*, brings out that 80% of the really popular hits are written by a total of only 15 composers. Their popularity is made possible by a "vast system of exploitation", with radio the key medium.

With 21 months to go before expiration of present contracts, NAB as industry negotiator is starting none too early. The copyright history of 1932 and of 1935 should not be forgotten. In each instance, broadcasters, with their backs to the wall by virtue of division in their ranks, of "pre-negotiation" of contracts by certain groups and of discriminations openly practiced by ASCAP, found they were forced to accept its terms under pain of withdrawal of performing rights.

Radio cannot again afford a house divided. ASCAP is quick to move in on such situations even though it has had, and still has, serious internal troubles of its own because its publisher members do not see eye to eye with composer members who constitute a reported minority. ASCAP's potent lobby in Washington also has been used with telling effect in frustrating efforts to enact equitable copyright legislation.

We feel that in the current conversations the byword should be open covenants openly arrived at. In that way, there would be no secret deals, no discrimination and no eleventh hour deadlock. All stations are affected. Networks and independents, newspaper and non-newspaper owned, NAB members and non-members should be on equal footing.

It is fair to assume that ASCAP will be satisfied with its present royalty "take", variously reported as between $3,500,000 and $5,000,000 a year. But it obviously will ask for more. Broadcasters do not begrudge payment of royalties if they can do so under conditions which do not entail duress and under circumstances which would involve payment only for what they use—not what ASCAP dictates as a "privilege tax".

Washboard Dramas

BEFORE attempting these lines, we gumshoed to the door, quickly glanced up and down the corridor, pulled down the shades and started our customary peck-and-hunt pounding. We wanted to be sure another "program crisis" wouldn't interrupt our essay.

Censorship or no censorship, there will be program issues as long as there are programs. The trend toward program standards, voluntarily invoked by the industry, is perking up at this writing, and the NAB is now in the throes of producing a streamlined version of proposed standards. That is moving in the proper direction.

Now, while all appears to be serene for the moment on the program front, we propose to take the offensive. Our text deals with the tendency toward program ruts—the tendency of so many sponsors to follow the leader because the leader has achieved results. We have in mind the daytime drift which appears to be making every day wash-day. We refer, if you please, to the *washboard-dramas*.

Advertisers are that way: They are interested, of course, in ringing the cash register, and they take what appears to be the easiest route. In not a few instances, if they spent more on preparation of copy and less on Hollywood talent, and used finished announcers rather than circus barkers, their offerings might be more enticing.

In radio's earlier days, radio advertisers found it expedient to harangue and shout prices and incite 100-yard dashes down to the corner grocery. Experience, time, and taste, however, have led to deft handling of commercial credits, at least during the evening hours.

Just as surely, the same trend must come in daytime schedules. We are confident the diversity that makes night programs so well balanced for the listener likewise will filter into daytime offerings.

NOT SINCE the latter '20s, when O. H. Caldwell sat as a member of the Radio Commission, has a radio regulatory body boasted a practical newspaperman on its board. Frederick I. Thompson, who has been nominated to succeed the veteran Judge E. O. Sykes, is a militant publisher whose editorial crusades are almost legendary in his native South. None will gainsay that the FCC hasn't plenty of fight, but usually of the wrong kind. We trust Mr. Thompson will inject into the FCC some of the regulatory vitamins it has lacked so long.

Pap-Happy Radio

WE THOUGHT radio had learned a harsh lesson last fall when the movie moguls decided to blow a million on newspaper advertising in their "best entertainment" campaign, while cadging very nice "sustainers" from broadcasting. But, alas, our broadcasters still fall for the free-time pap.

NBC advises that on April 1, at 8 p. m., its Blue network will celebrate the world premiere of the Warner Brothers picture, "Dodge City", featuring stars of the picture and others for an hour stint. Warner's promotes its picture gratis by radio (if the affiliates come through), but it still *buys* newspaper space.

Simultaneously, S. Charles Einfield, Warner's director of advertising and publicity, announces that his company will spend 98% of its advertising appropriation for 1939-1940 in the newspapers! During the six weeks following March 15 newspapers will get $180,000.

We also learn that Cecil B. DeMille will tour the country to promote his latest epic "Union Pacific", visiting 30 cities with a short-wave transmitter aboard the train. His plan is to rebroadcast over local stations as the train approaches each city. In view of the advertising methods of the talkie titans, it seems to us each station manager would do well to present Mr. DeMille, et al, with his rate card upon arrival.

REPORT of a study conducted by the Child Study Assn. of America, directed by Sidonie Matsner Gruenberg, in cooperation with the National Council of Parent Education and the National Advisory Council on Radio in Education has been published by the University of Chicago Press under the title, *The Use of the Radio in Parent Education* [75 cents].

We Pay Our Respects To —



FRANK WESTBY FERRIN

TO THE FIVE senses that most men have, add one that few men have and there's Frank Westby Ferrin, newly-elected vice-president in charge of radio of Henri, Hurst & McDonald, Chicago agency. The sixth sense is a "sense of people", and how Frank Ferrin got it is a story splashed with color. His is the easy, open manner behind which lurks business acumen and a distinct will of his own.

This will popped up when Frank was 15, just after his graduation from high school at the unusual age of 14. Frank and the unusual have been pals ever since. Versatility and resourcefulness have been his very close friends. Born in Minneapolis Nov. 13, 1904, and christened Frank Westby Ferrin by proud Irish parents, he did the usual things—went to grade school and on through North High School. Frank's father wanted him to study law at Minnesota U., but Frank bucked. With a lad named Jack Kearns (now manager of Stewart-Warner in Seattle), he set out to see the world.

From 1919 through 1922 they rode the rods across every State, held at one time or another almost every kind of odd job in America. Coal mines, foundries, lumber camps, selling—they tried them all until finally the urge came to enter show business. They travelled with Ringling Brothers, wandered with tent show stock companies. Frank did *Hamlet*, later joined a burlesque show as a walk-on comedian. Finally, at the seasoned age of 18, he returned to Minneapolis and became associated with the Bainbridge Players at the Schubert Theatre. Later he wrote, produced and acted in a comedy skit called *Nels & Ole*, panicking the local Swedes with a burlesque of their own accent. The act was a hit and Frank toured the country on the Orpheum Circuit.

In 1927 he entered radio and did a one-man show in six dialects on WHRM (now WTCN), Minneapolis. From talent he went to radio production, from production to management of WHRM. After a successful year as a station manager the old theatrical urge struck and he returned to the road with his act.

In Chicago he auditioned at NBC and got on the air sustaining. Bill Hay, of *Amos 'n' Andy* fame, suggested that Frank have the act recorded. In the process of making the transcriptions he got interested in that phase of radio, decided to enter the transcription business. Back in Minneapolis, Frank got financial aid from Harold Field of the old F & R Circuit and in 1932 opened Midwest Recordings Inc. with Louis Knopp, who heads the firm today.

From scratch, the company rose to $750,000 annual recording sales. As vice-president of Midwest, Frank handled sales and promotion, sold extensive spot campaigns to such impressive clients as General Motors, General Mills, Chrysler Corp., and Ralston-Purina.

In December of 1937, Frank left Midwest Recording to become director of the rapidly growing radio department of Henri, Hurst & McDonald. For his firm he directs the placement of all spot and network radio. Acme White Lead & Color Works, Detroit (paints), and Ballard & Ballard Co., Louisville (flour, feed and Oven-Ready Biscuits), have "all radio" advertising budgets, while John Morrell & Co., Ottumwa, Ia., nationally-known packers and makers of Red Heart dog food, spends much of its advertising budget on radio. For these accounts, Mr. Ferrin uses national network shows, shrewdly supplemented with extensive spot campaigns. Other important accounts handled include Blatz Brewing Co., Perfect Circle Co., Fairbanks Morse Co., International Shoe Co.

Mr. Ferrin married the charming Barbara Steen of Cincinnati in 1927. They have two daughters, aged seven and two. Radio men visiting in the new Ferrin suburban home know Frank's hobby, for above the fireplace hangs the champion Great Northern pike of the 1937 season—weight 26 pounds and 11 oz. Well-known among fishermen in the lake districts of Minnesota, Frank admits he looks forward with keen anxiety to a long session of deep sea fishing. His other hobbies are riding and hunting.

Frank still "travels the circuit" a great deal, but this time it's a circuit of important radio advertisers. When in Chicago his office overflows with radio representatives. About his well-tailored business tweeds and well-trimmed mustache—even the dimple in his chin—they note his flare for showmanship. In his conversation there is the deep logic of the man who knows his business. Nearly six feet tall, Frank weighs 167 pounds, carries himself like a man who knows and likes people because he understands people, who knows the radio business because he grew up with the radio business.

Perhaps his bosses have written his finest tribute. In the large waiting room of Henri, Hurst & McDonald there is a book called "Men Behind the Names", which introduces the agency's personnel to business callers. Of him his bosses say, "Mr. Ferrin's experience dates back to the beginning of radio and covers every phase of the broadcasting industry—production, direction, writing, casting, and the purchasing and selection of network and spot facilities. He not only has imagination, is not alone a showman, but a sound, sensible businessman who has handled top-flight national accounts."—P. C. B.

Personal NOTES

ARTHUR WESTLUND, general manager of KRE, Berkeley, Cal., recently was elected president of the Northern California Broadcasters Association at a meeting of the organization held in Oakland. Philip Lasky, general manager of KSFO, San Francisco, was named secretary. Westlund succeeded S. H. Patterson, manager of KSAN, as president, and Lasky filled the post formerly held by L. D. West, mainland representative for the Honolulu Broadcasting Company.

REX V. LENTZ, formerly head of Food Industries of Texas at Dallas and chairman of public relations for the Committee of Dallas, has been named commercial manager of KGKO, Fort Worth, it was announced March 15 by George Cranston, assistant general manager. Tom Morris, formerly with United Press in San Antonio, has been named to the sales and continuity department.

LLOYD SMITH, former assistant sales manager of WEW, St. Louis, is now manager of WCLS, Joliet, Ill. WEW announces the addition of Ed Goldsmith and John Maloney to its sales staff.

M. E. KENT, manager and commercial manager of WTOL, Toledo, and Jack Zeigin, chief announcer and assistant program director, who have been with the station since it began operating early in 1938, have resigned. Sterling Beeson Jr. has been named acting manager.

JAMES BARRETT, head of the Press-Radio Bureau and onetime city editor of the old *New York World*, with Rosaline Green, radio actress, on March 27 started a thrice weekly show on WMCA, New York, titled *The News Hits Home* and featuring late news bulletins with a discussion of news values between a city editor and woman reporter.

R. J. E. SILVEY, director of listener research for the BBC, who is visiting in America, was the guest of honor at a luncheon given by CBS in New York on March 21. Luncheon was attended by Felix Greene, New York representative of the BBC; George Gallup, director of American Institute of Public Opinion; C. E. Hooper; Archibald Crossley; Percival White, Market Research Corp.; Arnold Johnson, research director, J. Walter Thompson Co.; Almon Taranto, time buyer, Wm. Esty; Ford Sammis, assistant to president, Lord & Thomas; J. Brooks Emory, research director, Benton & Bowles; Robert N. King, research director, BBDO; Hugh M. Beville Jr., chief statistician, NBC; Dr. Frank Stanton, director of research, CBS.

W. C. WESTER, formerly of WTAQ, Green Bay, and WOMT, Manitowoc, Wis., has joined WKBZ, Muskegon, Mich., as sales manager, succeeding Philip Sanford, who resigned recently to join the sales staff of Old Dutch Refining Co. in Muskegon.

FOX CASE, CBS western division director of public affairs, Hollywood, has been appointed a member of the California State Board of Agriculture.

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, recently won several local badminton tournaments.

A. A. SCHECHTER, director of news and special events for NBC, addressed the faculty and student body of Beaver College, Jenkintown, Pa., on March 28.

JOHN CHILES recently resigned from the KYA, San Francisco, sales department, to resume his career at sea as a mate on one of the steamers of the American Presidents Line.

L. B. WILSON, president and general manager of WCKY, Cincinnati, presented a trophy to the outstanding player in the Ohio-Kentucky-Indiana basketball tournament, played recently in Cincinnati. Robert Drennen, guard on the champion Holy Family Celtics team who won the award, was interviewed by Charlie Shear, municipal recreation department supervisor, on his WCKY program, *Muni Sports*.

HERBERT M. BINGHAM, Washington radio attorney, and Mrs. Bingham on March 21 became the parents of a 9 lb. 2 oz. daughter. She is their third child.

WILLIAM S. PALEY, president of CBS, and Lenox R. Lohr, president of NBC, have been named co-chairmen of the broadcasting committee of the Greater New York Fund Charity Drive.

SID MORGAN, managing director of 3KZ, Melbourne, Australia, arrived in Hollywood in late March and will remain on the West Coast six weeks. He will later go to New York and London.

ROY THOMPSON, owner of CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; and CKGB, Timmins, Ont., returned to Canada March 28 after a three-month holiday in Europe.

DON FISCHER has been promoted to the assistant managership of WTAD, Quincy, Ill.

BRYAN SHAVER, co-owner of KSAM, Huntsville, Tex., married Miss Samuella Wynne, of Huntsville, March 30.

GAYLE GRUBB, manager of WKY, Oklahoma City, addressed a breakfast meeting of the Oklahoma City Business Leaders Assn. March 24 on "Radio Showmanship and Future Trends".

JOHN HARVEY, recently with Blackett-Sample-Hummert in Chicago, where he was assistant account executive on the General Mills account, has joined the sales staff of KMOX, St. Louis.

MARIE C. SULLIVAN, formerly with Eastern Airlines, has joined the sales staff of WMCA, New York. Prior to her aviation experience, Miss Sullivan was director of women's sales of the Palmer House in Chicago during the Century of Progress Exposition, and she was also connected with General Motors as office manager of various branches.

GERALD STANLEY has been designated by Elliott Roosevelt, president of Texas State Network, as general manager, with Harry Hutchinson named assistant general manager in charge of station relations, Jack Mitchell production manager, Robert Brooks program director and Benton Ferguson vice-president in charge of merchandising, promotion and publicity.

ROBERT B. ROWLEY, manager of WICA, Ashtabula, O., has joined his parents, Mr. and Mrs. Claude A. Rowley, at Rancho de la Osa at Sasabe, Ariz., for a vacation. The elder Mr. Rowley is owner of WICA.

MILTON N. GWALTNEY, formerly managing editor of the *Suffolk* (Va.) *News-Herald*, has succeeded the late R. L. Stricklen Jr. as manager of the Staunton office of WSVA, Harrisonburg, Va.

ARTHUR Q. MOORE, formerly of KRLC, Lewiston, Idaho, and KUJ, Walla Walla, Wash., has joined KIT, Yakima, as sales manager.

WILBERD CHAFFIN has resigned as commercial manager of KVSO, Ardmore, Okla., to return to newspaper work as advertising manager of a weekly newspaper owned by the same company as the station.

GAYLE GRUBB, manager of WKY, Oklahoma City, heard his novelty song, "Fifty Cent Dinner at Nick's", broadcast for the first time on *Southwestern Stars*, WKY's NBC show, on March 4. Heavy mail response requesting permission for use of the song indicated that it may become a nationally popular novelty piece.

PHILIP G. LASKY, general manager of KSFO, San Francisco, has been appointed to the radio division of the Red Cross Disaster Relief Commission. Lasky also was named to serve on the publicity and public relations division of the Commission.

VIRGIL HICKS, formerly of KGLO, Mason City, Ia., has joined the sales staff of KTSM, El Paso. Neyland Inabnit has been named new merchandising manager of KTSM, coming from KWEW, Hobbs, N. M.

JOHN R. LEWIS, formerly with NBC, has been appointed musical director of KTSM, El Paso. Easton Pace, formerly with KANS, Wichita, has joined the announcing staff.

DAVID B. HENLEY, merchandising manager of WDAY, Fargo, and Mrs. Henley have adopted a four-month-old daughter, Nell.

CHARLES BARROWS, Robert Bagley and Jack Reed recently resigned from the San Francisco sales staff of KROW, Oakland, Calif.

MRS. ENID BEAUPRE of NBC sales promotion division is a member of the Eisteddfod Committee in connection with Welsh-American participation in the New York World's Fair. The Eisteddfod, an old Welsh institution, is conducting choral competitions for the Fair.

HARRY MASON SMITH, commercial manager of WBBM, Chicago, addressed the Peoria Advertising & Selling Club March 20 on "Selling Radio to the Midwest and Making it Pay".

J. FRANK BURKE, owner of KFVD, Los Angeles, has been appointed a member of the California State Board of Control by Gov. Culbert Olson.

LESLIE E. MAUPIN has joined the sales department of KLPM, Minot, N. D.

Didos and Tomatoes

TOM CROXTON, of WIOD, Miami, assigned to describe the tomato throwing contest which began the Dania tomato festival, appeared in white coveralls. In spite of all precautions, however, the tomato fighters, pretty high school girls in bathing suits, took time out to shower Croxton with a barrage of ripe tomatoes which soaked through the coveralls and splattered his unprotected face and head, and finally struck the microphone, signing off the description with a squashy thud.

WILLIAM S. PALEY, CBS president, is in Hollywood for conferences on network business with Donald W. Thornburgh, Pacific Coast vice-president. He will remain in Hollywood for the launching of the *Amos 'n' Andy* program on CBS April 3, under continued sponsorship of Campbell Soup Co.

MAJOR PRICE HARRISON, formerly of WSAI, Cincinnati, has joined the sales staff of WHB, Kansas City.

DON DAVIS, president of WHB, Kansas City, sailed March 25 for Bermuda aboard the *Monarch of Bermuda*. In the Davis party were Mrs. Davis and daughter, Peggy, who attends the Holton Arms School, Washington, D. C.

JOHN MADDRELL, formerly of WIBA, Madison, Wis., has joined the commercial staff of WOC, Davenport, Ia.

H. K. CARPENTER, vice-president of United Broadcasting Co., and general manager of WHK-WCLE, Cleveland, has returned after a three-week vacation in the East and in New Orleans, where he visited WHK-WCLE baseball announcers making pre-season transcriptions.

F. W. BORTON, president of WQAM, Miami, has returned from a six-week Central and South American cruise through the West Indies with Mrs. Borton.

WTMJ Revamps Sales

REORGANIZATION of the commercial department of WTMJ, Milwaukee, with creation of a new sales promotion division, has been announced by Manager Don Albert. Russ Tolg, who has been named sales promotion manager, working closely with William F. Dittman, sales manager, will coordinate all sales promotional activities. Mr. Tolg, who has been with The Journal Co., operators of WTMJ, for 11 years, has been the station's continuity director for the last seven years. Harry Eldred, until recently publicity director, has been named continuity director, with station publicity to be handled by his department. Neale Bakke, senior salesman, has been made assistant sales manager, and Douglas Kamp has been transferred from the continuity department to the sales staff.

Mrs. Melrose Promoted

APPOINTMENT of Edythe Fern Melrose, former agency account executive and former manager of WCLE, Cleveland, as general manager of WJW, Akron, was announced March 25. Mrs. Melrose joined the station as commercial manager in early December. She succeeds S. W. Townsend.



WCKY, Cincinnati, broadcast an intimate account of the salute Mayor Stewart of Cincinnati gave the piece of genuine Blarney Stone, brought from Ireland by B. T. Babbitt Corp. to promote its *David Harum* program on NBC-Red. Rex Davis, of WCKY, behind the mike, with Miss Helen Glendening, of the WCKY promotion staff, donned Irish attire for the event.

Cisler Moves to WGRC

S. A. (Steve) CISLER on May 1 will leave the general managership of KTHS, Hot Springs, Ark., to become general manager of WGRC, New Albany, Ind., across the Ohio River from Louisville. Mr. Cisler has been supervising WGRC since last June through J. Porter Smith, who will become commercial manager. He has contracted to manage the station for five years, and has purchased a controlling interest in the company subject to FCC approval. WGRC is a 250-watt daytime station on 1370 kc., but has applied to the FCC for fulltime on 880 kc.

James C. Kassel

JAMES C. KASSEL, 31, of the WKY staff orchestra, Oklahoma City, and his wife were found dead in their home March 21. They were found fully clothed in a bed room where a gas fire was burning. Death was due to inhalation of gas fumes, according to a report filed by the Oklahoma County coroner. Mr. Kassel, whose father operates a large Oklahoma City Music Store, joined the WKY staff orchestra in January, 1937, after acquiring a national reputation among musicians with several name bands. He left the better known organizations in order to live in his home town where he intended to take over the managerial duties of his father's store.

George T. Corcoran

GEORGE T. (Red) CORCORAN, 38, Hollywood radio writer and former network comedian, died at Queen of Angels Hospital, Los Angeles, on March 27. He had been convalescing at the hospital for several weeks following an emergency appendicitis operation. He had been in radio for approximately eight years, having been a featured comedian on the old *Hi-Jinks* program on Don Lee. More recently he turned his talents to writing and was with the *Al Jolson* program in that capacity since September, 1938. Surviving is his widow.

BEHIND the MIKE

LLOYD DENNIS Jr., assistant program director of WJSV, Washington, has been named head of the program department, replacing Ted Long who has returned to New York. He has been at WJSV since June, 1937, coming from Boston stations.

SCOTT WEAKLEY, man-on-the-street for KROW, Oakland, Calif., on his 800th consecutive broadcast for his sponsor, Davidson and Licht, Oakland firm, was presented with an Eastman Compur Rapid Candid Camera.

ARMAND GIRARD, baritone, has been named commercial announcer for the *Wheat Hearts* program, released on NBC-Red-Pacific, by the sponsor, Sperry Flour Co., San Francisco.

JACK BEAUVAISE, of WEEI, Boston, has been promoted from the traffic department to assistant to George R. Dunham Jr., sales promotion manager.

PETER GRANT, newscaster of WLW, Cincinnati, recently took over the late news period at 11 p. m. which with his *Sunday Evening Newspaper of the Air* programs for WLW and NBC, and his starring position in *Front Page Parade*, fed from WLW to MBS thrice-weekly, makes him top-ranking newscaster of the station.

EDGAR L. TIDWELL and Bradley Harris, for the last two years on the staff of KGB, San Diego, Cal., have been made production manager and chief announcer, respectively of that station. They have split the former duties of David Young, who recently resigned to become continuity editor of the Don Lee Network.

ROBERT M. BOYD, formerly assistant, has been made production manager of KDB, Santa Barbara, Cal. He succeeds Anthony LaFrano, resigned.

LEW WHITE, organist on the CBS program *Her Honor, Nancy James*, recently became the father of an eight-pound baby girl.

OLIN TICE, of the announcing staff of WDNC, Durham, N. C., has been named program director.

EMERSON WALDMAN, former NBC news editor and special events writer in Washington, has joined the network's press division in New York.

A. MAXWELL HAGE, formerly radio production manager of UP in New York, has joined NBC news and special events division. A free-lance writer in Hollywood for the past year, Mr. Hage did special production work for Eddie Cantor.

THOMAS B. McFADDEN has been promoted in NBC news and special events department to a full-fledged writer, and is assisting Bill Stern in the preparation of his sports news program broadcast six times weekly on NBC-Red.

HOWARD KOCH, New York radio writer, is now in Hollywood under a Warner Bros. film writing contract.

GUILBERT GIBBONS, formerly of the radio department of Lord & Thomas, Chicago, has joined the production staff of NBC-Chicago.

SANDY GUYER, conductor of *920 Club* on WPEN, Philadelphia, recently won the Achievement Award of the National Swing Assn. for the best program presented by a Philadelphia station in 1938. The award, a certificate and plaque, was given Guyer after a popularity poll conducted by the Association.

CARROLL NYE, news editor of Radio Features Service, Hollywood, has been cast as the second husband of Scarlett O'Hara in the Selznick film, "Gone With the Wind".

Whom do you know with

TOWERS TO SPARE?



● WKY's transmitter building, with towers supporting auxiliary antenna. 300 feet back is WKY's regularly-used Truscon vertical radiator, shown at right.



● WKY once needed an extra tower . . . and had one to spare! When lightning blew out the condenser in WKY's new vertical radiator, the signal was automatically switched over to stand-by equipment . . . to a set of $6,000 towers maintained for just such an emergency. Not many radio stations carry a spare tower . . . but then, not many stations can match WKY's readiness to meet any emergency.

To bring WKY's listeners up-to-the-minute details of storms, floods, fires and human interest situations, one of the country's finest 200-watt mobile transmitters stands ready at all times. Intricate and costly control boards automatically throw spare equipment into operation at the first sign of difficulties.

The harmonious operation of men, methods and machinery in Oklahoma's finest radio station is responsible for its nation-wide acceptance as Oklahoma's most listened-to station.

WKY is the station with a tower to spare. It controls a listening audience with money to spare for products exploited over it.

WKY *Oklahoma City*

NBC AFFILIATE ◘ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ◘ THE DAILY OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN ◘ MISTLETOE EXPRESS SERVICE ◘ STATION KVOR, COLORADO SPRINGS
RADIO STATION KLZ, DENVER (AFFILIATED MANAGEMENT) ◘ REPRESENTED BY THE KATZ AGENCY, INC.

We're proud to announce-- that

KFSD
SAN DIEGO

is now available to California Radio System advertisers.

The addition of this 1,000-watt NBC-affiliated station operating on the preferred frequency of 600 kilocycles makes our coverage of California just about perfect!

CRS is now the only regional network which offers stations in each of California's eight leading markets.*

The nine CRS stations give the advertiser CLEAN-CUT coverage of the Golden State—the kind of coverage that pays! BIG stations, located in the BIGGEST markets, where 92% of California's population resides!

*The eight markets

Los Angeles — Long Beach
San Francisco
San Diego
Sacramento
Fresno
Stockton
Bakersfield
Santa Barbara

In California it's . . .

THE CALIFORNIA RADIO SYSTEM

McClatchy Broadcasting Company
Sacramento

EDLY ROGERS, manager of KALB, Alexandria, La., and sports announcer for Louisiana Network, recently completed a series of eight transcribed interview programs, featuring members of the New York Giants in spring training camp at Baton Rouge. Two players were interviewed on each quarter-hour disc, and the programs are used by Louisiana Network stations to publicize the Giant's exhibition games.

BEN PURNELL, formerly soloist with the Buddy Rogers and Richard Coles orchestras, has joined WHBL, Sheboygan, Wis.

J. LEONARD TAYLOR, formerly chief announcer of WKST, New Castle, Pa., has been promoted to program manager. Grant Thomas, 17-year-old announcer, has been named news editor, and Sherwood Durkin, production manager.

TY TYSON, sports commentator of WWJ, Detroit, is in Lakeland, Fla., at the Detroit Tigers' spring training camp, supplying first-hand last-minute news for his daily sport show, conducted in his absence by Harold Priestley. He also is presenting daily five-minute transcriptions, *Ty Tyson's Baseball Preview*.

ROBERT DWAN, producer at NBC, San Francisco, recently returned to his duties following an appendectomy.

PAT FLAHERTY, production manager of WOAI, San Antonio, recently married Anna Kaye Carroll, of the WOAI continuity staff.

BOB ANDERSON, newscaster at NBC, San Francisco, and Margaret Hanley, secretary in the CBS sales department, San Francisco, have announced their engagement, with the wedding planned for autumn.

AFFILIATED WITH CBC

The FRENCH VOICE *of* FRENCH CANADA

CJBR
RIMOUSKI, QUEBEC

Three Favorite French Programs Available for Sponsorship

1 — *FOR WOMEN:* "Vos Preferes" 10:00 to 11:00 a. m. daily except Sundays.

2 — *FOR WOMEN:* "L'Heure du The"—4:30 to 5:30 p. m. daily except Sundays.

3 — *FOR EVERYONE:* "The Kiddie Hour" — "L'Heure des Petits" 6:00 to 6:30 p. m. Sundays only. Available September 4.

For further information and rates write or wire CJBR now.

1000 WATTS FULL TIME



EDWARD C. AMES, news commentator of WSPD, was named Toledo's outstanding young man for 1938. He is shown here (right) receiving the Achievement Award of the Junior Chamber of Commerce for his work in inaugurating and putting into successful operation the local hospital service plan. The award, a gold key, was presented by Burton L. Ford (left), national counselor for the Junior Chamber.

PAUL GATES, formerly assistant supervisor of announcers at NBC, San Francisco, recently was promoted to the post of supervisor of announcers and night programs. He succeeded Richard Ellers, who left the staff recently. Grant Pollock was named Gates' assistant.

GEORGE C. BIGGAR, agricultural director of WLW, Cincinnati, addressed the radio conference of the tri-State district at St. Clairsville, O., in March.

PATRICK J. KELLY, NBC's supervisor of announcers in Radio City, last month completed ten years with the network. A former concert singer, Mr. Kelly announces and sings for Cheerio's program on NBC, and announces *Getting the Most Out of Life* programs, heard daily on NBC for Fleischmann's Foil Yeast.

ANN HONEYCUTT, authoress, and at one time CBS assistant program director, has joined the program staff of WOR, Newark, to build new programs and tune up old ones.

ALAN STRATTON, announcer of WOV, New York, has drawn 23 caricatures for *The Almanac of Donna Vincenza*, a book about leading Italians in the radio and theatrical world compiled by the Italian comic, Angelo Gloria.

WALLACE BEEBE, announcer of KIT, Yakima, married recently. Patricia Bresnahan, of Tacoma, has joined the business staff of KIT.

HAL WOLF, formerly of KOMO and KJR, Seattle and William Wood, Jr., formerly with KLS, Oakland, are recent additions to the NBC announcer's staff in San Francisco.

KATHRYN McGRATH has joined the staff of KLPM, Minot, N. D., as secretary and musical director.

LEW HENRY, announcer of WHK-WCLE, Cleveland, is the father of a girl born recently. Mr. and Mrs. Henry formerly were the CBS team, *Agnes & Lew*, broadcasting on the network from Cleveland.

WALTER GUILD, producer at KSFO, San Francisco, has recuperated from injuries received in an auto accident.

HELEN LEE has been made office manager of Cinematone Corp., Hollywood production and recording concern.

JOE HERNANDEZ, well-known Pacific Coast racing announcer, has been signed to announce races at Pimlico, Baltimore, starting April 23. During his absence from the West Coast the California race broadcasts on Don Lee-Mutual will be handled by Tom Gwynne and Don Billings.

JOHNNIE ERP, who has been in charge of NBC news service for the Goodyear farm program in Kansas City, rejoined the NBC-Chicago staff March 26 when Kansas City origination of the program was discontinued. Chicago and New York will continue as points of origin for the *Goodyear Farm Radio News* heard five days weekly on 35 NBC-Blue stations.

STUART DUNBAR, sports announcer of KSAL, Salina, Kan., has been assigned to handle all home and away games of the Salina Millers of the Western Association.

BENNIE CRAIG has been assigned to handle all out-of-town games of the Little Rock Travellers of the Southern Association, under sponsorship of the Colonial Baking Co. over KARK, Little Rock. Same client also is sponsoring a pre-season series of interviews with players titled *Meet the Travellers* and conducted by Craig.

JACK SWINEFORD, recently with WKY, Oklahoma City, and formerly with New York and Hollywood stations, has joined the announcing staff of KARK, Little Rock.

TED BELL, program director of KRSC, Seattle, is now in charge of the radio department of the University of Washington in addition to his KRSC duties.

HENRY NORTON, formerly with KIRO, Seattle, and at one time with KTAR, Phoenix, has joined the staff of KGW, Portland, Ore.

HELEN SLYE, assistant to the program director of WOL, Washington, has announced her engagement to Frank Simmons, student at Georgetown University foreign service school. The wedding is set for mid-June.

WESLEY WALLACE, assistant program director of WPTF, Raleigh, after covering a tornado for the station in February has been speaking to civic clubs on his experiences.

RALPH HARDY, of the production staff of KSL, Salt Lake City, married Maren Eccles, of Ogden, Utah, on March 10.

HARRY BURGE, formerly with WJR, Detroit, and WLW, Cincinnati, has joined the announcing staff of WTOL, Toledo.

EDDIE LINDSTROM, formerly with the New York Giants and Pittsburgh Pirates and more recently third baseman of the Chicago Cubs, has joined the sportscasting staff of WLS, Chicago. He will be heard with Don Kelley in the *WLS Sports Review*.

BOB ELSON, veteran sportscaster of WGN, Chicago, observed his 10th year with WGN on March 26. He entered radio in 1927 in Minneapolis. Prior to joining WGN in 1929, he was a member of the sports staff of KWK, St. Louis. Since 1929 he has covered all world series games, every all-star baseball game and all-star football game in addition to track, racing, boxing and hockey.

ROD O'CONNER has been added to the announcing staff of KSL, Salt Lake City. He formerly was with WTCN, Minneapolis; KVEC, San Luis Obispo, Cal.; KID, Idaho Falls, Ida.; KLO, Ogden, Utah, and KUTA, Salt Lake City.

JANE NOFFSINGER has joined the staff of KGVO, Missoula, Mont., as receptionist.

WALLACE WEST, formerly with the CBS publicity department, joined the NBC press staff on March 27, taking over the work formerly handled by William Kostka, who has been placed in charge of magazine contacts. Julian Street Jr., formerly in charge of the magazine section, has been appointed secretary of the Museum of Modern Art.

WILLIAM McDANIEL has resigned from the NBC guest relations staff to join the sales staff of WMPS, Memphis.

DWIGHT B. HERRICK, in charge of tours for NBC guest relations department, on March 31 married Ruth Orrdean in Rahway, N. J.

D. D. CRAWFORD, formerly secretary-treasurer, has been elected president of National Radio Adv. Agency, Hollywood production concern. He succeeds Harry Jacobs who is no longer with the firm. J. D. Crawford is vice-president.

ED CARLTON, Hollywood writer, has been added to the script staff of the CBS *Tuesday Night Party* sponsored by Lever Bros. Co.

TONY STANFORD of the J. Walter Thompson Co. Hollywood staff has taken over production of the NBC *Chase & Sanborn Hour* sponsored by Standard Brands. Cal Kuhl continues as producer of the NBC *Kellogg Circle*.

WALTER WINDSOR, formerly of WTOL, Toledo, has joined the announcing staff of WKBZ, Muskegon, Mich.

LOUISE HARRIS recently was added to the KFRC, San Francisco sales staff as statistician.

KAY BARR, head of the press department of KDKA, Pittsburgh, married Bertha S. Lightner on March 16.

LILLIAN SLATER, formerly city editor of the Philadelphia *Jewish Times*, has been named publicity director of WPEN, Philadelphia, replacing Gil Babbitt. Miss Slater, a Temple U graduate, where she was the first woman editor of *Temple University News*, has been active for several years in radio, theatre, school and institutional publicity, and formerly wrote and conducted a women's fashion program for WPEN.

AL SIMON, publicity director of WHN, New York, is also author of "Twisting the Dials", a syndicated weekly radio column appearing in 84 newspapers published in New York, New Jersey, Connecticut, Pennsylvania and Massachusetts.

KEN HOUSEMAN, formerly of WIS, Columbia, S. C., and WJIM, Lansing, Mich., has joined WHAI, Greenfield, Mass., as publicity direc-

HOLLIS (Doc) HULL, formerly a junior announcer at WCAZ, Carthage, Ill., has joined the announcing staff of KWOS, Jefferson City, Mo.

JACK DONNELL, chief announcer at KWOS, Jefferson City, Mo., and Maxine Gordon, formerly of the continuity staff of KUOA, Siloam Springs, Ark., were married March 18 in Jefferson City.

JOHN FRAZER, NBC Hollywood announcer on *The Kellogg Circle*, sponsored by Kellogg Co., has announced his engagement to Dorothy Dowe, film actress.

ED WOLF, NBC director and producer, on March 24 resigned to freelance.

CHARLES BERRY, assistant program director of WOV-WBIL, New York, has taken over the publicity for the station along with his regular duties as announcer and director. Adrian J. Flanter, who has been handling WOV's publicity, will continue to handle sales promotion activities.

BOB REDD, NBC Hollywood writer-producer, is the father of a 6½ pound girl born March 18. Mrs. Redd is the former Gogo DeLys, NBC singer.

PAUL SNELL, Hollywood publicity man, has been added to the exploitation staff of Jesse Lasky's *Gateway to Hollywood*, sponsored on CBS by Wm. Wrigley Jr. Co.

RALPH ROGERS, formerly with KFPY, Spokane, and more recently free-lance sports announcer, handling the basketball broadcasts for Tidewater-Associated Oil Co., has joined KGW, Portland, Ore., as announcer.

JACK PARKER, newscaster of WBCM, Bay City, Mich., has been promoted to studio manager, and Hub Jackson, chief sports announcer, has been named publicity director and special events head.

FORREST W. CLOUGH, formerly of the merchandising department of Texas State Network, has been named educational director of the network, in charge of all college broadcasts, educational features for high and elementary schools, and broadcasts of statewide civic interest.

LEE BENNETT, formerly with WRGA, Rome, Ga., and WRDW, Augusta, Ga., has joined the announcing staff of WAGA, Atlanta. Bob Pollock, journalism graduate of the University of Georgia, is now a staff man at WSB, Atlanta, under the same direction as WAGA.

BOB ELSON, WGN, Chicago, baseball announcer and commentator, is in Los Angeles, during the training period of the Chicago Cubs and White Sox.

AL GODWIN, announcer of WWL, New Orleans, is to marry Thora Spitzfadden on May 18.

FORREST BARNES, Hollywood writer, has sold his radio serial, *The Great Gunns*, to 3XY, Melbourne, Australia, thru its American representative Howard C. Brown, located in the former city. Station has also acquired Australian rights to the serial, *Life of Leonardo da Vinci*, by Edward Lynn, Hollywood.

CONSTANCE SPRY, woman commentator, on March 28 started a new series of weekly morning programs for housewives on WOR, Newark, giving advice on flowers and home decorations.

JERRY LYNTON, Hollywood writer-producer, has joined the staff of Adeline M. Alvord, author's and producer's representative, that city, as director of radio activities.

MANDY PROCHNAU, formerly assistant traffic manager of WKY, Oklahoma City, and recently auditor of KOCY, Oklahoma City, has returned to WKY as secretary to Bob Chapman, sales manager.

RUBEN GAINES, announcer of KVI, Tacoma, Wash., married Jeanne Jackson, of Seattle, March 17.

GERALD CHRISTY O'BRIEN, head of the artist bureau of WICA, Ashtabula, O., has been transferred from the announcing staff to the continuity department to handle production. Kavanaugh Pruitt has filled the vacancy on the announcing staff.

JACK McELROY, formerly of KFH and KANS, Wichita, and KGGF, Coffeyville, Kan., has joined the announcing staff of KTUL, Tulsa.

JOHN CONTE, Hollywood announcer, has replaced Carlton KaDell on the CBS *Big Town* program sponsored by Lever Bros.

EDDIE BUTHERUS, student announcer of KWSC, Pullman, Wash., is a member of the Washington State College ROTC rifle team which recently won first place in the Ninth Corps Area intercollegiate matches.

MAURICE HAZAN, formerly on the announcing staff of XELO and XERB, Mexico, has joined KGER, Long Beach, Cal.

MARVIN DEWITT RAE, promotion manager of WNEW, New York, on March 29 married Marjorie Bellows of Flushing, Long Island.

BURKE CROTTY, photo editor of NBC's press department, on April 1 is being transferred to the network's television production staff to become head of production on the mobile unit, with which NBC is experimenting with outside video pickups under all conditions of light and weather.

BOB MOON, formerly chief announcer of KFAB, Lincoln, Neb., has joined the CBS Hollywood announcing staff.

HAROLD FAIR, program director of WHO, Des Moines, and Mrs. Fair escaped with minor bruises in an automobile accident during a recent trip to Louisiana.

MARION ALFORD, formerly of KTHS, Hot Springs, has joined the announcing staff of KLRA, Little Rock, Ark.

ANN MONTGOMERY, formerly of *Radio Digest*, Chicago, has joined the Hollywood staff of Radio Features Service as writer. She replaces Roberta Woodburn, resigned.

LYNN WILLIAMS, formerly of WLMB, Monroe, La., has joined the announcing staff of KFRO, Longview, Texas, succeeding Frank Holloway, who recently resigned to free lance.

DAVE ROBERTS, formerly of WLW, Cincinnati, has joined KGFJ, Los Angeles. He succeeds Tom Frandsen who resigned to free lance.

TOM MATHEWES, newspaperman, has joined WLAK, Lakeland, Fla., as announcer and will handle sports assignments.

BEN FREEDMAN, Hollywood writer, has been added to the script staff of CBS *Texaco Star Theatre*, sponsored by Texas Co.

LOUIS PIERCE, announcer of WIP, Philadelphia, has resigned to move to Texas. His place was taken by Lee Vines, of Camden.

GEORGE SPEARS has discontinued his weekly *Between the Lines* program on KECA, Los Angeles and is now in New York to complete details for publication of his book, *Through a Monocle*, in which he reveals the Americanization of an Englishman. Mr. Spears is English-born.

FLORENCE CUMMINGS, traffic manager of WSYR, Syracuse, is recovering from an appendectomy, the second member of the staff to be stricken in a month. Al Parker, announcer, is back at work after a similar operation.

DEL CAMP, formerly program director of WDEV, Waterbury, Vt., has joined WHDH, Boston.

CHRISTIAN PHILLIPS, account executive of Davis & Schwegler, Los Angeles, producers of tax-free music and transcriptions, is in the Pacific Southwest contacting station managers. He will return to his headquarters in early June.

EDDIE LYONS, formerly of Mutual-Don Lee on the Coast, and Charles Tigner, of KSAM, Huntsville, Tex., have joined the announcing staff of Texas State Network.

DRESSER DAHLSTEAD, NBC Hollywood announcer, has been assigned to the *Rudy Vallee Variety Hour*, sponsored by Standard Brands Inc.

MRS. HELEN WATTS SCHREIBER, home economics expert of WHO, Des Moines, is expected to return to her *May I Suggest* program about April 1 after a recent emergency appendectomy.

BOB LEE, formerly of KTUL, Tulsa, WMBH, Joplin, Mo., and WHBF, Rock Island, Ill., has joined WTAD, Quincy, Ill., as sports announcer.

ED SCHEUING, who has conducted his own recording and management business for the last four years, has been appointed director of programs and artists bureau of WMCA, New York, and will also build commercial programs.

ALAN SCOTT has been placed in charge of public relations at WCAU, Philadelphia.

BOB BECKER, whose *Chats About Dogs* are heard every Sunday on NBC for John Morrell & Co.'s Red Heart dogfood, was recently elected president of the English Springer Field Trial Club of Illinois, Chicago.

WBAL, Baltimore, has assigned Mary Landis, director of its women's programs, to spend several days each month in New York to gather latest fashion information for her broadcasts.

Personnel Shifts Are Made by WLW

Miss Strawway, Guenther and Mr. Garner Get Appointments

APPOINTMENT of Buelah Strawway, former merchandising director, as promotion manager of WLW, Cincinnati, was announced in March by James D. Shouse, Crosley vice-president in charge of broadcasting. Simultaneously, Mr. Shouse announced the appointment



Mr. Guenther



Miss Strawway

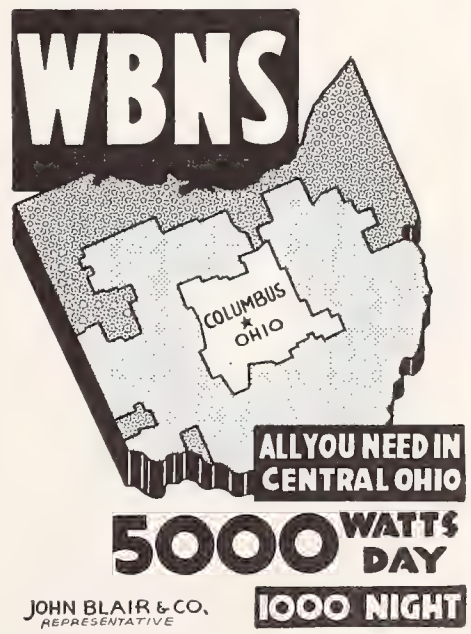
of Wilfred Guenther, former promotion director, to the newly-created position of coordinator of facsimile and television.

Richard W. Garner, formerly with the H. W. Kastor & Sons Adv. Agency, was appointed promotion manager of WSAI, Cincinnati, by Dewey H. Long, station manager. He succeeds John Conrad, resigned.

Miss Strawway joined the WLW staff in October last year, after a varied experience in advertising and merchandising. A native of Columbus, she got her start in merchandising with the Hudson Department Store in Detroit and afterward engaged in agency work in Chicago. After serving with the display and editorial departments of Sears, Roebuck & Co. in Chicago, she joined Kroger Grocery & Baking Co., resigning as copy chief in its advertising department after eight years on the staff, when she joined WLW.

Mr. Guenther joined Crosley last year, coming from Frederick W. Ziv Adv. Agency in Cincinnati. He was formerly with the West Virginia Broadcasting System and program director and promotion manager of WSAZ, Huntington. He wrote radio scripts for C. O. Sachs Adv. Co., New York, several years ago.

Mr. Garner was for 3½ years with Procter & Gamble Distributing Co. before joining Kastor. He also has been with Joseph H. McGillvra and John Blair & Co., station representatives.



Rule on Disc Announcements Should Be Lifted, King Urges

Would Not Include Phonograph Records, However; Opposes Net Disc Activity at FCC Inquiry

ELIMINATION of the mandatory rule requiring identification of transcribed programs by specific descriptive announcement was urged by Gerald King, head of Standard Radio, transcription firm, and president of the Association of Radio Transcription Producers of Hollywood, in a special out-of-turn appearance at the FCC network inquiry March 14.

Mr. King, under direct examination by his counsel, Ben S. Fisher, and cross-examination by Commissioners Sykes and Walker, and S. King Funkhouser, FCC counsel, also termed labor union's demands on transcription concerns "probably the highest of any industry" and voiced stout opposition to operation of transcription services by national networks.

Opposes Discrimination

Since transcriptions are simply another method of broadcasting, there is no reason for discriminating against such programs by requiring the "mechanical reproduction" announcements at both beginning and end, Mr. King commented, although he urged that phonograph records, not produced expressly for radio, remain under the present announcement requirements. However, both live talent and transcribed programs could well be identified at the end of each broadcast in order to let the listener know where the feature is originating, he continued. Although electrical transcriptions, produced solely for radio use, should have some consideration over phonograph records, there is no good reason for discriminating between two equally good programs simply because one is recorded and the other "live", he declared. Drawing an analogy to motion pictures, he said it would hardly be necessary to require a movie's title to include the explanation that "this is an electro-magnetic reproduction of the voices you will hear".

Describing the burden placed on transcription concerns by labor organizations, he said the "excessive" transcription rate of standard pay for artists, under the recently invoked scale, amounted to $18 per man per hour with no allowances for rehearsal, no part-hour rates, and a limit of one quarter-hour transcription in any one hour period. Asked if this did not result in a diminishing use of talent, and a consequent disadvantage to the artist, Mr. King said this was true but that the union's only comment has been, "That's our business; you go ahead and make the transcriptions".

National networks should not be in the recording business, Mr. King declared flatly, and their operation in this field amounts to "unfair competition" to the independent concerns. All things being equal, network affiliates naturally favor the network recording division over the independents in placing their transcription business, he observed.

Growth of the transcription industry is retarded by several static conditions, he said, among them the mandatory announcement rule, which "stigmatizes" transcribed programs in the popular view; hostility of network operating companies; inability of advertisers to clear time on stations, even in cases where they would secure more satisfactory and economical coverage by using transcriptions than by using network programs; recent demands of unions and performing rights groups, and new network policies, which, in the case of NBC, already do, and for CBS, "probably will" preclude independents from transcribing network programs for an advertiser-client.

Power of Networks

Departing from their original course of selecting stations with an eye primarily to securing commercial business and economic return, "CBS and NBC now are out to acquire stations simply to keep them from MBS, as I see it," he commented. For the amount spent on network wires it would be possible to produce "a far greater number of programs" by the transcription method, he said, estimating that for an annual $3,000,000 mechanical cost four separate channels of a 17-hour-a-day transcribed program service could be maintained.

The ill effects of the denial of lines into NBC studios, and the "probable" denial of CBS if it acquires World Broadcasting System, from the Hollywood independents' viewpoint, amount only to the loss of "considerable revenue" from "reference recording", although the advertising client "has no choice in determining where the recording shall be made—if it's an NBC program, it's recorded by NBC or not recorded", he declared. He called this an unfair practice because it "forced" the advertiser to do all his radio business with one company. "If NBC were not in the business, I don't think CBS would be," he continued.

Remarking on the long strides made in the transcription business "since the old shellac record days", Mr. King said the present trend was toward reducing the surface and background noise level and improving the fidelity of voice and music reproduction in transcriptions. Although lateral recording is predominant in the industry, vertical recording is about 5 decibels better than lateral on background noise, he said, but the vertical process, developed by Western Electric, is exclusively licensed to World, with the exception that Associated Music Publishers uses the process through its license to record for wired radio.

To illustrate that "the transcription industry has been progressive and aggressive" during the last decade, he pointed out that the first trans-Atlantic broadcast was accomplished by transcription in 1929. He added that from personal talks with members of "the large British colony" in Hollywood he had learned that the English, when they want entertainment, prefer the broadcasts of "Americanized" programs on continental stations to BBC programs. These programs, "100% transcribed", are broadcast without any "transcription" announcements, he added, and no stigma occurs in the minds of listeners.

Technical Standards

Although the FCC requires high standards in technical equipment, it exercises "no regulation of 50 to 60% of the programs on stations today", he commented, and suggested that it set up standards for transcription reproduction as well as for telephone line service in order to insure reproduction and pick-up of a quality in keeping with the broadcasting potentialities of the stations.

Network management of talent does not operate to the disadvantage of independent transcription firms, since they can secure the talent from them as easily as from independent artists services, he said, the only danger lying in the possibility that a talent monopoly would raise rates generally.

Use of phonograph records by stations, he said, is an unfair trade practice because the artist often competes with himself, as in cases where his records are being played simultaneously with his appearance on a network show; transcription producers pay a greater copyright fee than record companies, and although use is restricted, transcription firms pay higher union fees for musicians. Pointing out that small stations would be hardest hit, he said broadcasts of recordings should be regulated, both as to time and manner of use, and declared finally, "radio would be well off if they were prohibited", since listeners would be served better by transcriptions made expressly for radio.

Pointing to the NAB's recorded library, recently acquired by Langlois & Wentworth, as "a bulwark of public domain and tax-free music that will be available in case the industry should come to loggerheads with ASCAP", he remarked that the independents also had in their libraries a store of this material "which will stand the broadcasters in good stead in case they need it".

Records for the Record



GERALD KING

Radio News Bans Lifted in Portland

Two Newspapers Revive Their Columns; Others May Follow

THE *Portland Oregonian* and *Portland Journal*, after an absence of about a year, on March 27 returned their daily radio columns and pictures. William Moyes and Larry Gilbertson, radio editors before the ban on radio news went into effect, have been returned to their former posts. Network and independent stations on the West Coast were advised in mid-March to continue sending their news releases and art work to both publications. They were also officially advised of the return to the radio columns.

With so many fan magazines and tabloids, both free and paid, springing up on the West Coast, it is expected that other metropolitan newspapers will follow the move. It is well-known that California publishers have been seriously considering the step and in many cases have retained their former radio editors in other editorial capacities for such an occasion.

New Radio Magazines

Newest giveaway in the San Francisco Bay area now being published to help fill the gap left by deletion of radio news from metropolitan newspapers is *The Mike* of San Francisco, a weekly eight-page, illustrated tabloid, published by Charles A. Cooper of KSAN and Frank Arthur. Charles Parks, formerly of KPO, San Francisco, is advertising manager. *Fan Fare*, also published in San Francisco by Richard Guggenheim, which claims a circulation of around 100,000 weekly, will shortly expand into the Los Angeles area and also increase its radio columns. Publication has free circulation through Northern California independent grocers and is supported by advertising.

Newest Southern California radio publication is *Radio News Week*, published by Ralphs Grocery Stores, Los Angeles, with Jack Beaman as editor. Besides logs, the 24-page magazine uses a variety of mats, plenty of publicity from the networks, and local stations as well as general radio gossip. Circulation at present is said to be more than 50,000 weekly. It too is supported by advertising.

Gilmore Oil Co., Los Angeles, sponsor of the NBC-Pacific Red network *Gilmore Circus*, also publishes a weekly tabloid, *Mike*, distributed free through its service stations. Besides logs, the eight-page tabloid contains general radio news, network and independent station publicity and pictures. Little mention is made of the *Gilmore Circus*, and none about the sponsor's products.

Management Contracts Studied by FCC

Inquiry Speeded Up as Intervenor Groups Are Heard

By LEWIE V. GILPIN

APPARENTLY headed for conclusion within the next fortnight, the so-called FCC network-monopoly inquiry in two weeks raced through testimony of intervenor groups as well as management and operation contracts to clear the decks for the FCC's own rebuttal presentation covering data compiled from FCC questionnaires.

The course of the inquiry is rapidly narrowing as loose ends are assembled. Testimony ranged from an objective outline of NBC's function as a manager and programmer of independently-owned stations to appeals for self-regulation within the industry, as well as dissertations on the merits of absentee ownership, and allegations that the present allocation system not only discriminates between commercial and non-commercial operators but also lays the Commission open to outside influences.

Transcription Phase Next

The transcription phase of the inquiry—and the final episode—is scheduled for the week of April 4, following the FCC rebuttal presentation. Definitely scheduled to testify are NBC Thesaurus and World Broadcasting System, particularly in connection with the CBS acquisition of that organization. John J. Burns, CBS special counsel for the inquiry, is expected to handle the WBS-CBS presentation. Philip J. Hennessey, NBC counsel, plans to have as the principal Thesaurus witness C. Lloyd Egner, manager of the electrical transcription department. In addition several other independent transcription concerns have filed appearances, but it is not yet known definitely whether they will testify.

Following the March 14 out-of-turn appearance of Gerald King, head of Standard Radio, Hollywood transcription firm [see story on page 58], the inquiry committee starting March 15 heard testimony of Roger N. Baldwin, of the American Civil Liberties Union; S. Howard Evans, secretary of the National Committee on Education by Radio; Mark Ethridge and Samuel R. Rosenbaum, for IRNA, as representatives of intervenors.

Among those appearing during the management contract phase of the hearings were Elliott Roosevelt, president of Texas State Network; Frederick S. Caperoon, manager of WCAM, Camden, N. J.; John H. Stenger Jr., licensee of WBAX, Wilkes-Barre, Pa.; Rev. Harold A. Gaudin, S.J., president of Loyola University, licensee of WWL, New Orleans; Henry C. Crowell, managing director of WMBI, Moody Bible Institute station in Chicago; E. J. Regan, co-licensee of WQDM, St. Albans, Vt.; Glenn D. Gillett, Washington consulting engineer and co-operator of WBAX and WQDM; Alfred H. Morton, NBC vice-president in charge of MOP stations; Walter Evans, vice-president of Westinghouse Radio Stations Inc.; Boyd W. Bullock, assistant manager of broadcasting of General Electric Co.; William C. Ballard Jr., technical director of WESG, Elmira, N. Y. Roy Thompson, manager of WFBG, Altoona, Pa., and H. P. Drey, manager of KROW, Oakland.

Momentary excitement—enough to attract more than the one or two committee members who ordinarily attend the sessions—followed the statements of Mr. Baldwin and Mr. Evans that the FCC, in exercising a censorship control over radio programs, "is doing through the back door what Congress had prohibited it doing through the front door", and that "RCA, for instance", maintains a highly competent corps of engineers and lawyers in Washington "to keep in touch with the Commission" and develop a "commercial psychology" in the minds of its personnel. Otherwise, aside from heated cross-examination by S. King Funkhouser, special counsel of the FCC, on the "absentee-owner" holdings of Mr. Gillett, and stout pleas by Mr. Rosenbaum and Mr. Ethridge for "a chance" to develop self-regulation within the industry itself before the Government's regulatory powers are extended, the sessions were quietly objective.

Among intervenors who have not yet appeared, but who have asked permission to testify, are Norman Baker, formerly operator of a station in Muscatine, Ia., and now operating a Mexican border station, CIO, and the Socialist Labor Party. Mr. Baker has been notified that he may appear April 4, but definite appearances for the other two have not yet been scheduled, although they also may be heard April 4.

Civil Liberties Union Charges FCC Censorship

APPEARING for the American Civil Liberties Union, Roger N. Baldwin, director, told the Network Inquiry Committee March 15 that "the Communications Commission is doing through the back door what Congress had prohibited it doing through the front door" in exercising a censorship control over radio programs, as he charged it did in the Mae West incident. He spoke in general support of complete freedom of the air.

The Union follows three angles of approach in considering the question of free speech and censorship on the air, Mr. Baldwin declared: Federal legislation by Congress; rules and regulations set up and enforced through the FCC, and regulations of individual stations. He said the organization was opposed to government control of radio as a potential menace to free speech, as well as control of the industry by a private monopoly or monopolies, and remarked that "the tendencies toward monopoly in the industry have reached a stage where they should get attention".

Speeches of FCC officials and certain published letters of the Commission, he said, "have the effect of duress" in determining what shall and what shall not go on the air. While it might be all right for an operator or a network to exercise a censorship on certain radio material "for the good of the industry", censorship is not properly a function of the FCC, he held.

Short Licenses Hamper Freedom of Air

The main difficulty with restraints on freedom of the air arises from the present six-month license arrangements, he said, with stations constantly on guard against broadcasting anything that might conceivably be held against them at license renewal time. Recommending three-year licenses, with the burden of proof shifted from the station to the FCC in matters of revocation or non-renewal, he said there also was a need for a firmer definition of "public interest, convenience and necessity". He added that it was "exceedingly dangerous" to leave the determination of the meaning of such a term so completely to the discretion of the Commission.

Although the FCC itself could do much to improve the regulatory function under the present law, the Communications Act needs amendment, he said. He suggested that amendments be made requiring that time be set aside for discussion of public questions and controversial issues; that all stations keep a record of all applications for time, whether time is granted or not, and that stations be relieved from liability for libelous statements in cases where there should be uncensored discussion.



PONDERING a question propounded by FCC Counsel is Mark Ethridge, WHAS, Louisville, former NAB president, appearing as vice-chairman of Independent Radio Network Affiliates at the FCC Network Inquiry.



WESTINGHOUSE-NBC broadcasting contracts, under which the network handles program management of KDKA, WBZ, WBZA and KYW, were explained to the FCC Network Inquiry by Walter C. Evans (center) vice-president of the Westinghouse stations. At left is George S. Law, Westinghouse general counsel, and at right John J. McCloy, New York attorney for Westinghouse.

Sees Restraint of Trade In Restrictive Contracts

Although the Union believes restrictive network contracts, calling for exclusive affiliation of a station, to be in restraint of trade, he said it has not decided what should be done about it.

Cross-examined by Mr. Funkhouser, FCC counsel, Mr. Baldwin said three definite limitations on free speech were recognized by his organization—obscenity, libel and slander, and direct incitements to the Commission of an overt act in violation of law — and that although the Union ordinarily championed the right to free speech of any person, regardless of political belief or creed, in such cases it would have no part in them.

He recommended that instead of trying to keep controversial subjects off the air, stations should concentrate on presenting both sides of the question, leaving to the stations the question of whether a program should be allowed to go on the air and leaving to the Government prosecution of actions arising from utterances that may be made in violation of the law. Referred to the "rotten hotel" remark ad libbed by a performer during a network program, for which the network was sued and held liable, he said that under his recommendations for changes in the law the artist rather than the network should be held liable.

Asked by Mr. Funkhouser, about the case of Elliott Roosevelt, president of Texas State Network, broadcasting a regular news commentary program which often touched upon political matters, Mr. Baldwin declared that the ownership of a station or a network

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QUALITY
IN
ELECTRICAL
TRANSCRIPTION
PROCESSING
★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



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should not be involved in supporting or opposing any political or controversial doctrines.

Emphasizing his point that the burden of proof, in cases of license renewal, should be shifted from the licensee to the FCC, he said the Commission should not make any statements publicly "warning" stations that they might lose their licenses, but rather should speak unofficially to the industry.

"What a newspaper could print freely, a station in many cases would not dare broadcast because of the fear of losing its license," he concluded.

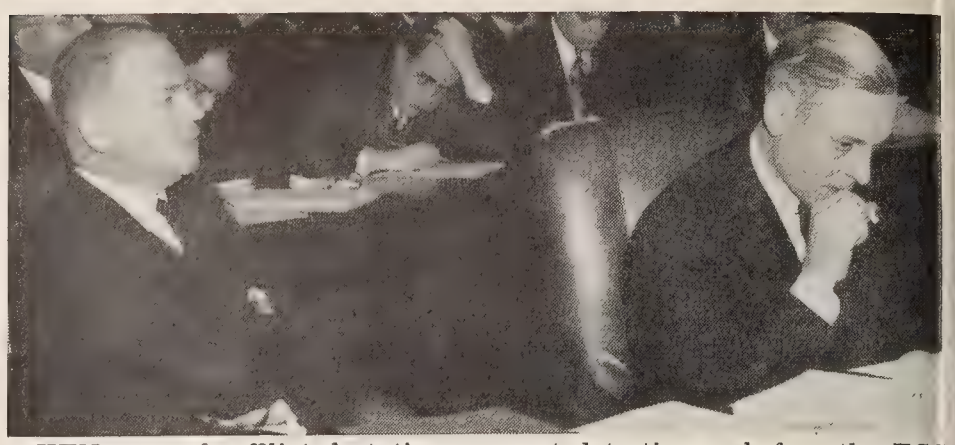
Evans Charges Efforts To Influence Commission

Following Mr. Baldwin on the stand March 15, S. Howard Evans, secretary of the National Committee on Education by Radio, precipitated a heated discussion between Commission counsel, chairman McNinch and Commissioner Walker, and himself with his charges that large broadcasting companies exercise an influence, "not improperly", on FCC operation by keeping a well-organized legal and technical staff in Washington to maintain their advantageous frequency assignments through inculcating a "commercial psychology" in the minds of Commission personnel.

Appearing without counsel, Mr. Evans read a prepared statement, setting out academically his organization's arguments in favor of establishing objective social economic standards paralleling the present technical standards, to be the basis for FCC action in allocating station facilities.

Under the present system, with only a comparatively few of the "most desirable" channels available, the FCC "necessarily" must favor some operators over others, to the detriment of non-commercial stations, he declared under fiery cross-examination by Mr. Funkhouser. He said also that the present "commercial psychology" within the FCC is concretely evidenced by the terminology, "regular broadcast commercial band", used in referring to the regular longwave broadcast band.

Pointing out that "RCA, for example, keeps the best men they can get, both lawyers and engineers, in Washington" to keep in touch with the FCC, in order to maintain the favorable assignments their stations now hold, Mr. Evans declared that so long as the Commission operates on the present regulatory basis, necessarily favoring one type of operator over another, it lays itself open to pressure that "possibly" could be exerted by such groups. Listing stations whose present facilities RCA would be particularly interested in maintaining, he included WEAF, WJZ, WMAQ and KOA.



WHEN network affiliated stations presented testimony before the FCC Network Inquiry Committee seated at the counsel table were Samuel R. Rosenbaum, WFIL, Philadelphia (left), chairman of Independent Radio Network Affiliates, and George W. Norton Jr., WAVE, Louisville, IRNA counsel. Mark Ethridge, WHAS, Louisville, IRNA vice-chairman, was testifying at the time. The biggest "gallery" since the first days of the hearing, totaling about 50, was on hand to hear the testimony.

Refers to Application By State of Wisconsin

Asked to state definite cases, he cited the application of the State of Wisconsin for the facilities of WMAQ. on which to operate a non-commercial station, as a "threat" to a present holding of a large commercial operator. Although he made no direct charge of outside influence affecting the Commission's pending consideration of this case, he declared that he had been told that certain Washington radio lawyers "couldn't take the case if they wanted to" because they were receiving "big retainers" from the large operators, and their identification with the wrong side of the case would work to their economic detriment.

Mr. Evans recommended that if the present regulatory procedure is to be maintained, provision be made that stations with the "more desirable" frequency and power assignments be required to carry a greater proportion of strictly public service features.

In his prepared statement, Mr. Evans asserted the present allocation system imposed "a severe limitation on any possible opportunity for freedom of speech on the air", and explained that conflict between "admittedly a sound system of allocation and what seems to be a sound and reasonable theory of commercial competition in the use of facilities" grows out of the fact that the FCC allocates the facilities to be used but has no adequate control over the use to which they are put. In granting 50,000 watts power to one person and 100 watts to another, with the knowledge that both stations are going to compete directly for advertising revenue, as they must necessarily do, the FCC "is helping to determine the outcome of commercial competition before it begins and thus is destroying the principle of fair competition on which the system of American radio is supposed to rest".

Technical Aspects Are Said to Dominate

"The Commission has to depend for the justification of all of its acts, some of which have strong social implications, largely upon the standards which have been developed for technical operation," he commented in justifying his stand for additional objective social-economic standards. "In every case it must emphasize the importance of the technical aspects and minimize the social and economic factors because this is the only practical way to support a decision with the objective factual evidence necessary to sustain it if taken before the courts."

"Legitimate criticism can be directed at the Commission for its failure to develop objective standards for every factor to which it gives weight in any of its decisions," he continued. "Without standards there is almost certain to be inequality, however unintentional, in the treatment of those who come before the Commission."

When the Congress of Industrial Organization failed to appear March 16 for its scheduled appearance, a group of Washington women representing local Parent-Teacher organizations testified briefly to protest against "undesirable children's programs". Listing among the "undersirable" listening for children *Tom Mix, Buck Rogers, Lone Ranger, Jack Armstrong* and *Gangbusters,* they explained their objections arose chiefly because they were "too exciting" for juvenile listeners. Commissioner Sykes, at conclusion of their testimony, suggested that they take up the matter with local stations and the national networks.

As the hearings recessed to March 21, Mr. Funkhouser entered on the record the information that L. L. Coryell & Son, of Nebraska, a former applicant for a permit, would not appear but had asked permission to file a statement for the record.

WBAL
means business in Baltimore

IRNA Spokesmen Favor Industry Self-Regulation

Resuming March 21, the Committee heard representatives of IRNA wind up the testimony of intervenor groups before entering the next phase of the inquiry-operation and management contracts. Although originally signifying its attention to appear as an intervenor, the American Guild of Musical Artists failed to report and its appearance was withdrawn.

Appearing for IRNA, under examination by George W. Norton Jr., IRNA counsel, Samuel R. Rosenbaum and Mark F. Ethridge made a general plea for self-regulation within the industry and recounted the strides made by the NAB network-affiliate organization in dealing with station-network relationships.

Mr. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA, briefly described the organization, composition and operation of IRNA. He said the organization was "democratizing the operation of networks" by giving the network an opportunity to hear as a group the affiliates' suggestions on operating policy and the stations a chance to present their views so they will command the attention of the networks.

He emphasized that it was not the intention of the representative committees to act as a collective bargaining agency for the affiliates as a group, or for any individual affiliate with regard to business dealings involving compensation or other questions of private contract between the affiliate and the network. Mr. Rosenbaum explained that the plan of IRNA was addressed only to subjects in which the Federal licenses and interest of the public is affected.

Cross-examined by Mr. Funkhouser, Mr. Rosenbaum said IRNA makes no suggestion to the FCC as to how it should consider the network question, but merely enters a "report" directing attention of the Commission to the efforts toward self-regulation by mutual discussion now being carried on within the industry. "See how far self-regulation within the industry will go before bringing in the government to regulate," he commented.

Mr. Ethridge, vice-president and general manager of the *Louisville Times* and *Courier-Journal*, licensee of WHAS, Louisville, and vice-chairman of IRNA, told of the genesis of the organization stemming from AFM difficulties in the summer of 1937.

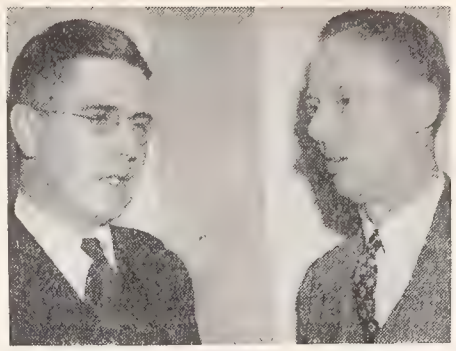
Originally Formed to Dicker With Union

The independent affiliated stations got together at that time, he explained, primarily to negotiate with the union, since the networks as such, except for their managed and operated stations, had no power either to represent or negotiate for the stations. Committees drawn from the station representation negotiated with both the AFM and the networks, he continued, and "after weeks of negotiation finally arrived at satisfactory conclusions with both the networks and the union".

"From that experience there came to the network affiliates the realization that they should have, and, in fact, badly needed a permanent organization to deal with their particular problems," Mr. Ethridge commented. "The NAB represents the industry upon a broad basis and in all questions affecting the industry as a whole, but there are particular problems affecting only the networks and their affiliates. To deal with them IRNA was set up as a section of NAB."

Stating that network affiliation is "a purely voluntary matter", with contracts "made on a cold-blooded basis of economics", he said the feeling is that the question of allocating time as between network and affiliate can be worked out by policy boards. Generally speaking, "exclusivity" provisions in network-station contracts are in the public interest, he declared, and in cases of a contract "deliberately entered into to exclude some other network from a given area" the facts in each particular case would determine whether or not it were in the public interest.

"As long as the contractual relationship between the affiliate and the network is a voluntary agreement, I believe it would be decidedly against the public interest for a governmental regulatory body to decree whether or not the affiliate was to enter into any network contract; whether the affiliate was to enter into a contract with this chain or network or some other one, and what the terms and conditions of that contractual relationship should be," he said. "Such a procedure would remove from the affiliate the exercise of any discrimination or judgment and would substitute therefor the judgment of the members of a regulatory body, many miles removed from the actual scene of the conduct of the business, and from an intimate knowledge of the public needs and reactions in any given community.



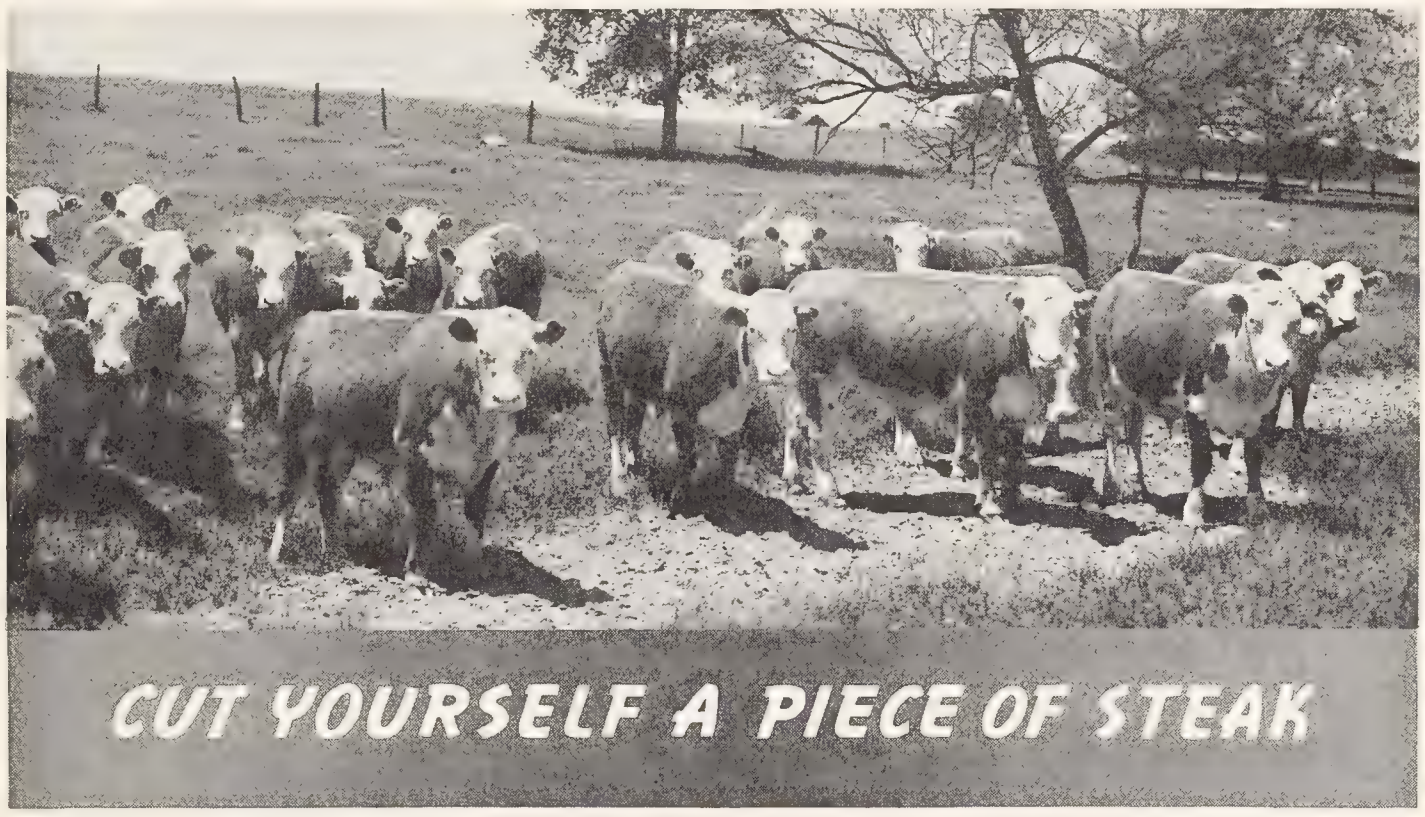
GE-NBC contracts involving General Electric's WGY, KOA and KGO, were explained to the FCC Network Inquiry by Boyd W. Bullock (right), assistant manager of broadcasting for GE, under examination of his attorney, L. D. Coffman.

The matter of exclusivity contracts should be left to the industry, he said under cross-examination, and although it is the duty of the regulatory body to determine whether public interest is served, that does not mean that a place should be opened arbitrarily for a third network, particularly when its operation would not be economically feasible.

Roosevelt Explains KPLT Management Pact

"Give us some time and see what we can do," he concluded, asking that the FCC leave some space within the sphere of regulation for self-regulation within the industry.

Opening the testimony on con-



A piece of the WOWO Family's $34,212,000 annual income from beef cattle awaits you.

This ready money, a part of the total annual income of **a quarter billion dollars,** goes largely for products spoken of over WOWO because of listener confidence fostered by years of daily service. WOWO is cutting advertising cost on many products in the Tri-State area.

10,000 Watts: 1160 Kilocycles *NBC Basic Blue Network*

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS, National Representatives

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

SERVING

Listeners with more news and sports coverage than all other local stations

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

tracts, Elliott Roosevelt, president of Texas State Network, who previously had appeared before the Committee with other regional network representatives [BROADCASTING, March 15], told of operation of KPLT, Paris, Texas, under a management contract with TSN. Under direct examination by William A. Porter, TSN counsel, he explained that the contract with North Texas Broadcasting Co. was entered into after KPLT had expressed a desire to join the TSN organization but found itself unable to afford the standard of operation required by the network. Under the one-year contract, TSN pays all operating costs of the station and generally "builds up" station personnel and the quality of its program service, leaving matters of policy to the licensees, Mr. Roosevelt declared.

Asked by Mr. Funkhouser if this did not "in fact" amount to an actual transfer of the station's license, Mr. Roosevelt answered that the difference was the same as between a lease and a management contract. In the case of KPLT, he continued, "complete operating control remains in the hands of the licensee", with no orders coming from himself, as TSN president, or any other officer as to what business should be put on or off the station. He said that several times the station has not carried certain programs which TSN has been interested in having it broadcast. The whole operation is based on "a very cordial relationship and mutual trust", he concluded.

Responding to a call for testimony on the CBS lease of KSFO, San Francisco, Paul A. Porter, CBS counsel, explained that the application for lease, between CBS and Associated Broadcasting Co., was still pending before the courts, and secured assurance that no appearance would be required at this time.

Caperoon Explains Camden Sales Contract

Frederick S. Caperoon, general manager of WCAM, Camden, N. J., also appeared March 21 to describe the station's operation under a sales contract between the City of Camden, licensee, and Mack Radio Sales Co., local time-selling organization. Under its contract with Mack, the station sells 1,300 hours to the firm for $20,000, Mr. Caperoon said, but since this is merely a time-sale agreement, the station retains "full and complete control" of operation and programs. He emphasized that the station is operated by the same personnel as before the contract, which was made May 16, 1938, and runs to May 15, 1939. Including the time sold to Mack Radio Sales, the station operates about 1,750 hours annually, he said.

Following Mr. Caperoon, Thomas O'Neill, an auditor employed by the City of Camden, testified regarding WCAM's financial operation. He said the city paid all maintenance expenses, along with salaries, which he estimated averaged "a little more than" $900 per month for the 11 persons on the payroll.

Questioned briefly by Mr. Funkhouser, Aaron Heine, Camden attorney and secretary-treasurer of the Mack company, said that although his firm made some "suggestions" about programs for advertisers to whom they had sold time, all programs were submitted to and had to have the approval of Manager Caperoon. Referred to the wording of the contract providing "approval" by the manager, he said the Mack company interpreted "failure to approve as tantamount to rejection of programs". Before excusing the witness, Mr. Funkhouser requested Frank Stollenwerck, WCAM counsel, to supply for the record figures on the income from sale of time by Mack Radio Sales from May to December, 1938.

Joint Operation of Wilkes-Barre Station

John H. Stenger Jr., licensee of WBAX, Wilkes-Barre, Pa., described the joint operation of the station, with Dale Robertson as station manager, as carried on under a contract with Glenn D. Gillett, Washington consulting engineer. Explaining that under the contract he receives $50 per week as salary and 50% of the profits, Mr. Stenger declared that he has "final judgment" in program and policy matters and that his responsibility as licensee has not been shifted through the arrangement with Mr. Gillett.

Mr. Gillett followed him to the stand, giving supplementary information outlining the development of his interest in the station. For engineering services rendered WBAX he held about $2,300 in judgment notes, Mr. Gillett said, when Mr. Stenger notified him he was having "serious financial difficulties" and asked him to "come and help save the station". After a conference in Wilkes-Barre, he made arrangements for refinancing with the station's creditors, engaging "high class personnel", and generally "putting the station on its feet", Mr. Gillett stated. This required him to put up about $16,000 in cash and guarantee about $6,000 in additional credit, he said. Under the contract, executed in May, 1938, Mr. Gillett would receive 50% of net profits, although, as he explained, this share was not to be taken out until past indebtedness was cleared.

Observing that the station's gross has been built up from about $1,000 per month to $1,300 and up per week, Mr. Gillett said it has earned a profit of $5,000 or $6,000 since Oct. 1 and is rapidly earning back the original deficit. He estimated that the remaining indebtedness would be cleared within two years.

Although he "repeatedly makes suggestions" toward improvement of programs and service and has actual financial control and "supervision" over the business of the station, Mr. Gillett declared in answer to questions by Mr. Funkhouser and Committee members that this alone did not constitute "control of the station", since "policy control" remained with the licensee, Mr. Stenger. He commented that the station's present profitable operation resulted from "team play" among all concerned, including Manager Robertson, and agreed with Mr. Funkhouser that his position in the "team organization" could best be described as "coach".

Outlining the projected future of the station, Mr. Gillett said it is planned to form a corporation, including himself, Mr. Stenger, and Marcy Eager, an engineering associate in Wellesley, Mass., to purchase the station. Under the plan, he said, the remaining indebtedness —money advanced by and due to himself—would be applied in purchasing the stock of the old company, and the station then would "start with a clean slate", with only current liabilities.

Mr. Robertson, WBAX manager since May 15, 1938, also made a brief appearance, declaring that



LET'S HEAR WHAT TO BUY TODAY, SUSIE!

Over a million people in the fertile Red River Valley look to WDAY as their very best source of radio news, entertainment and buying information. Why? Because WDAY is the only station that's heard throughout the entire Valley—the only chain station for 190 miles in any direction from Fargo! A swell medium for any advertiser with something to sell!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

"Hello, Mr. Blayne Butcher" (Lennen & Mitchell)

Did You say MARKET?



Cover the big state of Wyoming and you reach around 206,000 people. Cover Peoriarea, and you reach almost THREE TIMES as many people. It's a tidy, rich market all within 65 miles of Peoria. W M B D covers it completely.

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS WMBD

WMBD PEORIA

MEMBER CBS NETWORK

gross income of the station had been increased about 500% under the new operative setup, and corroborating Mr. Gillett's statement that "Mr. Stenger hires and fires".

University Control Of WWL Is Recited

Rev. Harold A. Gaudin, S.J., president of Loyola University, licensee of WWL, New Orleans, in another brief appearance, described the management contract with WWL Development Co. Inc., as "a convenience" that relieved the religious order from directly engaging in commercial business. Observing under examination by Paul M. Segal, WWL counsel, that the contract gives the management corporation "not even the power of a station manager", Fr. Gaudin said the University, as licensee, held full control over programs and operation. All profits accrue directly to the University, he added, and "not one penny" is paid any director of the corporation.

He pointed out that all commercial matters of the University are handled by the Marquette Assn. for Higher Education, founded for that purpose in 1907, and with the WWL Development Co. formed primarily to look after the commercial operation of the school's radio station, this "business organization" advises the University on other commercial ventures than radio.

Representatives of the University, including himself and Fr. F. A. Cavey, S. J., who superintends the station for the school, are present at all board meetings, he continued, and with the board discussing program policies, Fr. Cavey becomes "contact man" between the board and the station manager.

Gives History of Station's Operations

In response to Mr. Funkhouser's request, Fr. Gaudin outlined the history of Loyola's radio station operation. He said it began in 1922 with "a transmitter secured from a visiting boat", operating solely as an educational service. By 1929, with operation continuing "at a distinct financial loss to the University," it was decided that the station could be operated commercially if proper arrangements could be made to remove the religious institution from direct participation in the station. The WWL Development Co. was formed at that time, with prominent local laymen on its board, and the station began operating commercially.

"As an actual fact the station is operated by the University," and there is no reason for issuing the WWL license to the corporation rather than the University, he said.

Concluding the March 21 session,



FOR WWL, New Orleans, 50,000-watter, Rev. Harold A. Gaudin, S. J., president of Loyola University, which operates the station, appeared to testify before the FCC Network Inquiry, apropos WWL's management.

Henry C. Crowell, managing director of WMBI, Chicago, and assistant to the president of Moody Bible Institute, testified briefly on the operation of the non-commercial station by Moody Bible Institute Radio Station Corp. Pointing out that the trustees for both Moody Bible Institute and the station corporation were the same, he described a new lease, of March 17, 1939, definitely reserving control of programs and policy to the Institute as licensee. He explained that no question had been raised about the residence of control until the institution's application last fall for a high frequency noncommercial station. The new lease was drawn to remedy "the apparent confusion in the minds of the Commission", he said, adding that "as I see it, it (control of program policy) has always been with the licensee".

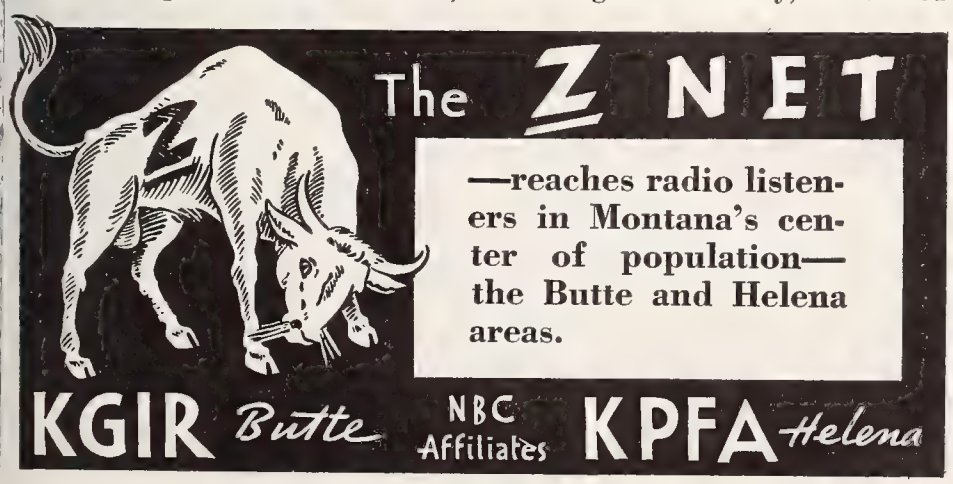
Agreement for Control Of WFBR, Baltimore

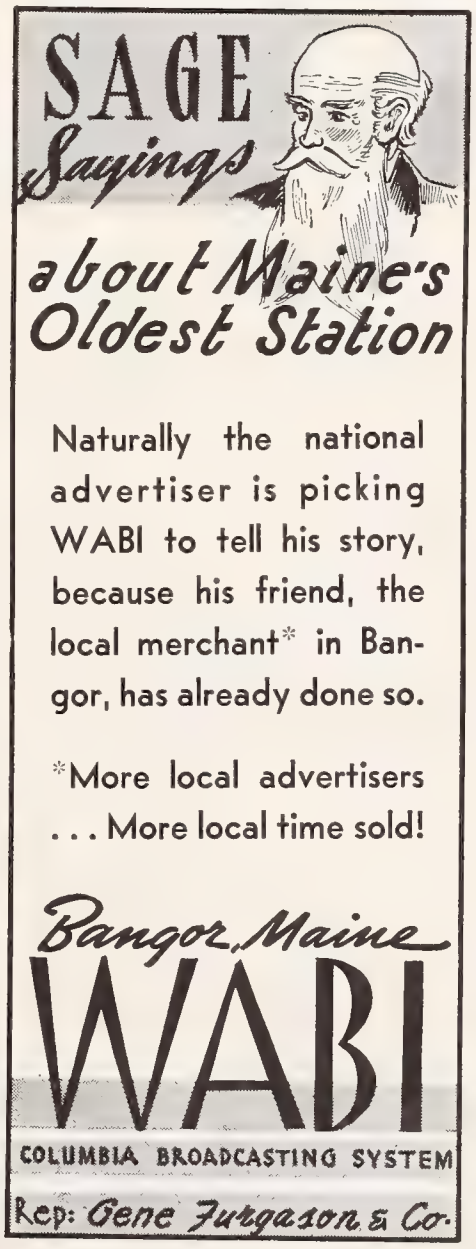
Appearing March 22 for Baltimore Radio Show Inc., licensee of WFBR, Baltimore, William L. Marbury, Jr., Baltimore attorney, described the 10-year voting trust agreement, dating from November 1934, under which the corporation operates. Mr. Marbury, under direct examination by Reed T. Rollo, Washington attorney, recounted earlier efforts by interested parties to gain control of the corporation which resulted in an original voting trust agreement, dated Dec. 8, 1933, subsequently superseded by the later agreement. He declared that with voting trust certificates issued to participating stockholders, "control of the station was transferred to the voting trustees on Dec. 8, 1933".

E. J. Regan, co-licensee of WQDM, St. Albans, Vt. with F. A. Bostwick, outlined operation of the station under a contract with Mr. Gillett similar to his WBAX pact. Under the contract, executed May 1, 1938, he receives a salary of $30 per week plus commissions as a salesman for the station, Mr. Regan said, and Mr. Bostwick also receives an equal weekly salary, with 50% of net profits going to the co-licensees. The remainder of the profits, none of which is divided until indebtedness is cleared, are divided on a 60-40 basis between Mr. Gillett and G. S. Wasser, WQDM manager, he said.

Mr. Wasser, who followed Mr. Regan to the stand, reported among the improvements resulting from the "more efficient operation" a drop in the use of recordings from 90% of the time to 10%, a "great increase" in live shows, a development of sponsored shows from scratch, and mail response to WQDM programs increased from 50 letters per month to 6,000.

Mr. Wasser said he "confers" frequently with Mr. Regan and Mr. Bostwick, and most of the station's problems of program policy are settled between them, and he makes weekly and monthly reports on operation and business to Mr. Gillett. He pointed out that although





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The NBC Red and Blue Outlet

WSPD—the Voice of Toledo, has served this community for 18 years. We have the confidence of our listeners and the large list of National accounts using this station for years conclusively proves it.

WSPD

5000 Watts Day

1000 Watts Night

Toledo, Ohio

National Representatives
JOHN BLAIR & CO.
New York Chicago Detroit
Los Angeles

overhead has jumped from $1,000 to about $2,300 per month, the station's income has risen also, and at present it is operating "about on the line" between profit and loss.

Mr. Gillett, appearing briefly again, said he had put up about $6,000 in cash and underwritten credit liabilities of about $2,000 more for the station.

Morton Tells of NBC's MOP Contract Provisions

Alfred H. Morton, NBC vice-president in charge of managed, operated or programmed stations, testified briefly on the contractual relations between NBC, General Electric and Westinghouse. Under examination by P. J. Hennessey Jr., NBC counsel, Mr. Morton discussed the basic contracts with these companies, explaining changes resulting from supplementary agreements.

The contract with General Electric, introduced as an exhibit, and dating from Nov. 21, 1932, provided as of Jan. 1, 1933, for lease of KOA, Denver, and KGO, San Francisco, to NBC, and programming of WGY, Schenectady. With "unlimited supervision of programs" on KOA and KGO, NBC agreed to pay operation costs of the two stations, while in the case of WGY, NBC merely furnished programs, with cost of operation and maintenance along with "unlimited supervision" reverting to General Electric.



CONTRACTUAL relations of NBC with Westinghouse and GE were outlined to the FCC Network Inquiry by Alfred H. Morton, (center) NBC vice-president in charge of managed, operated and programmed stations. He is flanked by S. D. Gregory, (left) KDKA general manager, and Kolin Hager, WGY general manager.

Annual payments by NBC to General Electric, according to the 1932 contract, included $80,000 for technical operation of WGY; 10% of the reproduction cost of the station (exclusive of land), set at $695,000, for depreciation; 5% of reproduction cost (including land), set at $730,000, for interest on GE's total investment; an "additional sum" of $85,000, and 25% of the additional revenue resulting from a raise in station rates. With NBC holding the sole right to determine advertising rates on the stations, under the contract, GE agreed to pay $2,500 per month for broadcast on WGY of certain GE programs. NBC also agreed "upon termination of this agreement" to assign to GE unfulfilled contracts for time on the stations. Provision also is made that if GE should acquire a station "serving substantially and regularly the same territory" served by one of the three stations included in the contract, NBC has the right to cancel the contract with one year's notice. The same cancellation provision is applied for "a fundamental change in the art which shall seriously impair the value of the station". At expiration of the agreement NBC is to reassign the licenses of KGO and KOA to GE.

Agreement Covering Westinghouse Stations

Under supplementary agreements staggering the expiration dates among the stations, the contract for KOA expires June 30, 1943; for KGO, June 30, 1945, and for WGY, June 30, 1942, according to Mr. Morton.

The Westinghouse contract of Nov. 21, 1932—covering KDKA, Pittsburgh, WBZ, Boston, WBZA, Springfield, Mass., and KYW Philadelphia — provided for complete programming by NBC and "complete control of the stations and of each of the station's transmitters and studios and of their equipment, apparatus and operation, including the unlimited supervision thereof" by Westinghouse, at its own expense.

Prescribed payments to Westinghouse included $321,000 per year for technical operating expenses; 10% of present reproduction cost (exclusive of land), set at $840,000, for depreciation; 5% of present reproduction cost (including land), set at $895,000, for interest on Westinghouse's investment; an "additional sum" of $125,000; $32,600 representing the annual rent of Westinghouse studio and office space leased for the stations, although NBC reserved the right to secure and pay for other quarters if it wished, and 25% of additional revenue resulting from rate increases.

Staggered expiration dates, provided in supplementary agreements, include Dec. 31, 1941 for WBZA, Dec. 31, 1943 for WBZ, Dec. 31, 1942 for KDKA, and Dec. 31, 1945 for KYW, Mr. Morton said.

He also explained that other supplementary provisions have been entered into with both Westinghouse and General Electric, largely to make allowance for changes in facilities, which would be reflected in revisions of the definite figures of the original contracts.

Citing Mr. Morton's statement that NBC owned but did not operate KEX, Portland, KJR, Seattle, and KGA, Spokane, Mr. Funkhouser asked him why NBC leased these stations in favor of securing coverage through affiliates. Mr. Hennessey answered that with "depression conditions" prevalent, NBC desired to withdraw from actual operation of the stations.

During subsequent discussion with Mr. Funkhouser, during which he termed programs the "life stream" of a station, Mr. Morton declared that licensees need not necessarily be in complete control of the "life stream", particularly "if someone else can do a better job of programming".

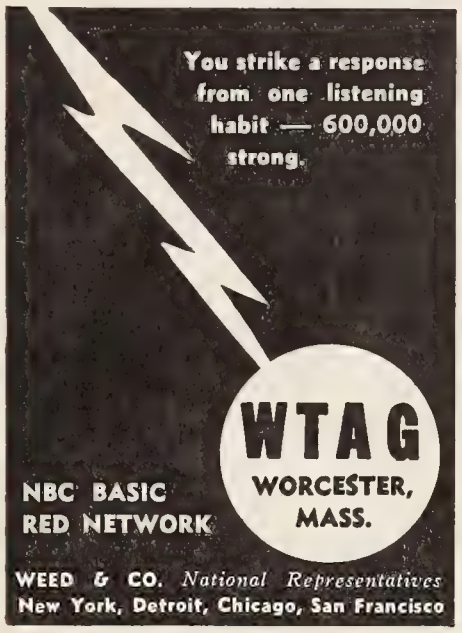
Evans Describes Control Over NBC Programming

Walter Evans, vice-president of Westinghouse Radio Stations Inc., under examination by John J. McCloy, Westinghouse counsel, declared that his company exercised effective control over the NBC programming through the company's representative at each station and the program supervisor stationed in Baltimore. He said that this control was "somewhat greater than that of an ordinary network affiliate."

Westinghouse representatives make program suggestions from the time of the first audition, through rehearsal, to the actual broadcast, when company representatives actively monitor the program both from the control booth and the transmitter, he continued. With both NBC and Westinghouse representatives at each station, differences ordinarily are worked out right at the station, he remarked, although "there are not many instances of differences". Although Westinghouse itself produces no programs, it does "contribute" to program building, he concluded.

GE's Supervision Over WGY Related by Bullock

Appearing for General Electric, with examination handled by L. D. Coffman, GE counsel, Boyd W. Bullock, assistant manager of broadcasting for the company, outlined in detail the operation of WGY under NBC programming. Contributing to GE's powers of program approval and censorship is its full control of the technical operation of the station and the "close and frequent contacts with NBC". He pointed out also that many of the present members of the NBC program personnel at WGY were GE employes when the







company operated the station entirely by itself.

Speaking of the "negative controls" reverting to General Electric, he cited several cases where scheduled NBC programs had been kept off WGY; and asked about "affirmative controls", he cited inclusion on the program schedule, at the insistence of GE, of produce market reports of particular interest in the WGY service area.

Questioned further by Mr. Funkhouser, Mr. Bullock declared that although GE, under its contract with NBC, has no power over rates, "it does talk about them", and "practically speaking" it has in no sense lost any control over WGY in delegating rate-making powers for WGY to NBC.

As the March 22 session concluded, Mr. Hennessey appeared briefly on behalf of St. Lawrence University, licensee of WCAD, Canton, N. Y., explaining that the proposed assignment of the WCAD license to the Brockway Co., which has applied for permission to move the station to Watertown, N. Y., has not yet become effective due to pending litigation in the case of Black River Valley Broadcasts Inc., covering a similar situation, and hence no appearance was believed necessary.

Lease Arrangement Of WESG Is Scanned

Appearing March 23 for Cornell University, licensee of WESG, Elmira, N. Y., William C. Ballard Jr., technical director of the station and a member of the engineering faculty of the University, described the WESG lease arrangement with the *Elmira Star-Gazette*. The present five-year lease was executed April 1, 1938, while the *Star-Gazette* application for a local station in Elmira was pending before the FCC, he stated. A construction permit was subsequently authorized for the new station.

Mr. Ballard pointed out that the WESG transmitter is located on the Cornell U campus, where it is operated and maintained "in toto" by school personnel, both faculty members and students. With technical operation "100% in the hands of the University", the *Star-Gazette* organization merely sells time on the station, he continued, and the University, as licensee, makes all contracts, such as those with CBS and ASCAP.

Under the *Star-Gazette* contract the University retains the right to "strictly supervise" all programs, and actively supervises all broadcasts, he went on, at times ruling against and preventing the broadcast of certain programs, both commercial and sustaining, not in the public interest. The Elmira organization is "very cooperative" in arranging for special sustaining programs, clearing scheduled commercial time if necessary, when the situation arises, he said.

Cornell gets $10,000 a year and 25% of the profits from operation of the station, he declared, and the *Star-Gazette*, under the contract, can use up to 10 hours of the ordinary 12-hour broadcast day, although it actually uses much less than that for commercial programs it sells. Much of the station time goes for CBS sustaining features, he said, and for local programs the *Star-Gazette* pays 4/5 of the cost and the University 1/5.

Present income to the University from the station covers operating expenses and "a slight profit", which is plowed back into technical improvements, Mr. Ballard said.

Asked by Mr. Funkhouser about the University's attitude toward the *Star-Gazette's* constructing and operating a new local station in Elmira, Mr. Ballard said the plan was satisfactory with Cornell, since "we quite definitely imagine" there is room for another station in the territory. The new station presumably will handle programs of local interest, he explained, while WESG will concentrate on giving a regional service. He also stated that although he could not "go beyond hearsay" in speaking of the effect of operation of the new local, he presumed the present contract obligations would not be affected.

Thompson Explains WFBG Lease Operation

Paul D. P. Spearman, Washington attorney, appeared briefly before the Committee to correct an "erroneous" answer on the questionnaire filed by C. C. Morris, licensee of KADA, Ada, Okla. Reading a telegram received from Mr. Morris, Mr. Spearman emphasized the licensee's statement that he did in fact exercise "full control" of the station, contrary to the statement made in the questionnaire that "the manager operates the station without consulting the licensee".

Winding up the week's session, Clarence W. Miles, counsel of Monument Radio Co., licensee of WCAO, Baltimore, appeared briefly to outline a voting trust agreement under which the station has been operated since April 15, 1931, and which, he declared, has resulted in no transfer of control.

On March 28 Roy Thompson, for the last 15 years manager of WFBG, Altoona, Pa., testified on operation of the station by Gable Broadcasting Co., licensee, under lease from the W. F. Gable Co., department store owners of the station. Pointing out under examination by his counsel, George O. Sutton, that the two corporations have the same officers and directors, he explained that Gable Broadcasting Co. was formed in 1932 when the Federal Radio Commission notified the W. F. Gable Co. that it was not qualified to operate a radio station under its charter.

The present lease arrangement was executed at that time, and the transfer of license authorized in April, 1932, with Gable Broadcasting Co. operating the station and doing the actual selling of time, but all bookkeeping done by W. F. Gable Co., which owned all the stock of the operating company. Exhibits offered by Mr. Thompson indicated that the station in 1938 made a profit, which is carried on the books as the equivalent of rent for studio facilities, of about $17,000.

Also appearing March 28, H. P. Drey, president and general manager of Educational Broadcasting Corp., licensee of KROW, Oakland, Cal., outlined his functions under a management contract with the corporation, dating from April, 1934. The corporation, originally capitalized at $225,000, now has more than 200 stockholders, although only $85,000 worth of stock actually has been issued, he said. Owning about 38% of the stock, half of which he bought and half earned, he said he owned more stock than the other four members of the board of directors together.

In addition, he operates Western Radio Publicity Service, an advertising agency placing "only a small part of" KROW's business, and he receives additional compensation above his salary as general manager in the form of commissions on the business the agency places on the station, Mr. Drey explained.

KROW Management and Stock Ownership Outlined

Although under terms of his management contract with the station he was to get a salary of $700 per month, he said the actual cash payments to him have amounted to only $125 per month up to Aug. 31, 1934, and since then $150 a month. The difference due him, he explained, was supposed to be paid in cash, but over his protest he was paid in stock for the amount due during the first two years of the contract, from that time to September, 1938, by a note, and since then merely accrued credit on the books of the corporation. He estimated that the corporation now owes him about $12,000, including $10,900 on the note covering the period to September, 1938, and subsequent accruals.

Total indebtedness of the corporation in 1934 amounted to between $50,000 and $60,000, he said, including a $30,000 bond issue and various notes. Since that time earnings of the station have been used to pay off from $35,000 to $40,000 of the indebtedness, he continued, including $13,200 of the bond issue, a $13,500 note for the new transmitter purchased at that time, all notes to stockholders and bills payable. Pointing out that during this period the station also had constructed and paid for new studios in Oakland and San Francisco, he said the present remaining indebtedness is only the $16,800 due on the bond issue and his note.

Concluding the management contract testimony March 29, H. R. LePoidevin, secretary-treasurer of Racine Broadcasting Corp., licensee of WRJN, Racine, Wis., and H. J. Newcomb, manager of the station, appeared briefly to describe the operation, under contract with outside parties, of remote studios. Declaring that although the operator of their remote studios, of which there is only one operating under contract at present, has the power to determine rates on the time he sells, the management of WRJN supervises and controls all programs, they said.

The Baby Reigns

IT WAS mere coincidence, they say at WISN, Milwaukee, that on March 10 Chief Accountant Joe Sergio should have been presented with a 7 lb. baby girl by Mrs. Sergio, and on the same day the program *His Majesty the Baby* was sold to E. F. Pahls Co. (nursery supplies). Program originates each Tuesday afternoon from the maternity floor of a local hospital, and features interviews with Milwaukee's newest mothers and sound effects by the city's newest citizens.

DO YOU KNOW?

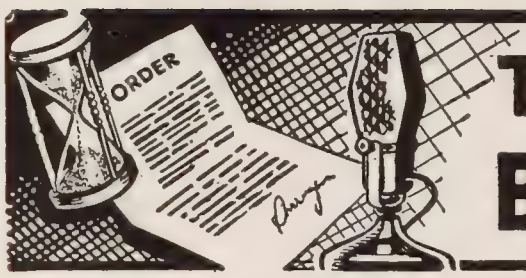


— THAT THE VALUE OF NORTH CAROLINA MANUFACTURES IS MORE THAN ONE BILLION DOLLARS PER YEAR?

— THAT N.C. HAS 8,400 MORE RADIO FAMILIES THAN ITS NEAREST "COMPETITOR" AMONG THE EIGHT SOUTH ATLANTIC STATES!



WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

Chamberlin Laboratories, Des Moines (lotion), 3 *ta* weekly, thru Coolidge Adv. Co., Des Moines.
Maytag Co., Newton, Ia. (washing machines), 3 *sp* weekly, thru McCann-Erickson, Chicago.
Greco Canning Co., San Jose, Cal. (canned string beans), 5 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
J. A. Folger Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.
Washington State Apples Inc., Wenatchee, Wash., 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Industrial Training Corp., Chicago, weekly *sp*, thru James R. Lunke & Associates, Chicago.
A. E. Staley Mfg. Co., Decatur, Ill. (Staley's cube and cream corn starch), 6 *sp* weekly, thru Gardner Adv. Co., St. Louis.
Minnesota Consolidated Canneries Inc., Minneapolis (Butter Kernel Corn), 6 *sp* weekly, thru Long Adv. Service, San Francisco.
California Spray Chemical Co., Richmond, Cal. (bug spray), 7 *sa* weekly, thru Long Adv. Service, San Jose, Cal.
Fred Fear & Co., Brooklyn (Easter egg dyes), 3 *sa* weekly, thru Menken Adv., N. Y.

KFRC, San Francisco

Roma Wine Co., San Francisco, weekly *sp*, thru R. Cesana & Associates, San Francisco.
Star Outfitting Co., San Francisco (clothing chain), 6 *sa* weekly, thru Allied Adv. Agency, Los Angeles.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand Cigarettes), 3 *t* weekly, thru McCann-Erickson, N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry, Rinso), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Owl Drug Co., San Francisco (drug store chain), 6 *sa* weekly, thru MacWilkins & Cole, Seattle.
Wander Co., Chicago (Ovaltine), weekly *sa*, thru Blackett-Sample-Hummert, Chicago.
Oxo Ltd., Boston (boullion cubes), 40 *sa*, thru Platt-Forbes, N. Y.

WHK-WCLE, Cleveland

Weco Products Co., Chicago (toothpaste), 3 *sa* weekly, thru Austin & Spector, N. Y.
Foley & Co., Chicago (Honey & Tar syrup), 5 *sa* weekly, thru Lauesen & Salomon, Chicago.
Health Aids, New York (Serutan), 3 *t* weekly, thru Austin & Spector, N. Y.
Utilities Engineering Institute, Chicago, 10 *t*, thru First United Broadcasters, Chicago.
Washington State Apples, Seattle, 26 *sa*, thru J. Walter Thompson Co., San Francisco.

WEEI, Boston

Walker Shoe Stores, Boston, 3 *sa* weekly thru Chambers & Wiswell, Boston.
J. A. Wright Co., Keene, N. H. (silver polish), *sa* series, thru James T. Chirburg Co., Boston.
Utilities Engineering Institute, Chicago, weekly *t*, thru First United Broadcasters, Chicago.

WHO, Des Moines

Earl Ferris Nursery Co., Hampton, Ia., weekly *sp*, thru Lessing Adv. Co., Des Moines.
Olson Rug Co., Chicago, 6 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Zoller Brewing Co., Davenport, Ia., weekly *sp*, thru R. A. Moritz Co., Davenport.
John Lucas & Co., Philadelphia (paint), 100 *sa*, thru Lewis Edwin Ryan, Washington.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 520 *ta*, thru Benton & Bowles-Chicago.
Mars Inc., Chicago (candy), 13 *sp*, thru Grant Adv. Co., Chicago.
Cleveland Cleaner & Paste Co., Cleveland (Walvet), 4 *sa* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Chicago Bedding Co., Chicago, 6 *sp*, thru Newby, Peron & Flitcraft, Chicago.

KSFO, San Francisco

Colonial Dames, Los Angeles (cosmetics), 5 *sp* weekly, thru Glasser Adv. Agency, Los Angeles.
Armstrong Cork Co., Lancaster, Pa. (Quaker Rugs), 3 weekly *t*, thru BBDO, N. Y.
Longines-Wittnauer, New York (watches), 6 weekly *sa*, thru Arthur Rosenberg, N. Y.
California Spray Chemical, San Jose (fruit spray), 7 *sa* weekly, thru Long Adv. Service, San Jose.

WPG, Atlantic City

General Baking Co., New York (Bond bread), 6 *sp* weekly, direct.
Phillips Packing Co., Salisbury, Md. (soup), 6 *sa* weekly, thru Merit Adv. Agency, Cambridge, Md.
Zerbst Pharmacal Co., St. Joseph, Mo., 119 *sa*, thru Barrons Adv. Co., Kansas City.
Richardson & Robbins, Dover, Del. (canned chicken), 6 *sa* weekly, thru Charles W. Hoyt Co., N. Y.

KDKA, Pittsburgh

Pinex Co., Fort Wayne, 6 *sa* weekly, thru Russell M. Seeds Co., Chicago.
Rumford Chemical Works, Providence, R. I. (baking powder), 10 *sa* weekly, thru Atherton & Currier, N. Y.
Scott Paper Co., Chester, Pa., 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

WFAA-WBAP, Dallas-Ft. Worth

Scott Paper Co., Chester, Pa. (towels), 76 *sp*, thru J. Walter Thompson Co., N. Y.
Dr. Pepper Bottlers of North Texas, 260 *sp*, thru Tracy-Locke-Dawson, Dallas.
Griffin Mfg. Co., Brooklyn (shoe polish), 156 *sp*, thru Bermingham, Castleman & Pierce, N. Y.

WJZ, New York

Revlon Nail Enamel Corp., New York, weekly *sp* thru Abbott Kimball Co., N. Y.
W. L. Douglas Shoe Co., New York, 5 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
Modern Food Process Co., Philadelphia (Thrivo dog food), weekly *sp*, 8 weeks thru Clements Co., Philadelphia.
American Chicle Co., Long Island City, N. Y., weekly *sp*, 13 weeks, thru Badger, Browning & Hersey, N. Y.

KFBK, Sacramento, Cal.

Joe Lowe Corp., New York (Popsicle) 3 *t* weekly, thru Biow Co., N. Y.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) 3 *t* weekly, thru Wade Adv. Agency, Chicago.
P. Lorillard Co., New York (Old Gold Cigarettes, Briggs Pipe Mixture) 7 *sp* weekly, thru Lennen & Mitchell, N. Y.

WLS, Chicago

B. F. Goodrich Rubber Co., Akron, 3 *sa* weekly, 13 weeks, thru Griswold-Eshleman, Cleveland.
Associated Serum Producers, Omaha, weekly *sa*, thru Fairall & Co., Des Moines, Ia.
Hulman & Co., Terre Haute, Ind., 3 *sa* weekly, 13 weeks, thru Arbee Agency, Terre Haute.

WOR, Newark

Rudolph Wurlitzer Co., New York (musical instruments), 3 *t* weekly thru Schwimmer & Scott, Chicago.
Joe Lowe Corp., New York (Popsicles), 3 *t* weekly, thru Biow Co., N. Y.
Richfield Oil Corp., New York, weekly *sp*, thru Sherman K. Ellis & Co., N. Y.

KFI, Los Angeles

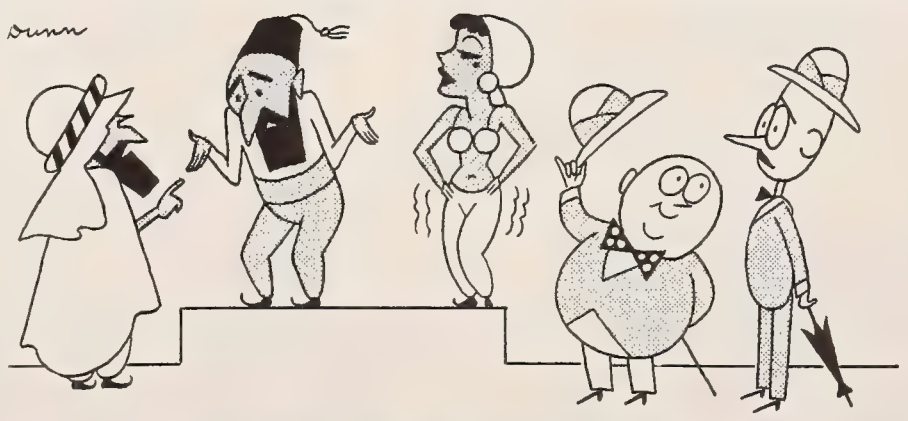
Ford Motor Co., Detroit (motor cars), 3 *ta* weekly, thru N. W. Ayer & Son, N. Y.
Maytag Co., Newton, Ia. (washing machines), 3 *sa* weekly, thru McCann-Erickson, Chicago.
Charm Products Inc., Los Angeles (cosmetics), 5 *sp* weekly, placed direct.

KYA, San Francisco

Gas Appliance Society of California, San Francisco, 36 *sa*, 1 *sp*, thru Jean Scott Frickelton, San Francisco.

WABC, New York

Frigidaire Div., General Motors Corp., Dayton (refrigerators), 3 *sp* weekly, thru Lord & Thomas, Chicago.



"In Washington WRC is the best buy" Pd. Adv.

Iowa Broadcasting Co.

General Foods, New York (Post Toasties), basketball tournament, thru Benton & Bowles, N. Y. (KSO KRNT).
Gillette Tire & Rubber Co., Eau Claire, Wis., 13 *sp*, thru Cramer-Krasselt, Milwaukee (KRNT WMT KMA WNAX).
Macfadden Publications, 13 *sa*, thru Lennen & Mitchell, N. Y. (KSO).
Northwestern Bell Telephone Co., Des Moines, 52 *ta*, thru Coolidge Adv. Agency, Des Moines (KSO KRNT WMT).
Iowa Chiropracters Assn., Des Moines, 3 *sp* weekly, direct (WMT).

CFCF, Montreal

Snap Co. of Canada, Montreal (hand cleanser) weekly *t*, thru A. McKim, Montreal.
Carter Products, New York (liver pills) daily *sa*, thru Street & Finney, N. Y.
Catelli Food Products, Montreal, (macaroni) 60 *sa* thru E. W. Reynolds & Co., Toronto.
Holt Renfrew Co., Montreal (chain furriers) 26 *sa*, thru Stevenson & Scott, Montreal.
Swift Canadian Co., Montreal (meat packers) 13 *sa*, thru J. Walter Thompson Co., Montreal.

WHN, New York

Plant Growers Guild, New York, daily *sa*, 2 weeks thru Moore & Hamm, N. Y.
Beauty Affiliates, New York (El Zambu face cream), 2 *sp* weekly, 13 weeks, thru Albert-Frank-Guenther-Law, N. Y.
Technicians' Institute, New York, weekly *sp*, 13 weeks thru Winer Co., N. Y.

WHKC, Columbus

Consolidated Products, Danville, Ill., 3 *sp* weekly, thru Mace Adv. Agency, Peoria, Ill.
Tonett, Chicago (music novelties), 6 *t* weekly, thru Auspitz & Lee, Chicago.
Gardner Nurseries, Osage, Ia., 3 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KPO, San Francisco

Antrol Laboratories, Los Angeles (Snarol), *sa* series, thru J. Walter Thompson Co., San Francisco.
West Coast Soap Co., Oakland (Bowow Cleanser & White Navy Granulated Soap), weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

WISN, Milwaukee

Johnny Walker Stores, Milwaukee, 39 *sp*, thru Selviair Bcstg. System, Chicago.
Ford Motor Co., Detroit, *ta* series, thru N. W. Ayer & Son, Philadelphia.

WBT, Charlotte, N. C.

Pet Milk Co., St. Louis, 2 *sa* weekly, thru Gardner Adv. Co., St. Louis.
Walker Remedy Co., Waterloo, Ia. (poultry remedy), 6 *ta* weekly, 4 weeks, thru Weston-Barnett, Waterloo.

KGO, San Francisco

Industrial Training Corp., Chicago (school), weekly *t*, thru James R. Lunke & Associates, Chicago.
Charles E. Hires Co., Philadelphia (root beer), 5 *sa* weekly, thru O'Dea, Sheldon & Canaday, N. Y.

KMJ, Fresno, Cal.

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) 3 *t* weekly, thru Wade Adv. Agency, Chicago.

KJBS, San Francisco

Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Inc., Seattle, Wash.

WKRC, Cincinnati

Frigidaire Corp., Dayton, 3 *sa* weekly, thru Lord & Thomas, Chicago.

Radio Advertisers

ARDNER NURSERY Co., Osage, a., has supplemented its spring campaign by adding 50 stations to its st, with daily schedules of five- or 5-minute programs, effective March), on WGR WNAX WIP KFYR MMN WSNJ XENT WAZL DEL WEST WGAL WORK FXD WWVA WKBZ KFAC FVD KERN KGDM KGFJ KHSL MJ KQW KVEC KYOS KSUB PQ WRNL WFMD KRQA WELI REC WDAS KRLD KIRO WHKC TAD WFEA WMPS WPEN ELA WHP KEX WCAU KIEV HK WEBR WNAC WRVA and ATE. Approximately 100 more stations were to be added the last week March.

PERRY FLOUR COMPANY, San rancisco (flour) recently contracted r three quarter-hours weekly—Tuesay and Thursday—3:45 to 4 p. m. PST) and one on Wednesday from :30 to 3:45 p. m. on the participatg studio program, *The Woman's agazine of the Air*, conducted by ennie Walker on NBC-Pacific Red. his latest contract makes *The Wom's Magazine of the Air* 80% comercial. Other participating sponsors e Lamont Corliss for Danya Hand otion; Loose-Wiles Biscuit Co. and e Charles R. Knox Gelatine Comany.

IRY FAIRY FOODS Inc., Minapolis (cake flour), has started a vice-weekly quarter-hour *Man on the treet* on WCFL, Chicago. Program aturing Don Norman has been signed r 39 weeks. Geo. H. Hartman Co., hicago, is agency.

UPERIOR FOOD PRODUCTS o., Los Angeles (canned foods), frent user of spot radio and quarterour transcribed programs, placing irect, on March 16 started for 13 eeks a weekly half-hour man-on-thereet program on KFAC, that city.

TANIS Inc., Chicago (cosmetics), March 27 started a daily hour proram for 52 weeks on WHOM, Jery City, featuring recorded music nd conducted entirely in Polish. Entled *Polish Early Birds*, the program heard 7-8 a. m. on weekdays, and -9 a. m. on Sundays. The account is andled direct.

ADISON PERSONAL LOAN Co., ew York, on March 14 started 18 uarter-hours weekly on WHN, New ork, participating in the daily twoour broadcast of *Zeke Manners and is Hillbilly Gang*. The contract is one the largest ever signed by the comany, which also sponsors a quarterour of Art Green's daily program on HN. Klinger Adv. Agency, New ork, handles the account.

L STROOCK & Co., New York (fabcs), on March 13 started sponsoring ie Monday, Wednesday and Friday ening news broadcasts by Ted eams and John Reed King, CBS anpuncers, on WABC, New York, from 1-11:15 p. m. A. A. Sterling, New ork, handles the account.

ADY RANDOLPH Distributing o., Hollywood, newly-organized cosetic concern, on April 5 starts a test mpaign on KFAC, Los Angeles, usg a Wednesday afternoon live talent *ollywood Fashion News* program. irm will extend its radio activities sing transcribed versions of the proam on other Pacific Coast stations markets open. Paul Cruger Radio roductions, Hollywood, is servicing ie account.

ORN PRODUCTS Refining Co., ew York, will start early in April a -week transcription campaign to lvertise Karo, using the juvenile ries *Adventures of Ace Williams* rice weekly on KGU, Honolulu. he programs, produced by Charles ichelson, were placed by Gotham dv. Co., New York.

MARNEY FOOD Co., Huntington Park, Cal., (Marco dog food), through Ivar F. Wallin Jr. & Staff, Los Angeles, on April 3 renews for 13 weeks its six-weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Firm in addition, also renews on April 7 for 13 weeks, participation once weekly in *Art Baker's Notebook* on KFI, Los Angeles. It is planned to use other California stations.

RETIREMENT LIFE PAYMENTS Assn., Hollywood ($30-a-week-for-life plan), is sponsoring a four-weekly half-hour talk, *California Pension Plan*, on six California Radio System stations (KFWB KFBK KWG KERN KMJ KTMS). In addition the association is also using a similar nightly half-hour program on KYA, San Francisco, and KMTR, Hollywood.

STAYNER Corp., Berkeley, Cal., (Minra antacid compound) after conducting a brief test campaign on KSFO, San Francisco, sponsoring the *Minra Spelling Bee* with Tom Breneman, on May 6 adds KNX, Hollywood, and KARM, Fresno. Agency is Erwin, Wasey & Co., San Francisco.

FRIGIDAIRE DIVISION of the General Motors Sales Corp., Dayton, on March 20 started a new morning series, *Frigidaire Melody Time*, on WABC, New York, Monday, Wednesday and Friday, 8:45-9 a. m. Music, time signals, weather reports and poetry are included. Lord & Thomas, Chicago, is the agency.

PRACTICAL AIRCRAFT & Diesel Training Co., Detroit, has placed a series of five-minute programs twice-weekly for 13 weeks on WMCA, New York, featuring talks by Leo S. McDonald describing the advantages of employment in the airplane and diesel industry. Rickerd, Mulberger & Hicks, Detroit, handles the account.

CONSOLIDATED CIGAR Co., New York, on March 27 added WMAQ, Chicago, to the list of stations carrying news programs for Harvester cigars. Fort Pearson is the news commentator on WMAQ, using United Press news, five days weekly, 6:30-6:35 p. m. Agency is Erwin, Wasey & Co., New York.

SECURITY First National Bank, Los Angeles, new to radio, thru Dana Jones Co., that city, is using daily time signal announcements on KNX, Hollywood, and two weekly spot announcements on KFI, Los Angeles. Contracts are for 52 weeks.

WHITE KING SOAP Co., Los Angeles (soap), using from three to five spot announcements and participation in home economic programs on 52 stations west of the Mississippi, on April 3 renews for another 13 weeks. Agency is Raymond R. Morgan Co., Hollywood.

CALIFORNIA RENDERING Co., Los Angeles (dog food), new to radio, on March 23 started a 13-week test campaign on KNX, Hollywood, using a twice-weekly five-minute dog stories series with Phil Stewart as narrator. With new markets opening, following the test, California Rendering Co. plans to use a similar quarter-hour weekly program on a Pacific Coast network. Agency is Raymond R. Morgan Co., Hollywood.

America's 4th Market

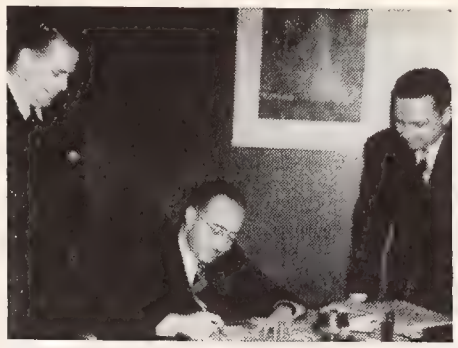
KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS



SIGNING the contract that puts *Look* magazine on the air over WLW, Cincinnati, for 26 weeks, S. O. Shapiro, *Look* circulation manager, here is busy with pen and paper while James D. Shouse (left), general manager of WLW and Crosley vice-president in charge of broadcasting, and Sales Manager Robert E. Dunville (right) register satisfaction. The magazine is sponsoring Peter Grant's newscasts, Tuesday, Thursday, Saturday and Sunday, at 11-11:15 p. m., with additional newscasts on special occasions.

Prodigals Return

AFTER four years in Hollywood and Chicago, where they were heard on NBC networks, *Gene & Glenn*, noted singing and comedy team, returned last month to WTAM, Cleveland, for their old sponsor, J. Spang Baking Co. With them came Cal DeVoll, script and song writer, who was with them for Spang's when they started on WTAM in 1930.

BORDEN Co., New York, on March 15 started a summer program for Reid's Ice Cream on WJZ, New York, Wednesdays, 7:30-8 p. m. Titled *George Jessel's Jamboree*, the program features songstress Mary Small, Richard Himber's orchestra, Sam Carlton and Ernest Chappell. Pedlar & Ryan, New York, handles the account.

W. F. McLAUGHLIN Co., Chicago (Manor House coffee), on March 10 started a six-weekly series 8:30-8:40 a. m. featuring Norman Ross in music and patter on WMAQ, Chicago. Sherman K. Ellis & Co., that city, handles the account.

PETER FOX BREWING Co., Chicago, on March 12 started *Tunes on Tap*, a 15-minute Sunday afternoon show of transcribed music, on WMAQ and WBBM, Chicago. Schwimmer & Scott, Chicago, handles the account.

HARTFORD-CONNECTICUT Trust Co. has begun sponsorship weekly of *Voices of Yesterday*, re-creations of famous voices of the past, over WDRC, Hartford, placed through Baker, Cameron, Soby & Penfield, Hartford.

MRS. G. W. BALLARD, of Los Angeles, on April 21 will start a series of philosophical-religious talks on WHN, New York, 20 half-hour periods from the Mecca Temple, and seven quarter-hour programs from the WHN studios. Ted Dahl Adv. Co., Los Angeles, placed the account.

NESBITT FRUIT PRODUCTS, Los Angeles (orange beverage), in a seven-week test campaign started in mid-March, is using six-weekly transcribed announcements on KVOA, Tucson, Ariz. Tests are being planned in other western States as markets are opened. Agency is Charles H. Mayne Co., Los Angeles.

Red NBC Blue

WCSC at Work

Headline News
YOUR ESSO REPORTER
TUNE IN
1360 K.C. WCSC 1360 K.C.
8 A.M. - 12 NOON - 6:30 P.M. - 11 P.M.
STARTING FEB 27th

We welcome the Esso Reporter

We merchandise our sponsors' programs

for Radio in Charleston, S. C.

it's

WCSC

1360 Kc. 1360 Kc.

WOMEN LOVE IT!

SO DO SPONSORS . . . AND SO WILL YOU!

"WOMAN'S RADIO JOURNAL"

Live Script
One Man Production

Five Days A Week
Half Hour Show

Stations: Write Dept. B for free brochure

STAR RADIO PROGRAMS INC.

250 PARK AVENUE NEW YORK CITY

(REP:—All Canada Radio Facilities Ltd)

W. E. WOODS Ltd., Sydney, Australia (Wood's Great Peppermint Cure), thru Gotham A sia. Pty. Ltd., that city, on April 10 starts sponsoring *Fu Manchu* on 2GB, Sydney; 4BH, Brisbane; 3AW, Melbourne; 5DN, Adelaide; 5RM, Renmark; 3HA and 3SR, Victoria; and 2GZ, N. S. W., at the rate of four programs weekly. *Fu Manchu* was purchased in Australia and New Zealand by Macquarie Broadcasting Services, Sydney. W. E. Woods Ltd., has sponsored many important American transcriptions in recent years, including *The Count of Monte Cristo* and *Charlie Chan*.

PROGRESSIVE OPTICAL Co., San Francisco, is sponsoring 20-daily INS news broadcasts for 52 weeks on KSAN, San Francisco. Two announcers have been assigned to handle actual broadcasts, with two others gathering local news by telephone. Account was placed through William Gleeson Agency, Oakland.

STAYNER MFG. Co., Berkeley, Cal. (Minra compound), which has been conducting a test program, *Minra Spelling Bee* on KSFO, San Francisco, on May 6 will add KNX, Los Angeles, and KARM, Fresno, Saturdays, 7-7:30 p. m. (PST). Erwin, Wasey & Co., San Francisco, handles account.

NIAA Fall Meeting

ANNUAL convention of National Industrial Advertisers Assn. will be held Sept. 20-22 in New York at the Hotel New Yorker. A series of clinic meetings will be held, with the program committee headed by Roger Wensley, president of G. M. Basford Co. The association now has 18 chapters in the United States, two in Canada.

T. S. STEPHENS & Co., Winnipeg (paint) on March 22 started a weekly quiz program from a Winnipeg theatre to run till June 28 on CKY, Winnipeg; CKX, Brandon, Man.; CKCK, Regina; CHAB, Moose Jaw, Sask.; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge, Alta. Account was placed through Norris-Patterson, Winnipeg.

PATTERSON Candy Co., Brantford, Ont., start about April 15 a twice-weekly transcription campaign on 14 stations in Ontario and Western Canada, with prizes for children. Richardson-Macdonald Adv. Service Ltd., Toronto, placed the account.

WARREN WATKINS CANDY Co., Los Angeles, new to radio, through Cruger Radio Productions, Hollywood, is planning a Pacific Coast regional campaign to start in late April. A twice-weekly five-minute transcribed program, *Listen & Learn*, will be used. Details are now being worked out.

BULLOCK'S Inc., Los Angeles (department store), in a two weeks pre-Easter sale which started March 22, is using an average of from two to four spot announcements daily in five southern California stations—KNX, KFI, KECA, KHJ, KFWB. Agency is Dana Jones Co., Los Angeles.

INSKEEP PRODUCTS Co., Huntington Park, Cal. (ice cream mix), new to radio and placing direct, in a test campaign on March 27 started daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 13 weeks. Firm is a subsidiary of Marney Food Co.

BERGHOFF BREWING Corp., Ft. Wayne, has started *Sport Oddities* on WOWO, that city, one-minute live shows, 10 weekly, featuring Jimmie Evans' unique sports facts. L. W. Ramsey Co., Chicago, is agency.

AGENCY Appointments

J. W. MARROW Co., Chicago (shampoo), to Hays, MacFarland & Co., Chicago.

NESTLE'S MILK PRODUCTS, New York, to Leon Livingston Adv. Agency, San Francisco.

STOKELY BROS. & Co., Indianapolis Ind. (Van Camps food products and Stokely's Baby Food) to Calkins & Holden N. Y.; Stokely's vegetables account continues with Gardner Adv. Co., St. Louis

PINE BROS., Philadelphia (Glycerine tablets), to McKee & Albright, Philadelphia.

PERMA-DRY PROCESS Corp. and Moth Proof Process Corp., New York (fabric water-proofing and moth-proofing), to Edward Dukoff Assoc., New York. Plans radio advertising this summer after a test trade paper campaign.

COMMERCIAL FINANCE Co., Los Angeles (loans), to Milton Weinberg Adv Co., Los Angeles, and on March 21 started for 13 weeks sponsoring *Stu Wilson's Swap Shop* on KFWB, Hollywood. Other radio planned.

PECK & HILL Furniture Co. of California, Los Angeles (retail and wholesale) to H. Chas. Sieck Ltd., that city. using twice weekly participation in the *Bridge Club* on KFI in test.

Philip Morris Series

PHILIP MORRIS & Co., New York (cigarettes), on March 24 started a new audience participation program, *Guess Where?* on 3 MBS stations to replace the *What's My Name?* show, which has been heard on Fridays, 8-8:30 p. m. The new program, heard at the same time, features Charlie Cantor and a woman partner as "Mr. and Mrs. Stowaway" on imaginary trips. Contestants are asked by Budd Hulick, m. c., to guess the couple's location, and winners receive prizes ranging from $10 to $5. Johnny Green's orchestra, Johnnie the Call Boy, and Announcer Charles O'Connor round out the cast. Agency in charge is Biow Co., New York.

Beck Shoe Test

A. S. BECK Co., New York (national chain shoe stores), on March 15 started a 13-week test campaign of one-minute spot announcements on WMCA, New York, 28 times weekly. The announcements contain a special opening and closing theme and features personal testimonials by a group of American models. The campaign will be extended to other cities after results of the WMCA test are tabulated. Hartmann & Pettingell, New York, handles the account.



Welcome!

NATIONAL ASSOCIATION OF BROADCASTERS

July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador • You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on • And The Ambassador is Atlantic City's finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic • You'll find everything you want at The Ambassador...comfortable rooms at moderate rates...fine restaurants...indoor swimming pool and other recreational facilities...spacious sun decks and public rooms •

William Hamilton
MANAGING DIRECTOR

Howard E. Biggs
CONVENTION MANAGER



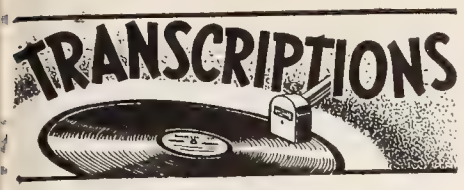
The Ambassador
IN ATLANTIC CITY

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York



STANDARD RADIO, Hollywood, has announced as new subscribers to its transcription service WBTH, Williamson, W. Va.; WHBL, Sheboygan, Wis.; WJMC, Rice Lake, Wis.; KFNF, Shenandoah, Ia.; KSAM, Huntsville, Texas; KFPW, Fort Smith, Ark.; WMRO, Aurora, Ill.; WGNC, Gastonia, N. C.; WEEU, Reading, Pa.

ALBERT BATES, formerly sales representative for Krich-Radisco, Newark, has been appointed manager of the New York Branch of American Record Corp., recently acquired by CBS. Mr. Bates was formerly buyer for Wanamakers' Store, Philadelphia, and later was Victor Record distributor in Cincinnati.

LEONARD W. JOY, conductor and arranger who has been associated with RCA Victor since 1926, on March 21 was named manager of artist and repertoire by Frank B. Walker, vice-president in charge of record activities.

WORLD BROADCASTING SYSTEM recently added WAIM, Anderson, S. C., to the list of stations subscribing to its regular program service.

DORIS STEELE has joined Aerogram Corp., Hollywood transcription concern, as account executive.

ARCHIE JOSEPHSON, head of 20th Century Radio Productions, Hollywood, fractured his right arm recently.

R. U. McINTOSH & Associates, N. Hollywood, Cal., transcription producers, has inaugurated a library service, offering four programs daily on a five-day-a-week basis.

WTOC, Savannah, has become an affiliate of the Gold Group, WBS transcription network. WAIM, Anderson, S. C., has been added to the list of subscribers to World's transcription library service.

WFAA, Dallas, has subscribed to the transcription library of Associated Recorded Program Service, effective April 16, it has been announced.

EDMUND J. HOLDEN and Reginald Sharland, Hollywood writers and actors of *Watanabe* and the *Honorable Archie* series, have established scripting offices at 1680 N. Vine St., that city, and are transcribing the program at Recordings Inc., for regional sponsorship.

DAVE DAVIDSON, vice-president of Telecast Corp., Hollywood distribution agency of transcribed programs, has taken over duties of sales manager, succeeding Elliott Fisher, resigned. Davidson also continues to supervise station relations and sales promotion.

THE transcribed series of programs, *Calling All Cars*, produced by Tested Radio Features, New York, has been sold to five sponsors for broadcast on six stations in different parts of the country, including WBMC, Birmingham, for 7 Up Bottling Co.; WMBG, Richmond, for Bischoff Distributing Co. (Rhinegold beer); WNBF, Binghamton, N. Y. for Fitzmartin Inc. Through McCann-Erickson, New York, Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), is sponsoring the program on KMOX, St. Louis, and WJR, Detroit, and the Gruen Watch Co. is using WSYR, Syracuse.

IN PREPARATION for the observance of Good Friday, April 7, and Easter Sunday, April 9, *NBC Thesaurus* is supplying its subscriber stations with two special programs of sacred music and Biblical recitations on the Resurrection. The *Thesaurus* service also plans special transcriptions for such events as the visit of the King and Queen of England to America this spring, and Mother's Day.

Recording Ban Voted

A BILL to prevent unauthorized recording of radio broadcasts was passed 47-1 by the New York State Senate March 28. Said to be backed by the National Association of Performing Artists and AFM, the bill was introduced by Senator Perry (D) of Manhattan. It provides that "any person who, for the purpose of pecuniary gain, shall" record a broadcast "without the consent in writing of the person or persons broadcasting the same, offering it for sale, or having it in possession for the purpose of sale" shall be guilty of larceny, while upon proper cause, the court may "order the destruction of such records," effective Sept. 1, 1939. A second bill, introduced by Senator Coudert, provides that no criminal action can be taken against a reporter, announcer, broadcaster, etc. while on the air for the publication of a report on any judicial, legislative or other public proceeding.

CHARLES SHEPHERD, field sales representative of Davis & Schwegler, Los Angeles producers of tax free music and transcriptions, received minor injuries when his automobile hit a snowbank near St. Paul, during a March storm.

GENERAL ELECTRIC'S W2XAF, international station operating on 6190, 9530 and 21590 kc., was authorized by the FCC March 27 to increase its power to 100,000 watts, using a linear radio frequency amplifier.

A. J. Schrade Is Named To Presidential Post of Radio Transcription Co.

ANDREW J. SCHRADE, formerly vice-president of the American Record Corp. of California, Hollywood, has been elected president and general manager of Radio Transcription Co. of America, succeeding the late Charles C. Pyle. Mr. Schrade is well known in radio, having started in 1915 with Columbia Phonograph Co., New York, later coming to the West Coast as manager, with headquarters in San Francisco. In 1934 he came to Hollywood as vice-president of the American Record Corp., from which he resigned to take over his new post.

Paul Crowley, for several years with American Record Corp., recently acquired by CBS, has taken over Mr. Schrade's former activities, Edward Wallerstein, president, announced when in Hollywood during mid-March. He also stated that there will be no functional changes in the personnel of American Record Corp. of California.

In accepting the presidency of Transco, Mr. Schrade announced that national headquarters will continue in Hollywood. The firm recently closed its Chicago offices.

TECHNICAL division of Norman B. Neely Radio Enterprises, Hollywood sales organization, installed the Gates speech and Presto recording equipment in the Don Irwin Broadcasting & Recording Studios, Huntington Park, Cal. Studios are used for remote broadcasts by KFOX, Long Beach, Cal., as well as for recording purposes.

WTMC Starts in May

AUTHORIZED by the FCC March 13, the new WTMC at Ocala, Fla., 100-watt fulltime station on 1500 kc., expects to be ready to go on the air around May 15, according to Fred Bugg, who will be the station's general manager under John T. Alsop Jr., licensee. Mr. Alsop heads the public relations firm of Florida Enterprises with offices in Jacksonville and Ocala. Mr. Bugg reported that a composite transmitter will be installed with a 150-foot Wincharger vertical radiator. Staff chosen so far includes Hal Davis as commercial manager; Helen Davis, program director; Dodd Daniel, chief engineer; Charles Beresford, chief announcer.

NOTICE:—

WSYR

of

Syracuse

will go on

Daylight Saving Time

this summer

Quiet Cutting—

MUSICRAFT RECORDS INC., N.Y.C. DURALITE

DURALITE

RECORDING BLANKS

Write for

"REMEDIES FOR CUTTING DIFFICULTIES"

MUSICRAFT RECORDS INC. 8 WEST 47th ST. NEW YORK



One campaign three ways — and all ways lead straight to sales when you advertise ITALIAN, JEWISH, POLISH

"The Triumphant Trio Way"

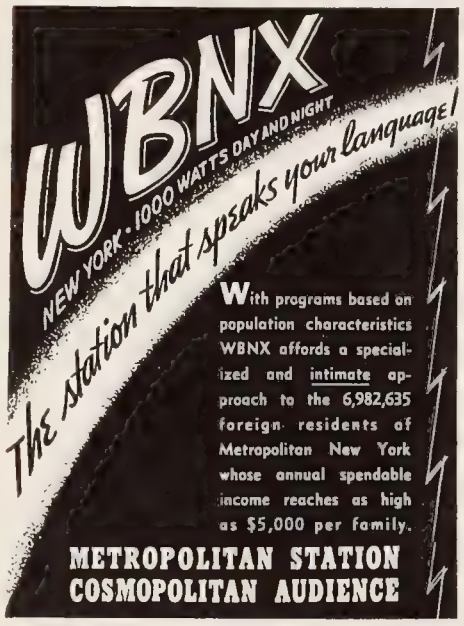
Progressive Advertisers know that such *Sales Strategy* clicks in our important Foreign Language Market with its tremendous Buying power! So Schedule NOW for those Sales Ahead!

WPEN PHILA. 1000 WATTS

WM. PENN BROADCASTING CO.

Shurick Joins Agency

EDWARD P. SHURICK Sr., formerly Minneapolis manager of KSTP and assistant general manager of WDGY, has joined the staff of Gerald S. Beskin Adv. Agency, Minneapolis, in charge of the radio division. Robert Barringer, also a veteran of Twin City and West Coast radio, has been appointed as assistant radio director under Shurick. New accounts added by the Beskin Agency are Stephens Buick Co., Twin City Buick Dealers' Assn., Direct Service Stations, Washburn-McReavy Mortuary, Arrow Head Steel Products Co., combined Dr. Pepper Bottlers of Minnesota, Ewald Bros. Dairy, Despatch Laundry Co., Inland Coal and Dock Co., Northland Oil Co., and Postal Telegraph Co.



Agencies

CHESTER H. McCALL, formerly head of Chester H. McCall Co., New York, has joined Peck Adv. Agency, New York, as vice-president. Mr. McCall was previously executive vice president of the United States Adv. Corp.

RAY CLINTON, formerly of Logan & Stebbins, Los Angeles agency now discontinued, has joined Philip J. Meany Co., that city, as production manager. He succeeded Harry Brinckman, who resigned several weeks ago to join W. C. Jeffries Co., Los Angeles.

CARL STANTON, Lord & Thomas, Hollywood, radio producer, on March 23 married Virginia Reynolds Ketchum, of Denver.

JACK GALE, formerly an account executive of KFAC, Los Angeles, has joined Ivar F. Wallin Jr. & Staff, that city, in a similar capacity.

RUTH JOHNSON has resigned as radio director of Schall-Martin Agency, Hollywood talent bureau, to join Raymond R. Morgan Co., that city, as secretary to R. E. Messer, office manager.

ROBERT BOWEN, formerly of Allied Adv. Agencies, Los Angeles, has joined Glasser Adv. Agency, that city, as account executive. He succeeds Kenyon Ivie who has gone to Westamerica Co., Los Angeles. John W. Sageman, formerly of Metro Adv. Service, Chicago, has also joined Glasser as account executive.

JOHN U. REBER, J. Walter Thompson Co., New York vice-president in charge of radio, arrived in Hollywood March 24 to confer with Danny Danker, vice-president in charge of radio in that city.

Deutsch & Shea Formed

ARNOLD DEUTSCH, formerly radio director of Brown Adv. Agency, New York, and Jerome P. Shea, former space buyer for the same agency, have organized Deutsch & Shea Adv. Agency, at 1475 Broadway, New York, telephone Bryant 9-5187. Mr. Deutsch will continue to handle radio for the new agency, and Harry C. Wasserstein, formerly art director for Brown Adv., will have the same position with the new agency. No publicity on accounts has been issued to date.

ANDREW E. HOLMES recently resigned as vice-president of Donahue & Coe, New York, to become president of Angostura-Wupperman Corp., New York.

ROY S. DURSTINE, president of BBDO, New York, was in Hollywood during March for a series of conferences with Jack Smalley, the agency's West Coast manager.

RICHARD J. COMPTON, president of Compton Adv., New York, returns April 3 from a three-week vacation in Nassau.

PHILIP W. LENNEN, president of Lennen & Mitchell, has returned to New York after several days in Hollywood conferring with Jay Clark, producer of NBC *Woodbury Playhouse*.

JAMES J. MALONEY, for 12 years with the executive staff of N. W. Ayer & Son, New York, on March 13 joined Donahue & Coe, New York, as account executive.

WILLIAM N. CONNOLLY, advertising manager of S. C. Johnson & Son, Racine, Wis. (floor wax) was in Hollywood during March to confer with Cecil Underwood, producer of NBC *Fibber McGee & Co.*

C. J. RAFT, vice-president of Stevens-Davis Co., Chicago, was in Hollywood during March.

WILLIAM W. PROUT, formerly with Benton & Bowles, New York, recently joined the newly-formed agency of Dillingham, Livermore & Durham, New York, as media director.

C. F. LUFKIN, former vice-president of Townsend & Townsend, New York, has joined Calkins & Holden, New York, in an executive capacity.

J. N. McCONNELL has succeeded Betty MacCracken as time buyer at J. J. Gibbons Ltd., Toronto.

CHARLES LEE, formerly with the research department of Young & Rubicam, New York, has organized the Institute for Marketing Research, 41 W. 53d St., New York, which will service national advertisers by conducting independent advertising and retail sales checkups and special marketing surveys through a corps of field investigators.

KNOX-REEVES, Minneapolis advertising agency, has opened New York offices in the Chanin Bldg., 122 E. 42d Street, under the management of Brad Robinson. Telephone is Murray Hill 4-3982.

E. E. SYLVESTRE, for several years manager of Westco Adv. Agency, San Francisco, recently was named president of Knox-Reeves, Minneapolis. He was succeeded in San Francisco by R. W. Stafford.

EDWIN SCHNEEBERG, script writer, has joined the radio staff of N. W. Ayer & Son in New York.

GEORGE MATTHEWS, production manager, has been appointed managing director of Broadcast Advertising Pty., Sydney, Australia. He succeeds Geoffrey Moore, resigned.

MORRIS MESSICK, formerly of the radio department of Gardner Adv. Co., St. Louis, has joined the Chicago office of that firm to do research on the Ralston-Purina NBC *Inside Story*.

HARRY KERR, publicity director of J. Walter Thompson Co., New York, on March 13 left for Hollywood to remain about two months on a special assignment handling the Hal Roach motion picture accounts serviced by the agency. During his absence, Wickliffe Crider is handling all New York radio publicity for the agency.

WILLIAM MORRIS Agency, Beverly Hills, Cal., talent service, has moved to new offices at 202 N. Canon Drive, that city.

BERT VAN CLEVE, San Francisco radio writer, and Gil Darwin, Hollywood exploitation director, have formed the Los Angeles firm of Van Cleve & Darwin, public relations counselors, with offices at 1709 W. Eighth St.

JIMMY SAPHIER, radio executive of Music Corp. of America, Beverly Hills, Cal., talent agency, is in New York to discuss summer replacement shows with agencies and sponsors.

FRANK B. HOWE, for the last four years publicity director of Raymond R. Morgan Co., Hollywood, and William A. (Bill) Wood, affiliated with Powell Press Service, Los Angeles, for 10 years, have taken over the publicity department of the former organization as an independent enterprise, under the firm name of Howe & Wood. Firm will operate as an affiliate of Raymond R. Morgan Co., with headquarters at 6362 Hollywood Blvd., handling publicity and public relations. Mary Nugent, Morgan Co. secretary joins the new firm as office manager.

SHAPPE ADV. AGENCY, New York, has moved to new offices at 215 Fourth Ave. The new phone numbers are ALgonquin 4-8777 and 4-8778.

LISLE SHELDON ADV., Los Angeles, has moved offices to 542 S. Broadway.

COMPTON ADV., New York, is planning within the next few weeks to lease more space on the 15th floor of 630 Fifth Ave., the agency's present location.

CONTINENTAL ADV. SERVICE, Los Angeles, has moved to new offices at 210 W. Seventh St.

MENKEN ADV. Inc., New York, on March 20 moved from 1776 Broadway to 280 Madison Ave., with the new telephone number MUrray Hill 5-0570.

Start New Agency

HOMER BAKER, Edward and Roy Gordon, and John Lee Burton, formerly with the Ethical Adv. Agency, New York, have formed Baker, Gordon & Burton, at 535 Fifth Ave., New York (telephone, Vanderbilt 6-3188). Mr. Roy Gordon is president, Edward Gordon, vice-president, and Mr. Burton, secretary-treasurer. A radio director will be appointed in the near future.

The *Proof* of the PULLING POWER is in the *Mail*

WFBL Advertisers *Get Big Response*

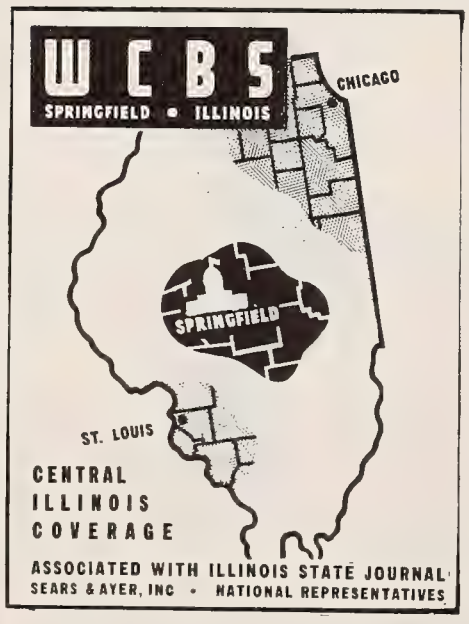
How's this for results? After one broadcast each the mail man worked over-time for the following MORNING advertisers:

A Grocery Company — 258 letter responses
A Dairy Company — 262 letter responses
A Dog Food — 105 proof-of-purchase responses

This is proof of WFBL's pulling power—proof that money spent for WFBL time is money well spent. And it's proof, too, that WFBL has a wide-awake audience during the *morning* hours. WFBL *morning* time can do for you what it is doing for many other successful advertisers.

For rates and time available write or wire WFBL, Syracuse, N. Y., or Free & Peters, Inc., national representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES



Reps

NORMAN PROUTY, who last fall joined Joseph H. McGillvra, station representative organization, has resigned as head of the New York sales staff to join the New York sales staff of Edward Petry & Co. Mr. Prouty was previously associated with Transamerican and E. Katz Special Adv. Agency. Michael McGuire, formerly of World Broadcasting System and N. W. Ayer & Son, has also joined the Petry sales staff in New York.

WARREN JENNINGS, formerly eastern advertising manager of *The Farmer's Wife* magazine, and previously zone advertising director of the *American Agriculturalist*, has joined the New York sales staff of Transamerican Broadcasting & Television Corp. to contact eastern advertisers of WLW, Cincinnati, for which Transamerican is national representative.

REITER-SPADEA Co., new representative firm with offices in the Wrigley Bldg., Chicago, has assumed midwestern representation of WCAU, Philadelphia. Plans are under way to open an office in New York soon.

HOWLAND & HOWLAND Inc., newspaper representatives with offices at 247 Park Ave., New York, and 360 N. Michigan Ave., Chicago, has entered the station representative field, and reports signing the new WJLS, Beckley, W. Va. A. W. Howland is in charge of the New York office and W. D. Watson is in charge at Chicago.

RICHARD F. KOPF, formerly of International Radio Sales, Chicago, has joined the Chicago office of Paul H. Raymer Co., national representative firm. Mr. Kopf joined International early in 1938, having been a member of the sales staff of Barron G. Collier, Chicago, since 1934.

KTAR, Phoenix, Ariz., and KVOA, Tucson, the latter recently acquired by the KTAR interests, have appointed Paul H. Raymer Co. as national representatives.

KRIC, Beaumont, Texas, effective March 20, appointed Kelly-Smith Co. its national representative.

HOWARD C. BROWN, American representative of 3XY, Melbourne, Australia, is now headquartered at 6418 Santa Monica Blvd., Hollywood.

KFPY, Spokane, has named The Katz Agency Inc., New York, as its national representative.

CKMO, Vancouver, B. C., announces that it has appointed William R. Stewart, 9 S. Clinton St., Chicago, as its representative in that area.

RICHARD McBROOM, in charge of the Seattle office of John Blair & Co., station representatives, has left the Blair organization to join KIDO, Boise, Ida., as sales manager. KIDO will continue to be represented by Blair.

TEXAS STATE NETWORK, which recently announced plans to establish a New York and Chicago representative office of its own [BROADCASTING, March 15], has opened the New York office headed by Frank S. Fenton at 630 Fifth Ave.; telephone number is Circle 5-8395.

SID ASTON, of the Chicago office of Joseph Hershey McGillvra, national representative firm, has been named manager of the office to replace Harlan G. Oakes, recently named to the Chicago staff of Howard Wilson Co.

REYNOLDS-FITZGERALD Inc. has been appointed national representative of KFNF, Shenandoah, Ia., management of which was recently taken over by M. H. Petersen.

WILLIAM A. COOK, formerly of the Howard H. Wilson Co., Chicago, has joined the sales staff of WHBL, Sheboygan, Wis.

Husband & Thomas Split; Form Two New Agencies

STANLEY A. BROWN has resigned as chairman of the board of Brown & Tarcher, New York, to become president of Husband & Thomas, New York, which, effective April 1, will be known as Brown & Thomas at 370 Lexington Ave. David C. Thomas, formerly president and treasurer of Husband & Thomas, becomes executive vice-president and treasurer of the new agency; Charles E. Clifford has resigned as vice-president of Brown & Tarcher to take a similar post with Brown & Thomas; while Thomas F. Hughes and William A. Jensen, director of marketing and research and sales director, respectively, of Brown & Tarcher, assume identical duties at the new agency.

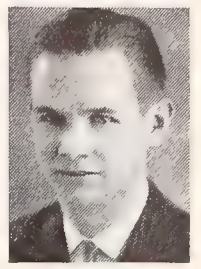
Mr. Brown takes with him to Brown & Thomas the advertising accounts of Aeolian Hall, various brands of the Schenley Import Division, Keen Dry Shaver, Manhattan Shirt Co., and Spencer-Taylor Co., hotel operators. Accounts numbering about 30, formerly handled by Husband & Thomas, will be serviced by the new agency.

With Mr. Brown's withdrawal from Brown & Tarcher, that agency, now located at 630 Fifth Ave., becomes J. D. Tarcher & Co., Jack D. Tarcher remaining as president. William E. Larcombe continues as vice-president and radio director, W. W. Kirchert as space buyer, Jay R. Wieder as production manager, and Dave Block as art director. Accounts include Coty, Smith Bros. Cough Drops, Pequot Mills, Benrus Watch Co., Vichy Celestine, and Seeman Bros., makers of White Rose Tea.

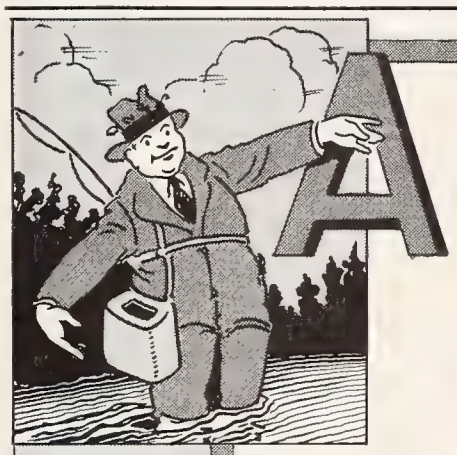
THE CBC has printed in booklet form the report of Chairman L. W. Brockington to the Parliamentary committee probing the CBC operations. The 50-page booklet is titled *Canadian Broadcasting, An Account of Stewardship* — the origin, growth, present position, problems and possibilities of our national broadcasting system."

Wilson Names Oakes

HARLAN G. OAKES, former Chicago manager of Joseph Hershey McGillvra, has joined the Chicago staff of Howard Wilson Co., national representative firm. Mr. Oakes joined the McGillvra company in 1936, was manager of the firm's West Coast office during 1937. After attending Northwestern U. for three years, Mr. Oakes joined the advertising department of the Florsheim Shoe Co., Chicago, in 1928, and during his seven years with Florsheim became assistant production man and worked in radio when its first network show went on the air in 1932. Oakes replaces James Bingham, who has resigned from the Wilson firm and has not announced future plans.

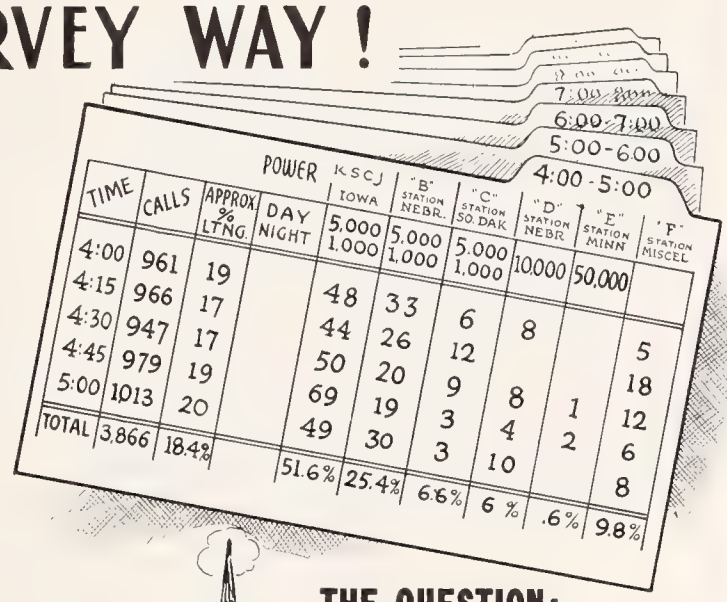


Mr. Oakes



A tall story...but TRUE

The KSCJ PERPETUAL SURVEY WAY!



TIME	CALLS	APPROX. % LTNG.	DAY NIGHT	POWER KSCJ IOWA 5,000 1,000	"B" STATION NEBR. 5,000 1,000	"C" STATION SO. DAK. 5,000 1,000	"D" STATION NEBR. 10,000	"E" STATION MINN 50,000	"F" STATION MISCEL
4:00	961	19		48	33	6	8		5
4:15	966	17		44	26	12			18
4:30	947	17		50	20	9	8	1	12
4:45	979	19		69	19	3	4	2	6
5:00	1013	20		49	30	3	10		8
TOTAL	3,866	18.4%		51.6%	25.4%	6.6%	6%	.6%	9.8%

Begun over a year ago, the KSCJ Perpetual Survey is a factual, listener preference gauge for every quarter hour of the day.

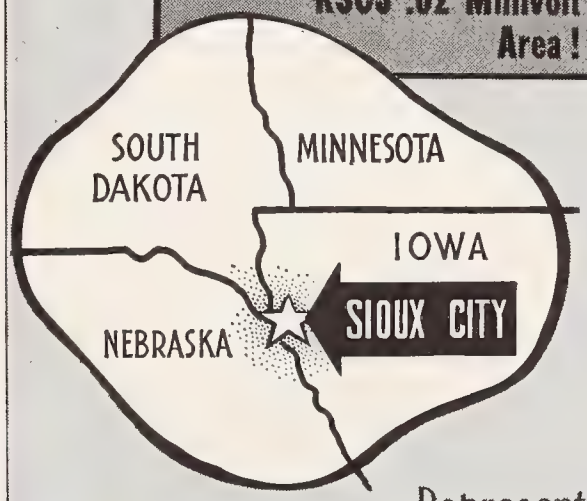
Send for it.

Ask KSCJ or George Hollingbery

THE QUESTION:

"Is Your Radio Turned On? If so, to What Station are You Listening?"

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!



KSCJ The JOURNAL

Sioux City, Iowa

Affiliated with C.B.S

Represented by GEORGE HOLLINGBERY · C. W. Corkhill, MANAGER

in the CONTROL ROOM

ELLERY PLOTTS, engineer in charge of synchronization of WBBM, Chicago, and KFAB, Lincoln, which operate simultaneously on the 770 kc. channel, on March 24 addressed the Chicago convention of the Institute of Radio Engineers on the synchronous operations of the stations and the engineering problems encountered.

HAROLD J. SAZ, chief of sound effects at NBC studios in Hollywood, celebrated his tenth anniversary with the network in March. Mr. Saz started in NBC as a page on the New York staff after he left college, and two years later was promoted to sound effects department.

STEVE GARCIA, control operator of WKBZ, Muskegon, Mich., recently married Waneta Miller.

C. E. (Bud) DOWNEY, chief engineer of KROW, Oakland, Cal., is planning construction of a completely radioized home on a piece of property he recently purchased at the highest point of the Oakland hills. Every radio-electrical gadget of importance will be built in, including a five-meter transmitter and receiver and an extension loud speaker built into a small, illuminated fountain in the center of his fish pond.

WILLIAM S. CARSON, formerly with WBAL, Baltimore, and recently of the engineering staff of NBC in Washington, has been added to the television group in Radio City, New York.

HARRY SMITH, sound technician, has joined Cinematone Corp., Hollywood film and transcription concern, as chief recording engineer.

Filler Inner

AARO HIRSIMAKI, control operator of WOWO, Fort Wayne, Ind., demonstrated his versatility recently when, after the regular announcer had a nasal hemorrhage and was unable to continue, he carried out 10 minutes of early morning local transcriptions, dashing to the news room between numbers to garner the early-bird grist, and then announcing between discs. He reported himself on the "outage" sheet for 15 seconds of "dead air" when a record ran out while he was slaving in the news room.

ED LUDES, NBC Hollywood sound effects technician, married Alice Sizer, radio singer, in Los Angeles March 18.

BILL HEITZMAN, former chief engineer of WBLK, Clarksburg, W. Va., has joined the engineering staff of WCKY, Cincinnati.

RICHARD HIX, formerly on the teaching staff of National Diesel Automotive Radio & Electrical School, Los Angeles, has joined the technical division of Norman B. Neely Radio Enterprises, Hollywood technical sales agent. Bill Stancil, formerly associated with various Hollywood film studios, also has joined the Neely organization as sales engineer in the recording studio and radio station division.

W. H. GAFF, formerely on the engineering staff of WHO, Des Moines, has joined KGFJ, Los Angeles, in a similar capacity. He succeeds I. R. Colbert, resigned.

KENNETH LITE has joined the engineering staff of KIT, Yakima.

FRED EILERS, formerly manager of KHBC, Hilo, Hawaii, and prior to that chief engineer of KYA, San Francisco, has joined the technical staff of KSRO, Santa Rosa, Cal. He succeeds Irv Carlson. Bob Nickols is chief engineer, having succeeded Jack Van Groos.

ORD LARKIN has replaced Arthur Solga in the engineering department of KLPM, Minot, N. D.

MARVIN MYERS, formerly supervisor of Drake University's school of radio and with KSL, Salt Lake City, and the Iowa Network, has joined the engineering department of KGKO, Fort Worth.

ALLEN B. DUMONT, head of the Allen B. DuMont Laboratories, Passaic, N. J., will discuss and demonstrate his system of television at the April 13 session of the Patent Office Society of Washington, D. C.

WBRE

UP UP UP

That's business conditions in Wyoming Valley.

WBRE, Wilkes-Barre, broadcasts from the center of this, the Anthracite Empire, which includes a buyable population of 500,000 in primary area.

Your advertising budget should include WBRE for increased sales and distribution — ask your local dealers and representatives.

Basic NBC Red and Blue

WILKES-BARRE
in the heart of the Anthracite
PENNSYLVANIA

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

The Other Fellow's VIEWPOINT

Fast Talkers

EDITOR BROADCASTING:

In the March 15th issue I note the article concerning Peter Grant of WLW, concerning his rapid fire delivery of news, 2,600 words in a 15-minute period.

To be perfectly frank, there are two of us up here at WBCM who don't agree 2,600 words is so hot. Hub Jackson, WBCM's sports announcer, on his *Sports Show* of Wednesday, March 15 (you'll note this was before the Peter Grant article was released, so no record was being tried for and this *Show* was picked from the files at random and the words counted) speiled off 2,585 words in a 14-minute period, and Hub isn't considered a machinegun type of announcer. However, if that isn't enough Jack Parker, WBCM's newscaster, did time his news, March 20, and rattled off 2,730 words in a 14-minute period, including commercials.

HUB JACKSON,
WBCM, Bay City, Mich.
March 21, 1939

RALPH FERRIS, formerly of WTMJ, Milwaukee, has joined the technical staff of WHK-WCLE, Cleveland, as transmitter operator. Al Draper has been transferred to the transmitter staff on relief shifts while Roy Sluhan is on studio control duty.

DAVIDSON VORHES, CBS engineer, is the father of a boy born recently.

E. STOLZENBERGER, R. O. Thatcher, E. R. Cullen and W. L. States, all NBC engineers, have been transferred to television service with NBC in New York.

JIM GAVIGAN, formerly of Finch Telecommunications Laboratories, New York, has joined WHAI, Greenfield, Mass., as transmitter engineer.

RCA Names Ewald

APPOINTMENT of George Ewald, former district manager in Dallas, as sales manager of the Engineering Products Division of RCA Mfg. Co., Camden, was announced March 17 by James L. Schwank, manager. Rapidly expanding markets for RCA sound and related products in existing fields and development of new markets through a widening field of new applications has motivated enlargement of these operations, he said. W. L. Rothenberger continues as manager of the department.

William E. Bowen

WILLIAM E. BOWEN, for 12 years a member of the NBC engineering staff in San Francisco, died March 15 in the Park Sanitarium, San Francisco. Although bad health had necessitated a leave of absence from the NBC, death was unexpected. He is survived by a widow and a sister.

William M. Meese

WILLIAM M. MEESE, vice-president of Western Electric Co. and manager of its Point Breeze Works in Baltimore, died March 26 from a heart ailment. He was born in Michigan City, Ind., in 1883 and in 1905 entered the employ of Western Electric. He has been a vice-president since 1928.



WIBW, pioneer Topeka station, on April 2 dedicates its new $70,000 transmitting plant for regular service. The building, constructed of brick and structural cement, houses a new 5,000 watt Western Electric transmitter, a shortwave pick-up station for mobile unit broadcasts, offices, garages, and additional space for transmitter expansion. Some 500 feet from the building is the 445-ft. vertical, tubular type antenna erected by John E. Lingo & Son Co. of Camden. The plant is located seven miles from the center of Topeka and is described by Karl Troeglen, WIBW chief engineer, as incorporating latest engineering developments. The $70,000 plant is one of a number of modernizations of WIBW brought about by Ben Ludy, who became general manager of the station Jan. 1, 1938.

ERPI Hollywood Changes

GEORGE C. PRATT, vice-president of Electrical Research Products, Hollywood, retires from that firm April 1 after more than 32 years with A T & T subsidiaries. Before going to the West Coast eight years ago as head of ERPI activities, Mr. Pratt was vice-president and general counsel of Western Electric Co., New York. Upon his retirement, he will enter private law practice in Los Angeles. Clifford W. Smith, formerly with A T & T subsidiaries in London and Paris and recently foreign manager of ERPI, succeeds Mr. Pratt. He has been in Hollywood for several months as general manager.

NOMINATIONS of candidates in United States and Canada for the third annual Amateur Radio Award, given by William S. Paley, president of CBS, have been completed and are being compiled in a brochure to be sent to members of the board of award, who will announce the winner in mid-May.

WALTER R. WILLIAMS, radio test assistant in General Electric's Schenectady plant who has designed and developed devices for testing radio transmitters, has been awarded GE's Charles A. Coffin Foundation Award for outstanding contributions to the electrical science.

Equipment

W3XIR, ultrahigh frequency adjunct of WCAU, Philadelphia, has installed new antenna under supervision of John G. Leitch, WCAU technical supervisor. In addition, a special studio for W3XAU has been completed on the fourth floor of the WCAU Bldg. for all shortwave broadcast originations, and sound tables are to be installed in two extra studios of WCAU to handle extra sound effects on dramatic programs.

CANADIAN Marconi has delivered and is installing the new 10,000-watt transmitter for VONF, new Government broadcasting station now under construction at Mt. Pearl, Newfoundland. It will operate on 640 kc.

RCA MFG. Co., Camden, N. J., has published new catalogues covering its new 76-B Consolette speech input system and its 94-D monitoring amplifier.

A RECORDING identifying sources of radio noises that cause interference with reception has been produced by the Filterette Division of Tobe Deutschmann Corp., Canton, Mass., primarily for radio dealers. The transcription demonstrates just what causes disturbing sounds which interfere with or totally blot out reception, and is accompanied by a noise manual which describes individual characteristics of each noise. On the reverse side of the 12-inch, 78-rpm recording is a five-minute talk by Mr. Deutschmann, which is described as entirely noncommercial.

CONSTRUCTION began in latter March on the new WENY, Elmira, N. Y., which will install an RCA 250-D transmitter and a 425-foot half-wave Blaw-Knox radiator. It is expected to be ready by July 1. Morris Clark, of WHEC, Rochester, is in charge of the technical construction, with Dale Taylor, manager of WESG, Elmira, directing the studio work. Both WESG and WENY will be operated by the Gannett Newspapers from the same studios.

RALPH R. BRUNTON, general manager of KJBS, San Francisco, and KQW, San Jose, Cal., recently announced that the site for the new transmitter for KQW has been picked near Alviso, marshy district at the southern end of San Francisco Bay. Construction will start in two months. He stated the tower will be semi-directional, to point toward San Francisco and the Santa Clara and Salinas Valleys.

KFVD, Los Angeles, whose transmitter tower was leveled by the storm that swept Southern California in mid-February, is erecting a new 250 foot Blaw-Knox shunt-excited self-supporting vertical radiator in Culver City, Cal. Jack Smithson, chief engineer, is supervising erection. Station is operating on a temporary antenna. WFMJ, Youngstown, Ohio, has purchased an RCA 250-D transmitter.

The Truth Will Out!

● More national business all the time shows how the word is getting around! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showmanly foreign-language programs of . . . . .

WGES

In The Heart of Chicago

RCA's Three-Way Mike

A NEW three-way microphone designed for general use, which can be employed as uni-directional, bi-directional or non-directional by the flip of a switch, was announced March 21 by RCA Mfg. Co. Designated Model 77-C, the microphone is equipped with a switch at the base which instantly changes its performance characteristics. Measuring 2½x8½ inches, the microphone is small in size and weighs two pounds. Its directional characteristics are said to be uniform at all frequencies, an advantage which has come to be accepted as exclusive with velocity-type makes. It has a uniform frequency response from 40 to 10,000 cycles and in spite of its size and weight it has a high order of sensitivity (-62 db for a 10 bar signal), which has been achieved through new structure design and use of new magnet material.

Lehigh Radiator Ordered By WCCO, Minneapolis

WCCO, Minneapolis, has ordered a new 640-ft. vertical radiator, of guyed construction and uniform cross-section design, from Lehigh Structural Steel Co., New York. It is the fifth of a series of guyed vertical radiators which have been installed for CBS, the others being at WABC, WBT, WBBM and KNX. Construction of the WCCO radiator will begin about May 1 with completion expected before the end of the month. Triangular in shape, the new radiator will be of welded construction with a dead weight of about 125,000 lbs. It has been designed and installed for 500 kw. operation.

Designs for the antenna were prepared under direction of G. Stanley McAllister, director of construction and building operations of CBS. Local installation at Minneapolis will be under the supervision of Hugh S. McCartney, WCCO chief engineer.

ALLEN B. DuMONT Laboratories Inc., Passaic, N. J., recently authorized by the FCC to erect an experimental television station, reports that it will be prepared shortly to demonstrate its own television system in comparison with that following the RMA standards. The DuMont system, it is claimed, eliminates the need for sweep circuits at the receiving end and concentrates all scanning mechanism at the transmitter.

"Hello, Tom McDermott" (N. W. Ayer & Son Inc.)

Did You say MARKET ?



Well — take Montana. Big as all outdoors — around 700,000 people. But rich Peoriarea has 605,000 people in a compact block of counties in the heart of Illinois — reached effectively by ONE radio station — WMBD.

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS WMBD

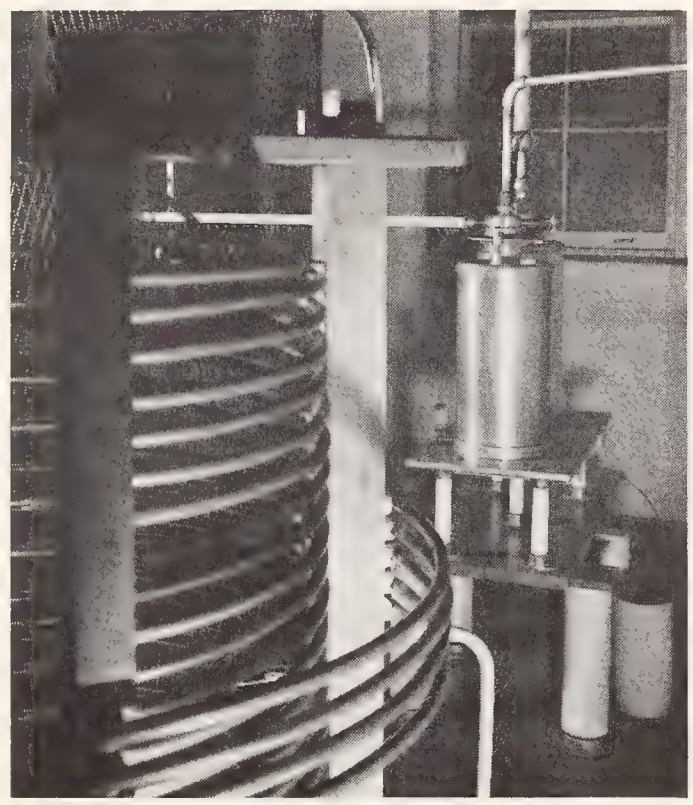
WMBD PEORIA

MEMBER CBS NETWORK

"LAPP GAS FILLED CONDENSER IN SERVICE EIGHT MONTHS . . . no sign of trouble," says JOHN LONG, WHAM



John J. Long, Jr., has been with WHAM, Rochester, 11½ years, during the last 9½ of which he has served as Technical Supervisor. Previous to his WHAM connection, Long spent two years, 1925 to 1927, with WJZ at Boundbrook, N. J., where he participated in extensive pioneering work on 50 KW transmitters.



"Our Western Electric 306A 50 KW transmitter is coupled to a shunt-excited antenna by means of two Lapp gas-filled condensers, variable type, 400 to 1000 mmf. rating, connected in series. During the first few months we did considerable experimenting with this new type feed, involving frequent tuning adjustments on the condensers. Although the first of our Lapp condensers has now been in service eight months, it shows no signs of losing pressure. We particularly like the construction which enables us to vary the condenser setting while full power is going through it—and the fact that no number of adjustments seems to affect the gas pressure.

We find the adjustment of our circuits is facilitated by the fineness of variable control and constancy of capacity under varying ambient temperatures. The Lapp gas-filled condenser is an efficient, workmanlike job, easy to handle, easy to install, and strictly worry-free. We're 100% pleased!"

Lapp gas-filled condensers are available in a wide range of sizes, of fixed, adjustable and variable capacitance, in three voltage ratings, and capacitance ratings 100 to 2000 mmf. Write for complete descriptive data.

LAPP INSULATOR CO., INC., LEROY, N. Y.

Bill Directed at WOW Is Killed by Committee

THE KLAVER bill, designed to prevent insurance companies from using policyholders' funds to establish or maintain broadcasting facilities, and aimed at WOW, was killed by unanimous vote of the Nebraska Banking, Insurance & Commerce Committee after brief discussion March 21. Its author, Sam Klaver, erstwhile applicant for a station in Omaha, was denied a license for a 100-watt station last fall, at which time WOW opposed the grant. WOW is owned by Woodmen of the World, fraternal and insurance organization.

Considerable controversy developed with the introduction of the bill because of the effect it would have had on WOW's ownership and operation. The fact that the Committee unanimously rejected the measure indicated that it had never been given serious consideration.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Radio AND Education

A 236-PAGE book, *Parents on Trial*, compiled and published by the Works Progress Administration under supervision of the Los Angeles County Probation Department, has been released for a limited distribution. It is a compilation of 15 scripts taken from the weekly half-hour NBC-Pacific Red network series, by the same title, written by John Boylan, KFI-KECA, Los Angeles, continuity writer. Foreword is by Mrs. James K. Lytle, president, California Congress of Parents and Teachers, sponsors of the series. Book is being presented to outstanding educators and parent-teacher groups throughout the nation in behalf of the battle against juvenile delinquency.

DEMONSTRATION by 32 Washburn High School students of radio workshop activity and a symposium on the value of such activities in high schools featured a meeting of the Minneapolis English Teachers' Club March 15. The symposium, presided over by Miss Prudence Cutright, presented discussions by Maybelle Boyson, Madeline Long, Wanda Orton, Laura Henry, Helen Fish, Selma Blessin, and Francis Drake, with Max Karl of WCCO and Thomas Rishworth of KSTP also participating.

HIGHLIGHTING the careers and successes of great figures of science, WFIL, Philadelphia, has started the new weekly half-hour dramatic series, *Pioneers of Science*, presented with the cooperation and approval of both the Philadelphia public school system and parochial schools. Scripts are adapted and supervised by Joseph Lewis, Federal Theater director in Philadelphia, and cast is composed of members of the University of Pennsylvania Radio Players.



RADIO is a daily service to the classrooms of Cleveland's public schools first to take advantage of the 25 high frequencies set aside for educational broadcasting by the FCC last year. Schools have been equipped with specially built u.h.f. receivers (note the one next to teacher) to pick up the schedules of WBOE, licensed to operate with 500 watts on 41500 kc. and directed by William B. Levenson. The U. S. Office of Education has just issued a report on the use of these educational frequencies exclusively by schools, and copies are available from its Washington offices. The only other license in this category thus far issued covers WCNY of New York Board of Education, 500 watts on 41100 kc.

MINUTES of the Second School Broadcast Conference, held in Chicago last December, are now available for 25 cents, according to Harold W. Kent, director of Chicago's Radio Council. Included are transcripts of talks by Sterling Fisher, CBS educational director; William D. Boutwell, director of the Federal Radio Project; T. D. Rishworth, educational director of KSTP, St. Paul.

STUDENTS of Texas College of Mines recently operated KTSM, El Paso, for a day, announcing all programs, writing copy, editing news, operating controls, presenting dramatic and musical programs, and making service calls. The day, billed as *College of Mines Day on KTSM*, concluded with a one-hour remote from the lobby of Hotel Paso del Norte. A special edition of the student publication, "The Prospector", showing pictures of the students at work in the studio, was mailed to listeners on request. KTSM plans to broadcast a monthly assembly from the college and to make *College Day* an annual event.

FACULTY and students of the New Jersey State Teachers College, Jersey City, are presenting a new educational series of programs every Sunday afternoon on WHOM, Jersey City, under the direction of Dr. Roy L. Shaffer, president of the college.

GLIMPSES into the habits, lives and backgrounds of foreign lands are given in the new *Magic Carpet* educational series on WBRY, Waterbury, Conn.

HARDING COLLEGE, Searcy, Ark., will offer classes in radio technique in the 1939 summer session curriculum it has been announced. T. Reginald Boley, English instructor of Paschal High School, Fort Worth, Texas, and a student of Ben H. Darrow, education director of WBEN, Buffalo, N. Y., will teach education by radio at the college.

HIGH SCHOOL students appear on *The Student Speaks*, broadcast thrice weekly by WTMJ, Milwaukee, with Bob Heiss as interviewer. The interviews are recorded and played back after school hours. Pencils with call letters are given guests, with a pencil set to those passing examinations.

BBC Video Expert

DONALD HUNTER MUNRO, BBC's television productions manager, will come to America within the next few weeks to spend a month as consultant on CBS television broadcasting, assisting Gilbert Seldes, CBS director of experimental television programs. His trip here is considered as a "courtesy loan" from BBC to CBS. Mr. Munro joined BBC as an announcer in 1926 after technical training at Edinburgh University, and was appointed productions manager when the BBC inaugurated its television service.



*And, of course, you can buy WMT in combination with WNAX and KSO or KRNT at an exceptionally low rate.

Big radio responses usually come on items of unusual intrinsic value. And intrinsic value is one thing of which the *Corntussel News* is practically devoid.

It's a burlesqued country paper printed spasmodically in connection with "Corntussel News," a burlesqued news broadcast, sponsored by a large midwestern bakery. It is produced by WMT and fed to four other stations. On the last offer WMT alone pulled 11,952 responses.

That response confirms what many advertisers already know—that WMT does an effective selling job to 747,569 radio homes in Iowa and western Illinois. Economically, too, with rates that figure as low as 3 cents per thousand families.

Ask us how. Drop us a line, or call your nearest Katz office.

WMT Cedar Rapids-Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY
69,000 Square Miles of the RICHEST PART of the MIDWEST



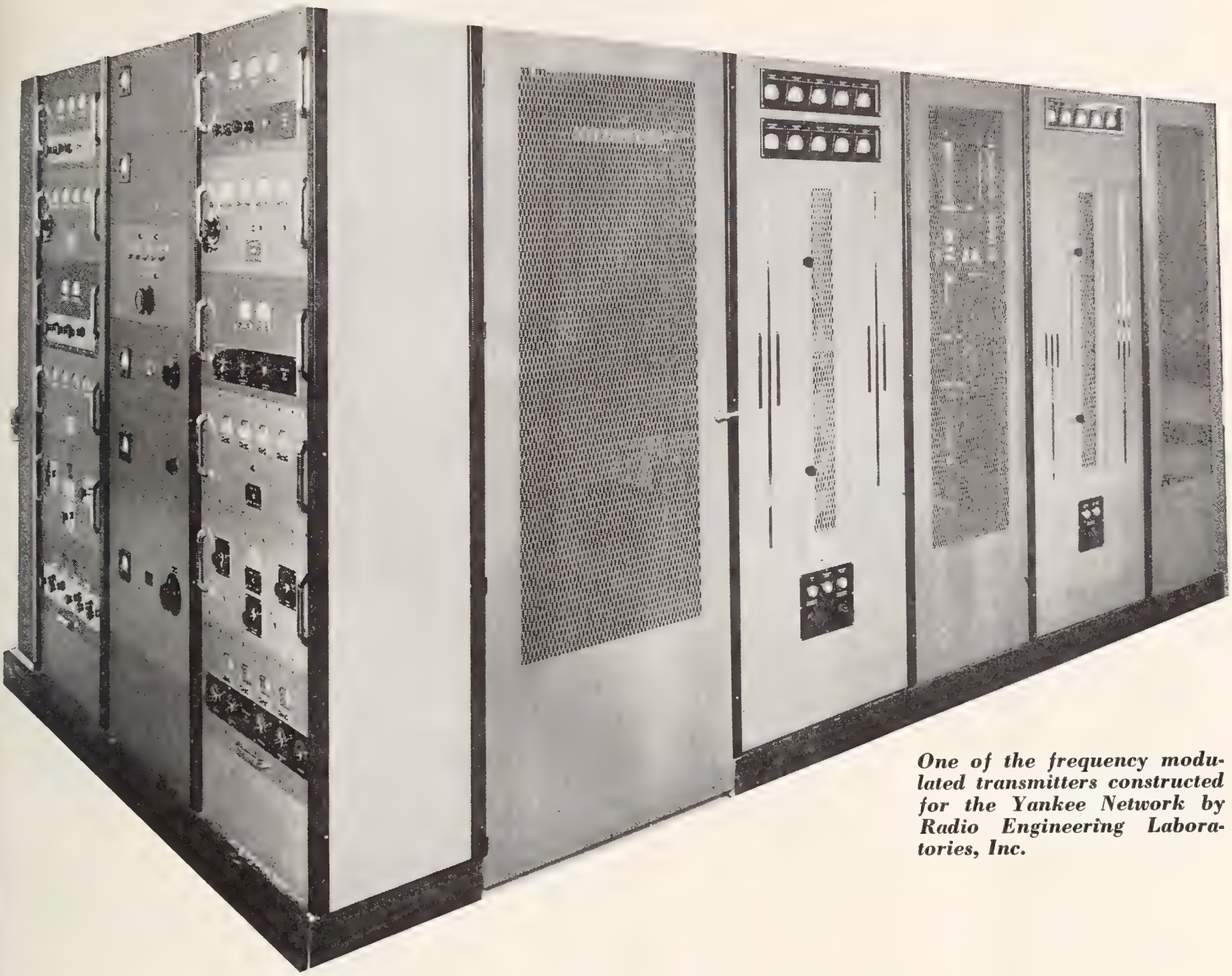
SERVING THE WORLD'S GREATEST OIL AND GAS PRODUCING AREA

In one of the nation's richest markets. Over 1,500,000 people in the wealthy Shreveport Trade Area . . . People who have money and spend it!

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
REPRESENTED BY THE BRANHAM CO.
SHREVEPORT • LA •

FREQUENCY MODULATION

"ARMSTRONG SYSTEM"



One of the frequency modulated transmitters constructed for the Yankee Network by Radio Engineering Laboratories, Inc.

For three years REL has built component units for pioneer Frequency Modulated Stations, W2AG, Yonkers, N. Y. and W2XMN, Alpine, N. J.

REL

We are supplying complete transmitters for the new system and invite inspection of our laboratories and plant.

RADIO ENGINEERING LABORATORIES, Inc.

LONG ISLAND CITY, NEW YORK

U. S. Propaganda Station Opposed by Civic Class

OPERATION of a Government station to broadcast the United States viewpoint to South American nations was opposed by the Civics Club of St. Albans School for Boys, Washington, in voting on a mythical bill to promote friendly relations with nations to the south. The class devoted several meetings to the bill, concentrating on the radio portion, and heard a number of Government officials and spokesmen for Latin nations.

The vote against the proposed U. S. station followed statements that present European broadcasts to South America are proving ineffective because they are so charged with bias and propaganda, and that operation of a Federal station would be the opening wedge to a state-controlled broadcast system as well as a menace to free institutions. The Civics Club is composed of boys in the late 'teens and is directed by Harold Hinton, of the *New York Times* Washington staff.

TELEVISION demonstration was held at Bloomingdale's Department Store, New York, March 28 during which images of 15 models wearing Easter millinery were transmitted from a central studio in the store to four kinet screens, two in the street display windows and two on the third floor. Complete television equipment, known as "tele-sale", was installed by the American Television Co., which, if this test demonstration proves successful, plans to install similar equipment in other stores in the country.

Treaty Allocations by Spring

(*Continued from Page 13*)

will be made available when the United States formally sends to Cuba, as the host nation, its list of present assignments and proposed assignments of stations throughout the broadcast band.

At that time also the FCC will make public a "show cause" order, under which stations which feel they are hurt can file protests within a 30-day period. Those that protest would be entitled to hearings, though it is likely the FCC will attempt to iron out discrepancies by the conference method since the purpose of the allocation generally is to improve the operating facilities of stations wherever possible.

In promulgating Part II of its report on new rules and regulations, the committee, which comprised Commissioners Case, chairman, Craven, vice-chairman, and Payne, followed through on its preliminary report explaining its recommendations made public Jan. 18 [BROADCASTING, Feb. 1].

Little general opposition has developed on the recommendations, though protests are expected in perhaps a dozen or two cases against specific assignments and against certain provisions of the proposed new rules. For example, the recommended 50,000-watt ceiling on power, which restates the existing rule, will draw the fire of superpower advocates. Moreover, such stations as WOR and WCAU, which made special pleas at the hearings on the rules last June for exclusive rather than duplicated assignments, probably will reiterate their protests.

The FCC Law Department, it is understood, takes the position that stations which feel they have been aggrieved by the proposed shifts actually would have no legal basis on which to appeal to the courts and block the reallocation by injunction or stay order. Although there has been no sign of this contingency, it is entirely possible that a test case may develop.

Channel Provisions

Clear channels, which along with superpower constituted the most controversial phase of the hearings on the new rules, are not retained as such under the treaty. The rules specify that 25 channels will be used for exclusive use of stations of power of 50,000 watts, which in effect makes them clear channels, with 19 others formerly clear or high-power regionals for duplicated operation. All such channels, however, will be known as Class I rather than Class I-A (clear) and I-B (duplicated) as originally planned. This change was made because of the protests of certain stations which would be in the duplicated category on the ground that they would be stigmatized competitively.

Provision is made for horizontal increases in power for regional stations from 1,000 to 5,000 watts at night and for local stations from 100 to 250 watts at night where engineeringly and economically feasible. Each increase, however, under the procedure, will be considered on its own individual merits which does not necessarily mean a hearing but does entail separate consideration.

"Censorship" Out

Whereas the rules and accompanying engineering standards specify the degree of interference-free coverage of stations in each of the six categories, they provide for flexibility insofar as protection is concerned for regional stations located in areas of scattered population. Such stations would be given greater protection than that specified to enable them to cover the normal markets.

Two controversial provisions contained in the proposed rules which served as the basis for the June hearings were knocked out by the three-man committee. One, reportedly espoused by Commissioner Payne, would have permitted the Commission to require particular types of cultural programs as a condition precedent to procuring a license or an increase in facilities. It was deleted as bordering on censorship.

The other rule proposed that an applicant for a local station must be a resident in and familiar with the needs of the community and was aimed at "absolute ownership" of local stations. The committee recommended its deletion on the ground that it discriminated against one particular class of station licensee.

Antipodes Radio Chief Studies American Radio

COLIN G. SCRIMGEOUR, controller of National Commercial Broadcasting Service of New Zealand, owned and operated by the Government but which operates the country's four commercial stations, arrived in San Francisco March 23 to make a survey of American radio. Many American features, primarily transcriptions, already have been successfully introduced in the Antipodes.

He explained that New Zealand radio has progressed rapidly since its inauguration in 1927 with non-commercial service. In 1936, Mr. Scrimgeour was appointed by Prime Minister M. J. Savage to introduce commercial radio and within a year four 1,000 watt stations were placed in operation. Listeners pay a license fee of $6 annually for both commercial and non-commercial services. New stations are being developed inland at main centers of population and political and liquor advertising is barred but otherwise commercial broadcasting in the Antipodes has a free run. Controller Scrimgeour's mission is to study American and Canadian broadcasting developments with a view toward adoption of desirable features for introduction in New Zealand prior to opening of the Centenary Celebrations toward the close of 1939.

BBB Conference

MORE THAN 90 trade associations, consumer organizations, educational institutions and government groups in the United States and Canada have accepted invitations from the National Assn. of Better Business Bureaus to cooperate in the Business-Consumer Relations Conference on Advertising and Selling Practices to be held in Buffalo, N. Y., June 5-6, according to John N. Garver Jr., chairman. An advisory council, with representatives from business, consumer, educational and government groups, is to be formed.

Ad Tax in France

FRANCE has invoked a supplementary tax of 20% of gross receipts on broadcast advertising in the French language, according to advices from the International Broadcasting Union at Geneva. The new law was invoked Feb. 9. In the same action, the tax rate was increased to 65% of receipts for advertising in foreign languages, of which 17% goes for the benefit of the Posts and Telegraph budget of the Government. The law applies to all private broadcast stations in the country.

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.





Those Days are Gone Forever
THANKS TO RADIO

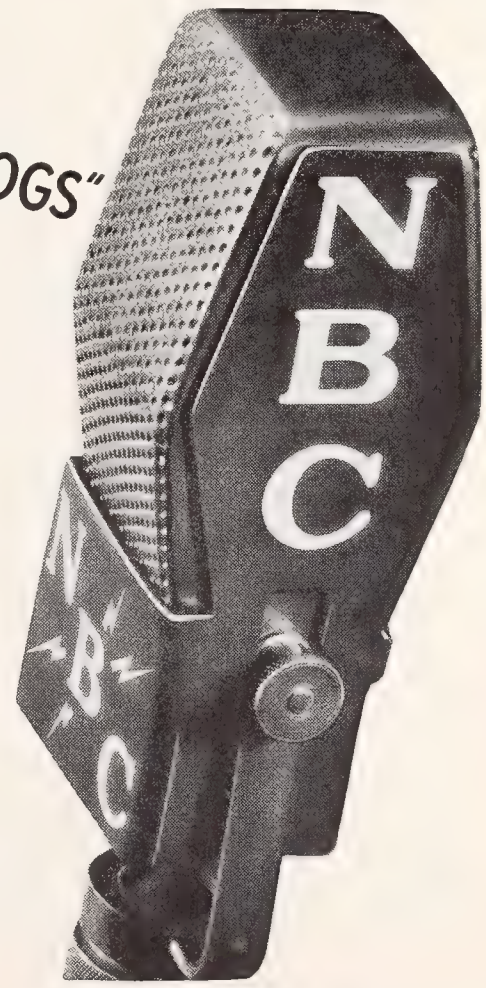
"KANSAS CITY STOCK YARD PRICES-12 NOON TODAY-HOGS"

RADIO has taken a lot of the guessing out of farming.

In years gone by farmers had to take a good many chances besides those imposed on them by nature's vagaries. They often shipped grain or stock at the wrong time. Or they shipped to the wrong market.

Now radio keeps them informed. NBC market news broadcasts bring instant information as to spot prices in various markets. The farmer can ship to the most advantageous place. He is familiar with price trends.

Yes, and in addition, NBC broadcasts help farmers in many other ways. For instance, there are frequent reports on the weather and temperature. Truly the days are gone forever when the farmer was isolated from the rest of the world. Other NBC broadcasts that help farmers are part of NBC public services. They contribute definitely to the welfare of farmers, and through them of the whole nation. Outstanding among all radio services to the farmer is the National Farm and Home Hour, now in its eleventh year on the air.



NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Transradio Plans Facsimile Hookup

Moore Says Capital Available To Start in Six Months

GREAT interest has been evinced in the plans for a chain of facsimile newspapers now being developed by Transradio Press Service, according to Transradio President Herbert S. Moore, who said that for the past several weeks he has received an average of 50 inquiries a day about the proposed service. Many of these have come from broadcasters, he said, who are now subscribing to his organization's news service and are interested in this new field.

Essence of the plan is to provide a low-cost publishing service through the transmission of complete newspapers by radio and wire facsimile from a central bureau to the local newspaper plants. Here the papers will be rebroadcast by facsimile to rural and suburban subscribers and run off in quantity via some inexpensive form of offset printing for carrier and newsstand distribution to the urban population. Plan provides for the insertion of local news at each plant, Mr. Moore explained.

May Start in Six Months

Papers will be standard tabloid size, he said, probably five columns wide, and will contain a great number of pictures as well as the complete news of the day. The news, he continued, will be handled in the same style now used by Transradio for its radio service, tests having shown this style of news treatment is equally effective for reception by either eye or ear. With capital already available for plants in some 25 cities, he expects to launch the facsimile chain within six months.

Mr. Moore believes a newspaper of this type can flourish in cities of 5,000 to 10,000 pipulation and in many instances take the place of country weeklies. Stating there are at least 200 communities in which such a newspaper can logically expect success, Mr. Moore hopes his plan will reverse the present trend of shut-downs and consolidations and result in more rather than fewer newspapers.

Video Sets on Market

FIRST licensed television sets to be put on sale in the United States are the Andrea receivers which in latter March were distributed to a number of radio and department stores, M. L. Sleeper, advertising manager of the Andrea Radio Corp., told members of the New York chapter, Radio Servicemen of America, on March 27. Sets are available in both assembled and kit form, he said, with a $50 differential in price. A table model television receiver with a 5-inch cathode ray viewing tube retails at $189.50, including both sight and sound for television programs broadcast by either NBC or CBS. A console model, with a 12-inch viewing tube and including the broadcast band as well as seven television channels, retails at $450. There will be no reduction in the price of television sets comparable to that in sound receivers, he said, pointing out that most of the parts used in constructing television receivers are also used in sound receivers.



KDKA'S NEW transmitter will be housed in this New England Colonial residence-type building, within 8½ miles of downtown Pittsburgh, under plans of Westinghouse to be started within a month. The removal of the 50 kw. transmitter, together with a 718-foot steel tower antenna, is scheduled for completion before the end of 1939. Walter C. Evans, manager of Westinghouse's radio division, said more powerful reception for Pittsburgh's metropolitan area will result from the shift from Saxonburg—the third since KDKA flashed its first regular voice broadcast from the roof of the Westinghouse building in East Pittsburgh Nov. 2, 1920. The tower antenna, said to be the world's highest welded structure, already in use at Saxonburg, will be dismantled and re-erected on the new site, and during the transfer KDKA will utilize an emergency antenna. New equipment will include a longwave transmitter and one shortwave unit, to replace four units of international station W8XK, which carries the programs of KDKA all over the world.

Paramount Still Silent On Plans for Television Activities in Hollywood

REPORTS that Paramount Pictures Inc., is planning to erect a television transmitter in Hollywood this year brought neither denial nor affirmation, but simply "I don't know" from studio executives in that city. The film company recently announced it planned to "cash in" on the public's interest in television and merchandise its products through television trailers, using the new DuMont transmitter now being tested at Montclair, N. J.

The report that Paramount would also make Hollywood a television broadcasting center was said to have originated in New York when Homer Tasker, sound engineer of the film studio, arrived in the latter city in late March from the West Coast. Search for a Hollywood transmitter site is said to be under way, and Paramount, if granted an FCC permit, would televise live film talent.

Paramount executives are said to be "thoroughly sold" on the future of television, the firm being financially interested in the DuMont Laboratories. Announcement was recently made that the film studio would enter the television broadcasting field in the east and expand nationally as new transmitters were erected [BROADCASTING, March 15]. Scheduled arrival in Hollywood in early April of Barney Balaban, Paramount president, Stanton Griffis, executive committee chairman, who made the original disclosure of the studio's television plans some weeks ago, and Neil Agnew, vice-president in charge of sales, add weight to the supposed interest of the company in Hollywood television operations.

RESOLUTION demanding that New York City discontinue its municipal station, WNYC, was introduced at a meeting of the Board of Estimates on March 18 by Borough President James J. Lyons of the Bronx, who characterized the station as "an absolute waste and luxury."

NEWSREEL THEATRE BUILT FOR VIDEO

NEGOTIATIONS were consummated in San Francisco in March which will bring a new newsreel theater, and ultimately, the first commercial television plant to the Bay City. The real estate deal involves a million dollar transaction. Wall Street money is assertedly behind the new enterprise, with such figures as Paul Warburg, banker, and Angier Biddle Duke reported as backers.

A Market St. building will undergo a complete internal and external reconstruction. The Pacific Newsreel Co., subsidiary of a large New York firm, signed a long-term lease for the property.

The theater will be so constructed and wired that it can be transformed into a television theater at any time. The present plans call for future conversion into a television receiving plant. According to reports received in San Francisco, the New York firm owning the local company is planning to install similar units in 14 other major cities throughout the country.

ACA Signs WHOM

AMERICAN Communications Assn., CIO union has signed a contract with the management of WHOM, Jersey City, covering the seven technicians employed by the station. Contract goes into effect July 1 and runs until Oct. 1, 1940. Including the usual provisions for a closed shop, union hiring and firing, 40-hour five-day week, sick leave vacations and holidays with pay, the contract also calls for a $5 increase on Oct. 1 and another $5 raise on April 1, 1940, for all engineers.

EXACTLY 648 vacuum tubes, nearly seven times as many as are required for most broadcasting stations, will be needed to operate General Electric's new television plant now under construction at Schenectady with transmitter atop the Helderberg Hills 12 miles away, according to C. A. Priest, GE engineer.

Television Transmission On Standard Broadcast Frequencies Is Claimed

ANNOUNCEMENT of technical developments which will enable the broadcasting of television signals on the frequencies now employed for sound broadcasting has been made by Wald Radio & Television Laboratories, New York. Patents owned by the company, it is claimed, will permit the transmission of video signals by any present broadcasting station through a simple, inexpensive addition to the transmitter. Similarly they will enable the public to receive the broadcast pictures through attachments easily installed in their sound receivers, it is claimed.

Robert Robins, secretary of the company, which will manufacture, distribute and license the use of equipment based on its patents, explained that through the Wald system an image signal is "tied on sound wave like a jockey on a horse." As many television stations as there are now sound broadcasting stations can operate under this system, he said, as the present 10 kc. separation is sufficient for this type of telecasting.

Said To Obviate Relays

The company also claims a means of transmitting on "mixed frequencies" that will permit transmission of visual programs over hundreds of miles without the need for costly relay stations. Another Wald patent covers simultaneous transmission and reception of sound and sight over a single channel, Mr. Robins said, adding that his company has put NBC on infringement notice against making unauthorized use of this principle.

Negotiations are now under way to install Wald equipment in a standard broadcasting station so the company may demonstrate its methods to the industry and the public, according to Mr. Robins.

Company was incorporated at Albany recently, with George Wald as president; Robert Robins, secretary and treasurer; Ralph Vatner, vice-president and general counsel. Wald Radio & Television Laboratories is a closed corporation and will not make any public issue of capital stock, according to the announcement, which adds that the concern will also engage in the broadcast of non-commercial television programs. Offices are at 1501 Broadway, New York.

Josephine Porter

MISS Josephine Beardsley Porter, secretary to Gilbert Seldes, CBS director of television programs, died on March 28, following an operation. At one time a reporter for the *Brooklyn Eagle*, Miss Porter had been secretary to Heinnen Morris, U. S. Ambassador to Belgium, before joining Mr. Seldes about three years ago.

Albert R. Marchal

ALBERT R. MARCHAL, traffic manager of WADC, Akron, since 1933, died suddenly Feb. 3 from a heart ailment. A sports enthusiast, Mr. Marchal formerly was a star school athlete, and was responsible for bringing many famous sport personalities to WADC microphones. His brother is Edwin A. Marchal, sales manager of the station.

Disaster Coverage

WHEN the huge Boeing Stratoliner crashed some twenty miles south of Tacoma in March, killing its 10 passengers, KVI, Tacoma, was quick to act. Realizing the anxiety with which Northwest listeners would await authoritative information on the disaster, KVI Program Director Wade Thompson, Chief Engineer Jim Wallace and announcer Norm Runions grabbed their portable shortwave transmitter and hurried to the scene. Equipment was set up and a broadcast fired, bringing a picture of the scene, accounts of the tragedy by eyewitnesses and a list of passengers, the first to be released.

Items of All Sorts

INCLUDING everything from a pet skunk to Government pay checks, the *Lost & Found Forum*, daily five-minute feature on KANS, Wichita, Kan., listed over 200 lost and found items reported during February. The items are phoned to KANS and broadcast on the 9:55-10 a. m. program as a free service for listeners. The 200 items reported during February represented 72 different types of articles.

Krautters Joins WCKY

E. C. (Jimmy) KRAUTTERS joins WCKY, Cincinnati, April 1 as sales promotion manager, according to an announcement March 29 by L. B. Wilson, president and general manager. Mr. Krautters resigned March 1 as assistant general sales manager of WLW and was head of the continuity department for 10 years before transferring to sales. The appointment is in line with staff additions being made by WCKY in connection with its impending 50,000-watt operation.

WSB, Atlanta, in mid-March celebrated its 17th anniversary. It was the first station in the South and the second newspaper-owned station in the country. Credit for its growth is given to Lambdin Kay, its first and only manager.

Ideal Announcers

AFTER examining 1,500 announcers in the last two years, the CBC, according to General Manager Gladstone Murray, found only four ideal announcers. Only one of these announces in English—Charles Jennings of Toronto, a veteran Canadian announcer who has been on the air for nearly 12 years. The other three were French-Canadian announcers, Fernand Leclerc, Jacques Desbaillets and Gerard Arthur, all of Montreal. The CBC wanted announcers who had the warmth and life of American announcers without the high-pressure feature and without the "atmosphere of inevitable tragedy in every news bulletin", who had the calm and detachment of good British announcers without the Olympian air.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

WANTED: experienced, reliable, sober salesman with ideas and merchandising ability. If you will work and produce, have good proposition, commission, drawing account. Send references. Network station in south. Good future. Man or woman. Box A311, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Situations Wanted

Copywriter—8 years radio—turns out excellent work fast—desires change. Midwest only. Box A298, BROADCASTING.

Radio Time Salesman with East agency contacts seeks connection with radio station or representative. Have contacted N. Y., New England and Philadelphia agencies for the past 12 years. Associated with nationally known radio station representative for past 6 years. Background: University, newspaper adv., radio station and representative, 36, married, Protestant. Box A315, BROADCASTING.

Production. Programming. Continuity. College Grad. 4 years experience. Network training. References. Anywhere. Box A314, BROADCASTING.

Radio newscasts increasingly important. You've probably noticed you need combination editor-reporter, publicity, continuity writer. Years newspaper, also transradio experience. Box A293, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handle studio utility, references, recordings available. Box A252, BROADCASTING.

INSTRUCTOR - ANNOUNCER: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A288, BROADCASTING.

GENERAL MANAGERS: Capable assistant needs south or southwest location. Handle details—promotion—merchandising. Network, agency experience. Salary secondary. Dartmouth graduate, married, presently employed. Box A275, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Competent, capable, experienced engineer, ten years' experience, desires chief engineers position any station 5 Kilo. or down. Investigate. All replies held confidential. Box A285, BROADCASTING.

Hard hitting salesman, 31, married, good mixer, employed, desires better opportunity. Anywhere in Midwest. Box A299, BROADCASTING.

College Graduate, renewal Radio-telephone First Class License, desires position as Announcer-Operator. Available June 15. College dramatics experience. Single. 23. Box A300, BROADCASTING.

Experienced man who can originate, write, produce and announce rural, or other, radio programs, desires connection with commercial or educational station. Agricultural College Graduate. Box A301, BROADCASTING.

Situations Wanted (Cont'd.)

Announcer - Program Director, seven years experience. Best of references, recordings available. Reasonable salary. Box A297, BROADCASTING.

Experienced licensed operator available immediately. Now employed in kilowatt network station. Desires position with better future. Address Box A302, BROADCASTING.

Announcer — 3 years experience—married and industrious. Sports, newscasts, commercials. Voice recording. Box A304, BROADCASTING.

Experienced sales executive . . . six years all phases broadcasting. Position with future desired. Box A305, BROADCASTING.

PROGRAM DIRECTOR. Can build up programs of small station all local or medium size with available free time. Programs to attract listeners . . . musical . . . civic . . . stunts . . . special features . . . programs that will sell. Excellent references. Permanence and stability more important than large salary. Box A307, BROADCASTING.

Chief engineer desires change. Seven years experience—one year Chief Engineer at present position. Have copied Transradio for the past year. Virgil Sanderson, Radio Station WMSD, Sheffield, Alabama.

Experienced Announcer — Program Director. Musical, Dramatic and Technical background. Young. Married. Living wage necessary. Will go anywhere immediately. Overton Wilkinson, Box 65, Arroyo Grande, California.

Efficient Station Secretary — Program Director's Assistant—thoroughly trained in all types of station filing—Good copy and script writer—can announce and handle woman's program—trained in production —highest references—employed at present desires change. Box A309, BROADCASTING.

Announcer: with four years experience desires position with small progressive station preferably in Midwest. Voice recording available. Box A308, BROADCASTING.

SALESMAN-WRITER - ANNOUNCER-CORRESPONDENT 5000 watt, net station experience. Age 28. University education. Station, agency or other radio connection wanted. Knows advertising and sales promotion. Car. Single. Business experience. Box A312, BROADCASTING.

MANAGER OR COMMERCIAL MANAGER: Newspaper, theater, radio managerial experience. Qualifications excellent for station or commercial management. Can make investment. Box A313, BROADCASTING.

NEWS! Thoroughly experienced newscaster and commentator with good educational and travel background. Now employed, seeking better opportunity. Can also handle announcing, interviews commercial continuity, special feature programs, sales promotion. Box A306, BROADCASTING.

Wanted to Buy

Attention Station Managers—Want to buy time for street broadcast privilege selling advertising. Experienced. Box A303, BROADCASTING.

For Sale—Equipment

Presto Recording outfit, 16 inch turntables. Latest model. Excellent condition. Box A310, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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SAINT PAUL, MINNESOTA

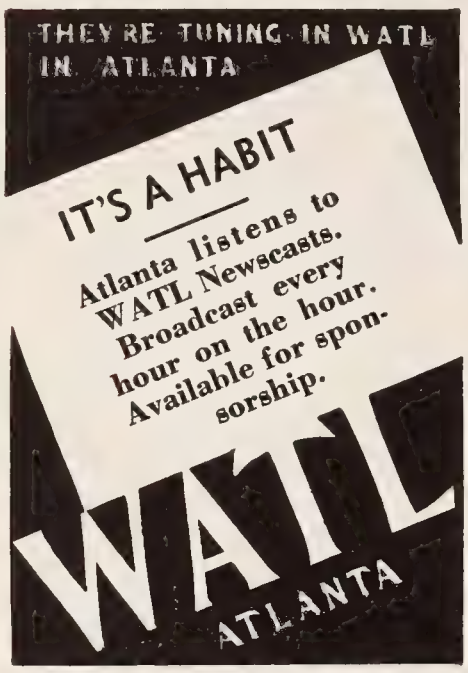
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DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

WHN, New York, has issued a new rate card, No. 7, effective March 31, which calls for a general increase in rates, ranging from a 12½% boost in basic rates to a 50% increase in the special rates for three or six programs weekly. In addition to volume discounts, new card also gives a 25% discount to bonafide retailers in the Metropolitan Area.

SECOND anniversary of the New London, Tex., school explosion was observed March 18 with memorial services on WBAP, Fort Worth, from the Pleasant Hill Methodist Church in New London. The program was relayed by WBAP's mobile shortwave unit to Overton, and then by telephone lines to Fort Worth. Gov. W. Lee O'Daniel, speaking from Austin, and four ministers were heard on the program.



Studio Notes

CBS and BBC have arranged for a joint broadcast April 3 of the challenge rifle match between Great Britain's champion rifle squad, the Ledsbury and Brittanic House team of London, and the winner of the National Rifle Association's indoor championships held in Chicago March 31 to April 2. T. B. R. Woodrooffe, sports commentator for BBC, will cover the shooting of the British team in London, and Ken Ellington, CBS special events announcer from Chicago, will describe the American riflemen.

WHEN the *National Barn Dance* of WLS, Chicago, celebrated its seventh anniversary March 18, Mrs. Mary Petschinsky of Chicago was honored for her record of having attended both shows each Saturday night since 1932. With an admission charge of 75 cents, the *WLS Barn Dance* has been attended by 750,000 persons since March, 1932.

W3XAU, international shortwave station of WCAU, CBS outlet in Philadelphia, on March 26 increased its transmission schedule by five hours weekly, programs now being available to European listeners between the hours of 11:45 a. m. and 12:45 p. m. on 15,270 kc. The new schedule adds one hour daily to the former 12-hour schedule, which did not begin early enough for European listeners, according to the many requests received.

THREE new productions of WHK-WCLE, Cleveland, *Rhapsody for Quintet*, *Stringing Along*, and *WHK Kapers*, became regular MBS network features March 20, according to an announcement of Russell W. Richmond, WHK-WCLE program director.

KIT, Yakima, formally opened its new studios Feb. 12, entertaining 12,000 visitors. Occupying the entire second floor of a 50 x 140 foot building, the studios are completely air-conditioned, acoustically treated, and modern. The studio facilities are planned to take care of the largest orchestral and choral groups, as well as audience participation shows up to 150 persons.

WHEN CJRC, Winnipeg, observed its fifth anniversary late in February the windows of a store in the business section were converted into a studio. Sixty-six programs were broadcast from the window during a five-day period.

WKY, Oklahoma City, recently carried special programs from the National Inventors' Congress held in that city, broadcasting personal descriptions of the latest in gadgets, gimcracks and gew-gaws by the inventors themselves.

BOB EDGE, sportsman, writer and radio commentator, on March 16 started a weekly series of quarter-hour informal talks on CBS designed to bring hunting and fishing enthusiasts anecdotes, reminiscences and information on these two sports.

CARRYING ON its efforts to improve the spoken English of high school students, WGAR, Cleveland, is holding its fifth annual Senior High School Declamation Contest, open to all Cleveland high school students. Cooperating with WGAR, the magazine, "Better English", is furnishing the talks to be used by the participants. The contest, which has been conducted under supervision of Julius Glass since it started, embraces preliminary competitions in each high school, with winners meeting for broadcast contests on April 17 and 24.

PROBABLY for the first time in the history of radio and shipping, the two largest ships in the world, *Queen Mary* and *Normandie*, devoted their Sunday afternoon concert while at sea to the broadcast on March 26 of the *Metropolitan Auditions of the Air* program, heard on NBC-Blue under the sponsorship of the Sherwin-Williams Paint Co. They will also pick up the final presentation of the program for the season on April 2.

KINY, Juneau, Alaska, has requested permission of WMCA, New York, to use its sign-on and sign-off announcements as examples of "good diction in word phrasing" for KINY announcers. A recorded copy of the announcements was requested for use in the announcers' training course.

WBBM, Chicago, has started a new program slanted for the Midwest farm trade, called *Farm Journal*. Aired 6-7 a. m. six mornings weekly, the new series features farm news, stock reports, sports news and the music of *Pappy Cheshire's Hillbillies* piped from KMOX, St. Louis.



MODEL of the ultra-modern new transmitter house of KGKY, Scottsbluff, Neb., now under construction along with a new 165-foot Delco vertical radiator, under the direction of Chief Engineer Harlan A. Morrison.

MUTUAL network's promotion piece, "Story of a Rubber Band," received the award for distinctive merit for design of a complete booklet from the Art Directors Club at its 18th annual exhibit of advertising art, now on display in the Associated Press Bldg., New York. In addition to the award, MBS also received four honorable mentions. Two booklets, "Day in the Life of Ray D. O'Dollar" and "Study in Ups and Downs," were given honorable mention in the design for a complete booklet class, and two single advertisements. "Who Said Radio Is Expensive?" and "Adventures of Ray D. O'Dollar No. 4," in the design of a complete advertisement class. All of these pieces were prepared under NBC Hollywood Athletic Assn., was organized in mid-March with Ben Gage, announcer, elected chairman. Other officers are Jack Creamer, vice-chairman; Jack Stewart, treasurer; Helen Wendt, secretary and Noel Corbett, publicity director. Group is organizing a softball tournament and will challenge CBS and various independent stations of southern California. First social event of the association was held at NBC Hollywood studios March 22 with more than 200 employes and their families attending.

WLS, Chicago, is furthering music education in 10,000 one-room rural schools in Illinois by promoting a rural school chorus to be heard at the State Fair this summer. In cooperation with Illinois U. and other agencies, WLS broadcasts songs to be used by the chorus as a part of its thrice-weekly *School Time* series.

AMERICAN Television Institute, Chicago, reports it will establish a research branch in Los Angeles, under the direction of Dr. Lee De Forest, head of Lee De Forest Laboratories.

UNITED PRESS has announced new subscribers since Dec. 20, 1938, as WJBO, Baton Rouge, La.; KTSW, Emporia, Kan.; WFBC, Greenville, S. C.; KGVO, Missoula, Mont.; WJLS, Beckley, W. Va.; WGNC, Gastonia, N. C.; WCMI, Ashland, Ky.; WLNH, Laconia, N. H.; WBNO, New Orleans, La.; KVOA, Tucson, Ariz.; WOOD-WASH, Grand Rapids, Mich.

WHOM, Jersey City, broadcast two special programs March 24, one to dedicate the new Lehigh 387-foot self-sustaining vertical radiator antenna the station has erected at the foot of Washington St. in Jersey City, and the other to mark the seventh anniversary in metropolitan New York radio of Paul F. Harron, president, and Joseph Lang, general manager, of WHOM.

WCFL, Chicago, has started *The Faculty Club*, a Sunday afternoon forum discussion of scientific subjects. Given under auspices of the local Armour Institute of Technology, the series features faculty members talking on current scientific problems.

WDWS, Champaign, Ill., has started a weekly half-hour series called *At the Rostrum*, featuring faculty members of Illinois U. in an unrehearsed discussion of current political and economic problems.
the direction of Robert Schmod, MBS sales promotion director.



(Not a composite photo. Taken from Mid-Continent Refinery, Tulsa).

The City Built On Oil!

Tulsa, Oklahoma, Oil Capital of the World, is a "Metropolitan Jewel of the West!" Every year in Tulsa 400 purchasing agents buy more than three hundred million dollars worth of equipment for the 546 oil companies and operators with headquarters here. Tulsa has 119 oil equipment manufacturers, 183 oil industry supply houses, agents representing 1,028 national manufacturers. 58th in population, Tulsa stands 28th in per capita income; pays 38% higher average weekly wage than national average.

Within a radius of 75 miles of Tulsa lies 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. *Cover Oklahoma's Greatest Market with KVOO!*



★

25,000 WATTS
BOTH N.B.C. NETWORKS

EDWARD PETRY AND COMPANY
National Representatives



Fortune Surveys Video Economics

Says $13,000,000 Has Been Poured Into Development

TELEVISION, now making ready for its public bow coincident with the New York World's Fair starting April 30, is characterized as a "big baby" which for the last five years "has absorbed the nourishment of at least $13,000,000 in this country alone," in the first of two articles on the history, science and economics of the visual broadcasting art published in the April issue of *Fortune* magazine.

The $13,000,000 is an estimate of expenditures in research and development so far on electronic systems only. The article reckons RCA's contribution as between $5,000,000 and $10,000,000; CBS' at nearly $2,000,000, of which some $650,000 went to RCA for a transmitter; Farnsworth's at $1,000,000; General Electric's at $2,000,000.

Volume Needed

"In a sense, of course," *Fortune* states, "television is all research and the introduction of regular broadcasts and receivers for the home merely means a period of public testing. From any point of view, the art has yet to become a commercial reality, and even though at least a dozen manufacturers will this year be selling television receivers it is still true that television cannot be profitable until it becomes a volume business. To make money, the broadcasting stations and the set manufacturers must lift each other by the bootstraps. There will be no advertisers to foot program bills [although many have offered to sponsor first programs for the publicity value] until the public is supplied with sets, and the only certain way of selling sets is to increase the quantity and quality of programs offered."

After RCA and Farnsworth, the article states, General Electric and Philco lead in the parade of set manufacturers. Both have made technical contributions, but the chief concern of each is the receiver market. DuMont Laboratories Inc. is seen as a newcomer which may develop into a power in the field, especially with the backing of Paramount Pictures, which will own a half interest in the company after it has paid four yearly installments of $50,000 each—the first due next July 1.

Set Sales Won't Support

"The broadcasting companies," the article relates, "have a first-degree interest in their stations, but it seems likely that most of the stations run by the set manufacturers will wither and die or be sold to specialized companies. No one thinks now, as many thought in the early 1920's, that set sales can support broadcasting. Outside of their scientific and publicity value, stations like Philco's are stopgaps, which are designed only to promote receiver sales until sponsored broadcasting becomes economically feasible."

Though next to radio the movie business should logically be most interested in the development of television, *Fortune* finds that "Hollywood has done virtually nothing —and what it will do remains a question mark." It adds, however, that "the movies and television are too close together to stay apart very long."

The first article of the *Fortune* series treats chiefly of the historical and scientific phases of the budding art, and carries little in the way of either text or art that is new to the trade. The article's chief merit lies in its summary of the economic problems facing television. The concluding chapter in May will survey the "possibilities and impossibilities of television entertainment."

High-Fidelity Signals Free from Static Are Shown in Tests by Maj. Armstrong

BROADCASTING by frequency modulation lived up to its title of "staticless" radio on March 23 when its inventor, Maj. E. H. Armstrong, demonstrated its freedom from static and its high-fidelity reproduction at a meeting of the Radio Club of America in the Pupin Laboratory at Columbia University, where Maj. Armstrong is a professor of electrical engineering.

In a series of tests, during which various kinds of music and sound effects were broadcast from the 20 kw. Armstrong station at Alpine, N. J. and a 600-watt transmitter in Yonkers, Maj. Armstrong demonstrated that the transmitting power could be cut almost to zero without noticeably affecting the noise-free reception of the program [BROADCASTING, Feb. 1].

Lifelike Reproduction

The audience, which filled every seat and most of the standing room in the lecture hall, listened first to full-power transmission of music and sound effects from the Alpine station, operating on a frequency of 42.8 mc., and from the Yonkers station, on 110 mc., visibly impressed with the clarity and freedom from noise. The sounds of tearing paper, pouring water and ringing bells and chimes might have been coming from the speakers' table in the same room as far as the ears could detect. Then Maj. Armstrong, who was in telephonic communication with both stations, directed the operator at Alpine to rebroadcast the program from Yonkers and defied the listeners to tell which station they were hearing as he shifted the receiver from station to station with a handswitch.

Then he requested the stations to reduce their power to about five or six watts for Alpine and approximately one watt for Yonkers. No change in the quality of reception was noticed even at such minute power, nor was there any increase in static, the signals remaining as clear as they had been with full-power transmission. Maj. Armstrong explained that whereas a blowup of the last stage of amplification would put an amplitude modified station off the air, a similar mishap at a frequency modulated transmitter would be noticeable only to listeners on the fringe of the station's coverage area, as the station could easily carry on with the driver stage without affecting in any way the processes of modulation.

GE Demonstrations

Preceding the demonstration, I. R. Weir and G. W. Fyler, of the General Electric Co., read papers concerning that company's experiments with frequency modulation. Mr. Weir described a comparison between frequency and amplitude modulation made by a test car operating between a 50-watt transmitter in Schenectady and a 150-watt transmitter in Albany, 15 miles apart. When different programs were broadcast on the same frequency by the amplitude modulated transmitters, the Albany station could be heard for 2.6 miles from the transmitter and the Schenectady signal for one-half mile, with almost 12 miles of interference area. Using frequency modulation, the Albany program alone was heard for 10.8 miles and the Schenectady program for 2.7 miles. The intervening space was more of a discriminating area than an interference area, Mr. Weir stated, as the movement of the car a few inches was enough to change the signal from one station to the other and at practically no point were the observers able to get both signals simultaneously.

When one transmitter was operated on 41 mc. and the other at 41.5 mc., either signal could be heard without interference the full length of the route, he said, even under the antenna of the other transmitter. He explained that in frequency modulation the volume of the desired signal need be only twice that of the interference to come through clearly, while in amplitude modulation the ratio of desired signal to interference must be 30 to 1.

Simplicity of Receiver

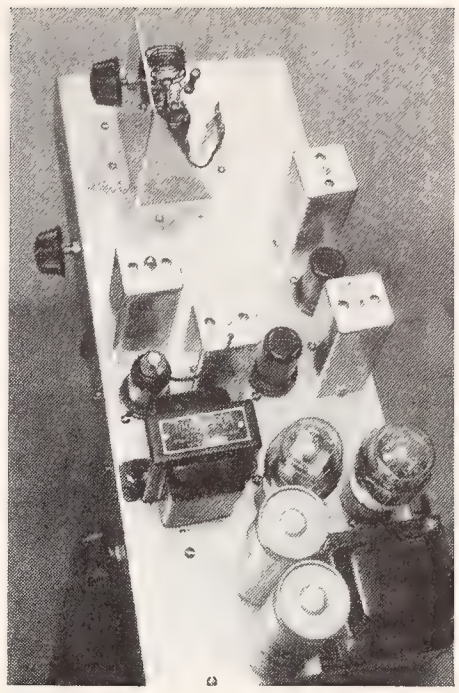
As a result of this, the useless interference area disappeared, he said, and practically 100% coverage becomes possible. Mr. Weir showed by a series of graphs that, because of this elimination of the interference area, the popular conception that the frequency modulation system was wasteful of the spectrum was an error, as it was based on only a part of the story —the relative band widths of individual stations.

The receivers for the system have usually been considered to be complicated affairs of many tubes, but Maj. Armstrong demonstrated the six-tube receiver shown in the accompanying photograph, which received the Alpine signals on a piece of lamp cord attached to the backboard with sufficient volume to fill the hall. He stated the receiver has performed satisfactorily up to 50 miles from Alpine.

The so-called line-of-sight limitation on the transmission was denied by Mr. Weir's statement that the Alpine transmitter was received in Schenectady, 130 miles away and behind the Catskill Mountains, better than the regular 50 kw. New York stations. Franklin Doolittle, owner of WDRC, Hartford, confirmed this statement, reporting that reception at his home in North Haven, Conn., was noiseless even on an indoor antenna.

Finally Mr. Weir showed data that both the initial cost and the cast of operation of frequency modulation transmitters were less than that for the present method of modulation. In view of the relative low cost of obtaining high power, General Electric is planning to experiment with a frequency modulated transmitter up to 10 kw. power at its station on Indian Ladder near Schenectady, he said.

From present indications, four or five of the frequency modulation stations will be in operation during the coming summer season and receivers will be available for the public which will receive not only their transmissions but also the present broadcasting stations.



SIMPLICITY is the keynote of the six-tube Armstrong frequency-modulated receiver, which received strong signals from a piece of lamp cord attached to a blackboard in a recent New York demonstration.

Finch 'Ham' Set

A COMBINATION facsimile scanner-receiver will be put on the market this spring by Finch Telecommunications Laboratories in kit form for assembly by amateur radio operators who are interested in experimenting with this new form of radio transmission. Sets will be much cheaper than the facsimile transmitters now in use by broadcasters, the probable price being between $200 and $250. Finch will also install a transmitter in the exhibit of the Amateur Radio Relay League at the New York World's Fair for examination and use by visiting "hams".

Cartoons via Facsimile

HARRY BRESSLER, well known political cartoonist, is doing a series of cartoons which are broadcast over facsimile station W2XBF, New York. Station, operated by Finch Telecommunications Laboratories, is currently on the air from 3 to 4 p. m. weekdays and from 11 a. m. to noon Saturdays, but plans to increase its schedule to three hours daily, seven days a week, in the near future.

FACSIMILE broadcasting as a means of speeding up communication within New York City's educational, police, fire, administrative and other municipal departments was demonstrated by RCA at the weekly luncheon of city commissioners on March 22. Demonstration was arranged by M. S. Novik, director of WNYC, municipal station, which has applied to the FCC for an experimental facsimile license.

Networks Prepare Easter Broadcasts

Special Sacred Programs Are Planned From Many Points

THROUGHOUT Easter Week and on Easter Sunday, April 9, NBC, MBS and CBS have planned many special programs in addition to broadcasts of the traditional religious services conducted in different parts of the world. NBC, from April 4-8, will present *The Living God*, a dramatic presentation of the story of Holy Week in five episodes from Hollywood Radio City; on April 2 a special broadcast of Easter hymns, sung by the Oberlin College Cappella Choir, will be heard on NBC-Blue, and during the *Hymns of All Churches* program on April 6 special hymns arranged to tell the story of the Crucifixion will be sung.

For the fifth time on Good Friday, NBC will broadcast the complete performance of Brahms' "Requiem" by the choir of St. Thomas' Church in New York, and the NBC Symphony orchestra. On April 10, a description of the annual egg-rolling on the grounds of the White House will be heard on NBC-Red, with Easter greetings from Mrs. Franklin D. Roosevelt.

Fashion Preview

Music features during the week on CBS include excerpts from Brahms' "Requiem" by the All Angels Church Choir, New York, and other choral programs by the Plainsong Choir of Corpus Christi School, Symphonic Chorus of Ohio State University, Cincinnati Conservatory Chorus, and Pasadena Boy Choir. Early morning programs observing Easter will also be broadcast by CBS from the Vatican in Rome, from Central Park in New York, and from Forest Lawn Memorial Park, Glendale, Cal.

A preview of Easter fashions will be given MBS listeners on April 1 when Al Josephy, special features announcer, describes a trip through the New York fashion establishment of Nettie Rosenstein, a leading designer, and on April 4 an Easter party and fashion show will be broadcast during the Consumers' Quiz Club program on WOR, Newark. Sir John Stainer's composition *Crucifixion* will be broadcast on MBS on Good Friday, and on Easter Sunday, MBS will carry the religious services from the Hollywood Bowl, Mt. Rubidoux, Cal.; the Olympia, Washington, state capital; and music by the Los Angeles Civic Choir. For the third consecutive year, Mutual will send a 125-year-old coach-and-four down New York's Fifth Ave. from which Dave Driscoll, surrounded by celebrities, will describe the traditional Easter Parade.

WMCA, New York, will broadcast special Easter programs, including a *Passion Play* series beginning on Palm Sunday, featuring the Ave Maria players, Sunday services from Philadelphia, Boston and New York, and a description of New York's Easter Parade. The Franciscan Friars will present a *Passion Play* series of programs during the week on WHN, New York. WNEW, New York, on April 6 will present a program featuring "The Seven Last Words of Christ" by Thomas Dubois, sung by the choir of the Andrew Dorsey Call Society.

Network Pickups of Mussolini Speech Climax an Active Week of News Breaks

NBC, CBS and MBS on March 26 broadcast the speech by Premier Mussolini before the Fascist Grand Council in Rome, beginning at 5 a. m. (EST), during which Il Duce outlined Italy's position in the present European situation. During the speech NBC announcers interpreted in English, and following the Italian address, a complete translation and summary were broadcast. Later in the day at 5:30 p. m., MBS broadcast a recorded version of the speech.

France's stand against the Italion demands were expressed by Premier Daladier on March 29 in an international address also broadcast via shortwave by MBS, CBS and NBC from 2:45-3:30 p. m. During the Premier's speech, English interpolations were made by NBC announcers, on MBS by Raoul de Roussy de Sales and on CBS by Pierre Bedard. After the broadcast, CBS presented a special analysis of his words by H. V. Kaltenborn.

Coverage of Mussolini and Daladier speeches by three networks climaxed over a week of special broadcasts covering by radio all outstanding events of Adolf Hitler's recent "annexation" of Czechoslovakia. On March 17, the three networks broadcast the speech by Prime Minister Neville Chamberlain of England condemning Hitler's move as a breach of his pledges at Munich last fall. That evening, NBC broadcast a two-way talk between John T. Flynn, writer in New York, and Howard Marshall, British commentator, discussing the next steps in the crisis. H. V. Kaltenborn, CBS commentator, also spoke that evening on CBS with the network's London correspondent, Ed Murrow.

Four-Way Hookup

On March 19, CBS broadcast the first of its four-way hookups from London, Paris, Prague and Chicago, and other important points, with interpretations by leading foreign correspondents of the European situation in answer to questions asked by H. V. Kaltenborn in America. Also important on March 19 was NBC's broadcast of the speech by Dr. Eduard Benes, former President of Czechoslovakia, from Chicago. It was Dr. Benes' first statement on the situation since his resignation from the presidency after the seizure of Austria by Hitler. That evening, NBC presented a special broadcast of statements by correspondents Howard Marshall, John Elliott and Fred Oechsner from London, Paris and Berlin.

Throughout the week of March 20, both CBS and NBC presented special news broadcasts by AP, UP and INS foreign correspondents and interpretative comments by prominent American commentators. WMCA, New York, arranged a special tie-up with the shortwave station of the *New York Herald-Tribune*.

* * *

KMOX Editorial Policy

IN THE BELIEF that radio has a peculiar responsibility in the handling of European news during these times, Merle S. Jones, general manager of KMOX, St. Louis, decided to define the station's editorial policy for listeners and this policy was outlined in a special broadcast by Harry W. Flannery, news director of KMOX, who told the audience:

"As you know, the European situation is tense and news on the developments across the water were never more important. Since radio has become our means of immediate dissemination of news, we of KMOX realize our responsibility in keeping you constantly, completely and accurately informed on every new consequential incident in the historic story.

"We will naturally make every effort to perform this service to you, the listener, but we also realize the danger involved in the human element of the presentation and the reception of such important news. You know and I know that the events of these days are the kind that not only arouse our interest, but our emotions as well. Today's news has a tendency to make some men and women partisan, to favor one nation against another and even to take issue with their own countrymen.

"Our problem is the result of this situation. Under the circumstances, we will make every effort to be accurate rather than too hasty and shall endeavor to present the facts impartially and without the color of partisanship, either in words used or in the manner of giving voice to these words. To this end, we have issued instructions to our news editors to present the factual developments only and to our announcers to let the words and not their inflections tell the story.

"Due to the human element, we shall not, of course, be able to remain constantly true to this ideal, but we will strive earnestly to this end. We will therefore bring you news bulletins of importance immediately, completely and accurately and also present the informational background which will help to show the significance of these bulletins, in all cases seeking to present the facts only.

"Our effort will be conscientious, make any suggestions you believe will aid us in this endeavor, made of supreme importance by the fevered emotion of these momentous days."

His Pals, the Cops

BOB HILLE, announcer of KXOK, St. Louis, was jailed recently after running through a stop light while hurrying to the KXOK studios for an evening show. At the bastille he dropped the remark that the show he was to announce featured the Police Department Quartet—and within a few more minutes he was again on his way to the studios, this time sirened through tangled traffic by a police escort.

CALIFORNIA RADIO BILLS ARE STUDIED

WITH 13 bills affecting broadcasting pending before the California Legislature, NAB legislative committees representing the two California districts were in Sacramento during March on behalf of the broadcasting industry.

Howard Lane, assistant manager of KFBK, Sacramento, heads the District 15 committee, which comprises Charles P. Scott, KTKC Visalia; William B. Smullin KIEM, Eureka; Arthur Westlund KRE, Berkeley; C. L. McCarthy KQW, San Jose; Philip G. Lasky KSFO; William Grove, KSAN, and Lloyd Yoder, KPO-KGO, all of San Francisco. The District 16 legislative committee is headed by Fox Case, CBS western division director of public affairs, and includes Harrison Holliway, KFI-KECA; Frank Burke, KFVD; Lewis Allen Weiss, KHJ, all of Los Angeles; Charles A. Storke, KTMS, Santa Barbara; Richard O. Lewis, KTAR Phoenix, and T. M. Pepperday KOB, Albuquerque. The legislative committees were appointed at the suggestion of NAB President Neville Miller in line with recently established NAB policy.

Among the measures pending are bills which would impose franchise taxes; prevent participation of pupils in programs; libel and slander; artist management contracts; false advertising by radio foreign language broadcasts, proposing that after any such program, it shall immediately be rebroadcast in English; a bill which would authorize construction of two 50,000 watt stations by the University of California for educational purposes, and measures which would prevent advertising of any character by undertakers.

NBC Drama Venture

TO ENCOURAGE the broad realm of radio dramatization with its large scope for imagination and originality, NBC began a new series of half-hour plays on March 25 written by Arch Oboler, radio playwright and author of NBC's popular *Lights Out* dramas for several years. Mr. Oboler plans to concentrate on fantastic and imaginative plays in which emotional conflict is predominant, and, with a basic group of radio players to enact the plays, plans to develop every dramatic theory and technique to its fullest extent.

Praises Radio in Book

PRAISE for radio as a public relations medium is voiced by Milton Wright in his new book, *Public Relations for Business*, just published by Whittlesey House. Mr. Wright analyzes the case histories of firms most successfully solving their public relations problems, describing the use of radio by General Motors Corp., the Morris Plan Bank in Detroit, Ford Motor Co., Chase National Bank, E. I. DuPont de Nemours & Co. and the National Assn. of Manufacturers.

MUZAK Corp., New York, wired music service, has been holding discussions with Local 77 of the American Federation of Musicians in Philadelphia in order to remove any objections the AFM may have to Muzak's opening a wired service in that city similar to its present coverage in the New York area. When a satisfactory agreement is reached Muzak will open in Philadelphia, probably in about 60 days.

Political Aspect Disclaimed by Women n Discussing Child Radio Programs

FLAT denial that the luncheon ld March 17 by a number of omen's national organizations for C Chairman Frank R. McNinch d any political significance or at the women are being "used" the Administration to support s reorganization plans has been ade to BROADCASTING by Mrs. E. Lewis, radio chairman of the Naonal Society of New England omen, who invited Mr. McNinch address the group.

Purpose of the luncheon was to t the attitude of the Governent and the FCC on the problem children's radio programs, which e women had previously discussed ith broadcasters, advertisers and encies [BROADCASTING, March].

"Having had the opinions from e industry, three way," she said, he women expressed interest in e attitude of the Government, e FCC, and I asked Mr. McNinch speak before a group of national dio chairmen, expressing his oughts and explaining the funcons of the Commission. Mr. Mcinch has always been concerned er the effects of radio on the me. He reflects a highly develed conscience in the discharge of s duties. This idea naturally apaled to the women.

Program Objections

"The matter of the reorganizaon of the Commission was disssed at the request of the women esent. The subject was thoroughdiscussed, some and perhaps most the women agreeing in the main ith the purpose of the plans outned, but with the thought that a rger Commission would be safer, e number five being mentioned. he women were aware of the nessity for a small executive force a guarantee of efficient, effecve administration. Since this eeting the comment has been eard that the women are being ade use of by the Administration othing could be further from the uth."

While women generally are rateful to radio for its wealth superlative material, they do not ke the present trend of children's rograms, Mrs. Lewis said, with any mothers not as concerned er the so-called "horror" type of rogram as over the lower standrd resulting from the locale and tmosphere presented. "Ideas which revail where education and ethics re limited are often expressed in any programs objected to. Women el that it is hard enough to mainin a standard of excellence with very agency at our command and dio should assist, not lower it."

Women don't want "Little Lord auntleroy" dished up every afteroon from 5 to 6, she said, but ey are beginning to insist that dio should realize that matters f diction, pronunciation and enunation as well as manners and orals are of great importance to he growing child. On a recent otor trip across the country she alked to many children as well as arents, she said, and discovered at children themselves think juveile broadcasts monotonous and iresome and that they find the remium offers more attractive han the programs.

This has two results, both bad, he stated. First, mothers resent being asked to buy this or that product so the children can get the "come-ons" offered and thus insure the continuance of the very programs they object to. Even more serious, she continued, is that the children are turning from their own programs to those aimed at the afternoon women's audience, many of which are "problem" dramas unsuitable for child consumption.

As a former station manager and agency executive, Mrs. Lewis expressed sympathy with the problems presented to radio, but advanced the employment of better writers as a good part of the solution. If radio would hire writers of the type who now produce the children's books, writers with ingenuity and ability enough to turn out really worth-while scripts, radio could easily be a major force in training children for good citizenship, she said, adding that the women of America would enthusiastically support the sponsors of such programs.

Among the organizations represented at the McNinch luncheon were the American Legion Auxiliary; General Federation of Women's Clubs, National Council of Women of the United States, American Library Association, Daughters of American Revolution, Society of New England Women, National Federation of Press Women, General National Society of Daughters of the Union 1861-1865, Women's Radio Committee, United Parents Associations.

Approved Programs

Indicative of the type of children's programs women approved is the monthly list sent out by the United Parents Association of New York City, which includes about 35 recommended programs, classified according to age of their audience. For younger children, from 5 to 9, U.P.A. currently endorses Dorothy Gordon, Ireene Wicker, *Let's Pretend*, Malcolm Claire, *March of Games, Music for Fun*, Paul Leyssac and the Public Library's *Young People's Program*. The 9-to-12's should listen to *Answer Man, Cavalcade of America, Children's Concerts*, Dorothy Gordon, *March of Games, March of Time, Men Behind the Stars, Music for Fun, Music for Young People*, News Broadcasts, Operettas, *Professor Quizz, Science in the News, So You Want to Be*, sports broadcasts, *This Wonderful World, Uncle Jim's Question Bee* and the Library Program.

For the high school age group U. P. A. suggests *Americans All—Immigrants All, Americans at Work, Anna Barbinel's Song Lore, Cavalcade of America, Charlie McCarthy, Children's Concerts, Great Plays, Information Please, Lux Radio Theatre, March of Time, Men Behind the Stars, Mercury Theatre, Metropolitan Opera, Music for Young People, Musical Quiz*, news broadcasts, N. Y. Philharmonic, operettas, *Professor Quiz*, Ray Perkins, *Science in the News, So You Want To Be*, sports broadcasts, *The World Is Yours, This Wonderful World, Town Hall of the Air*. The complete absence of the juvenile script-show from the list is especially significant.

Indicative of what women can and may do about the programs they dislike is a letter written by Mrs. William H. Corwith, radio chairman of the American Legion Auxiliary, to the *Ladies Home Journal*, which prints it in the April issue. Stating that talking won't mean a thing because popularity of commercial programs is based solely on sales and disclaiming any liking for the word "boycott", she concludes that "The only way to solve the problem of how to have decent, worthwhile programs on the air, whether they are for children or for adults, is to let the advertiser know what we want . . . The women who resent the inference that their intelligence level is suited to the daily trash on the serial program, must talk about it, must write to the concern whose product is thus advertised . . . Accompanying the letter should be a frank statement that unless the program improves, the writer will have to express her disapproval in the only other way she knows—by refusing to buy the product."

HOLLISTER'S FU
Weird Background Used in Ad Club Audition

PRACTICALLY illustrating a talk on "How to Get Results with Radio Advertising", by Herb Hollister, manager of KANS, Wichita, at the Wichita Advertising Club's Business Clinic March 8, KANS arranged a *Fu Manchu* preview.

At a signal after Manager Hollister had concluded, auditorium lights were doused and the spot he had occupied was filled by a staff actor made up as Dr. Fu Manchu, shining a green light on his face. The actor "invited" spectators to listen to the program to follow, under threat of dire things to happen. His lines, spoken over the Oriental music padding the start of the *Fu Manchu* transcription, finished on cue as the first episode began.

To center attraction on the program, the loud speaker was draped in black velvet, with a gold Buddha, lap filled with incense and spotted with a green spotlight, on top of the cabinet. As the crowd filed out after the quarter-hour episode, a girl from the studio, attired as a Chinese lass, passed out Chinese puzzle keys to plug the program.

Author's League Plans

A NEW program for the benefit of the relief fund of the Authors' League and the Stage Relief Fund is now being considered for network broadcasts by a committee of prominent New York authors and actors, including Will Irwin, Arthur Richman, Fannie Hurst and Kenneth Webb, president of the Radio Writers' Guild. The program, planned for fall presentation, would probably be a weekly hour broadcast with an orchestra, chorus and permanent m. c. and featuring short dramatizations by Broadway actors of the best works, published and unpublished, of the Authors' League. According to Norman H. White, vice-president of Authors' & Artists, CBS has indicated an interest in the idea. A sample live hour show, similar to a Hollywood prevue, may be set up for presentation this spring before representatives of leading agencies with an eye to selling the program for fall sponsorship.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.

U. S. Representatives:

WEED & COMPANY

350 Madison Ave., New York

SORRY, BOYS, ACCESS (KY.) AIN'T ACCESSIBLE!

WAVE cain't help you much in selling the villagers down at Access, Ky. Nor can we do much to spur your sales-hopes *anywhere* in the miles of back-lands that stretch across our State. But WAVE *does* boost big business, at *low cost*, in the Louisville Trading Area—regularly reaches more than a million people who do *most* of Kentucky's *buying*. May our Pitcher Book tell you *all* the story?

An N. B. C. Outlet

National Representatives

FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

Department Store Uses Novelties in Cookery Program

Informal Chatter and Songs Promote Program Interest

SHOWMANSHIP is the secret of a successful radio cooking school. So concludes Bernard J. Winn, director of the popular weekly cooking school sponsored by E. W. Edward's Department Store, Syracuse, and nearing its fifth anniversary of broadcasting over WSYR, Syracuse. The program has proved so successful that the Edward's company has started a similar school for its Rochester store, broadcasting over WHEC.

Begun Oct. 10, 1934, the cooking school made its debut as a straight talk program, featuring a home economist just out of college who read recipes and gave cooking hints. Though the show drew some favorable response, it was evident something was lacking.

Instead of a solo shot, the weekly hour cooking school became a three-person proposition, with the spotlight on Miss Sally Franklin, Edward's veteran home economist, and the subsidiary billing going to Charles (Uncle Red) Thomas, singer of popular songs and pianist; and Mr. Winn himself, who continues to lend a helping hand both in patter and batter; and occasional visiting authorities from sponsoring concerns.

Between Courses

To Miss Franklin goes the cooking assignment. Mr. Winn finds both the listening and visible audience prefer first-hand operation by the expert with the listeners cashing in on the interest and reality of the actual sound of mixing, sifting etc.

Miss Franklin confines the number of recipes to four or five a program, carrying out the formula from start to finish. As the food cooks, Uncle Red goes to work with a song or Mr. Winn publicizes a store special or plugs a product used in food preparation. Throughout the entire show are sprinkled impromptu quips.

Informality is the essence of every program. The sponsor's idea is to create a scene like that of the average kitchen, with the two male participants pinch-hitting for the husband or son who occasionally drops in.

The school has built a tremendous audience judging from several hundred unsolicited letters which pour in after every broadcast, thanking the sponsor for the service or congratulating the cast.

In addition to the listening audience, the school plays to a visible audience averaging 700 women each week. The program is broadcast from the store's third floor auditorium, which frequently is filled to its capacity of 1,000. The actual broadcast emanates from a completely equipped kitchen on the stage.

A Special a Day

The store takes advantage of the large traffic brought in by the cooking school and each week offers a "Today's Radio Special", a $1 or $1.50 item, the purchase of which the average shopper can decide on quickly. Frequent direct tie-ins with the appliance department also prove feasible, especially when the appliances are actually used and demonstrated during the broadcast.

Now in its fifth year, the radio cooking school boasts a total registration of 10,000, according to Director Winn. A newcomer at registration receives a book of free admission tickets, places a ticket in a box at each meeting, and thus becomes eligible for the weekly door prizes or items of food prepared during the broadcast. Records reveal an average new attendance of 100 each week.

Along with this is a Home Radio Club with a registration of 2,000. Registrants are eligible to win one of two baskets of food given at the end of each broadcast. Mr. Winn reports 33% of the listening audience have store charge accounts.

Throughout the week Miss Franklin offers her services via telephone to anyone with cooking problems. Also she helps arrange menus for bridge, birthday parties and other special gatherings.

Further promotion comes in the form of a yearly spring cake baking contest which last year brought an entry of 185 cakes. The sponsor offers radios, silver sets, crockery, and lamps to the winners, and the cakes go to Syracuse orphanages.

Publicity also is in evidence each Tuesday night preceding the broadcast when portions of the sponsor's newspaper advertising remind Syracusans of the next day's *Edward's Cooking School of the Air.* Posters calling attention to the show appear throughout the store on the morning of the program, and stuffers are used in the mailing of monthly statements.

DEPARTMENT STORE'S SUCCESS

Ranking Store Enjoys Good Results by Using Different Types of Programs on WKBZ

By WILLIAM R. DUCHANE

Advertising Manager, W. D. Hardy Co. Muskegon, Mich.

I HAVE ALWAYS contended that radio can do any selling job for department stores if properly handled, bringing direct results consistently, providing the advertising is camouflaged so the listener is unaware that she is being sold.



Mr. Duchane

We had experimented with radio in the past, but sales had been infrequent and schedules shortlived. The store was the largest newspaper advertiser in Muskegon, using from one to several pages a day.

Last year, I decided to give radio a chance, scheduling the first broadcast on WKBZ, for Labor Day morning to run daily for a trial period of 30 days. After considerable discussion with the station management, I was given the privilege of conducting the trial in my own manner. Naturally, the station wanted the program to bring immediate results in merchandise sales, but I did not consider this the right approach.

Safety Message

Since our store is classed as the better store in Muskegon with approximately 75% of the sales volume in charge accounts, the first 14 of the 15-minute daily programs were entirely without advertising other than mention of the store name. Each day the program, a musical transcription series, was devoted to music by one composer, or music played by a certain orchestra. The next 14 days, the program contained a minimum of advertising and to offset that angle, I placed a safety message at the beginning and ending of the program. These messages contained facts concerning causes of accidents and ways to prevent them. Local civic clubs were quick to express appreciation.

Several thousand folders were sent to Hardy charge customers with their monthly statements and a 3-column full-page length advertisement was run in the local paper.

During the latter two weeks, the International Silver Festival advertising was used on four programs in conjunction with our regular allotted newspaper space. The promotion proved to be the greatest of any which we had previously attempted, and we have been told that we sold more 1847 Rogers than any store in several of our larger Michigan cities. This alone could not be considered an answer to the radio question, but with the general increase of our volume for September, it was decided that we might have been over-looking an important piece of advertising. Therefore we signed a long contract with WKBZ, and are still broadcasting 9-9:15 daily with a minimum of advertising, some days with none.

Later we launched a campaign of personal interviews between our employes and a station announcer. Each day, our newspaper advertising carried a picture of one of our employes, who was interviewed the following morning on the air. This program started in the station studios and after five minutes was transferred to our advertising office, where the four-minute interview took place.

Shifts to Fashion News

I originally planned the interview idea to run for a month, which would have given all of our older employes the preference. But after three weeks these interviews on WKBZ had become so popular that we were afraid to discontinue them until every employe had faced the microphone. I believe from information which we have gathered that we had about 75 or 80% of the radios in this vicinity tuned to our program each day.

The interviews have just recently run their course, and we are using the Fashion Chatter News prepared by United Press. We had found three excellent voices in our feminine personnel. The one selected was publicized in the space used for the employe pictures in the newspaper ad. This service has now become so popular that customers ask if and when we will stock certain garments mentioned in the broadcast.

Gradually more and more advertising was injected into the program, and by careful observation it has been proved that day after day the departments which were represented on the morning programs have all surpassed their quotas or, at least, broken even with the same date of the previous year.

I firmly believe that radio should be included to some extent in every department store's advertising budget wherever broadcasting facilities are available. However, this should be done in the form of well arranged consistent programs and with the advertising camouflaged as much as possible. By letting the program follow the lines of interesting subjects, with well-chosen music, an audience is sure to be built. The good-will obtained by this type of program will undoubtedly bring sales results and will maintain or increase the value of the department store in its community.

We are working on plans to add three more quarter-hours to the daily broadcasting schedule on WKBZ, though still remaining the dominant newspaper advertiser in Muskegon.

For successful results, radio costs should not be taken from the newspaper budget, but should be handled separately, and used consistently—looked upon as a good-will builder—must be interesting—should be program, rather than spot announcements, and should be radically changed from time to time.

If handled in this manner, time and program costs, considering increased volume, will be negligible.

Catalina Promotion

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Cal., (resort community), annual users of radio, for the third consecutive year, on May 22 starts its remote program, *The Catalina Islander,* on 6 CBS Pacific Coast stations (KNX KROY KARM KSFO KOY KTUC), Monday through Friday, 2:15-2:30 p. m. Following the June 30 broadcast, KOY and KTUC will be dropped from the list. From Aug. 1 to 31 inclusive and Sept. 5 to 9, a total of 28 programs will be broadcast over KNX Hollywood, only. Agency is Neisser-Meyerhoff, Los Angeles.

FTC Stipulations

THE Federal Trade Commission has announced the following stipulations: Acme White Lead & Color Works, Detroit, agrees to cease certain claims for its Lin-X; Charles Marchand Co., New York, agrees to cease certain representations for its hair wash.

GRUEN WATCH Co., Cincinnati, on March 31 started a 52-week campaign on WMCA, New York, using 28 time announcements weekly, Monday through Saturday. The company is also broadcasting six daily time signals, seven days a week, on WEAF, New York, and serial program *Calling All Cars* weekly on WSYR, Syracuse. Additional stations for the time signals will be added later this spring. McCann-Erickson, New York, handles the account.

HARRY PASCOE, chief continuity writer of WMCA, New York, is preparing an announcers' guide to pronunciations in seven languages to provide an easily available index of words common to American broadcasting. Languages include Spanish, Portuguese, French, Italian, German, Hungarian and Russian.

Functional Hat

EVELYN TRAUT, secretary to R. J. Rockwell, technical supervisor of WLW, Cincinnati, got the surprise of her young life recently when she reached for her hat—or what she thought was her hat. Larking WLW engineers had substituted "a reasonably accurate facsimile" for the real thing—a wax record with a small square box wired on top, the wires looped high over the box to resemble the bows of the real hat, and two broad strips of scotch tape waving gently from the crown, ribbon-fashion.

CC Plans To Inspect requency Modulation nd Video Experiments

ELD inspections by members of e FCC and its executive engiering staff of radio's two most pressive technical fields — telesion and frequency modulation ansmission—are likely during the xt few weeks.

Because of the mounting interest television, the FCC special comttee on the subject proposes to ake an intensive study of the vis-l medium. On March 29 the comittee, comprising Craven, chairan, Brown and Case witnessed the ilco portable television demonration in Washington. The comittee may pursue its study by siting on the ground the experiental operations of other comnies, including RCA,, Philco and aMont.

Government engineers have been vited by General Electric Co. to serve frequency modulation ansmission in the ultra-high freencies in the Schenectady-Albany ea and compare the two modes of ansmission. The date tentatively s been set for April 14. The FCC known to have an open mind frequency as opposed to amplide modulation, and has authorized widespread experimental erations in each ultra-high field.

WOR-Film Tieup

RRANGEMENTS for the exclue inclusion of motion picture blicity material in the facsimile ograms broadcast daily by WOR, ewark, have been completed beeen the station and 20th Centuryox. Daily service of pictures and mments was launched on March with a description of the filming "The Story of Alexander Gram Bell," Darryl F. Zanuck's new cture. Deal was made by Alfred McCosker, president of WOR, nd Charles E. McCarthy, direcr of advertising and publicity for e film company.

A Lumber Mill Sponsors

WLK, Longview, Wash., has gned the largest lumber mill in e world, Long-Bell Lumber Co., r a weekly half-hour broadcast. he program is primarily intended a good will gesture and features "industrial safety" theme. Each eek a different youth organizaon presents its own program. fter the broadcast the particiants are invited to a supervised spection of the lumber mill and a party in the mill cafeteria.

Multiple Ownership of Stations

(*Continued from Page 17*)

Murphy-Sepaugh group which tied in WEBC, WHLT, KVAL, WEAU, KRRV, KRMD, KHBG and KPLC; the Brice - Bulova - Gray - Lafount group, tying in WSB, WAGA, WCOP, WBIL, WELI, WNBC, WNEW, WORL, WOV and WPEN; the Adler - Dahl - Stuart Group, mentioning Don Searle, manager of KFAB, KOIL and KVOR, with KANS, KMMJ, KGLO, WIBA, WKBH and KWNO; the Harte - Jones - Josey group of Texas stations, listed as KXYX, KPRC, KTRH, KRIS, KPLT, KBST, KGKL and KRBC.

The Bell-Gaylord Group, operating WKY, KVOR and KLZ, strangely enough, was tied in with KFEL, Gene O'Fallon's station because "one employe" performed the same duties at that station as he does for KLZ.

Many Curious Groupings

Listed with the three Iowa Broadcasting System stations (KSO, KRNT and WMT) under *Des Moines Register-Tribune* ownership, is WNAX, Yankton, S. D., licensed to the South Dakota Broadcasting Corp. However, the exhibit brought out that Gardner Cowles Jr., executive head of Iowa Broadcasting Co., votes all of the WNAX stock.

Under the heading Huber-Lewis-Slover Group were listed WTAR, Norfolk, WRTD, Richmond, and WPIV, Petersburg.

WBIG, Greensboro, and WPTF, Raleigh, were tied together in a "Carolina Insurance Group." This grew out of the showing that Durham Life Insurance Co., which controls WPTF, holds a block of stock in Jefferson Standard Life Insurance Co., which controls WBIG.

Another group listed was the Craney-MacNab-Symons Group, tying into interlocking ownership KFPY, KGIR, KPFA, KRBM (under construction), KXL and KRMC.

The Bixby - Cox - Jewell Group brought in KBIX, KGBX, KWTO, WTMV and KCMO. The principals were Lester E. Cox, with interests in all of the stations save KBIX, and with the Bixby family holding interests in KBIX, KGBX and KWTO. H. S. Jewell was listed for KWTO and KGBX. Listed as a Latter Day Saints Group were KGMB and KHEC, Honolulu, KLO and KSL, although only the last named is officially identified with the Mormon Church.

The Hoffman-Miller Group was listed to include WOW because R. E. Miller, former vice-president of WAAW, is a director of Woodman of the World Insurance Society while R. W. Hoffman is listed as chief stockholder in WCLS and WHFC.

In the Dyer-Guyon-Roberts Group are listed WCBD, WEMP, WGES and WSBC. Another group, called the Bill - Lohnes - Morgan Group lists WDZ, with Horace L. Lohnes, Washington attorney, as the principal stockholder; WMBD, with Harry D. Morgan holding 500 shares and Edgar L. Bill, 490 shares; WMSD, with Mr. Lohnes a minority stockholder, and WSNJ, with Mr. Lohnes holding 394 shares, H. L. McCormick, his associate, 100 shares, and Howard S. Frazier, 503 shares.

The Kendall Group was so named because John C. Kendall, Portland attorney, is listed as the holder of one share of stock out of 150 outstanding in KSLM and one share of stock out of 1,250 outstanding in KVI, qualifying him as director.

Other group organizations listed, for the most part, embraced four stations or less. Most constituted two-station operation and control generally well known throughout the industry.

Factual Break

REPLACING time-worn station break announcements with what it calls "short, precise and dramatic identification", KWK, St. Louis, has started using "St. Louis KWK — temperature 65 degrees—time 8:30 p. m." as its new station identification format. The idea, tying in the St. Louis market with the call letters and other information, originated in the station's trade advertising, and was extended to actual broadcast upon the suggestion of R. T. Convey, KWK president, who reports much favorable comment from listeners and advertisers.

AFRA Signs WGN Talent

AMERICAN Federation of Radio Artists on March 30 signed a contract with WGN, Chicago, covering actors and singers with provision for arbitration by a Board of 10. AFRA negotiations with WJJD, WIND and WHIP were still under way as BROADCASTING closed.

FCC's Publicity Office Put On Permanent Basis

ESTABLISHMENT of a permanent office of information for the FCC, to be headed by a man yet to be selected, was voted by the Commission March 23. M. L. Ramsay, who was borrowed from the Rural Electrification Administration after abolition of the old press room organization, returns to his REA post as of March 31. It is expected the new director, who would be exempt from civil service and also serve as special assistant to the chairman, will receive $7,000 or $7,500 annually.

C. Alphonso Smith, who was borrowed from the Soil Conservation Service as assistant to Mr. Ramsay, is expected to remain with the FCC as assistant director, with a salary increase. The office of information will function directly under the FCC rather than the chairman or secretary. The general plan adopted is in line with recommendations made by Mr. Ramsay.

REPRESENTATIVES from 350 women's clubs in Illinois, Wisconsin, Michigan and Indiana on March 30 chose *The Story of Mary Marlin* as "typical of excellent radio drama" and two early episodes of the story were aired from Chicago's Goodman Theatre. Starring Anne Seymour, the series is sponsored by Procter & Gamble (Ivory Flakes) five weekly on NBC-Red network.

KFBB, Great Falls, Mont., covering the state basketball tournament for northern division high schools recently, also piped the descriptions by Bill Tredway and Roy Mason, of the KFBB special events department, to KGCX, Wolf Point, over a 300-mile line from Great Falls.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

SALT LAKE CITY

Key market in the rich, responsive intermountain area where diversified resources assure consistently good business.

People respond to the sparkling showmanship of the

POPULAR STATION . . .

5,000 WATTS daytime 1,000 WATTS night

KDYL

The Popular Station SALT LAKE CITY

NBC RED NETWORK

Representative John Blair & Co.

How A Radio Network Meets It's Public

NBC's 'Brief Case' Brings Pleasent And Critical Listener Comment

By DORIS HILLMAN

AMONG those who know radio best, the impression sometimes arises that maybe radio really doesn't know its own strength. NBC thought of that, and tried out its *ABC of NBC* program in 1937, its first serious attempt to promote radio with radio. The series showed a deep listener interest in radio's workings. Now NBC is observing the response to Alma Kitchell's *Brief Case,* heard every Friday at dinnertime on the Blue. She is trying to bring the listener and the broadcaster together and is giving listeners a chance to tell her, as a friend, just what they think about radio. Doris Hillman, of BROADCASTING's New York staff, has been reading some of their letters and herewith tells just what she thinks about what they think.

"THE NATIONAL Broadcasting Co. and your local radio station make these programs possible with the sole aim of getting us all better acquainted, the listeners and the broadcasters, and the object is simply good will." This was Alma Kitchell's answer to a question sent in by one of her listeners, "Who sponsors your *Brief Case* and why are they doing it?"

Miss Kitchell's reply, although entirely accurate, doesn't begin to cover what her ten-minute weekly programs are actually accomplishing for radio as a whole, as well as for NBC. Her informal chats on what goes on behind the scenes in radio, in addition to her weekly contests through which she receives thousands of letters from listeners telling what radio means to them, prove that radio can sell radio itself to the public through its own facilities better, perhaps, than in any other way.

They Speak Their Minds

With the theory that it is listeners who, in the final analysis, make radio programs what they are today, and that their tastes determine the quality of the broadcasts heard daily on the 40 million radio sets in America, Alma Kitchell's *Brief Case* programs attempt to create a better understanding between the "average" listener and the broadcaster, whether executive, announcer, artist or technician, whose whole aim in his business is to serve the public.

On NBC-Blue each Friday at 6:05 p. m. since October, 1938, Miss Kitchell's *Brief Case* has given listeners a chance to write their sincere opinions, whether approving or critical, of the medium of radio. This is an opportunity which many have always wanted, according to their remarks, but have hesitated to use because there never seemed to be any particular individual in a large network to whom they felt they could direct their letters.

Mrs. Joseph Pratzner, living in a remote section of New Jersey, had never seen a play, never been in a big city, never read a best-seller, but radio could bring her all these things. So she sat down and wrote a simple, sincere letter to Miss Kitchell telling how radio "is my only ray of hope and sunshine".

The letter won the first contest on "What Radio Means to Me and My Family", and it brought Mrs. Pratzner not only a new radio set, but also a trip to New York with Miss Kitchell as guide. The human interest of the lonely woman's visit to her dream city drew publicity in many of the daily newspapers, and even more it drew attention to the essential part radio is playing in the lives of people in every section of the world. From America, from Canada, and even from Central America and the West Indies, the letters have come.

A Faithful Friend

"My radio defies the confines of my walls and brings the whole wide magic world within them," wrote one listener. "It makes my hours full and my heart light. It is my informer, my transformer, and my spinner of dreams."

And another: "—it is amazing how much information one may pick up. Such variety we find from the too-numerous but none the less challenging quiz programs, through the fine news broadcasts, literary and domestic discussions."

"Radio to me and my family, means our greatest source of comfort, and an ever faithful friend."

"Radio inspires and stimulates me. In middle life, my desire for educational advancement is greater than at any time in my life. Radio emphasizes the necessity and importance of being informed in a complex world where clear thinking is so necessary, so vital to the preservation of democracy and justice."

It is around such heartfelt remarks that Miss Kitchell builds her talks, encouraging her listeners, both men and women, to express their ideas, which are a constant incentive to broadcasters to improve the programs. Many are critical, claiming that there are too many of this or not enough of that on the daily schedules. "An-



ALMA KITCHELL

nouncers entice me to buy goods that I do not want or desire—overemphasizing things and presenting them in a spotlight that is not needed." "My pet hates are swingaroo teams, baby talk, and emotional commercials." "I think there are too many continued stories on the air."

Program Selection

There are letters, too, condemning radio because the writer is unable to find just the program that suits him at the moment he happens to tune in.

To which Miss Kitchell replies, "Do you know that all radio programs are planned insofar as possible just so you may consult the radio logs in the daily papers, learn what is scheduled, what to eliminate, and what to make note of for future listening? The hours of the day are allocated so that the tastes of all varieties of listeners may be catered to."

Just such a program as the *Brief Case* and just such a spokesman as Miss Kitchell seems to be what radio needs—an informal visit with the average listener to which he may respond freely.

NBC's first attempt to promote radio with radio was a series of Saturday evening quarter-hour programs, known as the *ABC of NBC,* which began in February, 1937, and ran for about six months. So much interest was displayed in these programs, which took the listener "behind-the-scenes" of NBC's varied departments and explained to them step-by-step the many component parts of a broadcast, that the network revived the series on a more comprehensive scale in March of this year.

The first series consisted of graphic descriptions of how the studio control room appears ar what part it plays in a broadcas how the continual search for tale is conducted; the functions and d velopment of NBC's school of an nouncers; and, of course, explana tions of such integral parts of large network as the sales depar ment, the press room, or the pr gram department. The work of th various departments in actual ope ation or through dramatization planned for the new *ABC of NB* programs, in addition to coverag of sound effects, special event audience mail and television.

The benefits which programs lik this can reap for radio are visib in the many letters received b NBC from listeners who wrote th their familiar radio loudspeake had taken on a new meaning t them because of their clearer con ception of the activity necessary t produce broadcast programs. Als indicative of the public thirst fo knowledge of radio are the que tions submitted to Miss Kitchel for one of her contests on "Wha I Want to Know of Radio Behin the Scenes."

"What does it look like in a stu dio? Are pianists, orchestras, et kept ready, in the studio, to fill i at a moment's notice? Is ther some way to govern the voices o the air? Do the actors dress u for their parts?"

Miss Kitchell, during the singl program devoted to these letter could answer only a few of th questions, but certainly such a re sponse should indicate to broad casters the tremendous possibil ties for promoting their own me dium of radio by giving the listen ing audience the facts it desires.

Music Appreciation

Perhaps the world-wide appre ciation of fine music, whethe played or sung, has won most o radio's friends, for surely the ever increasing interest in grand opera for example, arises largely fro radio's ability to bring its wonder into the home of any music love Have we ever stopped to think o this?—is one of the question which NBC announcers have bee asking between acts of the weekl broadcasts from the Metropolita Opera House in New York thi past season. A subject of anothe of the *Brief Case* contests wa "What Music on the Radio Mean to Me and My Family."

And again the answers receive indicated how listeners appreciat the opportunity to write thei gratitude to radio for bringin them the privilege of music. An through her offer of one of th latest model radios to the winne of each contest, Alma Kitchell i adding weekly to the army of ra dio listeners in the United States

So, although the ostensible rea son for NBC's offering the *Brie Case* programs may be merely t achieve "a better understandin between the listener and the broad caster," the network is perhap unconsciously a pioneer in the ad vertising theory of promoting medium through itself.

ppellate Vacancy s Given Rutledge

ecomes the Sixth Member of ourt Hearing Radio Cases

NOTHER "liberal" appointment the U. S. Court of Appeals for e District of Columbia, which esides over most radio appeals, as made March 21 by President osevelt with the nomination of iley B. Rutledge Jr., of Iowa, as e sixth member of that tribunal. Mr. Rutledge, whose confirmation expected without serious opposin, will become the "swing" mem- r of the normal five-man bench, ieving other justices when they e engaged in writing opinions or e otherwise unable to hear argunts. Both FCC Chairman Frank McNinch and Judge E. O. Sykes d been mentioned as possible apintees to the post.

Only 45 years old, Mr. Rutledge s been dean of the Law School of e University of Iowa since 1935. commended by Attorney General urphy as a man of outstanding aracter and integrity, Dean Rutlge also had been mentioned as a ssibility for appointment to the preme Court. Born in Clover- rt, Ky., he is a graduate of the iiversity of Wisconsin and was a acher in Indiana, New Mexico d Colorado from 1915 to 1922.

Membership of the appellate urt has changed almost complete- during the last two years. Save r Chief Justice J. Lawrence oner, who has served for some e years, all other Justices are mparatively newcomers and ung in years. The court now has nding two dozen appeals from C decisions, several of which ay be decided shortly.

Hannibal Petition

PETITION requesting the FCC carry out the recent mandate of e U. S. Court of Appeals for the strict of Columbia reversing the cision denying its application for new local station in Hannibal as filed with the Commission arch 28 by the Courier-Post Pubhing Co. of Hannibal, Mo. Pointg out that the court found the C denial "arbitrary and capriious", Eliot C. Lovett, the newsper's attorney, held the Commison was without further discretion the matter. Although the import the court decision is that the plication for 250 watts day and 0 watts night on 1310 kc. may t be denied on the ground of inrference, the petition said the plicant is perfectly willing to cept the grant with 100 watts y and night if the Commission ould conclude that is more appropiate.

Spurned

WHEN "America's most kissed girl" appeared on NBC's *Inside Story* March 28, the NBC-Chicago publicity department tried to pose her kissing C. L. Menser, producer of the show. But Sheila Kerry, New York model who kisses the lads from coast-to-coast via magazine ads, refused. "My heart", she explained, "belongs to J. Walter Thompson Co."



RECREATING a Brooklyn Dodgers exhibition game from Florida, Walter (Red) Barber, WOR baseball announcer, gives a preview of the setup he will use in WOR's New York studios to describe all the games played away from Brooklyn this summer. A Western Union operator relays the play-by-play actions to Red, who keeps track of every play, checking them in his scorebook while keeping up a running fire of description and comment.

Baseball on Coast

(*Continued from page 15*)

the Pirates and Seals and the evening in criticizing the transcribed versions of the game.

On the morning of March 26 the program was devoted to Goodrich, with the showing of a Goodrich film, a demonstration of the products and a discussion of Goodrich commercials and merchandising. The afternoon was devoted to a discussion of Wheaties, the General Mills product. This year General Mills again will employ the Wheaties Quartet, a transcribed musical novelty which will be played at the radio studio during the seventh inning stretch on signal from the announcer at the ball fields. This feature was a hit of last year's broadcasts.

Mr. Parker, Mr. Mitchell, Mr. Chez and Mr. Anderson of General Mills went into detail on the elaborate merchandising program to be conducted in conjunction with the baseball broadcasts. One of the new features to be tried this year, Mr. Parker stated, will be a Wheaties merchandising story, which will be sent in dramatized transcription form regularly to the announcers handling the broadcasts. Again this year General Mills will feature the Welcome Home merchandising plan. When a team returns to its home stadium, all grocery stores handling Wheaties will be supplied with special posters and displays welcoming the players back home.

The baseball announcers will make frequent personal appearances for Wheaties at designated stores and markets handling the product and will sign autographs for fans. Grocer mentions will be given during the games by the announcers. Wheaties boxes will contain pictures of the ball players in the locality, and national magazines carrying Wheaties ads will contain pictures of outstanding diamond stars and call attention to the baseball broadcasts.

Lorillard in Sacramento

Mr. Knudsen outlined the wide merchandising program to be carried on by Goodrich during the season. Although not definitely decided it was understood that Goodrich will sponsor another soap box derby for boys. It plans dealer posters and displays which will tie in with the ball games.

Ernie Smith, San Francisco sportscaster for General Mills and Goodrich, started his 12th year of baseball broadcasting with the opening of this season. He was the oldest sportscaster, in point of service, attending the conference.

P. Lorillard Co. (Old Gold cigarettes and Briggs Pipe Mixture) is sponsoring the Pacific Coast League baseball games on KFBK, Sacramento, Calif. All games home and away will be broadcast by Tony Koester, KFBK sportscaster. The Sacramento club of the Pacific Coast League won the President's Club playoff last year defeating San Francisco Seals in the finals.

Ira Blue, NBC sports commentator in San Francisco, last month started a sustaining series of quarter-hour broadcasts on the Pacific Coast League baseball resumes over KGO.

Submits Movie Report

REPORT on the survey of the present status of television, made by Courtland Smith for the Motion Picture Producers and Distributors Association, was submitted to the annual MPPDA meeting at the Hays office in New York on March 27. Its contents were not made public and all that could be learned at MPPDA headquarters was that the report was made without any recommendations to the picture industry.

Public's Desires Rule Broadcasts in America

RADIO broadcasting in the United States is ruled by "what the people of America want to hear," according to Miss Janet MacRorie, NBC manager of continuity acceptance, in an address before the Women's City Club of New York March 14.

"We have been accustomed, through reports of European activities, to think of censorship as the weapon of totalitarian states to win their peoples to their way," Miss MacRorie continued. "That may be the meaning of censorship elsewhere, but not in America. The gratification of personal whim is entirely absent in censorship of material submitted for broadcast on NBC's facilities. The work of editing material is guided by a consciousness of a great invisible audience of human beings and of Americans, made up of families rooted for decades in the country and others who have with just pride received their final citizenship papers."

ACA Signs WBNY

CONTRACT between Broadcast Local 18 of the American Communcations Associations and the management of WBNY, Buffalo, was signed recently, covering the five technical employes of the station. Contract, which runs until Oct. 1, 1940, calls for a closed shop with hiring through the union, a 40-hour, five-day week, annual vacations and sick leave with pay, time and one-half for overtime, and wage increases to go into effect July 1.



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Discriminating travelers enjoy the perfect service, beautiful appointments, refined atmosphere and convenient location of this internationally famous hotel.

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Managing Director

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The Merrimack Valley of New England is completely covered by WLAW—the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mv. area.

1,000 Watts 680 Kilocycles

Owned and operated by
Hildreth & Rogers Co., Lawrence, Massachusetts

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 14, TO MARCH 30, INCLUSIVE

Decisions . . .

MARCH 17

MISCELLANEOUS — WAGA, Atlanta, granted continuance hearing to 4-20-39 on applic. assign license; WHB and KCMO, Kansas City, granted petition intervene WREN; NEW, Monocacy Bcstg. Co., Rockville, Md., action on motion continue hearing deferred; WSPA, Spartanburg, S. C., overruled motion to continue hearing of Spartanburg Adv. Co., set for 3-27-39; WOC, Davenport, granted motion take depositions; KOVC, Valley City, N. D., granted continuance hearing to 5-15-39; KRBA, Lufkin, Tex., granted continuance hearing to 4-24-39; NEW, Coastal Bcstg. Co., Brunswick, Ga., granted order take depositions; NEW, M. C. Reese, Phoenix, Ariz., granted continuance hearing to 5-10-39, same date as KOY applic.; WBAX, Wilkes-Barre, Pa., granted dismissal without prejudice applic. assign license; WQDM, St. Albans, Vt., granted supplemental petition take depositions; NEW, Rockway Co., Watertown, N. Y., granted continuance hearing; KOH, Reno, Nev., granted amendments applic. change freq. etc.

MARCH 18

MISCELLANEOUS—KOB, Albuquerque, N. M., granted extension temp. auth. 10 kw unl.; KEX, Portland, Ore., granted temp. auth. 5 kw unl.

MARCH 20

WPRA, Mayaguez, P. R.—Granted CP increase to 1½ kw, shift to 780 kc.

WBLK, Clarksburg, W. Va.—granted CP increase D to 250 w.

WDEL, Wilmington, Del. — Granted CP increase D to 1 kw.

KFEQ, St. Joseph, Mo.—Granted mod. license to 2 kw LS and 500 w LS San Francisco.

WEAU, Eau Claire, Wis.—Granted CP increase D to 5 kw.

MISCELLANEOUS — WJSV, Washington, granted mod. CP trans. site, antenna; NEW, Colonial Bcstg. Corp., Norfolk, Va., dismissed with prejudice applic. CP; NEW, Martin Anderson, Orlando, Fla., denied rehearing applic. CP which was denied 12-23-38; KRLD, Dallas, retired to closed files applic. mod. CP granted 11-7-38; WJLS, Beckley, W. Va., granted license new station; KWAL, Wallace, Id., granted mod. CP trans., studio sites; KTBC, Austin, Tex., granted mod. CP re trans.; WBTH, Williamson, W. Va., granted mod. CP trans., studio sites, new equip., vertical radiator; WCOV, Montgomery, Ala., granted license new station; W6XBE, Schenectady, granted license new international station.

SET FOR HEARING—KLON, Blytheville, Ark., CP change trans., studio site; KMA, Shenandoah, Ia., CP move to Council Bluffs; NEW, World Peace Foundation, Oakland, Cal., CP international station; WCOA, Pensacola, Fla., CP move trans., increase power; NEW, Joseph A. Lattimore, Shelby, N. C., CP 1370 kc 100-250 w unl.; KVOS, Bellingham, Wash., renewal license (granted temporary license); KWLC, Decorah, Ia., renewal license (granted temporary license); KGCA, Decora, Ia., renewal license (granted temporary license).

TEMPORARY RENEWALS — KLCN, Blytheville, Ark.; WCAM, Camden, N. J.; WKAQ, San Juan, P. R.; WNEL, San Juan, P. R.; WASH, Grand Rapids; WNAC, Boston.

MARCH 21

NEW, R. C. Atwood, Port Angeles, Wash.—Denied CP 1500 kc 100-250 w unl.

WRNL, Richmond, Va.—Granted CP directional antenna and to use 880 kc 1 kw unl., substituted new statement of facts.

KVOD-KFEL, Denver — KVOD granted CP change 920 kc 500 w Sh.-KFEL to 630 kc 1 kw unl. directional N; KFEL granted CP increase power on 920 kc from 500 w Sh.-KVOD to 1 kw. unl.

WTAD, Quincy, Ill.—Denied unlimited time.

NEW, Tri-City Bcstg. Corp., Schenectady—Denied CP 950 kc 1 kw unl.

KTOK, Oklahoma City—Granted CP 1370 kc 100-250 w unl., adopting proposed findings of facts and conclusions (B-2).

MARCH 24

MISCELLANEOUS—WHLS, Port Huron, Mich., granted extension of time on 3-27-39 for findings of fact; NEW, WJMS, Ashland, Wis., overruled petition continue hearing; NEW, Central Bcstg. Corp., Worcester, Mass., allowed 3 weeks comply with rules; KVCV, Redding, Cal., and KHSL, Chico, Cal., etc., granted petition accept correction to proposed findings in Yuba-Sutter Bcstrs. applic. for Marysville; KOH, Reno, granted order take depositions; KTAR, Phoenix, Ariz., granted petition intervene M. C. Reese applic., Phoenix; NEW, Catawba Valley Bcstg. Co., Hickory, N. C., dismissed petition intervene applic. Ben Farmer, Concord, N. C.; KRBA, Lufkin, Tex., granted order take depositions; KGNO, Dodge City, Kan., granted continuance hearing to 5-15-39 or later; NEW, Monocacy Bcstg. Co., Rockville, Md., granted petition intervene Lawrence J. Heller, Washington; WSUI, Iowa City, granted leave amend applic. re antenna; WMBR, Jacksonville, Fla., granted change in petition take depositions; WLEU, Erie, Pa., granted extension time to file proposed findings.

MARCH 27

KMED, Medford, Ore. — Granted reconsideration order of 2-6-39 concerning daytime operation; applic. for CP insofar as it requests daytime operation granted; denied reconsideration of order insofar as it affects nighttime operation; order of 2-6-39 affirmed re nighttime operation.

WCAX, Burlington, Vt.—Voluntary assign. license to Vermont Bcstg. Corp. approved.

MISCELLANEOUS—NEW, Great Western Bcstg. Co., Omaha, denied rehearing; KELA, Centralia, Wash., mod. license authorized; KFAR, Fairbanks, Alaska, granted mod. CP; WDNC, Durham, N. C., granted license increase D to 250 w, new equip. etc.; WTAQ, Green Bay, Wis., granted license increase D to 5 kw etc.; KGBU, Ketchikan, Alaska, license extended to 5-1-39; KFIO, Spokane, same; WKRC, Cincinnati, granted mod. license to 5 kw for all daytime operation; WXYZ, Detroit, granted extension auth. transmit programs to Canada.

SET FOR HEARING—NEW, Mollin Investment Co., Palm Springs, Cal., CP 1200 kc 100 w D; KFIO, Spokane, CP change to 950 kc 1 kw unl.; WGST, Atlanta, CP increase N 1 to 5 kw; WRDW, Augusta, Ga., mod. license N to 250 w; NEW, North Shore Bcstg. Co., Salem, Mass., CP 1200 kc 100 w unl.

NEW, Inland Empire Bcstg. Co., Pasco, Wash.—Denied CP 1310 kc 100 w unl., sustaining examiner (I-707).

NEW, Asheville Daily News, Asheville, N. C.—Granted CP 1370 kc 100 w unl., sustaining examiner (I-318).

WISN, Milwaukee; WJBO, Baton Rouge, La.; WAPO, Chattanooga—Denied all three applications CP's 1120 kc, increased power.

NEW, Greater Greenwood Bcstg. Station, Greenwood, S. C.—Dismissed with prejudice applic. CP 1420 kc 100-250 w unl.

NEW, W. A. Barnette, Greenwood, S. C. —Denied CP 610 kc 250 w D.

MARCH 29

NEW, Greater Greenwood Bcstg. Station; NEW, W. A. Barnette, Greenwood, S. C.—Greater Greenwood Bcstg. Station CP 1420 kc 100-250 w unl. dismissed with prejudice; CP W. A. Barnette 610 kc 250 w D denied.

WMC, Memphis — Granted extension temp. auth. 5 kw N.

Proposed Decisions . . .

MARCH 24

KTOK, Oklahoma City — Recommends granting of applic. use 250 w D.

MARCH 28

WTOL, Toledo—Grant of mod. license to increase D to unl. recommended.

Applications . . .

MARCH 16

WIBC, Indianapolis—Mod. license D to ltd.

KROW, Oakland—Auth. transfer control to W. I. Dumm, Philip G. Lasky, Fred J. Hart, Wallace F. Elliott.

KBKR, Baker, Ore.—Mod. CP as mod. to move studio, trans.

KIFO, Long Beach, Cal.—License for CP new equip., reduce power.



DECIBELS and all their ramifications were discussed at the annual six-day conference of Graybar Electric Co. and Western Electric commercial-product specialists, who met in New York in mid-March. Front row (l to r): A. J. Eaves, general; F. H. McIntosh, San Francisco; J. A. Costelow, Kansas City; L. B. Hathaway, Cleveland; George E. Brown, Minneapolis; Fred Allman, Richmond; E. W. Thurston, WE; J. W. Wholohan, Buffalo. Center, W. H. Johnson, San Francisco; G. L. Donnett, general; J. H. Ganzenhuber, Los Angeles; J. G. Hamilton, Atlanta; L. E. Walker, Richmond; K. S. Deichman, Detroit; J. P. Lynch, Boston; D. B. McKey, Atlanta; Frank Stahl, New York; Hugh S. Taylor, Chicago; Walter W. Ponsford, Philadelphia; J. W. Lamarque, New York; R. E. Poole, Bell Laboratories. L. F. Bockoven, WE. Back row: C. B. Reis, St. Louis; W. A. Wayman, Pittsburgh; G. W. Cramond, Cincinnati; D. A. Marten, Seattle; C. R. Hommowun, WE; A. S. Wise, Philadelphia; R. G. McCurdy, Kansas City; C. C. Ross, Dallas; W. A. McNair, Bell Labs.

Sykes Banquet

A TESTIMONIAL banquet Judge E. O. Sykes, retiring me ber of the FCC, has been schedu for April 8 by staff members of t FCC and others identified w Washington's radio fraternity. U der the preliminary plans, Nevi Miller, NAB president, will toastmaster, with short addres scheduled for Senator Pat Harris of Mississippi, FCC Chairman M Ninch, Senator Wheeler of Mo tana and Majority Leader Sa Rayburn of Texas. The plans clude special entertainment, f turing radio performers.

3 Denials on 1120 Kc

THE FCC on March 27 denied applications of three stations se ing to improve their facilities, on the 1120 kc. regional frequen They were WISN, Milwaukee, n on that channel with 250 watts night, and 1,000 days, which ask for 1,000 watts full time; WJE Baton Rouge, La., now on th channel with 500 watts fulltir which asked for 1,000 watts fu time; WAPO, Chattanooga, Ten now a local on 1420 kc., wh asked for 500 watts night and 1,0 day on 1120 kc. On the same d the FCC also denied applicatic for new locals in Greenwood, S. (1420 kc.) and Pasco, Wa (1310 kc.).

MARCH 21

WBBR, Brooklyn—Mod. license to Wa tower Bible & Tract Society.

WCMI, Ashland, Ky.—Auth. trans control to Gilmore N. and J. Lind Nunn.

WSPA, Spartanburg, S. C.—Mod. lice to 1120 kc 500 w 1 kw D.

WKEU, Griffin, Ga.—Mod. license D unl.

KALE, Portland, Ore.—CP increase 1 kw 5 kw D.

MARCH 23

NEW, Neptune Bcstg. Corp., Atla City—CP 1500 kc 100-250 w unl. amen to 1420 kc.

WHIO, Dayton — License for eq changes.

NEW, Clarence H. Frey, Robert Greever, Logan, W. Va.—CP 1200 kc w D.

WGBR, Goldsboro, N. C.—Mod. CP station re antenna, trans., studio sites.

WSJS, Winston-Salem, N. C.—Lice new trans., antenna.

NEW, Catawba Valley Bcstg. Co., H ory, N. C.—CP 1370 kc 100-250 w unl.

MARCH 25

KRLD, Dallas—Mod. exp. auth. Sim WTIC asking increase from 10 to 50

KRLH, Midland, Tex.—CP increase to 100-250 w unl.

NEW, Earle C. Anthony Inc., Los geles—Television CP.

MARCH 28

WJBW, New Orleans—Mod. CP re trans., move studio.

NEW, Martinsville Bcstg. Co., Mart ville, W. Va.—CP 1420 kc 100-250 w. u amended to strike Solomon L. Goodr from firm and add Wm. C. Barnes.

MARCH 30

WABI, Bangor, Me.—CP new tra antenna, change 1200 kc 100-250 w to kc 1 kw.

NEW, Mayflower Bcstg. Corp., Bos —CP 1410 kc 500 w 1 kw unl. (facili WAAB).

WTNJ, Trenton—Mod. license incre D to 1 kw.

WGNC, Gastonia, N. C.—License new station.

WDZ, Tuscola, Ill.—Mod. CP incre power to further request new trans.

NEW, Silver Crest Theatres, Yu Ariz.—CP 1420 kc 100 w time-sharing.

Network Accounts

time EST unless otherwise indicated.

New Business

RIFFIN MFG. Co., Brooklyn (All ite shoe polish), on May 2 starts *ne to Shine*, with Hal Kemp's or- stra, on more than 40 CBS sta- ns, Tues., 10-10:30 p. m. Agency: rmingham, Castleman & Pierce, Y.

FRED DUNHILL Cigarettes, New rk, on April 10 starts *Name Three* 4 MBS stations, Mon., 8-8:30 p. m. ency: Biow Co., N. Y.

OWN & WILLIAMSON Tobacco ., Louisville (Raleigh cigarettes), May 2 starts *Uncle Walter's Dog use* on 70 NBC-Red stations, Tues., :30-11 p. m. Agency: Russell M. eds Co., Chicago.

OWN & WILLIAMSON Tobacco rp., Louisville (Wings), on March started *News, Views, & Sports Re- ws by Hughes* on 7 CBS Pacific tions, Sun., Mon., Wed., and urs., 9:45-10 p. m. (PST). Agen- Russell M. Seeds Co., Chicago.

HEUSER-BUSCH, St. Louis udweiser beer), on March 20 start- *Personalities in the Headlines* on xas State Network, Mon. thru Fri., a. m. Agency: D'Arcy Adv. Co., Louis.

EBSTER-EISENLOHR, New rk, on March 14 started sponsor- p for Tom Moore cigars of *Peter lyneaux's* news programs thrice ekly on the Texas Quality Network. ency: N. W. Ayer & Son, N. Y.

Renewal Accounts

OUSEHOLD FINANCE Corp., icago, on April 5 renews *It Can Be ne* on 30 CBS stations, Wed., :30-11 p. m. Agency: BBDO, Chi- o.

UNCAN COFFEE Co., Houston, March 12 renewed for 14 weeks *ight & Early Choir* on 4 Texas ality Network stations Sun. 8-8:30 m. (CST). Agency: Steele Adv. ency, Houston.

MBERT PHARMACAL Co., St. uis (Listerine — Prophylactic ishes), on April 28 renews *Grand ntral Station* on 50 CBS stations, i., 10-10:30 p. m. Agency: Lambert Feasley, N. Y.

OUSEHOLD FINANCE Co., Chi- o (personal loans), on April 5 re- ws *It Can Be Done* on 28 CBS sta- ns, Wed., 10:30-11 p. m. Agency: BDO, Chicago.

Network Changes

MERICAN TOBACCO Co., New rk, on Feb. 18 added KGGM ARM KDAL WMFG WHLB to *ur Hit Parade* on CBS, and not on BC-Red, as erroneously indicated in OADCASTING March 1.

ESSON OIL & SNOWDRIFT Co., w Orleans, on March 27 added OA, Tucson, and KTAR, Phoe- , to *Hawthorne House*, on NBC- cific-Red.

HILIP MORRIS & Co., New York igarettes), on March 24 replaced *hat's My Name* with *Guess Where* 3 MBS stations, Fri., 8-8:30 m. Agency: Biow Co., N. Y.

MERICAN TOBACCO Co., New rk (Lucky Strikes), on March 15 led WCOL, WGBF, WBOW, ROL, and WAPO to *Kay Kyser's llege of Musical Knowledge* making otal of 95 NBC-Red stations, Wed., -11 p. m.

TANDARD BRANDS, New York, April 3 adds 7 stations to Getting Most Out of Life on NBC-Blue, n thru Fri., 11:45-12 noon.

EWIS-HOWE Co., St. Louis, on rch 31 added Friday evening 7-7:15 m. on NBC-Blue to *Vocal Varie- s*, which continues Tues., Thurs. at 15 p. m.

SUCCESS BY AIR
Philip Morris Gives Credit For Sales Jump

CONCENTRATION on radio as the medium of advertising for Philip Morris cigarettes was one of the reasons offered in explanation of the tremendous growth and development of the product in the past six years by Paul Caspe, a member of the research department of Philip Morris & Co., in a recent talk before the Association of Advertising Men at the Hotel Dryden, New York.

"By far the greater part of the company's advertising appropriation goes into radio entertainment," continued Mr. Caspe, "and last, but by no means least, of the reasons for the increase in sales is due to *Johnnie* as perhaps the most famous living trade mark, and his 'Call for Philip Morris', which has lent itself perfectly for a program signature."

Sales Managers Meet

A BUREAU of Radio Advertising to promote time sales on a national basis was the center of discussion when the NAB sales managers committee met March 30 at Chicago's Palmer House under the chairmanship of Craig Lawrence, sales manager of the Iowa Broadcasting System. A full report on the committee's meeting last Dec. 2 was given and the promotion of broadcast advertising to other industries was reviewed. From Washington came Paul F. Peter, NAB director of research who spoke on standardizing station presentations and the need for a standard approach in telling the complete story of any radio station.

Emily Holt Makes Tour, AFRA Plans Disc Code

DEPARTURE of Emily Holt, executive secretary of the American Federation of Radio Artists, from New York March 28 for an inspection tour of the talent union's midwestern locals indicated there will be no immediate presentation of AFRA's demands to the transcription industry, as it is considered improbable such important negotiations would be commenced in Mrs. Holt's absence. AFRA council, however, has been working on a transcription code similar to that recently put through for talent employed on network programs, which will probably be presented to the transcribers before summer.

WGN, Chicago, KHJ, Los Angeles, and KFRC, San Francisco, MBS originating stations, have signed the AFRA code covering talent employed on network programs, which was previously accepted by NBC, CBS and WOR, so that AFRA provisions are now in force with all the nationwide networks. Plans for a modified code for regional networks are also in the works at AFRA headquarters, but will probably not be presented to these groups until the union has completed its dealings with the transcription makers.

A CLEVELAND local of AFRA has recently been organized, with the announcers and artists employed at WHK-WCLE forming the basis of its membership, the union's national headquarters has announced.

Slip of a Censor

VISITING the control room of KTUL, Tulsa, on a recent tour of inspection, an FCC inspector killed a transcribed Falstaff beer transcribed spot. It was an accident, however, for he bumped into the pickup and knocked the transcription into a muffled standstill. Before the spot could be put back, the 30 seconds were up and the station was back on CBS lines. Later Falstaff Brewing Corp. approved makeup time on the spot because of "unavoidable interference" from the FCC.

Women's Awards April 19

FIFTH annual awards for the year's best radio program selected by the Women's National Radio Committee, will be made April 19 at a luncheon in New York to be broadcast both by NBC and CBS. Among industry leaders to participate will be David Sarnoff, RCA president; Alfred J. McCosker, MBS chairman; Frank E. Mason, vice-president of NBC in charge of international broadcasting; H. V. Kaltenborn, radio commenator; Raymond Leslie Buell, president of the Foreign Policy Association; Sterling Fisher, CBS director of education. Awards will be announced during the afternoon broadcast. Among guests invited to the luncheon are FCC Chairman McNinch, NAB President Neville Miller, NBC President Lenox R. Lohr, CBS President William S. Paley, Donald Flamm of WMCA; John S. Young, director of radio of the New York World Fair.

Public Events Listening

ACCORDING to figures released by the Cooperative Analysis of Broadcasting, New York, 14% of radio set owners reported that they had listened on March 4 to the broadcast of the ceremonies commemorating the 150th anniversary of the first session of the United States Congress on CBS, NBC-Red and NBC-Blue. The CAB also reported that 11% of set owners heard one or more of the various ceremonies broadcast on CBS and NBC March 2, relative to the election of Pope Pius XII. The figure of 11% was determined by interviewing set owners in 33 cities throughout the country.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Again

Thru
Service
and
Satisfaction
a
LEHIGH
VERTICAL
RADIATOR
IS CHOSEN BY
WHOM

This 387 ft. insulated antenna in operation for WHOM, Jersey City, N. J., is the second Lehigh Radiator furnished to this station. Let this display of confidence be your guide when you contemplate a new antenna.



RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

License Fee Cut Opposed by CBC

Service Would Be Curtailed, Murray Tells Committee

By JAMES MONTAGNES

THAT the CBC had turned down commercial network programs to the value of $250,000 in the past year was revealed by CBC General Manager Gladstone Murray during his questioning by the Parliamentary radio committee at Ottawa.

He pointed out that restriction of commercial broadcast time on CBC networks is determined by policy essential to public service broadcasting, and not by agreement with organizations of newspapers and magazines. The development of talk series, discussions, forums and the encouragement of Canadian orchestras and artists generally required a long-term policy "which cannot be made subservient to the caprice of commerce", he said.

"The reason for the existence of the CBC is to give a planned and balanced program service to the Canadian people," Mr. Murray stated. "The main ingredient is entertainment, but there are also important cultural responsibilities. . . . Such a trust cannot be discharged on a basis primarily commercial. I am not reflecting on the admitted value of the best commercial programs. I would indeed take this opportunity of paying a tribute to commercial sponsors, both of Canada and the United States, in their attempts to sell their commodities and services, while simultaneously enriching and widening our range of entertainment."

On the question of a reduced radio listener's fee, both CBC Chairman L. W. Brockington and Mr. Murray said the CBC would not be able to operate at its present scale or be able to expand. Mr. Brockington went so far as to say that without a license fee, and with broadcasting entirely reliant on advertising income, Canadian radio would gravitate to the United States commercial orbit, as it was tending to do before the CBC stepped into the picture. Even private broadcasters and United States network officials had admitted such a development to him, should the annual listener license fee be taken from CBC revenue.

Mr. Murray said a reduction from $2.50 to $2 a year in the license would mean an annual loss of revenue of $600,000 to the CBC, and would mean the elimination of four hours daily from sustaining network programs, the elimination of operations of the two new CBC transmitters at Sackville and Watrous, and a more limited use of Canadian artists. Chairman Brockington told the committee that 40% of CBC revenue went to pay fixed expenditures which for the fiscal year 1939-40 are estimated at $1,423,000.

SUIT for $250,000 has been brought by Cyril Charles Maison against CBS and Pickford-Lasky Productions, of California, on behalf of Lynn Farnol and Mr. and Mrs. Jo Milward, who claims plagiarism of a script dealing with pirates used on the CBS program *Pickfair Parties* in June, 1936, in which Errol Flynn appeared as a pirate. Plaintiffs, who claim to have written the script, are to appear before John McGuirk, New York notary, to give their depositions.

Late Personal and News Notes

JOHN S. YOUNG, radio director of the New York World's Fair, and Grover Whalen, head of the Fair, on March 27 met with a group of representatives of exhibitors at the Fair who are also radio sponsors to discuss the problem of broadcast originations from the Fairgrounds. No decisions have been made as yet. Among the companies represented were Ford Motor Co., General Electric Co., RCA, Westinghouse Electric Co., and George Washington Coffee Refining Co.

JOHN JESSUP, WTMJ salesman, who has resigned to enter radio in the Pacific Northwest, was presented with a handsome desk set inscribed "From the staff at WTMJ" at a smoker given him at the University Club by the WTMJ staff.

CHARLES GOLLING has joined the continuity department of WTMJ, Milwaukee. Until recently he was in the sales department of Brantjen & Kluge, Chicago, and formerly was on the staff of WEMP, Milwaukee.

PAUL HENRI GIROUX of Prescott, Ariz., executive secretary of Delta Phi Alpha, professional music fraternity, has joined KTAR, Phoenix, program department. He succeeds Duncan Jennings who has moved into the sales department.

EDWARD K. WHEELER, son of Senator Wheeler of Montana, and an attorney in the law office of Louis G. Caldwell, Washington, will marry Miss Charlotte D. Sharp, of New Philadelphia, O., April 15 at the bride's home. They plan to honeymoon in Bermuda, returning to Washington about May 1 where they will take up their residence.

JACK LYNCH, student announcer of KVOX, Moorhead, Minn., in March won the state oratorical championship. He is a student at the Barnesville High School and for several months has been handling remotes over KVOX from his home town.

KARL J. BATES, formerly chief announcer of WJW, Akron, O., has joined the announcing staff of WPIC, Sharon, Pa. John Cassidy, formerly with WKBN, Youngstown, has also joined the WPIC announcing staff.

GEORGE PRUTTING, formerly sales manager of the wholesale record department of Post & Lester, Hartford, has joined the American Record Corp., New York, to work with distributors in the New York, Newark, Philadelphia and Baltimore territories. Fred S. Boudiette, former sales manager of the Capitol City Distributing Corp., Albany, and previously an RCA-Victor distributor in Buffalo, has also joined American Record as field representative in Hartford, Boston, Syracuse, and Albany.

JOHN R. SHEA, official of the Kearny, N. J. plant of Western Electric Co., on March 29 was appointed manager of the Point Breeze Works of the company at Baltimore. He succeeds W. H. Meese, vice-president, who died March 26.

GEORGE STELLMAN, of the news staff of WBBM, Chicago, on April 8 will marry Miss Ernestine Bilger of Hinsdale, Ill.

WILLIAM E. PLUMMER, associate of Glenn D. Gillett, Washington consulting engineer, and Mrs. Plummer are the parents of a 7½ lb. son, born March 25, named William Torsch Plummer.

JAMES R. DONOVAN has been named chief engineer of WTOC, Savannah, Ga. Other new members of the technical staff are Roy Owens, Olen Vardman, William Behnken.

GENE MARSHALL, Paramount newsreel commentator and former NBC announcer, has joined the announcing staff of WTAR, Norfolk, Va., replacing Victor H. Lund, who has moved to WIRE, Indianapolis. Eddie Andrus, announcer at WTAR, has been named dramatic director.

PAUL J. SENFT, formerly of BBDO, New York, on April 3 joins the sales staff of WQXR, New York.

GENE FURGASON & Co., national representatives, on April 10 moves its Chicago office to 360 N. Michigan Ave.; telephone, State 5262.

E. M. LIPSCOMB has joined the sales staff of WTOC, Savannah, Ga.

Radio and the AP

QUESTION of altering its policy of not selling news to radio is expected to be the subject of debate at the forthcoming meeting of the Associated Press in New York April 24, despite the fact that a similar proposal was voted down last year. Spokesmen at AP headquarters refused to comment, saying that the members were privileged to raise any question they desired during the meetings and that while the subject would not be brought up by the press association's officers it might readily be raised from the floor.

Change in Name

DECIDING to do something drastic to boost listener interest in its 10-piece staff orchestra, WDAY, Fargo, N. D., changed its name from Abbie Andrews' Orchestra to Oscar Johnson's Music Makers, switched its style from swing to oldstyle sweetness, and watched sponsors perk to attention. The *Oscar Johnson Crossroads Jamboree* now plays to capacity studio audiences, where under the old monicker "there was no audience reaction whatsoever".

WLW Arguments in May

ORAL arguments before the U. S. Court of Appeals for the District of Columbia on the FCC petition to dismiss the appeal of WLW from the decision denying it full-time 500,000-watt operation experimentally, will not be held until May, according to the court's calendar. WLW reduced its regular power to 50,000 watts March 1, after the court refused to grant it a stay order restraining the FCC from making its decision effective. The WLW appeal, however, is still pending, subject to action on the FCC's motion to dismiss on the ground that WLW did not have an authorization from which it could appeal. The April docket of the court does not include argument on the motion. Duke M. Patrick, WLW counsel, and William J. Dempsey and William C. Kopolowitz, general counsel and assistant general counsel respectively of the FCC, conferred with court attaches March 29 in connection with the impending arguments.

MANISCHEWITZ MATZO Co., New York (Passover wine-matzos), which is using half-hour recorded programs on nine stations in the United States and Canada, is sponsoring similar programs in honor of Jewish Passover on the following New York stations: WEVD, WBBC, WARD, WHOM, WLTH and WCNW. A. B. Landau, New York, handles the account.

Dozen Apex Licensees Get Temporary Renewa

PURSUING its policy of crackin down on ultra-high frequenc broadcast experimenters unles they show definite contributions technical advancement the FC March 27 set for hearing und temporary renewals a dozen "Apex stations. Seven stations were designated on the temporary bas from April 1, 1939 to April 1940, with hearings ordered b cause the applicant had not co ducted a satisfactory research ar experimental program and ha failed to submit satisfactory pr grams of such research and exper mentation to be carried forwa during the next license perio These included applications of B S. McGlashan, Los Angeles, cove ing two stations; E. Anthony Sons, New Bedford, Mass.; NB Chicago; WCAU, Philadelphi WTAR, Norfolk, and WFAA, Da las.

Licenses of five other Apex st tions were extended on a tempora basis for the period ending May 1939, pending determination their applications for renewa These included the Apex statio of Edwin H. Armstrong, Alpine, J.; GE, Albany; KSD, St. Loui WHK, Cleveland; KXOK, St. Loui

Prepare for Royalty

SPECIAL meeting of NBC, CB and MBS with CBC took place March 29 in Toronto to make a rangements for complete covera by the networks of the visit to Ca ada and the U. S. this spring King George VI and Queen Eliz beth of England. Representativ were Paul White, CBS director public events and special feature Adolph Opfinger, MBS program c ordinator, and A. A. Schechte NBC director of news and speci events.

Northernmost Outlet

CONSTRUCTION work on t new KFAR, Fairbanks, Alask 1,000 watts on 610 kc. authoriz last June by the FCC, will start May and the station should be the air by September, according Miriam Dickey, assistant to Ca A. E. Lathrop, Alaskan capitali and publisher who will be the st tion's chief owner. The station w be the farthest north commerci outlet on the North American Co tinent. Capt. Lathrop, who has be spending several months at t New Washington Hotel, Seatt preparing for the station and c dering equipment, expects to r turn to Alaska in April.

Stein Bros. on 56

STEIN BROS., New York (clot ing chain store), through Alli Adv. Agencies, Los Angeles, in pre-Easter campaign started late March, is using daily one-mi ute transcribed announcements 56 stations nationally. Firm in a dition, for its southern Californ stores, on March 18 started for weeks using six spot announc ments weekly on KHJ; 70 week on KFAC; 35 weekly on KEH and a daily quarter-hour news pr gram on KRKD, Los Angeles.

HABITANT SOUP Co., Manchest N. H., and Montreal, will use ra this spring in New England on beh of its pea soup. Agency is H. B. Quatte, New York.

VARIETY
SAYS ABOUT
"MY LUCKY BREAK"
A DISTINCTIVE MUSICAL
SHOW WITH GOOD IDEAS,
BOTH RICH IN HUMAN
INTEREST.

WALTER WINCHELL
NEW ORCHID TO THE
CAST AND CONTINUITY
OF "MY LUCKY BREAK"
SHOW VIA **WLW**
BIG TIMERS

RADIO DAILY
TED LLOYD
JOE CHERNIAVSKY'S
MUSIC ON "MY LUCKY BREAK"
DURING THE TELLING OF
FANNIE BRICE'S STORY WAS
THE HIGH SPOT OF THE
SHOW.

THE BILLBOARD
SAYS ABOUT
THE LUCKIEST BREAK THE
PROGRAM ITSELF RECEIVED
WAS GETTING CHERNIAVSKY
FOR THE MUSICAL INTERLUDES
AURA OF DIGNTY AND CLASS
PERVADES THE WHOLE PROGRAM

TELEGRAM
" A THOUSAND
THANKS TO YOU,
THE PRODUCERS, THE
AUTHOR, THE ENGINEERS
AND YOUR ENTIRE
STAFF FOR MOST BEAUTI
FUL AND TOUCHING
BROADCAST.
PAUL WHITEMAN

TELEGRAM
SO THRILLED
OVER THE
PROGRAM
WARMEST THANKS
FOR THIS GRAND
TRIBUTE FROM
MY OLD ALMA
MATER
JANE FROMAN

another Original Show from WLW

"My Lucky Break"

TELEGRAM
EDDIE CANTOR
WAS GENUINELY
THRILLED AND
ASKS ME TO
CONVEY TO YOU
HIS DEEPEST
GRAITUDE AND
SINCERE
APPRECIATION
VICK KNIGHT

TELEGR
I HAVE
RECEIVED
COMMENTS
FROM SEVERAL
OF MY FRIENDS
IN THE MIDDLE
WEST ON YOUR
SPLENDID PROGRAM
RUDY VALEE

EGRAM
A THOUSAND
THANKS FOR
GLORIOUS TRIBUTE
PAID TO ME. A
KISS FOR EVERY
TEAR AND THRILL
YOU GAVE ME
LOVE
SOPHIE TUCKER

TELEGRAN
"A BLEND OF
MUSICAL BEAUTY
AND DRAMATIC
HUMAN IN-
TEREST SU-
PERBLY KNIT
BY THE
MAESTRO
WHO CON-
CEIVED
THE SHOW
RADIO DIAL

HUMAN INTEREST MUSIC DRAMA LAUGHS

FEATURING
JOSEF CHERNIAVSKY



RADIO'S OUTSTANDING
SHOWMAN CONDUCTOR

COAST TO COAST
Mutual Network

SUNDAY
6:00-6:30 E. S. T.

A COPYRIGHTED FEATURE

TELEGRAM
IT WAS
BEAUTIFULLY DONE
AND I COULDN'T FIND
A SINGLE FAULT
WITH IT. THE WAY
YOU PLAYED MY
TIME JUST MADE
ME TINGLE WITH
PRIDE.
KATE SMITH

TELEGRAM
NEVER WAS
SO THRILLED
IN MY LIFE
THANKS TO YOU
AND YOUR
ASSOCIATES
GUY LOMBARDO

REPRESENTATIVES:

TRANSAMERICAN BROADCASTING & FEATURING CORP.

NEW YORK CHICAGO HOLLYWOOD

Mike Problems?

RCA HAS YOUR ANSWER!



A complete line of fine microphones — for every purpose and price—bring you top-notch performance at moderate cost!

Remember the carbon mike of the early days? Much has happened to microphones since then. And the mikes we have today owe a great deal of their excellence to the efforts of RCA engineers. For long years of research and development by these men have not only created the standard of microphone performance as we know it today—but have led to a complete line of mikes designed for every requirement and price.

Look at the RCA microphones illustrated on this page. No matter what your microphone problem—you'll find the right answer here. And you can rest assured of fine performance. From the 88A to the 44BX they're the tops! That's why more RCA microphones are used by broadcasting stations than any other kind! Full details on request. No obligation.

Use RCA Radio Tubes in your station —for finer performance

1. 88A . . . Ideal for remotes. Pressure operated, styrol diaphragm, aluminum voice coil, non-directional.
2. 74B . . . Low cost, high quality. Ribbon-velocity, small size, light weight, bi-directional.
3. 77B . . . Smallest, lightest uni-directional. Double ribbon. Cardioid pattern, smaller size, uni-directional.
4. 77C . . . Suits the pattern to the pick-up. Double ribbon. It's uni-directional, it's bi-directional, it's non-directional—all at the twist of a switch.
5. 44BX . . . The microphone of the networks. RCA de luxe microphone, velocity-actuated, ribbon type, bi-directional, high output.

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 8

APRIL 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"Going WEST, *Good Sir?"*

● Pardon us, Sir, but if indeed you *are* going West, please just pull off to the side a second, and let us tell you about the situation out here in "Iowa Plus"!

To begin with, In Iowa, there is WHO — plus twelve other commercial radio stations. WHO's power, night and day, is 50,000 watts. The *combined* nighttime power of the other twelve stations is 7,000 watts . . . WHO's nighttime rate for a 15-minute spot is $160.00 — the combined cost of the same time on the other twelve stations is $550.50.

Furthermore, Sir, big WHO's transmitter is located almost exactly at the center of Iowa. It is the *only* station that can cover the entire State. In addition, WHO reaches out to include a vast audience throughout the entire Mid-West — *regularly* pulls mail from 45% to 55% of all the 3070 counties in the United States!

So if you're coming West, we suggest you come to WHO. We promise you the *finest reception* in "Iowa Plus" — the finest reception, the greatest audience, and the *most results* from every dollar you invest.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives



STANDOUTS IN COLORADO

● Colorado boasts two standouts that are constantly attracting national recognition. The first is the majestic Rockies which annually bring in a million summer visitors with a hundred million dollars in their pockets to spend. The second is KLZ, by far the brightest star on the Colorado skyway, which has won the admiration of a year-'round market of still another million people and delivers this market to advertisers in the Denver-Rocky Mountain area.

Nature made the one . . . the other is the product of the coordinated application of men, methods and machinery. Merchants all over the Rocky Mountain region have learned to respect the merchandising power of both, but they are inclined to respect KLZ the more since KLZ is such an integral part of the home life of the area it serves.

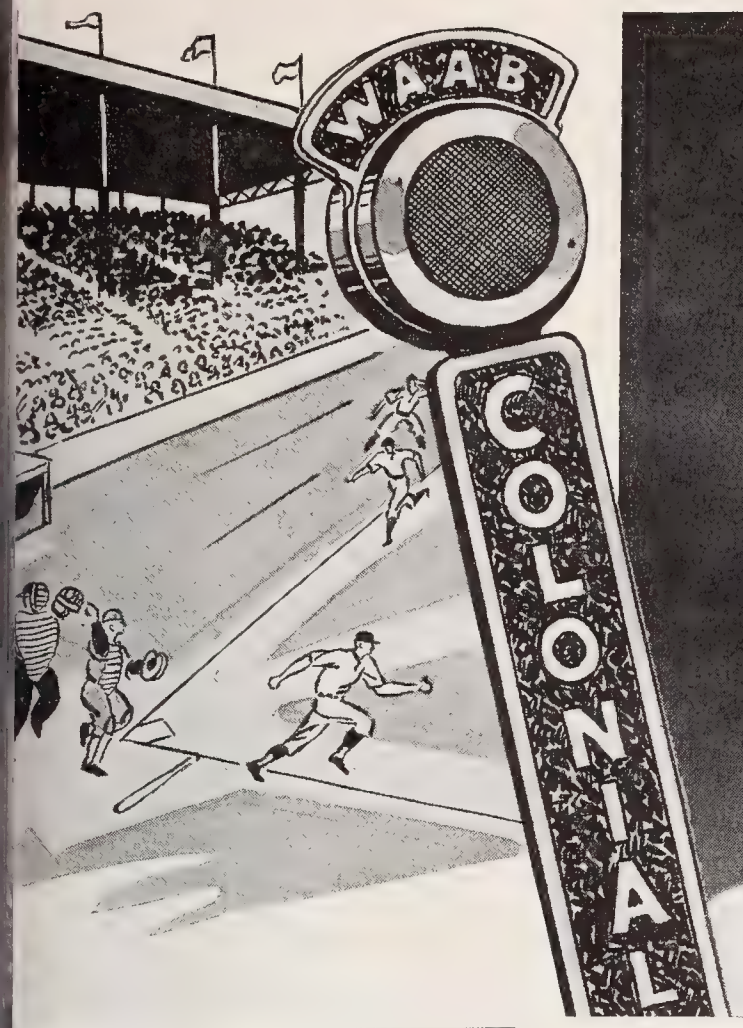
Because KLZ is so vivid, so vital and so alive, it was able to produce a mail response of more than 6,500 from a single fifteen-minute broadcast for the Bay Petroleum Corporation of Denver, on March 9, 1939. KLZ is always doing things that make people look, listen and talk and, entrenched in this solid position with listeners, it exerts a powerful influence in behalf of products exploited through its facilities.

KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY — PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN — OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS — REPRESENTED BY THE KATZ AGENCY, INC.

New England's Largest Sports Audience





WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WBRK	Pittsfield
WLBZ	Bangor
WFEA	Manchester
WLLH	Lowell, Lawrence
WNBH	New Bedford
WATR	Waterbury
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

FOR vivid descriptive accounts of baseball, racing, football, hockey and other sports, direct from the scene of action, New England sports fans listen to The Colonial Network. These broadcasts command the largest sports audiences in New England.

Baseball is first in popularity. Coincidental telephone surveys show that The Colonial Network's play-by-play broadcasts of American and National League games have by far the largest afternoon audience of any New England radio feature. This year, with Frankie Frisch, former major league manager, announcing, the Colonial stations are sure to increase this tremendous following.

The broadcast of the first race direct from Suffolk Downs, Rockingham Park or Narragansett is second only to the baseball broadcast in the size of its daily audience.

The Colonial Network covers every important professional, collegiate and amateur sports event, from a wrestling bout at the Arena to the swimming meet at Harvard—gives the New England audience its sports news *as it happens,* completely, expertly, entertainingly.

Here is a ready-made audience, from all income groups, whose size and loyalty offer rich sales possibilities. Only through The Colonial Network can you reach this audience. It makes seventeen important markets immediately accessible, a larger productive sales territory than can be reached through any other medium at equally low cost.

The COLONIAL-NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

We're in the mixing business, too . . .



With an audience the size of the WSM audience, with all ages and all sexes in cities, towns and on farms, turning to 650 kilocycles everyday for news, information and entertainment—

WSM must do, *and does*, more than merely offer a network outlet. This station, *realizing a fundamental obligation*, makes certain that no day passes *without broadcasts designed and built in its own studios for the needs and the tastes of each class of listeners.*

Such mixing of broadcast appeal cannot be haphazardly done. It can only come out of long and uninterrupted intimacy with the likes and dislikes of this great and heterogeneous mass of people. It requires the services of one of America's largest single station talent staffs. *It is something which only years of work can create.*

But—the rewards are richly worth the effort. To WSM it has brought, is still bringing, an audience outstanding over all America for size and loyalty. To you, as an advertiser, it offers concentrated buying power, customers *who can spend, who do spend,* for *whatever* is offered on *their* radio station.

May We Show You Proof?



WSM

CLEAR CHANNEL
50,000 WATTS
N B C

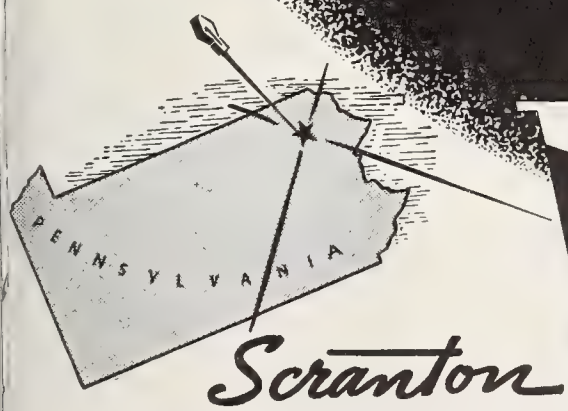
NASHVILLE, TENNESSEE

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

. . . and FOUND

a Starch Personal Interview Survey found that 98% of the daytime listeners and 96% of the evening listeners in Northeastern Pennsylvania tune regularly to WGBI for CBS entertainment and many programs of exceptional local and regional interest. Proving that one station alone, WGBI will do your selling job quickly, successfully and economically.



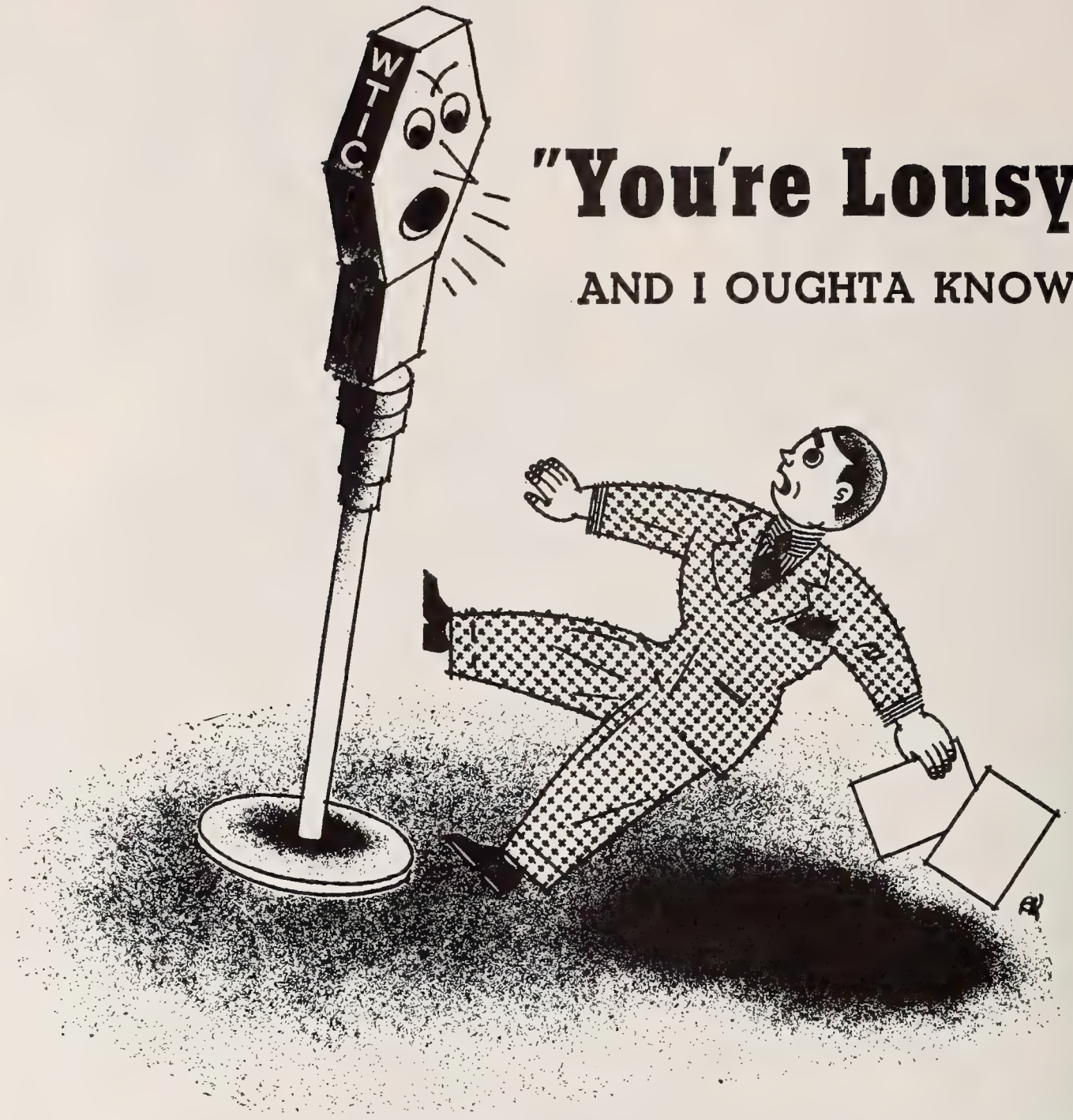
WGBI

Scranton *Penna.*

1000 WATTS L.S. 500 WATTS NIGHT 880 Kc.

SCRANTON BROADCASTERS, INC. *Frank Megargee*, PRESIDENT

NATIONAL REPRESENTATIVES: *John Blair and Co.*



"You're Lousy—

AND I OUGHTA KNOW!"

"I've listened to your program every morning for three solid years, and I still think you're lousy." Those were a listener's very words, and we have his letter to prove it.

Of course it just isn't in the cards to please everybody with every program from dawn to sign-off. But what interests us particularly is, why did this fellow bother to listen every morning if he didn't like the show! And for three years, too!

The answer: he has the WTIC habit. He knows that if he doesn't like one show, there'll be another one along in a few minutes that he WILL like. And he knows we welcome his comments, too. For part of this "WTIC habit" includes a healthy correspondence between listeners and the station.

There's a big slice of Southern New England families who have this WTIC habit. And they've had it for many years. We know because otherwise we wouldn't be doing such a profitable job for so many people with goods to sell in this billion dollar market. When can we put our ability to work, to get and HOLD an audience . . . . . for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

THOSE WHO KNOW CINCINNATI BEST BUY WKRC

Cincinnati firms have a complete understanding of the local radio situation. So they buy WKRC...Because they have found WKRC reaches and sells greater Cincinnati's 1,045,600 consumers.

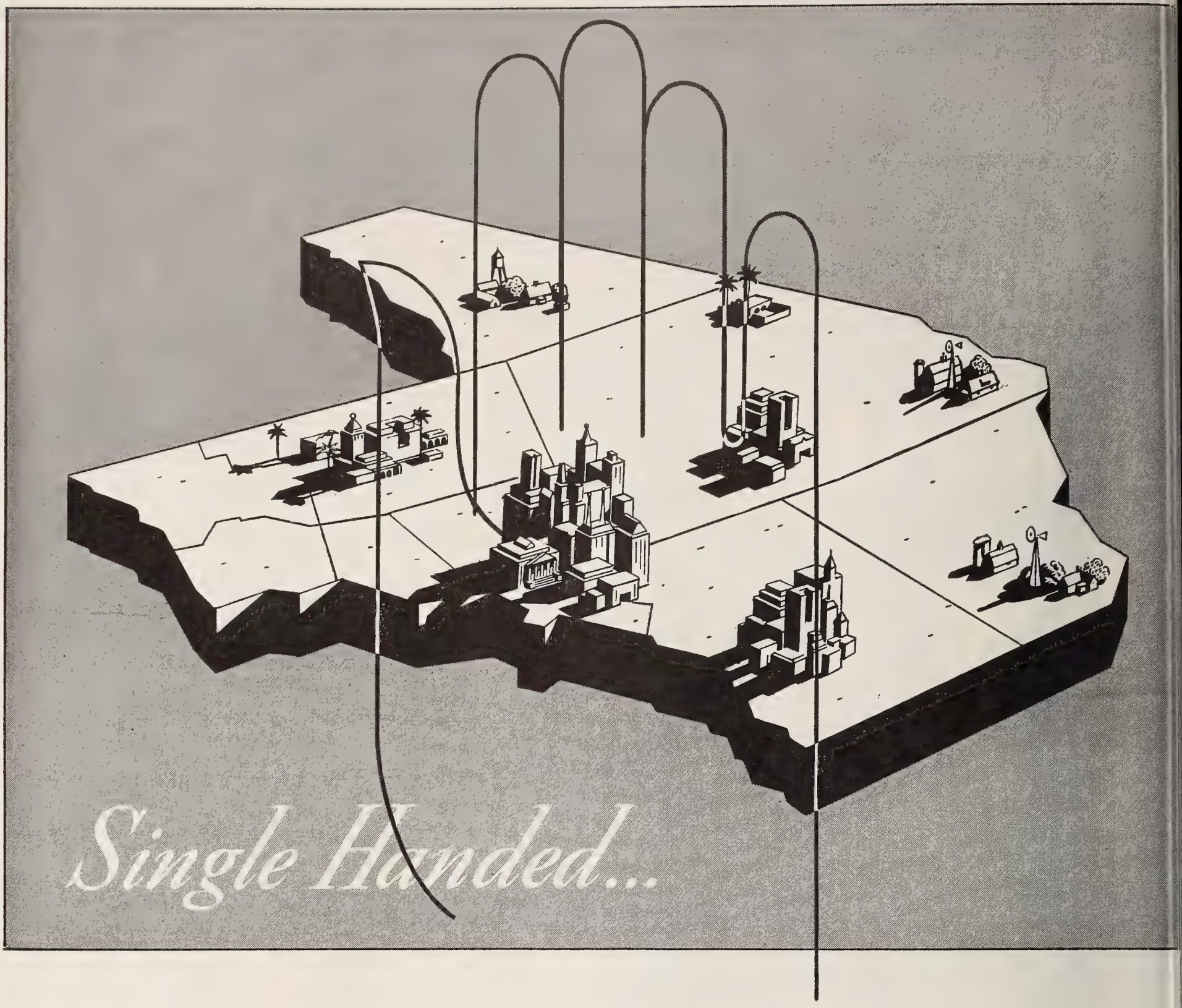


WKRC's local sponsors—the most important group of Cincinnati firms using radio . . . a veritable blue book of prominent Cincinnati companies.

FIRM	PRODUCT
Procter & Gamble	Camay Soap
Rubel Baking Co.	Heidelberg Rye
Carter Coal Co.	Olga Coal
Allied Florists Assn.	Flowers
Fifth-Third Bank	Personal Loans
Ubiko Milling Co.	Lifeguard Dog Food
Semet-Solvay Co.	Coal & Coke
Capitol Clothes Shop	Men's Clothiers
Hotel Alms	Hotel Service
Miami Butterine Co.	Fairview Margarine
Albers Super Markets	Alberly Coffee
Wurlitzer Company	Musical Instruments
Lueger Furniture Co.	Furniture
Monarch Foods	Food Products
Rainbo Bread Co.	Rainbo Breads
Tennenbaum Bros.	Furniture
Dodge Bros. Dealers	Dodge Autos
L. T. Patterson & Dealers	Chrysler & Plymouth Cars
Gran Piano Co.	Steinway Pianos
Wexler Millinery	Millinery
Queen Optical Co.	Glasses, etc.
Queen City Carpet Co.	Carpet Cleaning
Weinberg Baking Co.	Weinberg's Breads
Kilgen Organ Co.	Organs
Banner Baking Co.	Taystee Bread

WKRC COLUMBIA'S STATION FOR CINCINNATI

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco



Single Handed...

KNX DELIVERS *ALL THREE* IN SOUTHERN CALIFORNIA

...the hub...the spokes...the rim: urban...suburban...and rural radio homes ...at the lowest cost per thousand listeners.*

This one great 50,000 watt station gives you "local station" coverage in the *billionaire* hub market, Los Angeles—in important sub-centers like San Diego and Santa Barbara.** And in each of 112 flourishing Southern California communities of 2500 and over. *Also* – at no extra cost—balanced coverage throughout the rural areas.

You reach **98.3%** of all radio homes in this prosperous region—intensively, day and night.

And – as a *bonus* in the evening—KNX offers you the greatest primary coverage of any station in the West. Brilliant and powerful—its clear channel signal soars, nightly, beyond Southern California's borders into the vast "in-between" regions of the West. Into 3½ million additional homes in 258 counties of the 11 Western States.

* *See every competent Los Angeles and Southern California survey ever made.*

** *The new KNX Transmitter gives directionalized, over-salt-water reception in both Santa Barbara and San Diego.*

KNX 50,000 WATTS

THE CBS STATION FOR SOUTHERN CALIFORNIA

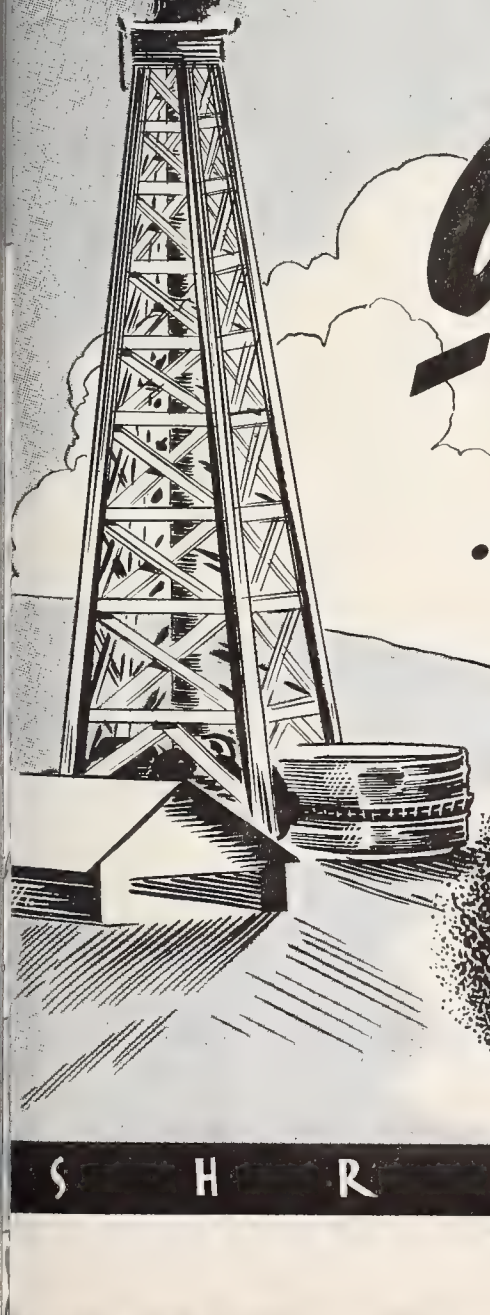
COLUMBIA SQUARE, LOS ANGELES REPRESENTED BY RADIO SALES

50,000 WATTS

Pushing in soon

Approximately August 15th

...in the world's greatest Oil and Gas area!



A SHREVEPORT TIMES STATION

KWKH

Represented by THE BRANHAM CO.

CBS

SHREVEPORT, Louisiana



"Dear me, Colonel—it's 17,279!"

Some radio stations pull mail. Some don't. Free & Peters knows which — and why — and when! For instance:

The sponsor of a local talent program on one of our stations recently made a simple booklet offer . . . the booklet containing pictures of the cast and jokes used by the leading comedy team. That was on Saturday night. By *Monday noon*, 17,279 letters had come in—and the entire cost for both time and talent was exactly $356.50!

Now we won't say that the total number of replies didn't surprise us a little—but the big point is that we *knew* the station, *knew* the program, *knew* the hour, *knew* that it was a good buy for any advertiser who would take our recommendation on it.

Incidentally, another half-hour of that same program is now available. May we tell you about it?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 8 WASHINGTON, D. C., APRIL 15, 1939 $3.00 A YEAR—15c A COPY

President Will Make First Disc Speech

By SOL TAISHOFF

National Emergency Council Is Seen as New Clearing House for Government Broadcasting Activities

PRESIDENT Roosevelt himself next month will launch a new transcribed series of Government broadcasts—marking the first time a chief executive has used the transcription medium—in a venture that may be the forerunner of centralization of all Government radio programs in the National Emergency Council and its branch offices.

Titled *United States Government Reports*, the transcription series will open May 9 with a 15-minute recording by the President on the "state of the nation". It will be placed on approximately 150 stations, averaging three per State, and will be followed in succeeding weeks through July by members of the Cabinet in order of seniority. The series will include interviews with the President and members of his Cabinet by Lowell Mellett, executive director of NEC, and former executive editor of the Scripps-Howard Newspaper Alliance. Membership of the Council includes the President, Vice-President, Cabinet and the executive heads of virtually all of the larger independent administrative agencies.

A Clearing House

The new series will run each Tuesday up to and including July 17, featuring the transcribed interviews with members of the Cabinet by order of seniority. It is an extension of "live" programs under the same title carried since last September over independent stations through the 42 regional NEC offices, covering activities of the various governmental branch agencies in those jurisdictions. All these programs have been under the direction of NEC headquarters in Washington.

Because the scope of NEC's new activity in the radio field covers practically all agencies of the Government, it is viewed in informed circles as another important stride toward setting up of a Government "clearing house" for all Government radio, with the possible exception of the extensive farm service conducted by the Department of Agriculture.

Robert I. Berger, radio director of NEC and former radio director of the Democratic National Committee, is in executive charge of the work and has coordinated all of the field operations.

The President, in launching the series next month, is expected to point out that it will mark the initial use by the executive branch of the Government of the new medium of electrical transcriptions. During the series, which will be continued to include independent agencies as well as the executive departments, each official will report on his own sphere of activity. Mr. Berger stated that the series is entirely factual and non-partisan. It is not designed to take the place of nationwide network presentations by heads of Government departments and is entirely non-dramatic in that the interview type of presentation will be employed.

Because of sporadic protests from broadcasters over constantly mounting demands of Government agencies for free time, NEC for the last year has been evolving the plan for a "clearing house" for Federal programs. While each independent agency or department would maintain its own public relations or radio relations staff, clearance of time would be handled through NEC, and coordinated in such fashion as to impose least possible hardship upon stations. In that manner also, it has been advocated, a definite limit on the amount of time requested by governmental agencies could be established and probably would be welcomed by stations. Moreover, it would make for more professional handling of script, transcription or program, it is held.

Exclusive Rights

The new *United States Government Reports* series is being transcribed by Allied Recording Co., Los Angeles. U. S. Recording Co., Washington, is making the masters. A maximum of 150 pressings is being made for each of the programs in the President-Cabinet series. These are being placed locally by the NEC regional and State directors, with no specified time of the day as to rendition. Some 115 stations which have been carrying the regional series since last September are being given the exclusive presentation rights for the new series in their own districts.

NEC RADIO DIRECTOR



ROBERT I. BERGER

The regional and State NEC series, which included interviews by NEC directors or others with the heads of other Governmental agencies in their jurisdictions, such as WPA, Federal Housing, Customs, Internal Revenue and the like, have averaged about three a week, Mr. Berger declared. The series has been on a non-network basis and it has been found that many entirely independent stations have been gratified over the opportunity of carrying such programs.

Publicity on individual interviews is released locally, it was pointed out. Texts of the interviews are mailed to stations from Los Angeles along with the recordings for simultaneous release locally.

Central Clearing House

The plan for the central clearing house for radio, under the aegis of NEC, has gathered momentum in recent months, it was observed. In setting up such an organization, familiar with the vicissitudes of both network and local broadcasting, it is felt it would be possible to clear up many of the difficulties inherent in hit-and-miss solicitation of time by various Government departments.

For example, if one agency had procured time on a major network for a particularly timely broadcast, it would be possible to stagger other Governmental addresses over competitive networks in non-conflicting fashion. Moreover, an agency such as Internal Revenue Bureau as a public service matter is interested in advising taxpayers on income tax problems in advance of the March 15 deadline but during the balance of the year would have little occasion to use time. Similarly, the Labor Department may be interested in special broadcasts prior to Labor Day but otherwise would have little occasion to use the air during the balance of the year.

Membership of NEC

Members of NEC, in addition to the President and Vice-President, are Secretary of State Hull, Secretary of the Treasury Morgenthau, Secretary of War Woodring, Attorney General Murphy, Postmaster General Farley, Secretary of the Navy Swanson, Secretary of the Interior Ickes, Secretary of Agriculture Wallace, Secretary of Commerce Hopkins, and Secretary of Labor Perkins, representing the executive branch. In addition, other members are the Director of the Bureau of the Budget, administrators of the Agricultural Adjustment Administration, Federal Alcohol Administration, Resettlement Administration, Rural Electrification Authority and Works Progress Administration.

Other members are the chairmen of the FCC, Central Statistical Board, Federal Deposit Insurance Corp., Federal Home Loan Bank, Federal Power Commission, Federal Reserve Board, Federal Trade Commission, Interstate Commerce Commission, Reconstruction Finance Corporation, Securities & Exchange Commission, Social Security Board, Tennessee Valley Authority.

Additional members are Dr. Isador Lubin, Commissioner of Labor Statistics, Robert Fechner, chairman of the CCC, Stuart McDonald, chairman, Federal Housing Administration, F. F. Hill, chairman, Farm Credit Administration, and W. Lee Pierson, president, Export Import Bank.

Olds Using Spots; Studebaker Adds

Detroit Uncertainty Delaying Other Motor Advertising

RETURN of the Olds division of General Motors Corp. to radio for the first time since spots were used to herald its 1939 models last fall was disclosed in Detroit with word that the company is scheduling 25 stations to carry 50 and 100-word spots during April, mostly on a six-weekly basis. No decision has been made whether they will be continued into May.

The station list, placed through D. P. Brother & Co., Detroit agency, follows: WSB WFBR WNAC WGR WCKY WGAR WFAA WWJ WXYZ KPRC WFBM KMBC KHJ WHAS WTMJ KSTP WSMB WOW KYW KDKA WJAR KSD KFRC KOMO WJSV.

Outlook Brightens

With Olds and Studebaker now on the air, the outlook for automotive radio advertising would appear brighter, although there is yet no indication of definite activity along such lines. The auto companies generally were ready to release augmented spring advertising campaigns a month ago but the current uncertainty in management quarters is reflecting itself in carefully controlled advertising expenditures, as a result of which radio resumptions are likely to be delayed.

Studebaker during the week of April 10 added 13 stations to the 61 [BROADCASTING, April 1] carrying the thrice-weekly quarter-hour discs to introduce its new Champion. The program features Lowell Thomas and Ted Husing, with Richard Himber's orchestra. According to N. J. Cavanaugh, radio director of Roche, Williams & Cunnyngham, Chicago agency handling the account, the following stations have been added: WAPI WBRY WFLA WBOW WOC KYSM WIBX WBIG WKBN WLEU WHP WGBI WDBJ.

O'DANIEL IS USING MEXICAN STATION

PAT O'DANIEL, son of Texas' Gov. W. Lee O'Daniel and now president of his father's Hillbilly Flour Co., Fort Worth, on April 12 cancelled two of his three commercial programs over WBAP, Fort Worth, an outlet which has long been used along with Texas Quality Network and other stations in the buildup of the O'Daniel commercial and political interests.

Since O'Daniel moved to the State capital at Austin, the flour mill's famed *Hillbilly* programs have originated from there, three quarter-hours a week, of which only one is now retained. With the cancellation, it was disclosed that the company has started using two hours a week over XEAW, rated at 100,000 watts on 960 kc. and located at Reynosa, Mexico, just across the border from McAllen, Tex.

XEAW recently was purchased from interests including Dr. John R. Brinkley by Carr P. Collins, Gov. O'Daniel's political advisor. It was reported that the Governor's free Sunday afternoon period of salutes from Austin, carried on WBAP, will be continued.

Ford on Michigan Net

FORD MOTOR Co., Detroit, has started a thrice-weekly farm market program, titled *Ford Farm Almanac*, on WXYZ, Detroit, and the Michigan Network. Featured is the "Ford Farm Editor" as commentator on agricultural news, along with old-time and ballad music. The program is sponsored Mondays, Wednesdays and Fridays and carried sustaining on Tuesdays and Thursdays. Agency is N. W. Ayer & Son, Philadelphia.

Flit in South

STANCO Co., New York (Flit), on April 3 started a campaign of 15 spot announcements weekly on the following list of southern stations: WSB WAPI WFAA KTRH WJDX WJAX KHJ WHAS WIOD and WOAI. McCann - Erickson, New York, handles the account.

Appliance Firm Tests

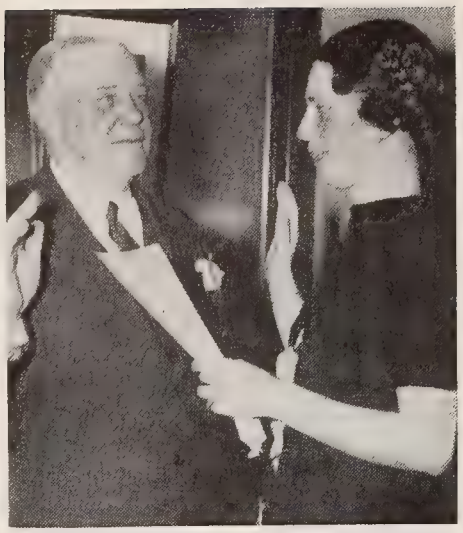
BROOKS RUPTURE APPLIANCE Co., Marshall, Mich., has started a series of five weekly spot announcements on five Midwestern stations in a test campaign that may be expanded during the summer. Matteson-Fogarty-Jordan Co., Chicago, handles the account.

Emerson Radio Starts

EMERSON Radio & Phonograph Corp., New York, on April 17 will sponsor a thrice-weekly news program for 13 weeks on WMCA, New York, and WOL, Washington. Lightfoot Associates, New York, placed the contract.

LEVER BROS Co., Cambridge, Mass., will take advantage of CBS's new six-week summer layoff policy [BROADCASTING, March 15] by giving a vacation to three of its night-time shows—*Lux Radio Theater*, *Big Town* for Rinso, and the *Lifebuoy* program with Dick Powell. Ruthrauff & Ryan, New York, handles the latter two shows, and the Lux program is placed by J. Walter Thompson Co., New York.

BOTH the May 10 Dixie Handicap and May 15 Preakness, to be run at the Pimlico track in Baltimore, will be covered exclusively on NBC-Red by American Oil Co., Baltimore. Clem McCarthy and Geo. Hicks will announce.

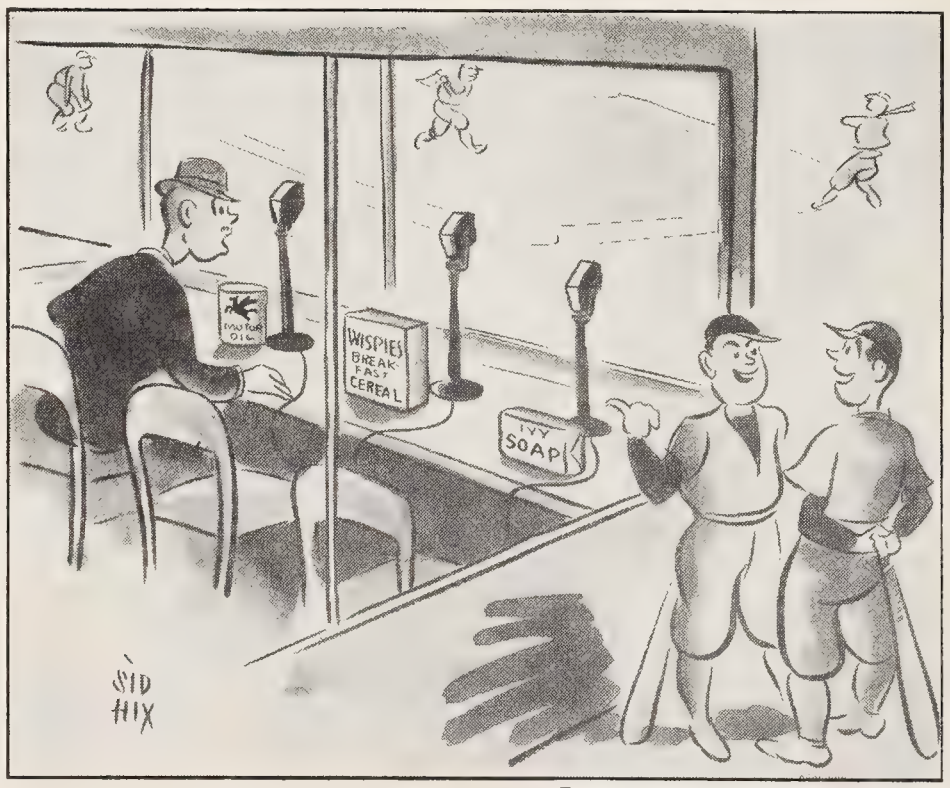


THE TITLE "Commisioner" was conferred April 13 on Frederick Ingate Thompson, publisher of the *Montgomery* (Ala.) *Journal*, as he took the oath of office as a member of the FCC succeeding Judge E. O. Sykes, who resigned as of April 5 after 12 years of service. Administering the oath is Miss Pansy E. Wiltshire, notary public in the FCC Secretary's office. Mr. Thompson was confirmed by the Senate April 8, after nomination by the President March 28. He will attend his first regular FCC meeting April 17. Present at the swearing in were Chairman McNinch and other FCC staff members.

No Movie Censorship

PUBLISHED reports that NBC, CBS and Mutual-Don Lee Broadcasting System have reached an agreement with the Association of Motion Picture Producers Inc. (Will Hays office), Hollywood, permitting the latter to censor all radio commentator copy on film activities, have been refuted with indignation by network officials on the West Coast. It was pointed out that if networks permitted such action, every industry would expect the same treatment and thereby curb "freedom of speech".

SEARS, ROEBUCK & Co., Chicago, has placed a five-weekly quarter - hour program, *Grandma Travels*, on Texas State Network, to start May 1. Agency is Blackett-Sample-Hummert, Chicago.



Drawn for BROADCASTING by Sid Hix

"He Has Three Sponsors This Year and Isn't Taking Any Chances."

Durstine Quitting BBDO, Reviving Rumor He Will Become CBS Sales Chief

ROY S. DURSTINE, president of Batten, Barton, Durstine & Osborn, resigned from the agency at a meeting of its board of directors on April 10. His future plans were not announced but the resignation has revived the rumor, prevalent last fall, that he would join CBS as vice-president in charge of sales. That post has been vacant since the resignation of H. K. Boice to return to the agency field. No confirmation of the rumor, however, has been forthcoming from either Mr. Durstine or the network.

Bruce Barton, chairman of the BBDO board and a member of Congress, was elected president and William H. Johns, chairman of the executive committee, was elected to succeed him as chairman of the agency's board. Alex F. Osborn, vice-president in charge of the Buffalo office, was elected executive vice-president and will make his headquarters in New York. F. R. Feland, agency treasurer, succeeds Mr. Johns as chairman of the executive committee. Other BBDO officers remain the same.

A co-founder of the agency with Mr. Barton and Mr. Osborn in 1919, Mr. Durstine became vice-president and general manager at the time of the merger with the Batten Co. in 1928, and was elected president in 1936. A pioneer in the use of radio as an advertising medium, Mr. Durstine conceived and sold the *Atwater Kent Hour*, one of radio's first big name programs. He organized the BBDO radio department and directed it personally for many months, and was one of the first advertising men to insist that program planning and production was essentially an agency function.

Boost in Network Sales For Summer Is Indicated

MAJOR networks have licked the summer slump problem, for this year at least, they indicated in statements April 13. CBS announced it had signed $6,313,829 in the last 30 days, of which $4,058,433 was new business. New accounts are Bowey's, Brown & Williamson, Campbell's Soup, Griffin Mfg. Co., Holland Furnace Co. (one-time annual tulip festival), George A. Hormel & Co., Knox Gelatin Co., 20th Century Fox (Kentucky Derby), Staynor Corp., Sealtest, Old Trusty Dog Food Co. and Pure Oil Co.

NBC announced that it had signed eight new accounts in the last few weeks, including P & G, Lorillard (two), Brown & Williamson, General Mills, Westinghouse, Quaker Oats and Mars Inc. Niles Trammell, executive vice-president of NBC, declared that this "unprecedented action" on the part of advertisers definitely indicated a trend toward increased use of networks during the summer.

Roi Tan Schedule

AMERICAN TOBACCO Co., New York (Roi Tan cigars), takes its *Sophie Tucker* program off CBS May 5, and on May 8 starts a series of nine evening disc announcements a week, using 28 stations for 26 weeks. Lord & Thomas, New York, is agency.

FCC Winding Up Loose Ends of Inquiry

Studies Phases of Transcription Industry

By LEWIE V. GILPIN

WITH ONLY loose ends remaining, the FCC Network-Monopoly Inquiry appeared slated to wind up its six-month investigation during the week of April 17. It was indicated the formal record would be kept open until the end of the month to admit additional exhibits, including the contract under which CBS proposes to acquire World Broadcasting System, if and when that transaction is consummated.

To conclude the final phase of the inquiry, the committee, with Commissioner Walker alone sitting most of the time, heard representatives of transcription companies, and in its examination apparently sought to ascertain whether networks have tended to suppress that medium. The network-affiliate relationship, particularly in connection with contracts covering guaranteed clearance of time, was revived, however, with John Shepard 3d, president of Yankee Network, and Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates, recalled to the stand April 11 to answer the basic question whether the FCC should step into network-affiliate contractual dealings. Both voiced emphatic objections.

It was considered likely other witnesses might be called during the April 17 week—perhaps including Elliott Roosevelt — to testify further on this aspect. Mr. Rosenbaum was recalled as chairman of the NBC-affiliate negotiating committee, with Mr. Shepard recalled because he is chairman of the MBS-negotiating committee. Mark Ethridge, WHAS, Louisville, chairman of the CBS negotiating committee, likewise had been asked to reappear but could not due to illness.

Possible Conclusions

As the hearings drew to a close, speculation centered around the possible nature of the committee's conclusions. Formulation of recommendations to Congress for broader legislation, probably to include authority to license networks, has been forecast. S. King Funkhouser, Virginia attorney retained several months ago as special counsel for the inquiry, probably will remain after the conclusion of the hearings to participate in the preparation of the committee's report.

American Federation of Musicians, which on previous occasions had been scheduled to testify during the hearings but withdrew, on April 10 again requested an opportunity to oppose elimination of the transcription announcement rule, which had been advocated by practically all witnesses appearing for transcription companies. Samuel T. Ansell, general counsel of the Federation, was tentatively scheduled to testify April 14 in that connection. Unless other station affiliates are recalled or voluntarily appear on network contracts, it was considered likely the formal hearings would conclude early during the week of April 17. CBS has been asked to produce a witness to testify in connection with its recent acquisition of American Record Corp.



WORLD Broadcasting System's pioneering in the development of transcriptions and spot broadcasting was recounted to the FCC Network Inquiry Committee April 12 by Percy L. Deutsch, president.

Running story of the FCC Network Inquiry hearings, with summaries of testimony of each witness, begins on page 64 of this issue.

Disc Witnesses

Percy L. Deutsch, president of World Broadcasting System and pioneer in the transcription field, in his testimony April 12 disclosed that the contract for sale of his company to CBS had been extended until April 28, from April 1. Terms of the proposed deal were not disclosed, though he stated World would be kept intact and he would remain as its head for three years under contract.

Whereas independent transcribers complained of refusal of NBC to permit off-the-line recordings from its studios, Mr. Deutsch did not criticize that practice and said he accepted it as a matter of policy. He also declared he felt transcriptions and networks were not competitive, again differing with other witnesses. He urged elimination of the transcription announcement entirely but emphasized particularly the desirability of removing it from the beginning of the program, calling such a requirement "discriminatory" since it placed the listener in the position of "pre-judging" transcriptions.

Disc Business Nearly 5 Million

Other transcription witnesses who testified during the April 4 week included C. Lloyd Egner, manager of NBC electrical transcriptions, who estimated that total transcription business for 1938 aggregated between $4,500,000 and $5,000,000; Jean V. Grombach, who complained about NBC's off-the-line recording policy; E. V. Brinckerhoff, who said his company's reference recording business had been "probably cut in half" by NBC's denial of facilities; Frank B. Walker, vice-president of RCA Mfg. Co. in charge of all recording activities, who opposed the use of phonograph records on the air because it tends to kill the market for the record itself; M. E. Tompkins, president of Associated Music Publishers, who opposed Government regulation of any character and advocated industry self-regulation; Albert Pulley, chief recording engineer of RCA Mfg. Co. on technical aspects; T. K. Stevenson, president of ERPI, and Joel C. R. Palmer, ERPI contract counsel, in connection with that company's ownership interest and development of World.

Preceding Mr. Deutsch on the stand April 12 was E. J. Rosenberg, executive vice-president of Transamerican Broadcasting & Television Corp., who described the operations of the Warner Bros. subsidiary but explained it did not actually engage in the manufacture or recording of transcriptions, farming out that work to RCA and AMP. C. O. Langlois, president of Langlois & Wentworth, testified April 13 in connection with his organization's tax-free transcription library. He was followed by J. R. Poppele, testifying in connection with the WOR Recording Service.

FCC Amends Network Inquiry Exhibits Involving Community of Interest Data

A HALF-DOZEN changes in the FCC data, offered as exhibits in the network inquiry, dealing with the "community of interest" of broadcast stations and denoting purported interlocking directorates, multiple ownership or group control, were made April 13 by the FCC Accounting Department, based on proof submitted to it that the associations did not exist. The corrected exhibits were placed in the record of the inquiry by DeQuincy V. Sutton, head accountant who had introduced the original data March 30.

The purport of the exhibits, based on the FCC study of responses to questionnaires, and other data submitted to it on request, was that some 340 of the commercial stations have a "community of interest with other licensees" [BROADCASTING, April 1].

One of the exhibits, which tied in KFEL, Denver, with the "Bell-Gaylord Group" operating WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs, was corrected to eliminate the KFEL connection. The Commission had been advised that there was no basis for this association, which was premised upon the employment of a part-time engineer by the two Denver stations. As a consequence, KFEL was listed as one of the stations which did not have a "community of interest" with licensees of other stations.

Groups Separated

An original exhibit, which tied the Vee Bee Corp., including the Brush-Moore Group of newspapers and stations in Ohio, with the *Plain Dealer* group of stations, including WHK, WCLE, WKBN and WHKC, was changed to separate the two groups, since no connection was found to exist.

Separation of the so-called Storer Group of stations (WMMN, WALR, WWVA, WSPD, KIRO and WTOL), from the so-called Wilder Group (WNBX, WSYR and WJTN) was effected in the revision of another schedule. These groups had been tied together because George W. Smith, general manager of WWVA and a stockholder in the Storer Group, had been confused with another George W. Smith, listed as treasurer of WNBX of the Wilder Group. Horace L. Lohnes, Washington attorney for the Storer Group, personally testified that they were different individuals.

After introduction of the "community of interest" exhibits, Paul Porter, CBS counsel, during cross-examination of Mr. Sutton April 4 moved to strike the exhibit covering the "Cities Stores-Columbia-Gannett-Paramount Group", alleging it was "misleading" and gave a "distorted picture" of CBS interests in the stations included, some 34 of them being tied together.

Questioning of Mr. Sutton by the CBS counsel revealed that the CBS-Gannett tieup, involving 14 stations, resulted from holdings of Sam Pickard, CBS vice-president and director, of 656 out of 2,250 shares in KITE, Kansas City, along with one qualifying share in the same station held by Richard K. Phelps, president of First National Television Inc., KITE licensee. Mr. Phelps also holds 240 out of 1,000 shares in WOKO, Albany, partly owned by the Gannett newspapers.

Mr. Porter's motion to strike was overruled during the April 4 session. Coincidentally, it was stated the FCC took the position that the CBS relationship existed and that there was no reason to amend the schedule. It was also stated that at no time has the FCC represented these exhibits as showing "vertical control" but only a "community of interest".

WSJS, Winston-Salem, N. C., on April 3 was authorized by the FCC to increase its daytime power from 100 to 250 watts. On the same day the Commission denied as in default the application of Ben Farmer, co-owner and chief engineer of WGTM, Wilson, N. C., for a new local station on 1370 kc. in Concord, N. C.

STELLA UNGER, script writer, radio actress and producer, on April 15 resigned from the radio department of Erwin, Wasey & Co., New York. After a trip to Washington, Chicago, St. Louis, New Orleans and Hollywood, she will announce her future plans.

Magazine Reviews Media Preference

Third of Women Prefer Radio, *Ladies Home Journal* Finds

RADIO advertising was chosen the most appealing type of media advertising by 32% of the women of America who were questioned recently on "all advertising" by the *Ladies' Home Journal* for one of its series of surveys on questions of the day. The results, appearing in the May issue of the magazine, show that 44% of the women preferred magazine advertising, while newspaper advertising appealed to 24%. In the higher income groups —over $1,500 a year—and in the "under 30" age group, radio was preferred by 24% and 34% respectively.

Willing to Pay

To the question "Should advertising matter be left out of newspapers and magazines, and out of radio programs?", the radio vote was 80% opposed and 20% in favor, with the complaints of the minority group focussed on the point that "it takes too much time". In reference to newspapers, 96% voted no, and 95% were against the elimination of advertising in magazines.

A related question was whether the women would willingly pay three times as much for their newspapers and magazines and a fee to support radio stations if advertising were eliminated. The radio response showed that 15% of the women would pay the fee, while 85% said they would not. Regarding magazines and newspapers, 98% voted no in each case.

Considering the fact that more women than men listen to daytime radio programs, the *Journal* asked the question, "Do you think too much time is given to advertising on daytime programs?"

The results showed that 66% thought there was too much advertising before dark, but directly reversed their opinions for the same question applying to evening programs, 68% denying that evening advertising lessened their enjoyment of the programs. Said one woman, "in order to have such fine programs we must have advertising," and another remarked that "the programs are worth the price of listening to the advertising."

N. Y. Libel Exemption

NEW YORK's State Assembly on April 11 passed and sent to the Senate the Moffat Bill extending protection, under the libel and slander laws, to radio stations on the same basis as newspapers. The bill provides that no libel or slander actions may be maintained against a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting system for the broadcast of "a fair and true report, oral or written, of any judicial, legislative or other public and official proceedings, or for any title or headnote to such a report which is a fair and true title or headnote thereto".

KWNO, Winona, Minn., 250-watt daytime station on 1200 kc. which began operating last year, has been authorized by the FCC to go to full time on the same frequency, using 100 watts nights.

Jaquier Heads KITE

L. L. (Jake) JAQUIER, since last fall manager of the First National Radio & Television School, on April 1 became vice-president and general manager of KITE, Kansas City, according to an announcement by D. E. Kendrick, station executive. Mr. Kendrick will remain in supervisory charge of the station but has relinquished the vice-presidential duties to Mr. Jaquier, who was associated with him both on the old WFIW, Hopkinsville, Ky., and WIRE, Indianapolis, when Mr. Kendrick headed those stations. Mr. Jaquier also has served as general manager of KTSA, San Antonio, and last year was director of WPAR, Parkersburg, W. Va. C. V. Peterson, treasurer of First National, has succeeded Mr. Jaquier as general manager of the school.



Mr. Jaquier

Frequency Modulation Studied by FCC Group

TO MAKE first-hand observations of the Armstrong frequency modulation system of broadcasting [BROADCASTING, Feb. 1, April 1], a group of FCC and other Washington officials went to Schenectady April 13 for a two-day field tour and visit to the General Electric Co. plant which is preparing to produce the ultra-high frequency receivers. They planned to compare frequency as against the amplitude modulation now in common use by touring the service area of the GE experimental transmitter. In the party were Lieut. E. K. Jett, FCC chief engineer; A. D. Ring, FCC assistant chief engineer in charge of broadcasting; Dr. L. P. Wheeler, FCC chief of technical information; William J. Dempsey, FCC general counsel; Dr. J. H. Dellinger, radio chief, Bureau of Standards, and representatives of the Army and Navy.

Television Expedition of FCC Makes Tour of Eastern Plants

By BRUCE ROBERTSON

SEEKING data on which to recommend FCC acceptance or rejection of the technical television standards proposed by the Radio Manufacturers Association, a committee composed of Commissioners T. A. M. Craven, chairman, Thad H. Brown and Norman S. Case, set out April 11 on a five-day fact-finding expedition. Accompanying the commissioners were Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting; George B. Porter, FCC assistant general counsel, and William H. Bauer, senior attorney and patent expert of the Commission.

In addition to securing reactions to the proposed RMA standards, the committee planned to acquaint manufacturers and experimenters with the problems confronting the FCC in allocating television channels, Comdr. Craven stated in an interview in New York April 12, adding that the inquiry might be called a cooperative endeavor between the Government and private enterprise in planning the development of a new art.

Other Points on Itinerary

Reporting that on the previous day the group had visited the Philco and Fansworth laboratories in Philadelphia, he said that during their stay in New York they would confer with executives of RCA and General Electric Co. as well as those of National Television Corp. and International Television Corp., both the latter companies having their own methods of transmission. which differ from RMA standards. The committee would also visit NBC and CBS, he said, to discuss the problems of broadcasting television programs.

AT&T, where the committee planned to examine the developments for a landline system connecting television stations, and Maj. Edward H. Armstrong, who has been experimenting with frequency modulation transmissions in the ultra-high frequency field in which television signals will be sent, were also on the committee itinerary. Some of the group planned to visit Schenectady for a demonstration of the Armstrong frequency modulation system of broadcasting. On their way back to Washington April 15 the committee expected to make a final stop at the Allen B. Du Mont Laboratories at Passaic, N. J., Mr. Craven said.

"The committee intends to go into the field to get information so it can report to the FCC on television, with particular reference to the applications for television stations throughout the country," he explained. "In issuing these licenses we must consider the manufacturer who has developed television equipment, the broadcaster who will transmit this new service to the public, and especially the public, in whose interest the FCC regulates the broadcasting industry. Unless those three interests are coordinated, the development of television will be retarded."

Pointing out that a single set of standards seems the most desirable, so that the purchaser of a television receiver could use it to receive the broadcasts of all television stations, Comdr. Craven said the committee would not hastily recommend the adoption of standards that might throw into the discard research done along different lines from those now recommended by the RMA. If this trip produces sufficient evidence, a hearing will be held in Washington at which the Commission will invite all companies interested in television development to testify, he stated. But he emphasized that the public interest will be put before that of any individual or company and that under no conditions will inferior systems of transmission be tolerated.

The committee declined to answer specific questions about the adoption of permanent standards and the relative merits of various types of transmission and reception, stating that they themselves were seeking information on which to base the answers. They likewise refused to make any predictions regarding the public acceptance of television in its present state of development or as to its future possibilities. Explaining that their licensing problem is made more difficult because only a limited number of bands are now available in any locality, Comdr. Craven said it is possible that in the future the frequencies above 300,000 kc. may be used for television transmission, but that at present it is a problem for research engineers and not for the FCC. The committee will make its report to the FCC in about a month, other duties permitting, he stated.

ALABAMA PUBLISHER BUYS INTO WSFA

THAT one-third interest in WSFA, Montgomery, Ala., was acquired April 5 by R. F. Hudson, publisher of the *Montgomery Advertiser*, was disclosed April 11 by Kelly-Smith Co., New York, national representatives of both the newspaper and station. Amount involved in the deal was not divulged, and FCC authorization is not required for the acquisition of minority interest.

It was stated that the ownership reorganization brings control of WSFA into the hands of Howard E. Pill, president and general manager; H. S. Durden, secretary-treasurer, and Mr. Hudson as vice-president. Thus presumably S. G. Persons, listed in FCC records as president and holder of 90 shares of stock, has disposed of all or part of his shares. The records also show Mr. Pill as owner of 90 shares and Mr. Durden 120 shares plus 100 shares of preferred stock. The redivision of shareholdings was not stated.

Ralph Patt to WPAY

RALPH H. PATT, of the four radio brothers Patt, has been named manager of WPAY, Portsmouth, O., succeeding Marie W. Vandegrift who resigned early in April to return to writing. Mr. Patt resigned the first week in April from WJR, Detroit, where for the last nine years he has been an announcer and salesman. Like his brother John, general manager of WGAR, Cleveland, and vice-president of the Richards group of stations, he started in commercial radio at WDAF, Kansas City, after serving with KFKU, University of Kansas station. WPAY gained national fame during the 1937 Ohio floods because of its heroic services when all other means of communication had been washed out.



Mr. Patt

Babson Testing

BABSON Bros., Chicago (milkers and separators), has started a test campaign of five one-minute spot announcements weekly on five Midwestern stations. If the test is successful the campaign may be extended considerably. Matteson-Fogarty-Jordan Co., Chicago, is agency.

1940 Census May Include Radio Data

Set Ownership, Sales of Time and Talent Are Suggested

OFFICIAL census data on radio set ownership, both urban and rural, and on radio advertising expenditures, broken down between time and talent, may evolve from the 1940 census activities of the U. S. Bureau of the Census.

While no decision has been reached on inclusion of the radio ownership question in the decennial population census of 1940, tentative agreement has been reached both on the rural set ownership item in the 1940 agricultural census and on radio advertising placements through advertising agencies in the Census of Distribution schedule for 1939, covering advertising agencies.

Inclusion of the set ownership question in the door-to-door population census is now the subject of conversations between the Census Bureau and the FCC as well as the industries involved. The FCC on April 10 designated Chief Accountant William J. Norfleet as liaison officer with the Census Bureau in connection with the population census, in order to obtain data with respect to the number of receiving sets in use to determine from the Federal licensing standpoint "the use of radio as an instrument of social significance and problems of national defense."

That the FCC wants the radio census taken along with the 1940 population census, was definitely stated by FCC Chairman McNinch in letters to the director of the Census Bureau and to the Bureau of the Budget. To the census chief, Mr. McNinch has addressed a letter stating the census was important from the standpoint of licensing, national defense and emergencies. Radio sets, he stated, are "social instruments as distinguished from ordinary household appliances," and he added that the use of radio as a social and political force has a "significance far greater than in 1930."

To the Budget Bureau he wrote that if no radio census data is taken, very substantial increases in the FCC's appropriation may be needed. "In dealing with the licensing problem," he stated, "it is necessary to know the areas where the greatest amount of broadcast listening occurs and to draw comparisons between listening areas. In situations involving national defense, it is imperative to know the percent of population which may be reached in any given area through the use of radio broadcasting."

Other Requests Feared

At the Census Bureau, it was learned that opposition exists on the ground that inclusion of the radio question might be the opening wedge to other demands for "luxury and convenience product" counts. The same arguments were advanced in 1930, when the first radio count was made by census enumerators. At that time, the total number of radio families was given as 12,048,762, but the 1938 estimate is 28,000,000 sets.

The question sought by the FCC to be included in the general population schedule, roughly, would seek the number of radio sets in the particular home, including portables, and the number installed in autos. In that fashion, a count would be procured not only on the number of radio homes, but also the total number of sets in use plus those installed in automobiles.

The agricultural census, also conducted by the Census Bureau, definitely will include an inquiry as to the number of radio sets in use on particular farms, including tenants.

Advertising Agency Census

The advertising agency census of distribution, under tentative plans, would include data as to the aggregate advertising placed by each agency for clients, broken down by media used. Then the radio expenditures would be separated as between talent and other charges as distinguished from time charges. Presumably, there also would be a figure covering talent not billed through broadcast systems, such as talent agents. In that fashion it is hoped to procure for the first time a general figure as to the cost to the advertiser for talent, as distinguished from time.

The advertising agency census would cover the year 1939 and begin Jan. 2, 1940. Some 1,000 agencies, it is estimated, would be surveyed. Results in preliminary form probably would be available at the end of 1940, with detailed results available early the following year. While the talent data is much desired, it is thought that great difficulty will be encountered in any effort to procure blanket figures because many artists are free agents and because they are not booked through agencies or networks or standard units.

The agency survey covers the eight general media both from the standpoint of billings as well as number of employes and revenues. F. A. Gosnell, chief statistician of the Census of Business, is in charge. The Census Bureau asked the various governmental agencies to appoint liaison officers to assist in working out details of the census schedules, which already have been drafted in preliminary form.

Five years ago the Census Bureau conducted a survey of broadcasting revenues, programs and employment—the first of its kind ever undertaken. For 1940, however, there is no present plan for such a survey of the broadcasting industry because it is understood the FCC feels its own questionnaire surveys are adequate for the purpose. Some contention has developed, however, particularly since the broadcasting industry has protested the magnitude of the FCC questionnaires and moreover because it is felt the data submitted to a regulatory agency cannot be held confidential whereas an organization such as the Census Bureau has no "axe to grind" but simply is interested in producing the statistical analyses.

Farm Census Queries

The decennial agricultural census, according to preliminary drafts, would propound the question "Is there a radio in the dwelling?" Tied into this question would be the response to the query as to whether the dwelling was lighted by electricity and whether by power line or by home plant. In that fashion, it is expected a breakdown could be procured as between all-electric sets and battery-operated sets. Results of the agricultural census, according to Zellmer R. Pettet, would probably be available early in 1941. Under preliminary plans, the census would get under way April 1, 1940.

The population census, which is under the supervision of Dr. Leon E. Truesdell, likewise is scheduled to get under way April 1 but with preliminary results available by fall. If the radio question is included, that tabulation probably will not be available until early 1941.

While the Census Bureau is opposing inclusion of the radio question, the matter has not yet been definitely decided. It is contended there is room for only two or three additions to the present tentatively accepted census form and that a question as to homes wired for electricity is regarded as having priority over the question of radio. Moreover, it was said that a housing census is being considered, using population census facilities and personnel, although plans are still nebulous and a special act would have to be passed by Congress.

Both the NAB and RMA are advocating the radio set count. Now with the FCC also fostering it, and with the precedent having been established in 1930, it is felt there is a good chance of acceptance. At the Census Bureau, it was said that the 1930 radio survey was included "after a Congressman was promised radio would get first shot if there are any additions," and it was inserted at the eleventh hour.

Approximately $45,000,000 will be appropriated for the general population census with another $10,000,000 or $11,000,000 for the agricultural census.



DESERT CIRCUS WEEK at pleasant Palm Springs, Cal., was enjoyed by executives of the George A. (Dick) Richards group of stations while visiting at Mr. Richards' ranch last month. Betimes they reorganized the group as Mr. Richards, in frail health for the last year, decided to retire from active direction of the stations [BROADCASTING, April 1.] Cowboy outfits, including ten-gallon hats not shown, were gifts of Mr. Richards. Left to right: P. M. Thomas, secretary-treasurer of WJR, WGAR and KMPC; John Patt, vice-president of the three stations and director of WGAR; Mr. Richards; Leo Fitzpatrick, executive vice-president of the group and director of WJR; William Alfs, general counsel.

ANPA Radio Session

PRESS-RADIO relations and cooperation will be discussed at a joint committee session in New York April 27 coincident with the annual convention of the American Newspaper Publishers Assn. Neville Miller, NAB president, heads the radio group while James G. Stahlman, president of ANPA, is chairman of the newspaper group. Members of the radio committee, in addition to President Miller, are Frank E. Mason, NBC vice-president; Clair McCollough, Mason-Dixon Group, and Ed Kirby, NAB public relations director. Chairman of the ANPA Committee is J. S. Gray of the *Monroe* (Mich.) *Evening News*.

Tieups With 'Ranger'

MARYLAND CONE Co., Baltimore (Lone Ranger ice cream cones), on May 1 will sponsor a one-month campaign of thrice weekly spot announcements on a list of over 200 stations. Announcements will precede and follow the *Lone Ranger* on many of the stations or juvenile programs on others. Austin & Spector, New York, placed the account.

Hartz Bird Seed on 6

HARTZ MOUNTAIN Products Co., N. Y., (bird seed), is using a schedule varying from daily participations and spot announcements to half-hour weekly shows on WMAQ, and WAAF, Chicago; WDAF and KCMO, Kansas City; KSD, St. Louis; WHK, Cleveland. George H. Hartman Co., Chicago, handles the account.

New Device Gives Illusion of Space; New Video Scanner

Dr. Goldmark Enlivens Dead Studios With Tonal Lag

A SYSTEM for adding life and richness to programs broadcast from small "dead" studios through the synthetic production of reverberations was demonstrated April 5 by Dr. Peter C. Goldmark, chief television engineer for CBS, before a meeting of the Institute of Radio Engineers in CBS Playhouse No. 3, New York. Developed by Dr. Goldmark and Paul S. Hendricks of the CBS engineering staff, the device gives the third-dimensional concert hall effect to words and music broadcast from an ordinary studio, adding the illusion of space without any such distortion as occurs through the use of an echo chamber.

To create the desired effect, the sound picked up through the microphone is turned into electrical current which actuates a light that varies in intensity with the volume of the voice or music. This light shines on the edge of a disc revolving 400 times a minute within the reverberator and is reflected from the phospherescent coating of the rim onto a pair of photoelectric cells placed to pick up the reflected light from the disc at points one-third and two-thirds of its circumference away from the exciter lamp.

Tonal Lag Created

These cells transform the light back into current again and feed it back in the circuit through an amplifying channel, the interval between the impulses of the cells producing a tonal lag that simulates the natural reverberations of a large hall, where the listener gets the sounds reflected from the walls as well as directly from the stage.

In his demonstration, Dr. Goldmark picked up several programs from CBS studios and playhouses and also used records and a vocalist in the demonstration hall to show how a simple two-dial regulator permits the control engineer to add reverberation to the broadcast signal. He also read a paper giving technical details of the operation.

* * *

CBS Video Scanner

A new type of film scanner that permits the televising of motion pictures without distortion or loss of definition has been developed by Dr. Peter Goldmark, chief television engineer at CBS. In ordinary picture projection the film passes the light source in a series of jerks, 24 pictures, or frames, being scanned per second, a necessary procedure since the eye would see only a blur if the film were kept in continuous motion. This method is not practicable in television, however, because here film must be scanned at 60 frames per second to be free from flickering and because stop-motion requires a great deal of light, causes much wear on the film and calls for many expensive moving optical parts.

Solution of Dr. Goldmark and his staff was to make the film pass continuously downward before the scanning aperture while an electric scanning beam moves upward at exactly the same speed so that a stationary electronic image results. A slotted rotating disc, placed between the film and a number of lens segments, acts as a shutter, giving light to only one segment at a time. Result is to produce 60 separate frames per second from film photographed at 24 frames per second without changing the speed of action on the receiving screen or distorting the image.

While the theory behind the machine is extremely complicated, according to Dr. Goldmark, the device itself is simple in construction and is relatively inexpensive to build and operate. It has no moving optical parts, uses an incandescent bulb instead of an arc light, can be adjusted while in operation, and even has a device by which shrinkage of film from age or weather can be compensated for by regulating a single calibrated dial. The scanner has been used in the CBS television laboratories for the past 18 months and will soon be installed in the television studio in the Grand Central Palace to be put into use at the completion of the CBS television transmitter across the street atop the Chrysler Bldg.



MILADY'S hats are so bizarre this season that Ivan Jones, announcer of KOIN, Portland, Ore., who conducts the *KOIN Klock* program, delivered himself of a few positive remarks about the current mode in chapeaux. A woman listener decided that Jones had not seen anything yet, and mailed him six headgear which she had fashioned out of material found in her kitchen, using lemon squeezers, pot scrubbers, measuring cups, battered cake-tins, corks and wires. So, since television isn't here yet, what was there for Jones to do but pose for this picture?

KTKC Shift to 890 Kc.

KTKC, Visalia, Cal., 250-watt daytime station on 1190 kc., on April 3 was authorized by the FCC to shift to fulltime on 890 kc., using 1,000 watts fulltime, effective April 10. The station was authorized to install a new transmitter and erect an antenna which can be used as a directional at night to protect KFPY, Spokane, so that it "does not produce a maximum field in the direction of Station KFPY in excess of that specified by the radiation pattern and that the antenna will have a minimum field intensity of 175 mv/m at one mile for 1 kw."

LIGGETT & MYERS TOBACCO Co., New York, is understood to be negotiating with NBC for a program to be heard on the Red opposite *Amos 'n' Andy*, recently shifted to CBS.

New P & G Serial

PROCTER & GAMBLE, Cincinnati (Teel & Drene), on May 1 starts *Midstream*, five-weekly dramatic serial, on 40 NBC-Red stations, 4-4:15 p.m., (CDST). This is the 14th NBC network show for Procter & Gamble. Sales details were handled for NBC by H. C. Kopf, salesmanager of NBC-Chicago. The *Houseboat Hannah* show sponsored by P. & G. for Lava soap will be moved from 4 to 4:15 p.m. on May 1. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

Press Gallery Privilege For Radio Is Advocated By Gillette in Resolution

STRONG support for the proposal that radio reporters be given privileges in the press galleries of Congress equal to those of newspapers and press associations developed April 6 with the filing of a resolution (S.Res-117) by Senator Gillette (D-Ia.), as chairman of a subcommittee of the Senate Rules Committee, calling for amendment of the Senate rules to that effect. A similar resolution has been introduced in the House by Rep. Dempsey (D-N.M.) who is supported by Rep. Cox (D-Ga.), both of whom are members of the House Rules Committee.

The issue was raised at a hearing Feb. 24 [BROADCASTING, March 1] before Senator Gillette at which Fulton Lewis Jr., MBS commentator, argued the question after the Standing Committee of Correspondents of the Press Gallery had rejected his application for membership.

Senator Gillette's resolution would amend existing rules "respecting the reporters' galleries of the Senate, together with the adjoining rooms and facilities, as will confine their occupancy and use to bona fide reporters for daily newspapers, to bona fide reporters of news or press associations requiring telegraphic service to their membership, and to bona fide reporters for daily news dissemination through radio, wireless, and similar media of transmission. These regulations shall so provide for the use of such space and facilities as fairly to distribute their use to all such media of news dissemination."

Knox on Coast

C. B. KNOX GELATIN Co., Johnstown, N. Y., (gelatin), thru Kenyon & Eckhardt, New York, in a West Coast campaign on April 21 starts for 10 weeks *Fletcher Wiley*, commentator, on 6 CBS Pacific network stations (KSFO KARM KIRO KFPY KVI KOIN), Friday, 3-3:15 p.m. In addition the firm will use six weekly participations in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood.

GENERAL FOODS Corp., New York (Postum), has signed a renewal contract with *Lum & Abner*, comedians, until July, 1940, which becomes effective when the team returns to the air next fall after a two-month summer vacation. its second in eight years of radio. The program is currently heard on 41 CBS stations, Mondays, Wednesdays and Fridays, 7:15-7:30 p. m. (rebroadcast, 11:15-11:30 p. m.) through Young & Rubicam, New York.

ARGUMENT IS SET FOR WLW APPEAL

ORAL ARGUMENTS on the motion of the FCC to dismiss the appeal of WLW from its recent decision denying it authority to continue operation with 500,000 watts full time, has been set tentatively by the U. S. Court of Appeals for the District of Columbia for the week of April 16, probably about April 19.

WLW, through its counsel, Duke M. Patrick, advised the court it has suffered financial losses, compared to previous operation, by the reduction in power and that listeners in rural areas have likewise been hurt. The Crosley station asked for supplemental relief in the nature of reinstatement of its authority to operate with 500 kw. unlimited time during the pendency of its appeal. A detailed brief in support of its petition for reinstatement of the power also was filed by WLW.

The FCC countered with the contention that the court had no power to grant the relief requested and also quoted statements attributed to WLW that not a single account on the station had been lost or curtailed as a result of the reduction in power. WLW's allegation of loss of revenue as a result of its decrease in power "is based quite apparently upon a calculation performed by taking 10% of the revenue which it would have received during March had its rates not been reduced, and assuming that the same loss can be projected indefinitely into the future on a daily basis," FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovitz contended.

Five-Year AGMA Pacts Cover Concert Services

FIVE-YEAR contracts were signed on March 31 by the American Guild of Musical Artists with the Columbia Concerts Corp., NBC's Artists Service, Community Concerts Corp. and the Civic Concert Service, which among them handle nearly all leading concert and opera artists. Contracts are being held in escrow pending the settlement of certain jurisdictional questions now being negotiated between the Screen Actors Guild and AGMA in Hollywood.

Under the terms of the agreements, a number of changes were made in respect to commissions, bookings and realignments of the existing setup of community or civic concert management. Scale of commissions, which were formerly a general 20%, is as follows: Concerts other than community or civic, 20% (except artists earning less than $7,500 annually from these concerts who may pay only 18%); community and civic concerts, 15%; guest radio bookings (single or series of not more than three), 15%; series radio dates (more than three), 10%; and all opera, 10%.

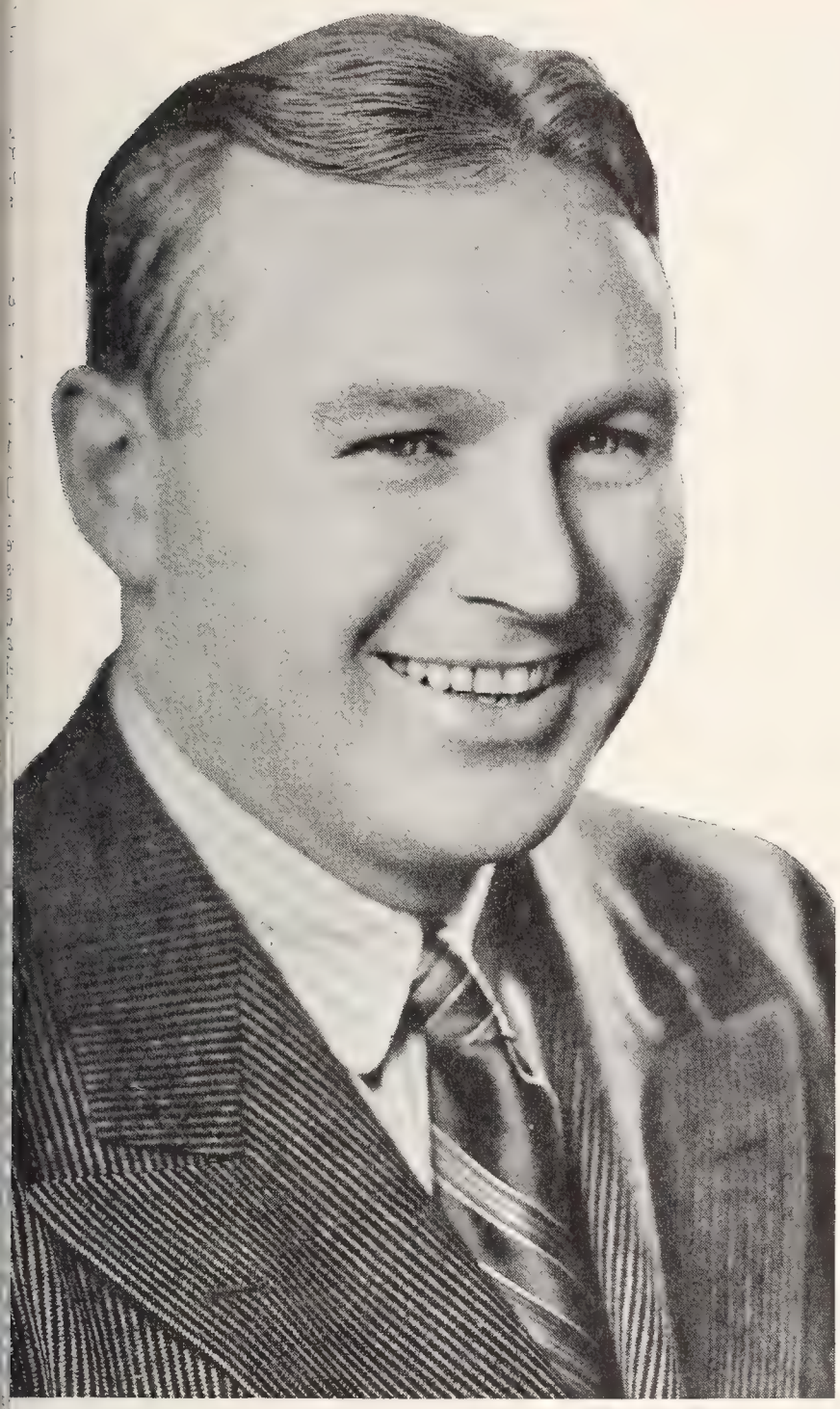
Lurch Test in Midwest

LURCH NUT SPREAD Co., Chicago, is planning a test campaign on several Midwestern stations. The account is handled by First United Broadcasters, Chicago.

WLS Offers:

FREDDY LINDSTROM

Star of the Giants, Pirates and Cubs in an Evening



SPORTS REVIEW

WLS has the sports find of the year in Freddy Lindstrom, former baseball star of the New York Giants, Pittsburgh Pirates and Chicago Cubs. He is now available on the WLS Sports Review, 6:30-6:45 P. M., six nights a week. Lindstrom, a Chicago boy, has ideal qualifications for radio: 12 years major league experience, close friendship with baseball stars, well known to baseball fans, and has an excellent radio personality.

The established sports audience of the WLS Sports Review *know* and will *listen* to Freddy Lindstrom as he gives baseball dope from the angle of a baseball star who has played in two World Series and who spends every afternoon in the Cubs or White Sox dugout before his WLS program.

For further information on WLS Sports Review, write, wire or call any John Blair and Company office or WLS, Chicago.

FREDDY LINDSTROM IS THE RADIO SPORTS BUY OF THE YEAR

WLS

CHICAGO

Burridge D. Butler, President
Glenn Snyder, Manager

Represented by

JOHN BLAIR & COMPANY

New York *Chicago* *Detroit*
Los Angeles *San Francisco*

Cordial Dealings Sought by ASCAP

Paine Hopes Conversations to Lead to an Understanding

STATING that the present contracts between the broadcasters and the American Society of Composers, Authors & Publishers "do not quite suit the requirements of either side and so are a source of irritation, with each party convinced that the other has all the advantages," John G. Paine, general manager of ASCAP, on April 12 expressed the hope that the conversations between the committees of his organization and the NAB would give each party a "clear, comprehensive picture of the other's problems so that later misunderstandings can be avoided." The ASCAP negotiating committee consists of Mr. Paine, Gene Buck, ASCAP president, and Louis Frohlich, general counsel.

Lack of Understanding

Declaring that few broadcasters realize what their ASCAP contracts really are, Mr. Paine said that on a recent visit to Vermont he met a broadcaster who complained about being forced to pay for the full ASCAP catalog when during the previous year he had used only 2,500 selections. He would be willing, he said, to pay $500 for the right to use that number, but thought it unfair that he was charged $1,000 for the full list when he did not need it. Mr. Paine agreed, he said, to try to work out a test contract on the basis of 2,500 selections. But when the broadcaster found that he would have to report each number broadcast on his station, that he would constantly have to get clearances on numbers not on his original list (which would be shorter than 2,500 to allow for the use of other selections as needed), that through remote pickups and transcriptions he would be in constant danger of infringement, he agreed that such an arrangement would not be practical.

Discussing the anti-ASCAP laws passed or under discussion in several States, Mr. Paine said that since they required of ASCAP conditions with which it could not practicably comply, ASCAP was left with only two recourses—to fight the laws, which it has been doing, or to slap infringement suits against all broadcasters and others who would normally be ASCAP licensees. If the latter course were taken, he said, those broadcasters who have sponsored such legislation might find that sponsorship "an extremely expensive proposition," since he held the State laws do not in any case invalidate the Federal copyright law.

Socony on Yankee

SOCONY-VACUUM OIL Co., New York, on April 10 started thrice-weekly sponsorship for 52 weeks of *Names in the News* on WNAC, Boston, and five Yankee Network stations, WEAN, Providence; WTAG, Worcester; WFEA, Manchester and WCSH, Portland, Me., with WSPR, Springfield, Mass., joining the group May 1. The program, heard Mondays, Wednesdays and Fridays, 7:45-8 p. m. (EST), presents appearances of headline personalities. Production is directed by Linus Travers.

Five-Man FCC Is Generally Favored In Congress but Bills Remain on Shelf

By WALTER BROWN

IF ANY FCC reorganization bill is passed at this session of Congress it will provide for at least five commissioners instead of three as proposed in the Wheeler-McNinch Bill now pending in the Senate Interstate Commerce Committee and in a similar measure before the House committee.

While there has been no change in the status of the proposed FCC reorganization legislation, statements by leaders on Capitol Hill clearly reveal that a three-commissioner bill does not have a ghost of chance.

For example, Sam Rayburn, majority floor leader in the House, who had an important hand in framing the present FCC law, told BROADCASTING April 10 that in his opinion the House would never agree to a three-man commission.

Need of Reorganization

From the day Chairman Wheeler (D-Mont.) of the Senate committee, introduced his three-man bill after collaboration with Chairman McNinch of the FCC, there has been growing opposition to the measure. Most of this opposition can be attributed to the proposal to give three men the broad powers over what some consider the life and death of the broadcasting and communications industries.

It is pointed out that the trend of such quasi-judicial agencies has been in the other direction, the Administration at the present time being in favor of increasing the membership of the Interstate Commerce Commission from 11 to 16 members.

The opposition to a three-man commission does not indicate any lessened belief that the FCC needs reorganizing. The internal friction so constantly the subject of newspaper stories has caused many members of Congress to conclude that some sort of housecleaning is in order, it being pointed out that such internal controversy is never attributed to the Federal Trade Commission, the Federal Power Commission or other similar agencies.

One Democratic leader, with as much power on Capitol Hill as that held by Majority Leader Rayburn, summed up the situation as follows:

"We do not need FCC legislation as much as we need some new folks down there."

While a majority of both houses may be willing to vote for an FCC reorganization bill to get some "new folks" on the Commission, it is apparent that if the sponsors of such legislation hope to get anywhere they must abandon a three-man bill and turn to a five-commissioner proposal.

Inquiry Status Unchanged

There has been no change in the status of other FCC measures, including the proposals for a broad Congressional investigation before attempting to write any legislation. The Senate Interstate Commerce Committee is loaded down with the railroad problem and is working on legislation to deal with it.

Chairman Wheeler continues to assert that his committee will conduct hearings on the FCC bills but remains indefinite as to the time. The House Interstate & Foreign Commerce Committee is awaiting Senate action before taking up FCC bills. There has been no move in the House Rules Committee to secure action on the resolutions calling for an investigation.

Whether there will be legislation or investigation dealing with FCC depends to a large extent on when the Senate committee gets around to holding hearings, and the length of the session. If there is a June adjournment and Chairman Wheeler holds no hearing before May, as now appears certain, then in all probability Congress will content itself with ordering an investigation with a view to legislating at the next session.

If, on the other hand, the session lasts through the summer, which is probable if the European war situation continues serious, FCC legislation will stand a good chance of being enacted.

Should Chairman Wheeler and Chairman McNinch get together with Senator White (R-Me.) and work out some reorganization measure that would meet with mutual approval, the action would expedite consideration and probably assure approval at this session.

As the matter now stands, all sides seem willing to mark time, and this points to investigation instead of legislation.

Copyright Action Taken

IN A SURPRISE move, the Senate Foreign Relations Committee on April 11 reported favorably the resolution of Senator Thomas (D-Utah) for American adherence to the Rome Copyright Convention, which would provide for reciprocal automatic copyright of European compositions in this country. Users, including the broadcasting industry, motion picture exhibitors and hotels, have opposed ratification until the U. S. copyright law is modified to avoid difficulties insofar as liabilities for foreign infringements are concerned. ASCAP similarly has opposed ts ratification. NAB President Neville Miller on April 13 conferred with Wallace McClure, State Department copyright expert, who has espoused ratification with the treaty.

NYE BILL REQUIRES CONTEST PUBLICITY

SPONSORS carrying prize contests on the air would be compelled to publicly announce the name of all contest winners and describe or read the winning entries under a bill (S-2058) introduced April 4 by Senator Nye (R-N.D.). The measure makes it mandatory for all persons conducting contests by mail or through any advertising media, including radio, to announce the name of each winning contestant and the entry submitted by the contestant.

Violators would be liable to fine, but the exact limit of the fines has not yet been inserted. The bill was referred to the Senate Committee on Post Offices and Post Roads.

'Bing' Smith Appointed KOWH General Manager

GENERAL management of KOWH, Omaha (formerly WAAW) was assumed April 1 by Vernon H. (Bing) Smith, general manager of WREN, Lawrence, Kan., and one of the Midwest's best known broadcasters. The appointment was made by the *Omaha World-Herald*, which on March 31 took over the station from the Omaha Grain Exchange after the FCC had approved the transfer.

Mr. Smith, who has been manager of WREN for 15 years, plans to divide his time between the two stations. He has promoted Verl Bratton, who has been WREN's program director for the last six years, to assistant general manager in charge of operations. Ernest Pontius, a member of the WREN sales staff for the last two years but associated with the station for 13 years, was named commercial manager.

The newspaper plans to move the station to the World-Herald Bldg. as soon as arrangements can be made, it was stated. The nature of programs on KOWH will undergo considerable change and definite steps will be taken toward improving quality, particularly in news broadcasting, it was added.

Anti-ASCAP Legislation Becomes Law in Kansas

KANSAS is the latest State to adopt a so-called "anti-ASCAP" law, designed to curb activities of pools controlling public performance of copyrighted music. The bill, following closely laws enacted in several other States, was signed by Governor Ratner April 4 and now is law. It requires copyright owners licensing performance rights to make a full disclosure of the material licensed by them and also makes mandatory the filing of details respecting every copyrighted composition as condition precedent to doing business in the State.

Blanket licensing at an over-all fee by copyright groups is permissible under the law provided individual members alternatively afford users the option of buying portions of the catalogs on a per use basis.

Simultaneously, it was reported that Vermont has pending a bill to curb copyright pools substantially similar to those enacted in North Dakota, Kansas and Montana. The Missouri Legislature also has before it a measure dealing with copyright pools which differs from these other bills but coincides more with the legislation enacted in 1937 by the Washington and Montana Legislatures.

$100,000 for W1XAL

THAT the Rockefeller Foundation for 1938 appropriated $100,000 for the World Wide Broadcasting Foundation, Boston, operating shortwave station W1XAL, is disclosed in the review of the Foundation's work and contributions during that year issued early in April by Dr. Raymond B. Fosdick, president. W1XAL is a Boston international shortwave station operated as a non-profit educational outlet under the direction of Walter Lemmon.



LADIES on the Loose

For weeks our Human-Nature-Observation-Department has been studying women. Professionally—not just on account of Spring.

He notes an increasing tendency to spend—loosely—when persuaded by WOR. Good moods, he says, make good buyers. Ergo, he says, WOR makes good moods.

Thus:

Using no promotion other than WOR, a maker of milk lopped off 11.5% sales drop; upped sales 13%. Says sponsor: "WOR—and women—get credit for 24.5% sales gain!" Not bad.

Starting with nothing but a good product, a maker of beauty aids nabbed 100% distribution in five months. He also made an offer—4 times. In time came 8985 dimes—same number sample beauty kits changed hands.

So if you have a product that appeals to women, you could do worse than use a station that seems to be wading hip-deep in woman appeal. You could do worse than use a station that wings its way into the majority of more than 4,250,000 radio homes in the greatest group of markets any sponsor ever poked a product at. What we haven't said may be seen in our file of success stories—the greatest collection of success stories ever gathered by one station. Our address is 1440 Broadway in New York.



Vast Array of Data Compiled by the FCC

Background Given Of Pre-Allocation Events

A VERITABLE encyclopedia of broadcasting, detailing social and economic ramifications along with technical considerations and proposed new allocation standards, was made public April 7 by the FCC as the second phase of its complicated moves toward a revamping of the broadcast band in line with the terms of the North American Broadcasting Agreement.

While it contains no new or novel allocation information, since all essential details previously had been announced, the 500-page supplement provides in convenient form a case history of the proceedings which have led up to the development of proposed new rules to govern broadcasting, subject to industry protest and argument. The report is the work of the FCC Committee on Rules & Regulations, which conducted the extensive hearings in June, 1938, encompassing also the "superpower issue". It supplements and justifies the preliminary report made by the committee on Jan. 18 in which all of the proposed changes were outlined in detail [BROADCASTING, Feb. 1, April 1].

Second Phase of Report

Signing the report, titled "Part II" were Commissioners Case, chairman, Craven, vice-chairman, and Payne. Commissioner Craven, former FCC chief engineer and the author of the report on social and economic aspects of broadcasting made two years ago, was the key figure in the preparation of the data which are expected to have important future reference value.

Despite the fact that there is nothing new or sensational in the ponderous "Part II" tomes, they are significant in establishing the deadline on filing of exceptions, hearing of oral argument, and other necessary procedural steps which must be taken before the FCC can promulgate the proposed new rules and pave the way for the final reallocation step. Released April 7, parties in interest have 30 days, or until May 6, in which to file exceptions and automatically ask for oral argument.

It is a foregone conclusion the Clear Channel Group, representing stations which fought for a 50,000-watt minimum on clear channels rather than the maximum of that power which the committee recommends, and which also fought to safeguard clear channels for rural coverage, will militantly oppose that phase of the proposed rules.

Similarly, it is anticipated that such stations as WOR, Newark, WCAU, Philadelphia, and KPO, San Francisco, will file objections to the proposed allocations which would place them in the "duplicated clear" rather than the exclusive clear channel category. The FCC committee in its proposed rules sought to assuage these stations by changing the nomenclature of Class I-A (clear) and I-B (duplicated) high-power channels to Class I, although the technical standards would remain the same. Despite that, it is thought the stations will fight to acquire the preferred status.

Local stations, which sought to bring about duplication on all channels, may protest the recommendation that 25 channels be retained as completely clear. The regional station group likewise supported duplication on all channels but made its main target the superpower issue.

After exceptions are filed, the full Commission must set a date for oral arguments. The committee recommended to the Commission that an early date be set for exceptions and oral arguments in the hope of expediting action. It is thought oral arguments will not be set until at least a month following the May 6 exception due-date, or sometime in June.

Seek Autumn Action

The question of individual frequency assignments is not directly involved in the current proceedings. Stations will not be formally notified of their new assignments until after the terms of the Havana Treaty are formally invoked through exchanges of notes between the four primary signatory powers. At that time, stations will receive notice in routine orders in which they will be asked to "show cause" why the changes shall not be effected at a specified date, which probably will be in the early fall. The committee is shooting for a September reallocation date. Then stations which feel aggrieved can ask for a hearing, though the FCC unquestionably will seek to iron out all difficulties by the conference method. Failing in that, the hearing procedure will then be followed in individual cases.

In substance, "Part II" of the committee's report supplies evidence designed to substantiate the conclusions reached in the first section of the report. Statistical data covering broadcast economics, employment, programming breakdowns, technical coverage of stations in various power categories and channel blocks and similar detailed analyses, are presented graphically in exhibits and tables along with the narrative discussion of the industry data. All these, however, are broadly in the nature of expansion of the original data presented at the June 6 hearings and otherwise accumulated by the FCC in the returns to its questionnaire on 1937 operations of the industry which were prepared by its Accounting Department.

In its memorandum, the committee said that "Part II" covered "proposed rules governing standard broadcast stations and standards of good engineering practice." It contains, the memorandum said, "the committee's summary and discussion of the broadcasting situation as it exists today, as well as recommendations concerning changes in the existing rules and standards. The new rules which the committee recommends to be adopted by the Commission are contained in Appendix I." The Standards of Good Engineering Practice, which the committee recommended for adoption are also contained in the Appendix.

Apropos the engineering questions, the committee stated that better progress may be made if such questions involved in the exceptions or suggested improvements in the engineering standards be handled informally by the chief engineer in collaboration with the engineers representing the participants in the hearing, rather than in the oral arguments before the full Commission by attorneys.

Copies of the report are being sent by the Commission to a mailing list of some 3,500. These include all licensees of broadcast stations, who, normally, are qualified to take exception to any of the provisions of the proposed new rules or the concomitant standards of good engineering practice.

One-Year License

As reported previously [BROADCASTING, April 1], the proposed new rules specifically recommend a one-year license for broadcast stations in lieu of the present six-month franchise. Because of the seeming unanimity of a majority of the Commission for a longer license tenure, plus the insistent demand for longer licenses to lend stability to the industry, it appears a foregone conclusion that at least the one-year license will be authorized. It is expected, however, that the industry plea for a minimum three-year license, such as the law now allows, will be pressed.

In this connection, the report states the one-year license "will assist in stabilizing the broadcast industry without reducing the necessary control of the Commission over the licensees."

On superpower, the committee expanded at length on its reason for recommending against such grants, though it left the door open, technically, for possible future awards of power of greater than 50 kw. WLW's experience was freely referred to. It reiterated its previous statements that the opposing factors are too great to warrant taking "speculative risks unsupported by adequate data, even though it be true from a technical standpoint that 500 kw. power is one of the methods to improve service in rural areas."

The bulk of the economic data included in the report are derived almost entirely from the data procured in response to the FCC questionnaire covering 1937 operations of stations [BROADCASTING, *1939 Yearbook*]. Many of these calculations, however, are expanded in such fashion as to denote comparable earnings, program breakdowns, investment and employment by stations in various categories.

The first part of the Appendix sets forth the proposed new rules to govern standard broadcast stations. Shown in alternate, are present frequency assignments of stations to particular classes (Class I, II, III-A, III-B and IV) and such category assignments which will be made under the terms of the Havana Treaty. Should some hitch

Exceptions Due

EXCEPTIONS to the report of the FCC Committee on Rules & Regulations must be filed within 30 days of April 7, or by May 6, under a formal notice made public by the FCC coincident with the release of the report. The committee adopted an order stating that a copy of the report be mailed to each party participating in the hearing and that each shall have the right to file exceptions, together with a brief in support, if desired, and to require oral argument "within a period of 30 days." Fifteen copies of the brief or request for oral argument must be submitted.



SELLING SIZZLES on station-breaks, is the motif of the commercials for Diamond Ginger Ale Inc., Waterbury, Conn., sponsoring regular programs on four Connecticut stations. In this picture, Copy Chief Phil Frank and Radio Director L. R. Schoenfeld, of F. W. Prelle Co., Hartford agency, sit in during rehearsals of sound effects at the studios of WDRC. Their backs are to camera; others (l to r) are all staff members—Bob Provan, Ray Barrett, Grace Legg, Lew House, Gil Bayek, Walter Hasse.

evelop preventing the promulgation of the new allocations under he Havana Treaty, the FCC proposes to proceed on the basis of existing channel assignments. That ontingency, however, is not expected to develop.

Appendix No. II covers a study f service rendered by standard roadcast stations in the country, ogether with a series of map exibits denoting service areas of ominant clear channel stations nd stations in other classifications. This data is broken down to over individual states, showing opulation groups both urban and ural for the various station classifications.

Another series of exhibits deals vith the distribution of classes of roadcast stations among principal ities, covering the entire nation y states and cities, with their opulation. This was developed to he point of showing cities in the ountry which in 1930 had some 0,000 to 25,000 inhabitants but no tations of their own, although nany of them were within one of he 96 metropolitan areas as defined by the Bureau of the Census.

Changes Adopted

In another Appendix (No. X), he committee set forth in parallel olumns modifications of the rules rom their original proposals which vere considered at the June 6 hearngs. In general these tended to how that practically all of the asic recommendations of the industry as a whole (with the exception of the clear channel-superower protest) were adopted. [For letailed account of changes, see BROADCASTING, Feb. 1, April 1]. n showing the rules as completed t the hearing and as proposed, he committee also set forth in ootnotes reasons for the changes nd explanations of them.

Another Appendix (XI) constituted a cross-reference between roposed rules governing standard roadcast stations and rules now in orce.

Approximately 70 pages of the Appendix were given over to a rief digest of the testimony given t the June hearings by witnesses epresenting the industry, intervenors and the others.

Contested rules and standards, vith brief statements of the position of parties by witnesses were utlined in a 31-page Appendix.

Data on program service, based n the FCC 1937 questionnaire and ncluding tables submitted at the earings which were held from une 6 to June 30, 1938, also were ncluded in the record in toto.

The final phase of the Appendices (XVII) constituted changes ecommended in the Standards of Good Engineering Practice, and overed 56 mimeographed sheets.

It was in the second section of he report covering social and economic aspects, that the committee went into argument on the existng situation in broadcasting and roposed procedure for improving ervice. This in essence elaborated pon Part I of the report, released n January. Under the heading of Social Aspects, the committee covers four general topics and some 30 sub-topics, which invade the innermost phases of station activities. The second section deals with economic aspects and covers a dozen separate topics, winding up with an exposition of the economic effects of WLW's 500 kw. operation.

PROFIT MOTIVE
In Radio Is Endorsed in Report of FCC

THE PROFIT motive in Radio by the American Plan is justified in forthright fashion by the FCC Committee on Rules & Regulations in its report to the Commission made public April 7. The Committee's views were expounded as follows:

"In considering the question of the necessity for economic support of broadcast stations, profits should not be lost sight of as a legitimate factor under the American system of private enterprise. The prospect of substantial profits in the broadcasting industry attracts capital to the industry thereby insuring higher technical standards. Furthermore the ability of the industry to operate profitably has a substantial effect upon its ability to attract and retain in its ranks a superior type of personnel, this having a direct effect on the programs as well as on research and experimentation in the technical field.

"As a measure of the profitableness of broadcasting in 1937, the statement below shows an analysis of net revenue from broadcasting services of 624 commercial broadcast stations in the United States. Broadcast stations, on the whole, were operated at a substantial profit, and while some stations netted more than others, stations of every class shared to a greater or less extent. As would be expected, clear channel stations showed the greatest net per station. The 29 unlimited-time stations of 50 kw. or more averaged $292,055 in net revenue from broadcasting services. The 5 to 25 kw. unlimited-time clear channel stations averaged $99,602. Unlimited-time high-power regional stations showed $42,656 per station while other unlimited-time regional reported $36,106 per station. Unlimited-time locals averaged $3,260 in net revenue from broadcasting services."



THOUGH it was WOW's 16th birthday April 2, John J. Gillin Jr., manager of the Omaha station (left), decided to spend a quiet Sunday afternoon at home talking over radio with John Norton, of NBC station relations. But WOW program managers decided otherwise, for without forewarning they sent a remote crew into the Gillin home, thrust a mike into his hands and asked him and his guest to speak on the *WOW Family Party* program observing the anniversary.

WJR Promotes Uridge

AS HIS first act since being elected vice-president and general manager of the three G. A. (Dick) Richards stations—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal. [BROADCASTING, April 1]—Leo J. Fitzpatrick on April 11 announced the promotion of Owen F. Uridge from sales manager to assistant general manager of WJR. Mr. Uridge will work directly under Mr. Fitzpatrick, who is WJR's general manager. In radio since 1926, Mr. Uridge joined WJR in 1928 but left two years later to join WXYZ, Detroit. He then served with CBS in Chicago in charge of spot sales, but returned to WJR in 1937.



Mr. Uridge

Twisting of FCC Committee's Report To Benefit of Newspapers Is Criticized

A LIFTING of eyebrows was occasioned around the FCC and in broadcasting circles when press association stories on the report of the FCC on proposed rules and regulations, released April 7, placed emphasis on possible steps by the Government to protect "newspapers" from "unlimited radio competition". The passage in the report upon which this interpretation was made was said by FCC officials not to warrant so broad a deduction.

In that portion of its report dealing entirely with superpower and outlining reasons why it had turned thumbs down on blanket authorizations of that nature to the projected 25 clear channel stations. the three-man committee commented at length on commercial and competitive aspects, based on testimony during the WLW experimental renewal hearing last July and general hearings last June. The committee's report is to the FCC and not to Congress.

In pointing to "certain fallacies" in the superpower arguments, the committee made no direct mention of newspapers. It said that it cannot be concluded safely that if radio competition with other media should be "highly successful", the public interest would be served by permitting the "economic annihilation of these other media". The superpower phase of the report continued:

"Consequently, it may be possible that influence might be exerted to stem an economic trend having adverse social effects. Such a movement has been attempted already but so far without success. However, since radio is an industry dependent upon governmental license to use the public domain, it cannot safely be argued that Congress will always permit radio licensees unlimited opportunity to secure all advertising business to the serious detriment of the economic structure of important and necessary services rendered to the public by unlicensed media. The latter have a far greater capital investment and affect the employment of many more thousands of people than radio. Labor displacement resulting from technological development is one of the social problems of the modern age and consequently this is a significant economic factor to be considered in the future of radio advertising business."

Referred to Superpower

The committee dealt at length with possible competitive situations that might arise if superpower were permitted on all clear channels. The battle of the future in national advertising, it said, might well be between the 25 superpower stations and the other advertising media for national business which is unlicensed by the Government. In this competition, it added, it is conceivable that the smaller stations "could easily lose out on all national advertising business".

Commenting on testimony involving WLW to show that its 500 kw. operation had caused no adverse financial effect upon other stations in its sphere of influence, the committee said that while this claim was not successfully controverted in testimony, it must be borne in mind that it is "unsafe to draw this sweeping conclusion from only one year of accurate financial data." If there were 25 such stations, there might be a "natural trend toward the exclusive use of these superpower stations by the largest national and regional advertisers", it said.

In 1937, WLW as the only 500 kw. station secured one-third larger revenues than any 50 kw. station regardless of location, and more than four times those of 50 kw. stations in communities of a size comparable with its own metropolitan district. The 33 stations of 50 kw. or more already secure 44.9% of all network revenue accruing to stations as well as 47.5% of all national spot advertising.

"If 25 stations were authorized to operate with 500 kw. and if each were able to sell as much advertising to national advertisers as the existing 500 kw. station sells, their total billings to national advertisers alone would exceed the total time sales of all 629 commercial stations combined in 1937," said the report.

In view of these uncertainties, the committee said it deemed it unwise to conclude that the existing data "are sufficient to warrant a conclusion in favor of superpower." Until these uncertainties can be removed by more accurate facts, the committee "deems it unwise to permit such increases in power," also:

"The several considerations governing the interest of the public in the general broadcasting structure are too great to warrant taking speculative risks, unsupported by adequate data, even though it be true from a technical standpoint that 500 kw. power is one of the methods to improve service in rural areas."

Brown to Push Plan

ACTION on his four-year-old resolution for one-year licenses for broadcast stations to replace the existing six month tenure will be sought within two weeks, Commissioner Thad H. Brown of the FCC announced in Philadelphia April 11. He said he would shortly revive his resolution, which has been dormant since its introduction on Dec. 21, 1934, and seek early action on it. The resolution accords with the recommendation made by the three-man committee on proposed new rules and regulations. It carries a proviso for changing the expiration dates of stations so they will expire after 12 months with an approximately even distribution of expirations each month of the year.

HAIL COLUMBIA'S 4

WHAS

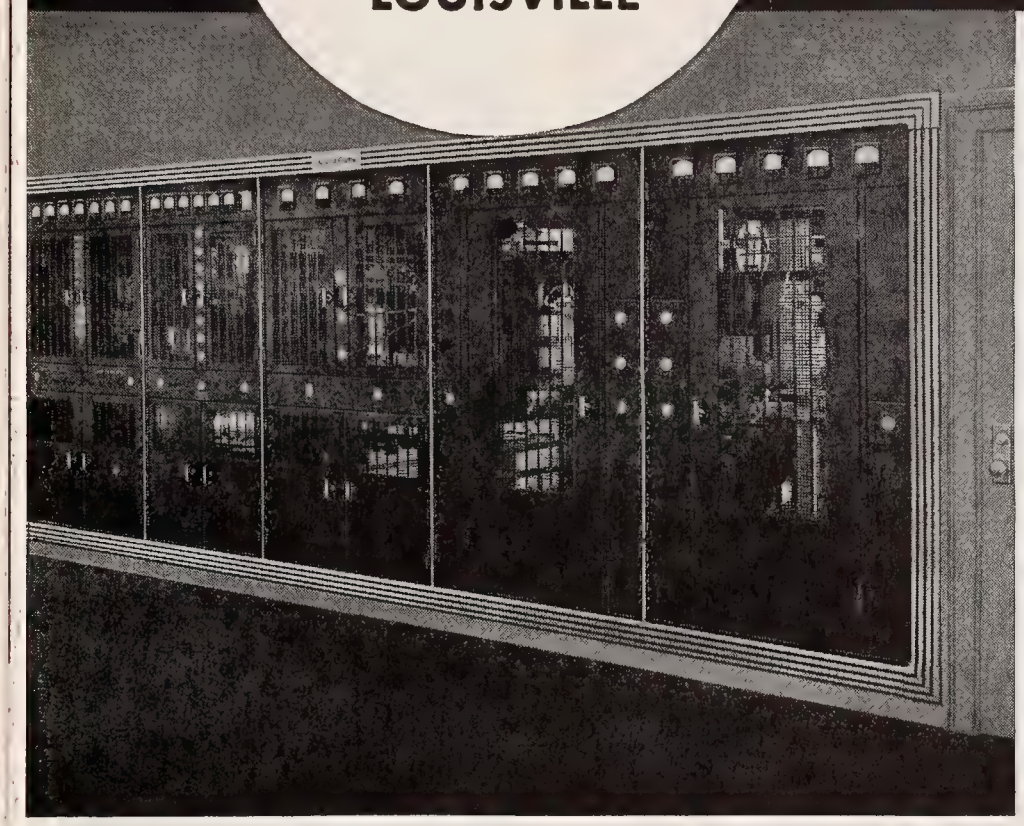
LOUISVILLE TIMES CO.

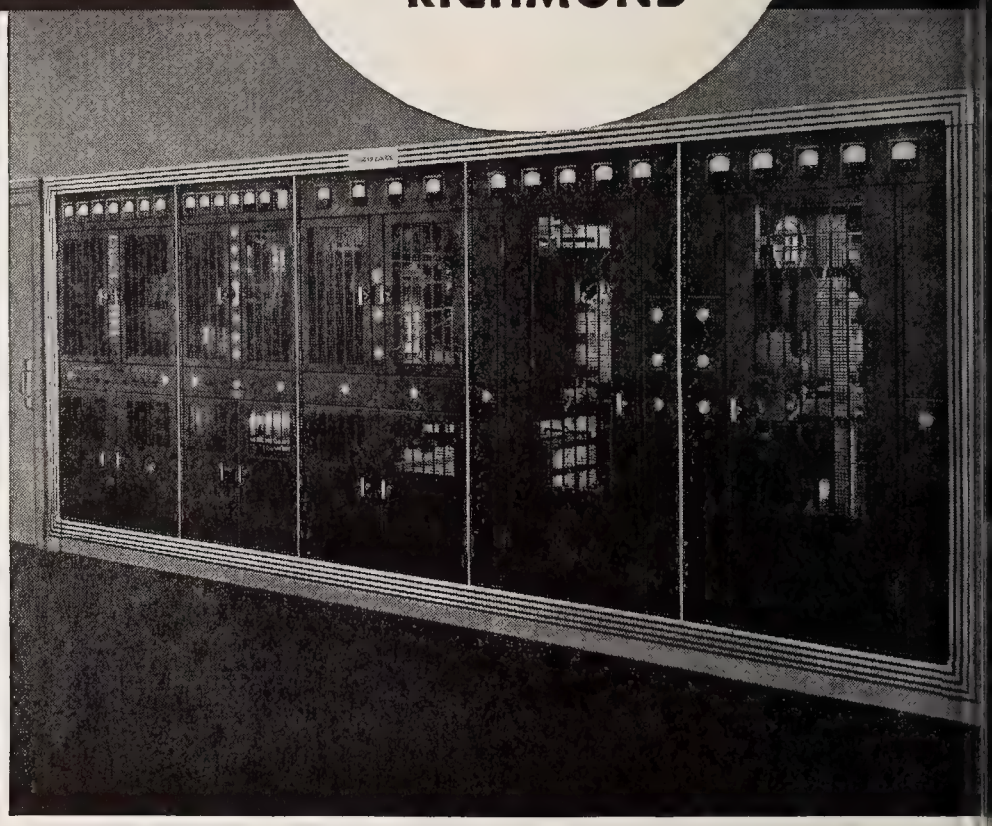
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WRVA

LARUS & BRO., CO.

RICHMOND





ALL FOUR ARE

Western Electric

EQUIPPED FOR BETTER BROADCASTING

When four fine CBS outlets choose Western Electric 50 KWs, that's pretty convincing evidence that this transmitter has what broadcasters want.

First of all, it has the famous Doherty Circuit which doubles amplifier efficiency, cuts operating costs, lengthens tube life, simplifies tuning, increases reliability and

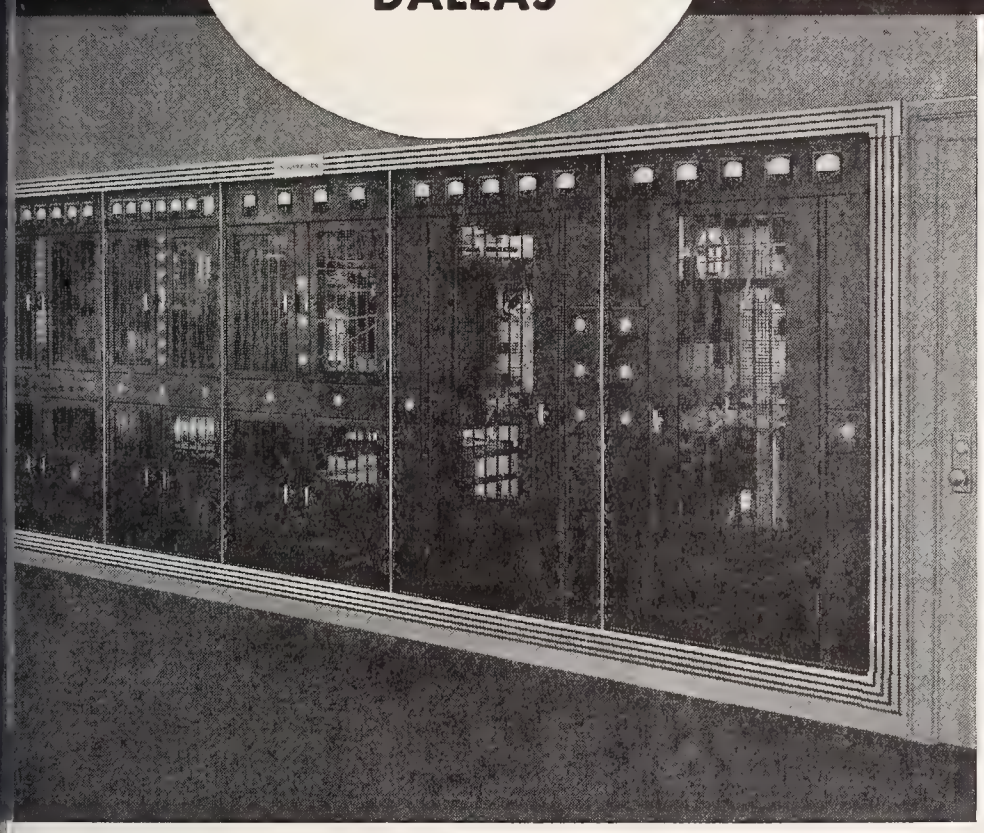
"ASK YOUR ENGINEER" **Western**

NEW 50 KW OUTLETS

KRLD

KRLD RADIO CORP.

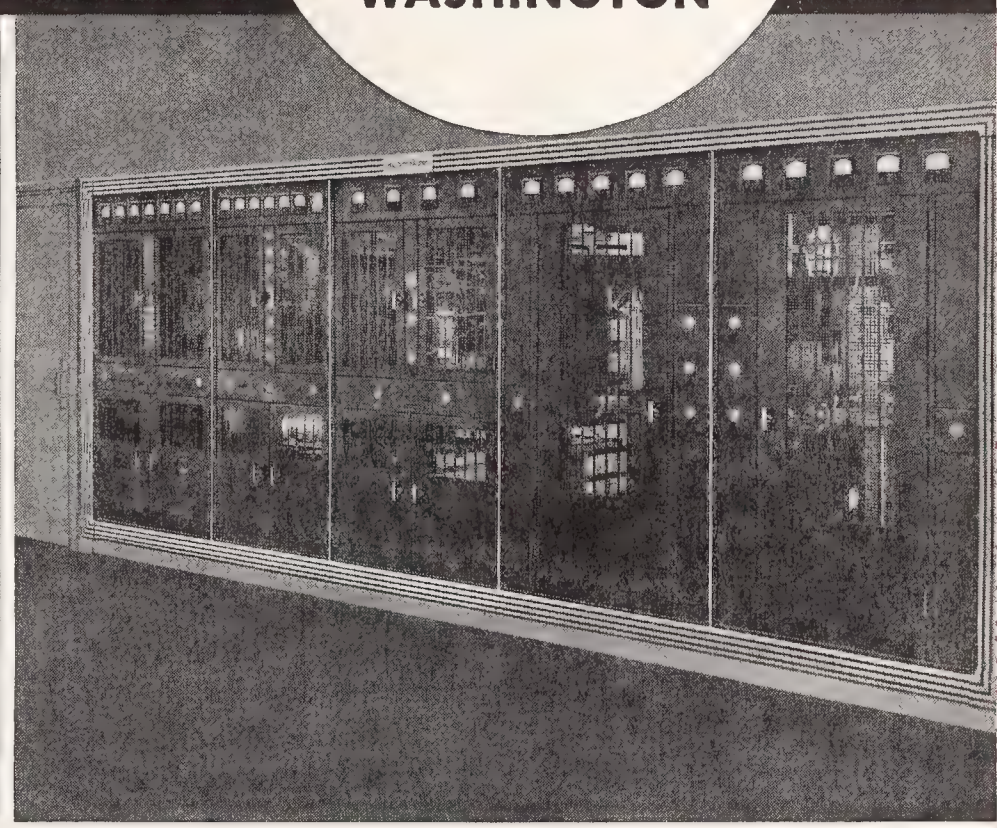
DALLAS



WJSV

COLUMBIA BROADCASTING SYSTEM, INC.

WASHINGTON



makes possible a 50 KW transmitter that requires much less space than other 50 KW Transmitters.

Other features that broadcasters like are: improved stabilized feed-back; automatic line voltage regulators; Cathode Ray Oscillograph connections in important circuits; improved grid bias modulation.

All these and more are proofs of advanced engineering by Bell Telephone Laboratories and Western Electric. When you're ready for a new transmitter, whether it be a 100 Watt or a 50 KW, it will pay you to join up with the other leaders who have standardized on Western Electric—for better broadcasting.

Electric

Distributed by GraybaR ELECTRIC COMPANY

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Social and Economic Aspects Are Analyzed in FCC Report

Committee on Rules & Regulations Recommends Careful Preparation of Questionnaires

MORE rather than less detail from stations on their fiscal and programming operations is the recommendation regarding questionnaires made by the FCC Committee on Rules & Regulations in Part II of its report to the FCC.

After setting forth at length a staggering number of breakdowns and analyses of the questionnaire returns of 1937, the committee in its April 7 report emphasized the inadequacy and "weakness" of the data and attributed it to lack of sufficient definition and instruction to stations. Its observations dealt mainly with program breakdowns, but because of the manner in which commercial vs. sustaining programs are interwoven with the program data, the recommendation obviously goes to complete revenue data also. The committee said it "strongly recommended" that in any future study of program service, the questionnaire form should be "carefully prepared with complete definitions of terms used and fully reviewed before release."

In its discussion of social and economic phases, the committee made conclusions and recommendations dealing with future analyses of business aspects of industry operation. These comments were offered after detailed discussion of particular phases of its study.

Inadequate Facilities

In a chapter devoted to cities without adequate facilities, the committee reiterated previous analyses which showed that there are some 16,598 cities or towns in the country, of which 15,616 have a population of less than 10,000, while 606 have a population between 10,000 and 25,000 each and 376 have a population in excess of 25,000. Of the aggregate, there are 597 towns each with a population in excess of 10,000 which do not have radio stations. Of this number, 464 towns, each with a population between 10,000 and 25,000, and 133 with a population in excess of 25,000, are without stations. The Appendix contained a list of these towns. The report pointed out, however, that of these towns 324, or 54.3%, are within one of the 96 metropolitan districts specified by the Bureau of Census and that each of these districts has one or more stations.

Discussing adequate service for particular communities, the committee said that the best method of obtaining equitable distribution to various communities within a State is to adopt a general rule that if a facility is to be licensed to a community, "it should be adequate to serve that community and its sphere of economic and social influence. The criterion of whether a certain class of station should be assigned to a particular community must include a consideration of the ability of the community and its social and economic sphere of influence to support a radio station in such a manner that it can render efficiently a good service."

The greatest need for improved signal intensity, the committee concluded, is in the Southern regions of the country where the static level is highest and extends for a longer portion of the year than in other parts of the country. In the Rocky Mountain States, where the population is scattered and stations are scarce, there is also a greater need for improvement insofar as engineering aspects are concerned than in other parts of the country.

Where Service Is Best

The States considered to be receiving the best radio service from a technical standpoint were listed as Connecticut, District of Columbia, Illinois, Indiana, Iowa, Kentucky, Massachusetts, New Jersey, New York and Ohio. The States considered most needful of improvements in technical service to the listeners were listed as Alabama, Arizona, Arkansas, Florida, Georgia, Idaho, Louisiana, Maine, Mississippi, Montana, Nevada, New Mexico, North Carolina, Oregon, South Carolina, Utah, Virginia and Wyoming.

In dealing with principles established by the proposed rules and their general technical effect, the committee pointed out that it recommends increase in power of stations where needed and where technically feasible. This relates specifically to horizontal increases for regional stations in the Class III-A bracket from 1,000 watts night to 5,000 watts night where engineeringly feasible and of local stations, described as Class IV, to 250 watts at night where technically possible.

The proposed rules in connection with experimental authorization should encourage experimentation in the broadcast band, the committee said, and at the same time maintain a control over such authorizations such as to prevent "commercial operation from interfering with experimentation and will provide the possibility of economic reward to the stations carrying forward a worthwhile program of experimentation." In this connection, the new rules propose that special experimental authorization be eliminated entirely unless they actually are experimental with no pecuniary return to be realized from such experiments. This grew out of the fact that not more than a score of stations have been operating under such licenses during regular program hours for protracted periods.

Program Service

The bulk of Section III of the appendices dealing with social and economic aspects was given over to program service, definitions, breakdowns as between program classes, competition with other media, and related studies. All these, however, were based on the questionnaire survey made last year by the FCC, covering station revenues for 1937 and program and employment breakdowns for a typical week in 1938. These data, in essence, already have been published, and the BROADCASTING 1939 YEARBOOK carries the main breakdowns and tabulations. The committee pointed out that these data were projected not as new material or information which has any "finality" but for the sake of completeness.

Highlighting this discussion was the showing that music holds the dominating position in each group of stations in percentage of total time on the air, with 46.8% on national network stations, 52.6% on regional network stations, and 59.9% on stations with no network affiliation.

What Sponsors Report

The percentage of commercial time to total time for all programs was 38.1% for national network stations; 27.6% for regional network stations; 30.7% for stations with no network affiliation.

Sponsors seem to prefer music, dramatic and variety programs in the order named, the report said. Talks and dialogues rank in fourth position of favor in four geographical regions, in fifth in two geographical regions and in third position in one region. Dramatics and variety programs receive a greater relative emphasis in commercial time than in total time while talks and dialogues receive less emphasis. Other types of programs appear in

(*Continued on page 48*)



THOUGH WOWO, Fort Wayne, deems its Dorothy Wright the "most beautiful home economist in America" [BROADCASTING, March 15], KPO, San Francisco NBC station, submits that Janet Baird, NBC commentator, is the acme of pulchritude, the zenith of charm, the utmost . . . etc. Submitted in evidence is the above pose, taken especially for the occasion. No explanation is given for the presence of a drab-appearing news camera perched on her knees.

NAB Asked Views On Questionnaire

FCC Confers on Plans for Collection of 1939 Data

APPARENTLY anxious to avoid the flarebacks which have accompanied its recent questionnaire deluge, the FCC Accounting Department on April 4 and 5 conferred with the Accounting Committee of the NAB regarding the scope of the questionnaire survey for 1939 dealing with industry revenues, programs and employment.

Although it has not yet completed its analysis of the 1938 responses, which were returnable March 15, the FCC Accounting Department seeks to lay the groundwork for the current year's operations so stations will be advised in advance of the character of data which will be sought. At the present writing, it appears likely that the FCC tendency will be toward requirements generally similar to those incorporated in the 1938 questionnaire, which brought a torrent of industry reaction.

Station Comment Sought

The NAB will procure comments from member stations on those portions of the 1938 questionnaire which caused them greatest hardship, it was learned following the informal conferences. These will be considered by a subcommittee of the NAB Accounting Committee in New York May 8, with the object of supplying the FCC with industry reactions by June 15. The FCC would like to get the questionnaire forms out by early fall. Originally it had contemplated mailing them this spring so stations would be on notice and could keep their books accordingly, returning the schedules by March 1, 1940. The reaction to the 1938 questionnaire was so vehement, however, that the slower, more deliberate course was decided upon.

The FCC Accounting Department's attitude is that it would like to have the industry, insofar as possible, "write its own ticket" on the questionnaire. That, however, does not take into account the veto power of the FCC itself, for certain of its members are inclined to "crack down" by stiff regulatory methods rather than to pursue a philosophy of industry cooperation.

Attending the informal conferences were William J. Norfleet, FCC chief accountant; H. M. Long, assistant chief accountant, and DeQuincy V. Sutton, head accountant, respectively. Representing the NAB were President Neville Miller; Secretary-Treasurer Edwin M. Spence; Harry C. Wilder, WSYR, chairman of the Accounting Committee; Frank K. White, CBS treasurer; H. F. McKeon, NBC auditor; E. M. Stoer, comptroller and executive of Hearst Radio Inc.; J. E. Holley, WTAG, Worcester, committee members.

The NAB subcommittee meeting in New York May 8 to consider industry comments on the questionnaire data will comprise Messrs. Wilder, White, McKeon and Spence.

WADN are the call letters assigned by the FCC for the new local station in Asheville, N. C., which the FCC has authorized Harold H. Thoms, owner of the *Asheville Daily News*, to construct [BROADCASTING, April 1].

RESOLVED!

30 Days of Progress

These stations subscribed to NAB-Lang-Worth Plan the first 30 days.

ALABAMA	
WSGN	Birmingham
CALIFORNIA	
KFVD	Los Angeles
KJBS	San Francisco
KSFO	San Francisco
KTKC	Visalia
COLORADO	
KFEL	Denver
FLORIDA	
WTAL	Tallahassee
GEORGIA	
WSB	Atlanta
WMAZ	Macon
WTOC	Savannah
KENTUCKY	
WHAS	Louisville
MARYLAND	
WCBM	Baltimore
WSAL	Salisbury
MASSACHUSETTS	
WAAB	Boston
WMEX	Boston
MISSOURI	
KMBC	Kansas City
MONTANA	
KGIR	Butte
KPFA	Helena
KGVO	Missoula
NEBRASKA	
WOW	Omaha
OHIO	
WKBN	Youngstown
OKLAHOMA	
KASA	Elk City
KTOK	Oklahoma City
OREGON	
KOIN-KALE	Portland
SOUTH CAROLINA	
WSPA	Spartanburg
TENNESSEE	
WDOD	Chattanooga
WMC	Memphis
WSM	Nashville
TEXAS	
KGNC	Amarillo
WFAA	Dallas
WBAP	Fort Worth
KXYZ	Houston
WOAI	San Antonio
VIRGINIA	
WLVA	Lynchburg
WTAR	Norfolk
WRVA	Richmond
WASHINGTON	
KRSC	Seattle
WEST VIRGINIA	
WSAZ	Huntington

●

Extract of resolution adopted by the Copyright Committee of the NAB, March 21st, 1939

"**WHEREAS** in the opinion of the NAB the ASCAP's present method of licensing broadcasters . . . is inequitable, inasmuch as it compels broadcasters to pay fees on programs not using ASCAP music.

THEREFORE, be it unanimously resolved, that the Copyright Committee of the NAB . . . authorize Neville Miller, President . . . to enter into immediate negotiations with ASCAP . . . predicated on the principle of paying royalties on only that revenue derived from the sale of time for programs involving the use of the ASCAP catalogues, and be it, therefore, further resolved that negotiations shall be carried on with the object of obtaining definite acceptance on a practical basis to the above principle from ASCAP by May 31st, 1939."

●

Broadcasters Are Applauding!

Broadcasters are applauding the resolution (quoted above) of the NAB Copyright Committee. Networks, Affiliates and Independent stations are seeing eye to eye on this vital subject.

By starting negotiations NOW, another, and still costlier, eleventh hour ultimatum will be avoided.

A recorded library of 300 hours of tax-free music is but the first step in the well designed NAB-Lang-Worth Plan to promote Radio's own music and free it from total dependence on copyright organizations.

Just as the NAB wisely starts negotiations at once, so too is every far-visioned station operator investing NOW in tax-free music . . . because, with the adoption of a more equitable ASCAP license, every station owner will profit in exact proportion to the amount of tax-free music he has available.

Says President Neville Miller: "300 hours of tax-free music will be of inestimable value to the Industry. I urge all broadcasters to give the NAB-Lang-Worth Plan their wholehearted support immediately".

●

LANG-WORTH

FEATURE PROGRAMS INC.

420 MADISON AVE., NEW YORK

Set Industry and Broadcasters Actively Boosting Radio Drive

'Open House Week' to Launch Campaign April 17; Many Special Programs to Be Broadcast

GRATIFYING cooperation, both from the broadcasting industry and the radio manufacturing field, on the joint all-radio promotion campaign, is reported by headquarters offices in Washington of the trade associations of both fields.

To be launched April 17 with "Open House Week", the campaign is the crystallization of more than a year of planning by the two trade groups. While the April 17 week provides the opening volley, the campaign is designed as a continuing one in which broadcasters, manufacturers, and radio dealers would coordinate their efforts in nationwide self-promotion. The erroneous impression apparently had been created, it was stated, that the campaign was simply a "radio week proposition" and would terminate after that time.

Bond Geddes, executive vice-president of Radio Manufacturers Assn., and Ed Kirby, NAB public relations director, both report unprecedented interest and support throughout the country. Many meetings of broadcasters, manufacturers, jobbers and dealers, already have been held locally to launch the campaign and much promotional data has been sent from the association headquarters. The national networks will participate with special broadcasts during the April 17 week, which will be supplemented by local station campaigns and specially prepared transcriptions.

Dealer Displays

With the two-edged objective of promoting radio listening and increasing new set sales, the campaign is based entirely on inter-industry cooperation. It is expected, however, that the mutuality of interest will result in more widespread use of local spots and programs by radio dealers. Moreover, cooperative manufacturers' campaigns are expected to result in greater use of radio than heretofore. As the campaign moves toward the summer months, RMA through manufacturer members will place new displays and promotional material in the hands of the some 55,000 dealers, which will emphasize various seasonal appeals in programming.

Each trade association, twice weekly, is supplying its members and their advertising agencies with NAB-RMA service bulletins. In that fashion, all participants will be kept abreast of the work going forward and given the benefit of ideas evolved by others.

Each station has been supplied with 200 window streamers to promote "Open House Week". A 30-minute recorded dramatization of the objectives and possibilities of the drive, titled *The Giant Speaks* has been sent to all stations. This was supplemented by a transcription of remarks of NAB President Neville Miller and RMA President A. S. Wells on the campaign. NAB reported that many broadcasters have lined up luncheons and civic, business and trade groups for radio talks to be delivered during the early spring months. NAB has sent to member stations a manuscript of a 25-minute talk upon which these speeches can be based, entitled "What a Free Radio Means to America".

Notices sent NAB headquarters indicated that possibly 100 separate meetings of broadcasters and radio dealers have been arranged throughout the country in advance of April 17. The effort was to have all dealers in particular communities sit down with all broadcasters and discuss the cooperative promotional plans.

Special Programs

CBS has arranged an ambitious series of programs to launch its phase of the campaign, with eight definite programs scheduled from April 17 through May 28. These included a special *American School of the Air* broadcast with an open house invitation to student listeners; a Columbia Workshop dramatization titled *It Seems Radio Is Here to Stay*, an original script; *People's Platform*, constituting a roundtable discussion on "Radio and the Public Interest". A special radio presentation of "So You Want to Be" in which several participants will discuss intimate aspects of radio as a profession; *Adventures in Science*, wherein Dr. Peter C. Goldmark, CBS chief television manager, and Gilbert Seldes, television program director, will be interviewed on the future of the visual medium, particularly in connection with new laboratory innovations; *Americans at Work*, constituting a dramatization and interviews with workers in the CBS special events department, to include such figures as H. V. Kaltenborn, Paul White, and Bob Trout, with a foreign pick-up and a demonstration of how a network covers a crisis; and Howard Barlow and the CBS Symphony Orchestra playing the prize-winning compositions in National Federation of Music Clubs contests and other works written especially for radio.

The major networks, it is understood, also will keep their clients and agencies posted on the cooperative campaign. This may result in shaping of commercials in certain of these programs to tie into the nationwide efforts.

Theodore C. Streibert, vice-president of MBS and WOR, asserted that a number of regular artists and commentators will make special mention in some manner of the service rendered by broadcasting, aside from special programs which will be offered. WOR also is planning a demonstration of the improvements in radio reception since 1922 with the use of filters on a Wallenstein Sinfonietta program April 20 which will be fed to the network.

NBC on April 10 announced elaborate plans for celebration of "Open House Week". A number of its regular programs and many special features have been scheduled, it stated.

Program Plans

The April 16 *Magic Key of RCA* was to include a discussion between NAB President Miller and RMA Executive Vice-President Geddes, regarding the purposes of the campaign, both to be heard from NBC studios in Washington.

Two programs dealing with radio itself—*The Spectacular Spinkle* and *This Is Radio*—were to have repeat performances on the Blue. A new dramatic sketch dedicated to the radio dealer and talks by leading figures in the trade regarding the services provided by dealers and repair men, also were planned.

Among programs arranged during the Week, tying into the campaign, were *National Radio Forum*, involving a discussion of problems in the industry and suggestions for satisfactory solution; value of radio in preventing juvenile delinquency during the Alma Kitchell program; the part of radio in international affairs discussed by S. K. Ratcliffe, British lecturer, and another dozen tentatively scheduled features. It was pointed out that the tentative schedule by no means completes NBC's plans and that such programs as *National Farm and Home Hour*, Nellie's Revell's *Meet The Artist*, and special events will be included.



HOT SHOT shooter is Charles H. Crutchfield, program director of WBT, Charlotte, who won third place in the automatic rapid-fire tournament of the pistol championship matches recently in Coral Gables, Fla. He was the only contestant in the matches from the broadcasting industry.

Settles WFIL Suit

SETTLEMENT of the suit of Donald Withycomb, former general manager of WFIL, Philadelphia, for performance of his employment contract, was effected out of court April 10, according to an announcement by Samuel R. Rosenbaum, president of WFIL Broadcasting Co. Terms of the settlement were not disclosed. Mr. Withycomb filed two suits in New York seeking $50,000, claiming his contract had two and a half years to run or until Dec. 31, 1940. He left the station in September, 1938. The two suits have been discontinued as a consequence of the settlement. The amicable settlement was effected by the board of directors of the WFIL Broadcasting Co. with Mr. Withycomb and Stuart Sprague of New York, Mr. Withycomb's counsel.

Richfield Spots on 35

RICHFIELD OIL Corp., Los Angeles, from April 10 through May 19 is conducting a campaign of five transcribed announcements weekly, Monday through Friday, on a list of 35 stations throughout the country. The account is handled by Sherman K. Ellis & Co., New York.

Amoco Returns on CBS

AMERICAN OIL Co., Baltimore, former regional network and spot advertiser, which in the last few years has confined its radio activity to sponsorship of the broadcast of the annual Preakness race at Pimlico, on May 1 will start a series of news commentaries by Edwin C. Hill over a 38-station CBS network in the interest of Amoco gasoline.

March Time Sales of Major Networks Continue to Create All-Time Records

NETWORK billings spurted ahead in March, as NBC achieved the largest time sales of any month in its history and CBS had its second highest month, topped only by March of last year. Combined gross billings for NBC, CBS and MBS for the month totaled $7,403,512, a gain of 4.7% over the $7,074,025 reported for March, 1938. Combined cumulative billings for the first quarter totaled $20,993,389, 2.7% ahead of the same period last year when the total was $20,449,018.

NBC's all-time high of $4,170,852 is made up of $3,132,832 billed to clients of the Red network and $1,038,020 of Blue billings, new highs for each of these networks and the first time the Blue has passed the million mark. March was the 16th consecutive month to show an increase in NBC billings in comparison with the same month of the previous year. For the quarter NBC billings totaled $11,953,447, a gain of 7.7% over the first quarter billings in 1938, which totaled $11,098,400.

Mutual's March billings of $306,976, 31.8% ahead of March 1938, raised the network's total gross billings for the quarter to $898,659 as compared with $756,021 for the same period of last year, an increase of 18.9%. Though the month was the second largest in CBS history, the network still shows a loss of 3.6% in comparison with the same month last year, which was the all-time CBS high. For the first three months of 1939, CBS shows a total of $8,141,283, a loss of 5.3% as compared to the $8,594,597 billed in the first quarter of 1938. Indications are, however, that the comparative losses which CBS has reported for the past 12 months will be broken in April, as the first week of this month shows a 16.5% gain over the same week in 1938.

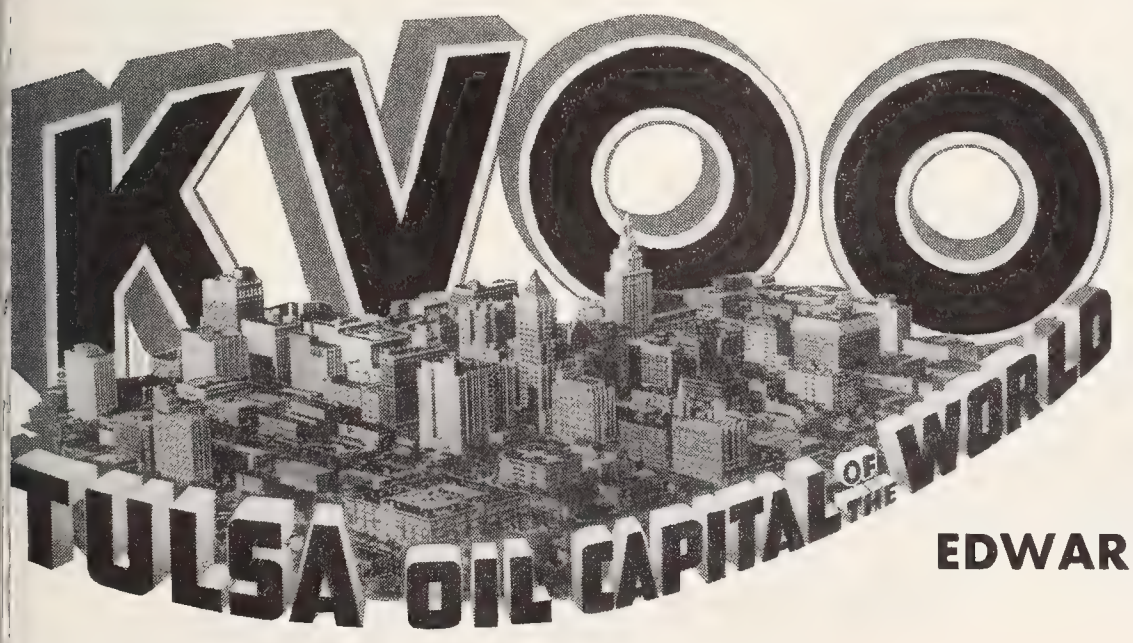
Gross Monthly Time Sales

	1939	*% Gain over 1938*	*1938*
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
MBS			
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877

Saddle Mountain Roundup!



More than 1,000 people turned away . . . . 4,000 people crowded into Tulsa's Convention Hall for the first Saddle Mountain Roundup, new Saturday night show featuring KVOO talent! These people came from a radius of 100 miles around Tulsa, sold on the idea through KVOO exclusively! What KVOO did for the Saddle Mountain Roundup *it can do for you!*



Tulsa Oklahoma is the Oil Capital of the World. 58th in population, Tulsa stands 28th in per capita income; pays 38% higher average weekly wage than national average.

Within a radius of 75 miles of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. *Cover Oklahoma's Greatest Market with KVOO!*

Oklahoma's Most Powerful Station

25,000 WATTS BOTH N.B.C. NETWORKS

EDWARD PETRY AND COMPANY
NATIONAL REPRESENTATIVES

Cities Observing Daylight Saving Time: 1939

DAYLIGHT saving time will be observed this year by many cities, the period generally extending from 2 a. m. April 30 to 2 a. m. Sept. 24. A list of cities observing daylight time during the current summer, as compiled from questionnaires by the Merchant's Association of New York, is presented on this page.

NEW YORK

Accord
Albany
Alden
Altamont
Amenia
Amherst
Amityville
Amsterdam
Angola
Ashokan
Athol Springs
Ardsley
Athens
Auburn
Babylon
Baldwin
Ballston Spa
Bay Shore
Bayville
Beacon
Bedford
Bellmore
Bellport
Berlin
Bloomingburg
Blue Point
Bolton
Bowmansville
Brainard
Brewster
Briarcliff Manor
Brockport
Bronxville
Brooklyn
Buffalo
Burnside
Burt
Buskirk
Cairo
Campbell Hall
Cambridge
Canajoharie
Castleton-on-Hudson
Catskill
Cedarhurst
Center Moriches
Centerport
Chappaqua
*Chautauqua
Chatham
Chestertown
Clarence
Clark Mills
Claverack
Clinton
Coeymans
Cohoes
Cold Spring Harbor
Commack
Congers
Copake
Corinth
Cornwall
Cottekill
Craryville
Crystal Run
Croton-on-Hudson
Dannemora
Delmar
Depew
Derby
Dobbs Ferry
Dolgeville
Dover Plains
Eagle Bridge
East Aurora
East Clarence
East Greenbush
East Hampton
East Northport
East Rochester
Elizabethtown
Ellenville
*Ellicott
Elmsford
Esopus
Fair Oaks
*Falconer
Farmingdale
Far Rockaway
Ferndale
Firthcliffe
Fleischmann's
Floral Park
Flushing
Fonda
Forest Hills
Fort Edward
Fort Plain
Fort Salonga
Frankfort
Franklin Springs
Freeport
Garden City
Gardiner
Gasport (a)
Ghent
Glen, The
Glen Cove
Glens Falls
Gloversville
Goshen
Gowanda
Granville
Great Neck
Greenburgh
Greendale
Green Island
Greenlawn
Greenport
Greenwich
Hadley
Haines Falls
Hamptonburgh
Harmon
Harrison
Hartsdale
Hastings-on-Hudson
Haverstraw
Hawthorne
Hempstead
Herkimer
Hewlett
Highland
Highland Falls
Hillsdale
Hollis
Hoosick
Hoosick Falls
Hudson
Hudson Falls
Hunter
Huntington
Hurley
Hyde Park
Ilion
Irvington
Islip
Jamaica
Jamestown (b)
Jericho
Johnsonville
Johnstown
Katonah
Kerhonkson
Kinderhook
Kingston
Kyserike
Lake George
Lake Mahopac
Lake Placid
Lake View
Lancaster
Larchmont
Lawrence
Liberty
Lindenhurst
Little Falls
Lloyd Harbor
Lockport
Long Beach
Locust Valley
Long Island City
Luzon
Lynbrook
Lyon Mountain
Malone
Malverne
Mamakating
Mamaroneck
Manhasset
Marcy
Massapequa
Mechanicville
Mellenville
Melrose
Merrick
Middleville
Millbrooke
Millerton
Mineola
Mohawk
Monroe
Monticello
Montrose
Mount Kisco
Mount Vernon
Mountain Dale
Napanoch
Nassau
Newburgh
New Castle
New Hartford
New Lebanon
New Paltz
Newton Hook
New Rochelle
New York
Niagara Falls
Niverville
Northport
North Tonawanda
Northville
Nyack
Ogdensburg
Oriskany
Ossining
Oyster Bay
Palatine Bridge
Parksville
Patchogue
Pawling
Peekskill
Pelham
Pelham Manor
Petersburg Junction
Phillipsport
Philmont
Phoenicia
Piermont
Pine Hill
Plandome
Plattsburgh
Pleasantville
Point O'Woods
Port Chester
Port Jefferson
Port Jervis
Port Washington
Poughkeepsie
Pulvers
Purchase
Queens Village
Quogue
Ravena
Rensselaer
Rhinebeck
Rhinecliff
Richmond Hill
Riverhead
Riverside
Rochester
Rockville Center
Rome
Roosevelt
Roscoe
Rosendale
Roslyn
Round Lake
Rye
Sag Harbor
St. Johnsville
St. Josephs
Saranac Lake
Saratoga Springs
Saugerties
Sayville
Scarborough
Scarsdale
Schenectady
Schroon Lake
Schuylerville
Sea Cliff
Seaford
Selkirk
Shandaken
Slingerlands
Sloan
Smithtown
Southampton
Southhold
Springfield Gardens
Spring Glen
Spring Valley
Staatsburg
Standish
Stuyvesant
Suffern
Summitville
Syosset
Tannersville
Tarrytown
Ticonderoga
Tivoli
Tonawanda
Troy
Tuckahoe
Tupper Lake
Tuxedo
Utica
Valatie
Valhalla
Valley Falls
Valley Stream
Van Hoesen
Voorheesville
Walden
Wallkill
Walloomsac
Wantagh
Wappingers Falls
Warrensburg
Warwick
Wassaic
Watertown
Watervliet
Wawarsing
Wemple
Wende
West Athens
Westbrookville
Westbury
*Westfield
West Hampton
West Hurley
Westmoreland
West Point
West Waterford
Whitehall
White Plains
Whitesboro
Williamsville
Wingdale
Winterton
Woodbury
Woodhaven
Woodmere
Woodridge
Woodstock
Wurtsboro
Yonkers

(a) Observed only by union schools.
(b) From June 4 to Sept. 4
(*) Dates not decided.

PENNSYLVANIA

Aliquippa
Allentown
Ambler
Ambridge
Analomink
Ardmore
Atglen
Bangor
Bath
Beaver
Beaver Falls
Bethlehem
Birdsboro
Boyertown
Braddock
Bristol
Carnegie
Catasauqua
Chester
Christiana
Coatesville
Conshohocken
Coraopolis
Cresco
Danielsville
Delaware Water Gap
Downingtown
Doylestown
Dravosburg
Easton
East Pittsburgh
Eddystone
Elizabeth
Emaus
Ephrata
Erie
Evans City
Fallstown
Freemansburg
Freeport
Gap
Glen Loch
Hamburg
Harrisburg
Hatboro
Haverford
Henryville
Homestead
Irwin
Jenkintown
Johnstown
Kittanning
Kutztown
Lancaster
Langhorne
Lansdale
Leechburg
Lititz
Malvern
Manheim
Marcus Hook
McKeesport
McKee's Rocks
Mechanicsburg
Media
Milford
Monaca
Mount Bethel
Mount Pocono
Mount Union
Mountville
Myerstown
Nazareth
New Brighton
New Hope
New Kensington
Newtown
Norristown
Northampton
Palmerton
Paoli
Parkersburg
Penn Argyle
Pennsburg
Perkasie
Philadelphia
Phoenixville
Pittsburgh
Pocono Manor
Pocono Summit
Pomeroy
Pottstown
Quakertown
Reading
Rochester
Royersford
Schwenksville
Sewickley
Shawnee
Slatington
Souderton
Spring City
Steelton
Stockertown
Stroudsburg
Swarthmore
Tarentum
Thorndale
Trainer
Warren
Wayne
Wernersville
West Chester
West Pittsburgh
West Willow
Whitford
Wilkinsburg
Willow Grove
Wind Gap
Zelienople

ILLINOIS

Aurora
Barrington
Bartlett
Batavia
Bensenville
Berwyn
Blue Island
Broadview
Brookfield
Chicago
Chicago Heights
Chicago Lawn
Chicago Ridge
Cicero
Clarendon Hills
Cloverdale
Clyde
Congress Park
Crete
Deerfield
Des Plains
Dolton
Downers Grove
Elgin
Elmhurst
Elmwood Park
Eola
Evanston
Evergreen Park
Fox Lake
Franklin Park
Geneva
Glencoe
Glenview
Glenwood
Golf
Grays Lake
Harvey
Highland Park
Hillside
Hines
Hinsdale
Hollywood
Homewood
Inglesi.de
Itasca
Joliet
Kenilworth
Kensington
La Grange
Lake Bluff
Lake Forest
Lansing
Lemont
Libertyville
Lisle
Long Lake
Mannheim
Matteson
Maywood
Medinah
Morton Grove
Morton Park
Naperville
Northbrook
Oak Lawn
Oak Park
Ontarioville
Orland Park
Palos Park
Pullman
River Grove
Riverside
Rondout
Roselle
Round Lake
St. Charles
South Holland
Spaulding
Steger
Teckny
Thornton
Waukegan
West Dundee
West Lake Forest
Western Springs
Westmont
Wheaton
Wilmette
Winnetka
Wooddale
Woodstock
Worth
Zion

INDIANA

Connersville
Crown Point
Elkhart
East Chicago
Fort Wayne
Gary
Goshen
Hammond
Hobart
Indiana Harbor
Kendallville
Lagrange
La Porte
Michigan City
Mishawaka
New Carlisle
Rome-City
South Bend (a)
Valparaiso
Whiting

(a) From April 23-Sept. 24.

MICHIGAN

Under the terms of the State Law adopted April 23, 1931, Eastern Standard Time is defined as legal time for the entire State of Michigan.

The cities, towns and villages in the Lower Peninsula follow Eastern Standard Time throughout the year.

In the Upper Peninsula Central Standard Time is generally followed, except that the following named cities and towns will observe Daylight Saving by changing to Eastern Standard Time April 30 and continuing until Sept. 24.

Escanaba
Gladstone
Ishpeming
Marquette
Negaunee
Rapid River

The following cities and towns in the Upper Peninsula follow Eastern Standard Time throughout the year:

Calumet
Hancock
Houghton
Manistique
Munising
Newberry
St. Ignace
Sault Ste. Marie

OHIO

Due to demands for Daylight Saving in cities, towns and villages outside the Eastern Time Zone, the entire State was put on Eastern Standard Time, effective April 3, 1927, by order of the Interstate Commerce Commission. A few small towns located near the Indiana State line follow Central Standard time.

NEW JERSEY

Every city, town and village in the State observes Daylight Saving.

DELAWARE

Daylight Saving observed in cities, towns and villages of Newscastle County.

CONNECTICUT

Daylight Saving Time generally observed throughout the State.

MASSACHUSETTS

Observance required by State law.

NEW HAMPSHIRE

Observance required by state law.

RHODE ISLAND

Entire State.

VERMONT

Barre
Barton
Bellows Falls
Bennington
Bethel
Bradford
Brandon
Brattleboro
Burlington
Canaan
Castleton
Chester
Danville
Derby Line
Enosburg Falls (Village) (a)
Fairhaven
Fairlee
Gilman
Hardwicke (b)
Highgate Springs
Hyde Park
Jeffersonville
Johnson
Londonderry
Ludlow
Manchester
Middlebury (c)
Middletown Springs
Montpelier
Newport
North Pownal
Norwich
Orleans
Pittsford
Plainfield
Poultney
Proctor
Proctorsville
Randolph (Village)
Richford (d)
Rochester
Rockingham
Rutland
St. Albans
St. Johnsbury
Saxton's River
Shaftsbury
South Shaftsbury
Springfield
Stowe
Swanton (a)
Vergennes
Waterbury
Wilmington
Woodstock

(a) From May 28 to Sept. 10.
(b) From May 7 to Sept. 24.
(c) Starting April 29.
(d) From May 28 to Sept. 3.

MAINE

Auburn
Augusta
Bangor (a)
Bar Harbor
Bath
Bay View
Belfast
Biddleford
Bingham
Blue Hill
Boothbay Harbor
Bowdoinham
Bridgton
Bristol
Brunswick
Buckfield
Bucksport
Calais
Camden
Canton
Caribou
Castine
Clinton
Corinna
Cornish
Cumberland Mills
Damariscotta
Danforth
Danville Junction
Dark Harbor
Deering Junction
Dennysville
Derby
Dexter
Dixfield
Dover-Foxcroft
Eagle Lake
East Machias
East Millinocket
East Newport
Easton
Eastport
Ellsworth
Enfield
Fairfield
Fairmount
Farmington
Fort Fairfield (a)
Fort Kent
Franklin
Freedom
Freeport
Frenchville
Gardiner
Goodrich
Grand Isle
Greenville
Guilford
Hallowell
Hancock
Harrison
Hermon Pond
Houlton
Jackman
Jemtland
Keegan
Kennebunk
Kennebunkport
Lewiston
Limestone
Lincoln
Lisbon
Lisbon Falls
Livermore Falls
Machias
Madawaska
Madison (b)
Manchester
Mapleton
Mars Hill
Mattawamkeag
Mechanic Falls
Millinocket
Milo
Monmouth
Mount Vernon
Naples
Newport Junction
New Sweden
Norridgewock
North Anson
North Bangor
North Berwick
North Jay
Northern Me. Junct.
Norway
Oakland
Ogunquit
Old Orchard Beach
Old Town
Orono
Pembroke
Phair
Pittsfield
Poland
Portland (c)
Presque Isle (a)
Rangeley
Raymond (d)
Readfield
Richmond
Rockland
Rumford
Saint Francis

(*Continued on page 53*)



RADIO RESEARCH

PROBABLY every one interested in radio has received recently the printed report of the Joint Committee on Radio Research on its study of rural radio listening, and the C.B.S. book entitled "Columbia's R.F.D. Audience".

All of the personal field interviews for both of these studies were made by The Hooper-Holmes Bureau, Inc. The Columbia study was made in the identical 96 counties six months after the Joint Committee study. It contains a table showing comparable data from the two studies. The close correlation shown is a clear indication of the carefulness and accuracy of the Hooper-Holmes field work.

Radio stations should discuss with us the value of our radio listening roster surveys which give an accurate picture of local competition. They also show the programs listened to during the entire broadcasting day for an entire week. Such studies furthermore give the economic level of all listeners, telephone and automobile ownership, etc.

Station owners can also obtain through us an accurate and acceptable picture of the territory reached. We conducted practically all of the experimental studies of the Joint Committee on this subject.

Furthermore, advertisers, agencies and radio stations can obtain through us complete checks of individual programs by personal interview.

Anyone interested in radio research should discuss his problems with us.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

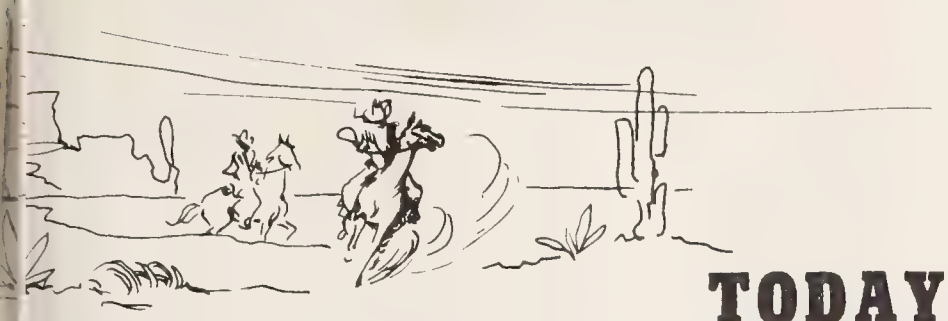


THE TEXAS QUALITY NETWORK

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Ne

EDWARD PETRY & COMPANY, I



TODAY...
TEXAS RANGES ARE IN THE KITCHEN

There was a time when a Texas range meant wide open spaces and cowboys in the saddle. Today the range is the center of every Texas household—and Mrs. Texas Housewife heads up the household buying.

But 60% of the Texas homes are located away from the urban centers. And there's just one way to reach this vast, evenly distributed buying power—*with the 105,000 watts of the Texas Quality Network.*

At the same time the TQN stations are first choice in Dallas, Fort Worth, Houston and San Antonio. They are first in these Four Star Texas markets because of their top-ranking network programs, good local productions, News broadcasts and Sport features.

TQN power and programs deliver *both* urban and rural audiences in Texas—TQN coverage fits the population pattern of Texas like a glove. That's why advertisers have said TQN since 1934—and continued profitable experience prompts them to say TQN today more than ever before.

• • WFAA-WBAP DALLAS FT. WORTH **KPRC** HOUSTON **WOAI** SAN ANTONIO

ındard Market Data Brochure

.– NATIONAL REPRESENTATIVES

Five New Locals Are Authorized in Decisions by FCC

Three Fulltime and Two Day Stations Granted CP's

FIVE new local broadcasting stations have been authorized for construction by the FCC during the last two weeks. On April 3, to become effective April 10, it approved new stations to be located in St. Petersburg, Fla.; Fredericksburg, Va., and Sedalia, Mo. On April 10 it authorized new stations in McComb, Miss. and Provo, Utah, effective April 17.

The St. Petersburg grant, 100 watts night and 250 day on 1370 kc., went to Pinellas Broadcasting Co., in which Sam H. Mann Jr., member of the local law firm of Bussey, Mann & Barton, holds 48 out of 50 shares. In making the grant, the Commission sustained the recommendation last June of former Examiner P. W. Seward. Call letters will be WBOX.

Virginia Station

The Fredericksburg grant, 250 watts daytime only on 1260 kc., went to Fredericksburg Broadcasting Co., in which the prime mover is Richard Field Lewis, chief engineer of KFXM, San Bernardino, Cal., and former chief engineer of KROW, Oakland, Cal., who will be the station's general manager and chief engineer. Mr. Lewis has deposited $15,000 in a local bank to cover his subscription to 60 out of 100 shares of stock, the remainder to be held by a group of eight local residents headed by Benjamin T. Pitts, as president of the corporation, each having subscribed to five shares. In making the grant the Commission reversed a recommendation last December by Examiner Robert L. Irwin. Call letters will be WFVA.

The Sedalia grant went to Albert S. and Robert A. Drohlich, and covers 100 watts night and 250 until local sunset on 1500 kc. Both brothers are employed by the American Sales Co., St. Louis general merchandising concern, Albert S. being manager of one of its stores at Smithton, Mo., and Robert A. having formerly been located at Versailles, Mo. Robert A. expects to resign his position to become operating head of the station. Examiner Irwin's report of last December was sustained.

Reversing former Examiner Berry, the Commission authorized McComb Broadcasting Corp. to construct a 100-watt daytime station on 1200 kc. Stockholders are two Biloxi residents — Robert Louis Sanders, formerly of KCRJ, Jerome, Ariz.; WJBW, New Orleans, and WGCM, Gulfport, who will be president and 40% stockholder; George Blumenstock, chief owner of the Southern Radio Writers Guild, Biloxi, and formerly with stations in Chicago and St. Louis, general manager, director and 40% stockholder, and Kramer Service Inc., of which Mayor Xavier A. Kramer of McComb is president, 3½% stockholder. Call letters will be WSKB.

Sustaining former Examiner Seward, the Commission granted the application of Clifton A. Tolboe, associated with his father in the construction business, to erect a new station with 100 watts night and 250 day on 1210 kc. at Provo.



LOUISVILLE welcomed Paul Sullivan, ex-WLW newscaster now with WHAS, when on April 3 Mayor Scholtz (right) presented him with the key to the city as he began his new duties. At left is T. V. Hartnett, vice-president of Brown & Williamson Tobacco Co., Sullivan's sponsor; next to him are Sullivan and Mark Ethridge, general manager of the *Louisville Courier Journal* and *Times*, operating WHAS, and past president of NAB. This year's Kentucky Derby will be the first for Sullivan, who will share honors with CBS announcers covering the event.

THREE OWNERSHIP CHANGES APPROVED

THREE more station transfers, with newspaper interests dominating in the acquisitions, were approved by the FCC decisions rendered April 10 to become effective April 17.

One decision transfers control of the Golden Empire Broadcasting Co., licensee of the 250-watt KHSL, Chicago, Cal., and the 100-watt KVCV, Redding, Cal., to a group comprising Ray McClung, publisher of the *Merced* (Cal.) *Sun-Star*, who is also part owner of KYOS, Merced, and who will hold 150 shares of stock; Horace E. Thomas, publisher of the *Marysville* (Cal.) *Appeal-Democrat*, 75 shares, and Stanley R. Pratt, Chico radio consultant, 75 shares. They purchased the two stations for $55,000 from Harold Smithson, manager of both; William Schied, of San Francisco, and Sidney R. Lewis, of San Francisco, each one-third owner.

In another decision, Lloyd E. Squire and William G. Ricker become owners of WDEV, Waterbury, Vt., upon transfer from the estates of the late Harry C. Whitehill, former publisher of the weekly *Waterbury Record*, and the late Mary M. Whitehill. They have been operating the 500-watt daytime station on 550 kc. since the deaths of the Whitehills and Mrs. Whitehill's will stipulated that it be turned over to them.

Would Buy WBNO

ALREADY the owner of the transmitting plant of WBNO, New Orleans, which he rents to the licensee, Coliseum Place Baptist Church, James A. Noe has applied to the FCC for authority to purchase the station, a local fulltime outlet on 1420 kc. Mr. Noe, prominent oil man and former lieutenant-governor of Louisiana, would own 99% of the stock of WBNO Inc., which would take over the station. Though church-owned, the station has long operated as a commercial outlet.

A LATE model RCA console receiving set was presented to the National Press Club in Washington recently by Frank Mullen, RCA public relations director, bearing a plate inscribed "in appreciation of its contribution to the success of the first all-electron television demonstration" held in the Press Club Jan. 27-Feb. 3.

Thornwald Lease Voided, Jordan New WRR Head

CHARLES B. JORDAN, for the last 11 years with WRR, Dallas, and since 1933 its assistant general manager, on April 1 became acting manager of the municipally-owned but commercially-operated station following the voiding of the City of Dallas' management contract with John Thorwald. Mr. Thorwald's future plans were not disclosed. No other staff changes were reported.

With Mr. Thorwald's resignation, the operation of the station, a 500-watt outlet on 1280 kc., became a department of the city government under its three-man Radio Commission. The Thorwald contract was to have run until July 1, 1940, but differences arose which led the City Council to pass an emergency resolution invalidating it. After litigation in which the Council's action was upheld, the claims and counter-claims over Mr. Thorwald's management lease arrangement were adjusted.

Kaltenborn Will Start From Fair for Pure Oil

WHEN Pure Oil Co., Chicago, starts H. V. Kaltenborn in a twice-weekly series on 42 CBS stations, the first broadcast will be aired from the New York World's Fair on April 30, the opening day of the Fair. The 52-week series will be broadcast on Sunday and Tuesday evenings, 10:30-10:45, under the widely known title *Kaltenborn Edits the News*.

Prominent among many merchandising schemes used in conjunction with the CBS series will be up-to-the-minute maps of Europe, distributed at Pure Oil filling stations. The maps will be called Kaltenborn's Map of Europe, will feature air distances, armaments, racial groupings, vital statistics. Leo Burnett Co., Chicago, handles the account.

ACTUAL ownership of KYOS, Merced, Cal., remains unchanged under an FCC decision April 3 authorizing its transfer from the Merced Star Publishing Co. Inc. to the Merced Broadcasting Co. Under the new incorporated setup, Hugh, Ray and Peter McClung, also owners of the *Merced Sun-Star*, will hold 8,000 shares each of the 25,000 shares of $1 capital stock, and at their hearing last December they indicated that the remaining 1,000 shares will be given in the future to loyal employes.

SALARIES REVEALED IN TREASURY DATA

HIGHEST salaries paid broadcasting executives for 1937, as reported by the Treasury to Congress April 7, were those to William S. Paley, CBS president, $190,196; David Sarnoff, RCA president and NBC board chairman, $83,333; Alfred J. McCosker, president of WOR and board chairman of MBS, $88,363; Edward Klauber, CBS vice-president, $80,540; Lenox R. Lohr, NBC president, $50,239.

The report covers corporation salaries and bonuses only and does not include stock earnings. On the artist side of radio, the highest salaries listed were those of Maj. Edward Bowes, $427,817; Mary Margaret McBride, WOR, $82,832; Phillips H. Lord, $65,000; Haven McQuarrie, Warner Bros. radio producer, $68,655; Louis K. Sidney, director of WHN, New York, and director for M-G-M of *Good News of 1939* program, $79,000.

Among agency executives identified with radio, salaries above $50,000 were reported as follows: Roy S. Durstine, president, BBDO, $84,116; Chester Bowles, chairman, Benton & Bowles, $52,000; Atherton W. Hobler, president, Benton & Bowles, $54,000; Stanley A. Brown, Brown & Tarcher, $59,841; Jack D. Tarcher, president, Brown & Tarcher, $56,276; J. Stirling Getchell, $60,000; William C. Esty, president, Wm. Esty & Co., $100,000; James S. Yates, vice-president, William Esty & Co., $62,500; Arthur H. Kudner, $102,481; Philip W. Lennen, Lennen & Mitchell, $80,000; F. B. Ryan, president, Ruthrauff & Ryan, $50,000; W. B. Ruthrauff, vice-president, Ruthrauff & Ryan, $50,000; Stanley Resor, vice-president, J. Walter Thompson Co., $80,140; John U. Reber, vice-president, J. Walter Thompson Co., $90,140; Henry T. Stanton, vice-president, J. Walter Thompson Co., $55,045; Chester LaRoche, president, Young & Rubicam, $59,500; Raymond Rubicam, chairman, Young & Rubicam, $67,500; Hill Blackett, president, Blackett-Sample-Hummert, $110,000; E. F. Hummert, vice-president, B-S-H, $131,614; J. G. Sample, treasurer, B-S-H, $110,000; C. C. Block, chairman, B-S-H, $58,250; E. R. Goble, president, Stack-Goble Adv. Agency, $60,000; John A. Butler, copywriter, Stack-Goble, $52,929.

Sponsoring the Derby

TWENTIETH Century-Fox Film Corp., New York, on May 6 will sponsor the broadcast of the Kentucky Derby, top event of the racing season, on 90 CBS stations, from 6:15 to 6:45 p. m., placed through Kayton-Spiero, New York. For the tenth time in 11 years, CBS is presenting the event exclusively. Since 1935, the Derby has been sponsored by Brown & Williamson Tobacco Co., Louisville. The movie company is sponsoring the epic race on behalf of a forthcoming production, "Rose of Washington Square".

Sponsors Preakness

AMERICAN OIL Co., Baltimore, for the fourth consecutive year will sponsor the Preakness race on May 13 on a split NBC network of 22 stations, from 6:15 to 6:45 p. m. with Clem McCarthy describing the event. Joseph Katz Co., Baltimore, placed the account.



ACTION — on stage and street, and in the audience, as the WOW Good Will Follies play Denison, Iowa.







WOW GETS *Action*

WOW played a "doubleheader" in Denison, Iowa, recently. The good citizens of this rich "plus market" of 4,000 packed their local auditorium, not once, but TWICE in one evening, to see the WOW Good Will Follies. Storms of applause and gales of laughter greeted the efforts of WOW's staff of entertainers.

WOW gets action for advertisers seeking to reach this rich farm belt. Capitalize on audience response—put WOW on your schedules.

WOW ★ OMAHA

590 Kilocycles ★ John Gillin, Jr., Mgr. ★ John Blair Co., Representatives ★ On the NBC Red Network ★

Owned and Operated by the Woodmen of the World Life Insurance Society.

Operations Costs, Hearing Expenses Cut CBS Profits

Gross Also Down, With a Net Of $3,541,740 for Year

INCREASED costs resulting from collective bargaining agreements negotiated during 1937 and early 1938, expenses in connection with FCC hearings in Washington and costs of covering the September European crisis, along with a decrease in gross income, contributed materially to the reduction in the net profit of CBS for its fiscal year ended Dec. 31, 1938, according to the annual report mailed April 1 to stockholders.

Gross income from the sale of facilities, talent and lines for the year amounted to $32,662,992, a decrease of $1,576,903 from the 1937 gross, according to the report of Treasurer Frank K. White, which accompanies President William S. Paley's report. Net profit for 1938 was $3,541,740 as compared with $4,297,566 for 1937. This represents $2.07 per share for 1938 against $2.52 per share for 1937, based on the 1,708,147 shares of $2.50 par value stock outstanding.

Dividend Payments

CBS paid cash dividends of $1.25 per share during 1938, totaling $2,135,006, while $1,406,734 was added to surplus in line with a policy of providing "for an adequate cash position and the ready financing of prospective capital requirements."

Fixed assets, before application of reserve for depreciation and amortization, increased to $7,716,946 as of Dec. 31, 1938, from $6,604,894 the year before. After providing for depreciation accruals of $593,066, net fixed assets increased during the year to $4,991,987 from $4,388,340.

Mr. White's report disclosed also that investments in capital stock of affiliated companies increased during the year to $593,894, of which $560,000 represents the cost of the 80% of the capital stock of American Record Corp. held by CBS at the end of the year. It was divulged that other parties held 10% each in this corporation, one of the 10% groups including certain directors of CBS or their families, but this 20% was purchased early in 1939 when CBS decided to buy World Broadcasting System. Details of the WBS deal were not shown in the 1938 report.

"In order to finance the American Record Corp. acquisition," Mr. White reported, "without impairing the current position of the company, it was deemed advisable to negotiate an agreement with the banks providing for a five-year serial loan, under which the total sum of $1,000,000 was made available. At Dec. 31, 1938, $700,000 had been borrowed under this loan agreement; the $140,000 payment to the banks due during December, 1939, is included in our current liabilities."

Mr. Paley's report reviews CBS activities during the year, laying stress on its European news service which brought people of this country to a greater realization of the value of the American system of free, independent radio and of the uncensored character of radio

(*Continued on page 58*)

Liquor Ban to Be Lightened By Removing Prohibition Issue

Senator Johnson Makes Concession as Hearings On Proposed Advertising Law Are Ended

SENATOR Johnson (D-Col.) revealed he would amend his bill (S-517) banning the airways to liquor, wine and beer advertisements to exempt specifically political discussion of the prohibition question from the measure as the Senate Interstate Commerce subcommittee on April 7 wound up hearings on the legislation.

In the last two days of hearings on the bill, the subcommittee, composed of Senator Andrews (D-Fla.), chairman, and Senators Gurney, (R-S.D.), and Johnson, heard representatives of the liquor industry and labor unions denounce the bill and spokesmen for religious and educational groups support it.

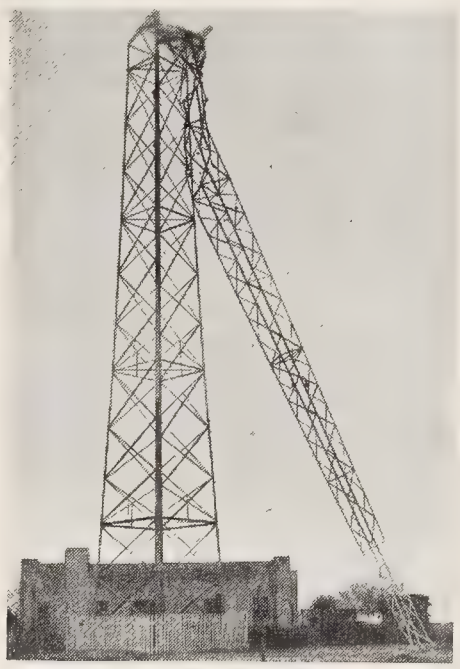
The amendment to be offered by Johnson reads as follows:

> On page 2, line 11, after the word "beverage" insert a colon and the following: "Provided, That nothing in this subsection shall be deemed to prohibit the broadcasting of any information with respect to the provisions and merits of any proposed Federal or State legislation or municipal ordinance with respect to alcoholic beverages."

Invasion of Free Speech

The most frequent criticism leveled against the Johnson Bill in the hearings has been the charge that its definition of advertising was much too broad and constituted an invasion of the right of free speech and a threat to free radio.

While Senator Johnson said he believed the addition of the section would meet "all legitimate objections," Wesley Sturges, chief counsel of the Distilled Spirits Institute, who appeared before the subcommittee, said he still doubted if it would remove the danger. While declining to make any definite statement until he had an opportunity to study the addition, he believed the clause, on first examination, not to be sufficient to meet the industry's objections.



A TEXAS "bender" bent this 230-foot tower of KGNC, Amarillo, the night of April 4, leaving only 80 feet of the metal criss-cross standing. The top portion fell well away from the building but narrowly missed the parked automobiles of several engineers. The station was off the air only a short time, resuming from the stub and continuing to show a good signal as far away as Lubbock, a distance of 120 miles.

Senator Andrews said at the close of hearings on S-517 that he could not say when a report on the measure would be forthcoming nor when hearings on the Capper Bill, which bans all advertising media to alcoholic beverages, would begin.

Supporters of the Johnson measure at the last hearing were Howard A. Dawson, representative of the National Education Association, and Mrs. Sina H. Stanton of the Council of Women for Home Missions, affiliated with the Federal Council of Churches.

George B. McCabe, counsel for the American Brewers Association, told the subcommittee the brewing industry looked upon its product as a food with the same rights as other food commodities to be advertised on the air. His arguments were echoed by John L. Smith, counsel of the American Brewers Assn.

Mr. Sturges thus attacked the broad terms of the Johnson Bill: "Supposing the radio should be used by prohibition groups to attack the industry, where would we stand under this bill if we used the same means to reply to those attacks?"

Senator Johnson said afterward that he believed his amendment would erase these objections. "Speaking as a lawyer, I have apprehensions about that," Mr. Sturges replied.

AFL Sees Evils

Harry L. Laurie, executive vice-president of the National Assn. of Alcoholic Importers, summed up the liquor industry's objection to the bill as based on the facts that there was no need for the legislation in view of existing State control, that it lacked definite and positive definition of an alcoholic beverage, and that it singled out the liquor industry to be the guinea pig in a drive to clean up advertising on the air.

Organized labor came to the aid of the opponents of the Johnson Bill at the closing hearing. Ira Ornburn, secretary of union label committee of the American Federation of Labor, pointed out that organized labor had been one of the most active forces for improvement of conditions among children and said that any good the Johnson bill might do would be far outweighed by its evil consequences in decreasing the growth of the distilling and brewing industries and their opportunity to increase employment.

"We believe if the industry tells the truth about its product it has just as much right to use the air to advertise as the producers of any other commodity," he declared.

He said the Johnson bill was an attack on the jobs of men working in the brewing and distilling industries "just as much as if those very terms had been written into the bill."

Asked by Mr. Johnson if he thought the action of the United Distillers Foundation in voluntarily withdrawing from the radio field was an admission that liquor advertising is offensive, he replied, "It's my personal opinion that they gave up radio advertising because of pressure from the Federal Alcohol Administration."

Joseph Obergfell, secretary of the AFL soft drink and brewery workers union, said the high working standards built up in the brewing industry were threatened by the bill.

Opening Wedge for Drys

Commenting on Senator Johnson's statement that the bill was designed to "perpetuate the sanctity of the home," Mr. Obergfell pointed out that parents could turn off the radio if they thought the programs objectionable and unfit for children.

"There are other programs which are far from constructive on the air today, gangster programs and so forth," he stated.

He described the Johnson bill as the opening wedge through which drys hoped to effect the return of prohibition.

Senator Johnson said he had not been informed by the Interstate Commerce group when a report on his measure might be expected. He said it would be reported out in its amended form.

Meanwhile Senator Capper (R-Kan.), said he intended to press for action on his own bill which would bar all advertising media to beer and liquor advertising regardless of what action was taken on the Johnson Bill by either the committee or the Senate. The veteran leader of the dry forces in the upper house said he expected hearings to be held on his bill this month, but said no date had yet been set.

Westinghouse to Start New York Fair Program

WESTINGHOUSE ELECTRIC Co., New York, on May 7 will start a weekly series on 73 NBC-Blue stations, to originate from the company's exhibit on the grounds of the New York World's Fair for the duration of the Fair, Sundays, 5:45-6 p. m. Visitors to the exhibit will be invited to write friends at home from the special writing room in the building and duplicates of their letters will serve as material for the program, which is appropriately called *Letters Home From the New York Fair.*

The four best letters will be chosen each week and winners will be invited to appear on the program for interviews with Ray Perkins. Details of distribution of the $250 weekly prize money are now being worked out, but half will probably go to the letter writers and half to the persons receiving the letters outside of New York. An audience jury will decide the winners. Fuller & Smith & Ross, New York, handles the account.

Making History
IN OKLAHOMA



Fifty years ago, on April 22, 1889, six thousand hardy pioneers made history as they raced to establish homes in the newly opened Oklahoma country. Their vision, their courage, their character is today reflected in Oklahoma City, which they founded.

That same history-making, pioneering spirit which changed a prairie water-stop into a thriving metropolis in this short span of half a century is exemplified in Radio Station WKY.

Were the famed "Run of 1889" to occur on April 22, 1939, it would be carried into a million and a half homes in this section with all its color through WKY's 200-watt mobile transmitter. Interviews with those who made the run would be aired through WKY's modern pack transmitter by WKY's staff of specially trained special events commentators. The entire event would be preserved for posterity through WKY's recording equipment.

Just as history was being made fifty years ago in the establishment of a new and important factor in the economic life of the Southwest, so today is WKY making history in the manner in which it has equipped itself to serve public interest, convenience and necessity in Oklahoma.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN
KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.

Radio's Service to the Farmer



RADIO has put an end to the isolation that was once the lot of the farmer. The entertainment, the news, the whole range of human activities so familiar to city dwellers, were once a closed book to rural families.

Now, through NBC, the broadcasting member of the family of RCA, millions of farm homes are familiar with the incomparable artistry of Toscanini as he conducts the NBC Symphony Orchestra. They enjoy the Metropolitan Opera. They know the comedians and actors of the air, and hear the news of the day on the day it is news. Their children dance to the music of the leading bands.

Radio serves the farmer in more serious ways. It brings him religious services, regardless of weather or distance. Farmers have always been politically minded. Formerly they often found it difficult to keep well informed. Now radio brings discussions of the political questions of the day right to the home.

Unchallenged leader in programs specifically for the farmer and his family is the NBC National Farm and Home Hour. This famous program, on the air six days a week, is in its eleventh year.

RCA helps the farmer in other ways, too. Research in RCA Laboratories has produced fine radios and instruments for playing Victor* and Bluebird Records for use both with and without electric current. The price of such RCA Victor* radios and RCA Victrolas* and Record Players and the cost of operating them has been brought steadily down.

Thus farmers throughout the nation, like all other Americans, find RCA ready to serve in every field of radio.

Trademarks "RCA Victor," "Victor," "Victrola," Reg. U. S. Pat. Off., by RCA Mfg. Co., Inc.

Here are but three of ways Radio serves the Farmer



"BANG BOARD" champ crowned as NBC reports story—Thousands attend, millions listen as NBC each year gives eye-witness account of National Corn Husking Championship, the farmers' favorite contest. (At left) Irvin Bauman, Illinois Champion and runner-up for 1938 National honors photographed by "Prairie Farmer" as he strips an ear.



"SHALL I PLOW THE SOUTH 40 TOMOR ROW?"—Farmers have respect for Uncle Sam weather men, know that over extended period they are 85% right. Old-time photo show flags used as weather signals in pre-radio days Now NBC broadcasts regular weather forecast several times daily, and in addition bulletin of interest to producers of specialty crops



365 days a year



"RADIO BEGOTTEN KNOWLEDGE"

Breeding of fine livestock is aided through information reaching farmers by radio. (At your left) Young California farmer tells NBC listeners how he raised his prize-winning champion Hereford steer. Youngsters on farms listen eagerly to various radioed suggestions, and as a result they raise many blue ribbon winners.

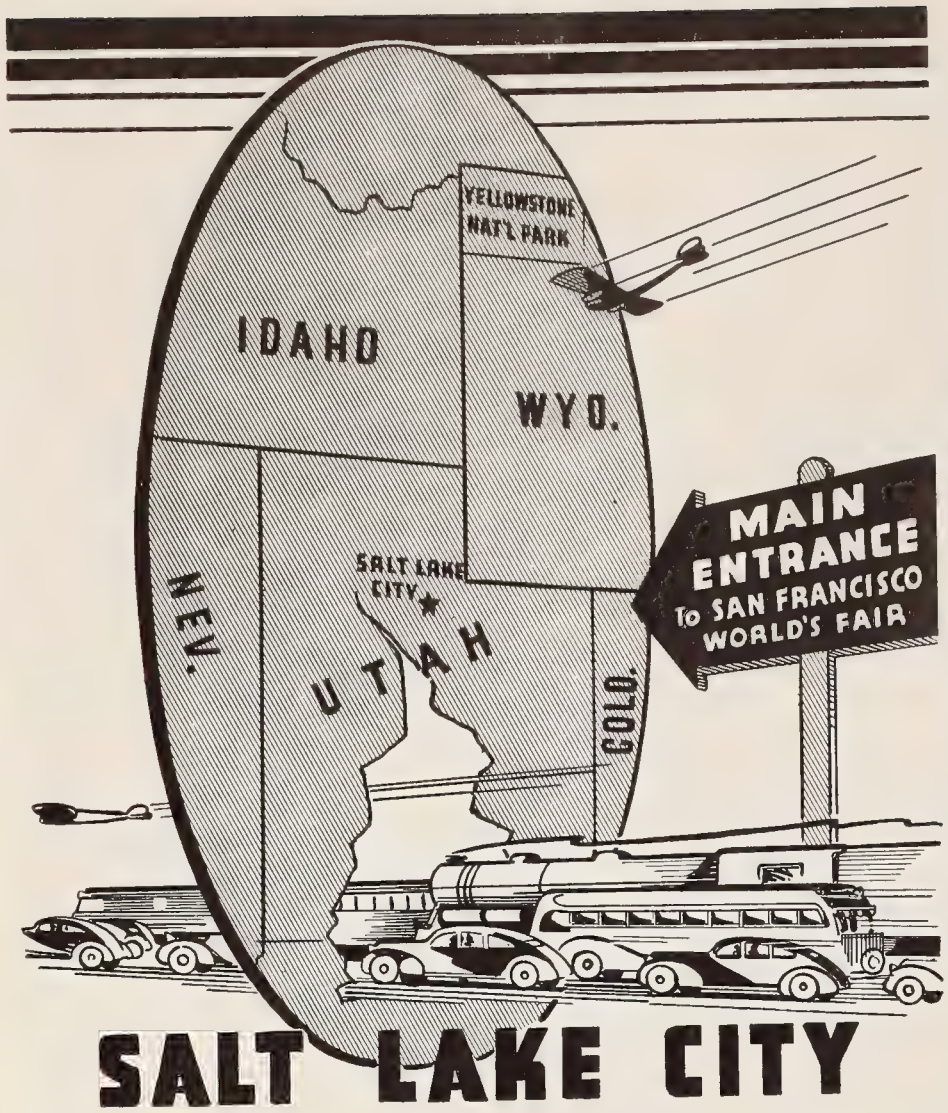


Listen to the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

Radio Corporation of America

RADIO CITY, NEW YORK

RCA Manufacturing Company, Inc. Radiomarine Corporation of America
R.C.A. Communications, Inc. National Broadcasting Company RCA Institutes, Inc.



SALT LAKE CITY

Collects $36,000,000 in Admissions . . . . .

We're being conservative with our figures. $36,000,000 was the amount spent in the Salt Lake area by tourists *last year*. This year, drawn to the great Golden Gate International Exposition, more people will spend more money as they pass through this territory.

It means increased income for people who live here. It means that service station men, restaurant, hotel, resort, department store employees—*everybody*—will have more money to spend for things you sell.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

Tell them your story over the station they're in the habit of tuning in—the station they prefer for its interesting, entertaining, unsurpassed *showmanship.*

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

FCC Is Rebuked by Appellate Tribunal For Failing to Carry Out Court Orders

ANOTHER legal solar plexus blow at the FCC, calling it to task for inconsistent actions on broadcast applications, was delivered April 3 by the U. S. Court of Appeals for the District of Columbia in two cases which raised practically identical questions.

Both opinions, written by Chief Justice Groner and concurred in by Associate Justices Stephens and Edgerton, took the FCC to task for its failure to carry out previous mandates of the court, reversing FCC denials. The court sharply criticized the Commission for its view that it has "uncontrolled discretion" either to grant or deny applications.

The principal decision came in the case involving the application of Pottsville Broadcasting Co. for a new station in Pottsville, Pa., which had been denied by the Commission in 1937. The second came in the Heitmeyer case, which was before the court on special appeal from the U. S. District Court in Washington which had refused to grant an FCC motion to dismiss an injunction restraining the Commission from considering other applications for a station in Cheyenne, Wyo., until the Heitmeyer application had been granted.

The decisions supplement a long line of rulings by the appellate tribunal in which the Commission has been all but rebuked for its actions and repeatedly reversed. There are still pending before the court a number of cases involving fundamental issues which challenged that tribunal's right to review cases in which economics constitute the primary reasons for appeal [BROADCASTING, March 15].

Priority of Filing

In the Pottsville and Heitmeyer cases, the court made it clear that the Commission cannot add new parties to hearings after the aggrieved applicant has taken his statutory appeal. The Commission's own rulings, it stated, recognize priority of filing when subsequent applications are made after the prior one has been set for hearing.

Equally significant was the court's statement in the Pottsville case that it was obvious the objections of the Commission to a reconsideration on the original record "are mere makeweights and that the real bone of contention is the insistence by the Commission upon absolute authority to decide the rights of applicants for permits without regard to previous findings or decisions made by it or by this court." It added that the position of the Commission is no different from that of a lower court and that it is required to follow the mandate of the appellate court.

In reviewing the Pottsville case, appealed by Attorneys Eliot C. Lovett and Charles D. Drayton, the court brought out that the Pottsville company had received a favorable examiner's report but that the Commission denied its application, holding that the showing on financial ability was not satisfactory and that the principal stockholder did not reside in Pottsville. In all other respects, it found the applicant qualified and that need existed for the service. Pottsville appealed to the court, which in May, 1938, held the Commission was in error on the question of financial responsibility. As to the Commission's inference regarding absentee ownership, the court said it knew from published reports of the Commission that it had not adopted a fixed and definite policy in that respect nor sought to lay down a hard and fast rule.

The Commission, however, ordered a new hearing and set down Pottsville News & Radio Corp., whose application had been filed seven months after Pottsville Broadcasting Co. and Schuylkill Broadcasting Co., also a new applicant, for the hearing. After relating other steps which were taken by Pottsville Broadcasting Co. to block the hearing, the court said the question before it was: When it reverses a decision of the Commission and remands the case for further proceedings, "is the Commission required to reconsider the same record in the light of our opinion, or may it reopen the cause and hear it on an entirely new and different record?"

The Commission, the court said, takes the latter view and insists that the statute imposes upon it the power and duty to reconsider the application in the light of events subsequent to the making of the original record. In other words, the court said, the question is whether the Commission, having decided that Pottsville was qualified in particular respects, may disregard its priority and consider its application on a comparative basis with subsequent applications on records made after the Commission's original decision.

The court said it had no doubt that the order of the court entered on an appeal from the Commission ought to have the same effect and be governed by the same rules as apply in appeals from a lower Federal court to an appellate Federal court in an equity proceeding. This rule is that when a case has been decided on appeal and remanded to the trial court, the latter has no authority, without leave of the appellate court "to grant a new trial, a rehearing or a review or to permit new defenses on the merits to be introduced by amendment of the answer."

No Absentee Policy

Discussing the Pottsville case, the court said that when it first remanded the case it did so on the sole question of whether the application should be granted in view of the absentee ownership issue. If the Commission should adopt a rule with relation to that subject, "we should feel impelled to accept the Commission's view," the court added in reiterating that no such policy had been established.

"When an applicant for a station who is qualified as to citizenship and otherwise has submitted his cause to the Commission and the Commission in denying the application has filed, as the Act requires and as we have time and again insisted should be done, 'a full statement of the facts and grounds for its decision' and an appeal as authorized by law is taken to this court, and the decision of the Commission reversed and the cause remanded for proceedings in accordance with our opinion and

(*Continued on page 50*)



A GUINEA PIG GOES TO TOWN

For several weeks, now, the Mutual Guinea Pig has been parading through the American market place shouting at the top of his little lungs, "This way, Gentlemen! This way TO TOWN!" By this, he meant (in case you haven't kept up on your radio reading*) that we've been proving, *and improving*, ourselves at a merry rate.

VOTES FROM THE VICTORIOUS

March was the eleventh consecutive month that Mutual billings, month for month, hit an all-time high! Most of the gain came, gratifyingly enough, from enlarged hook-ups by satisfied clients like Bayuk, Ironized Yeast, Wheeling.

BOUQUET FROM BILLBOARD

We're the best network for publicity exploitation according to the annual Billboard Magazine Survey. It's an important point for advertisers to remember because exploitation is one sure way of increasing audience.

FIRST IN FACSIMILE

There's only one Facsimile Network, and that's the Mutual Facsimile Network, begun March 10, 1939. WOR, WGN, WLW, WHK exchange regular service daily. Like Don Lee's Television strides—it's just non-commercial pioneering.

STRIDES IN STATIONS

The addition of thirty-five more stations—to intensify coverage in Texas, California, the northwest and the northeast—climaxed a year of expansion along many lines. Half a dozen Mutual Stations upped their power.

Well, to get back to our Guinea Pig, confronted with these new facts, he put up his paws, flexed his biceps, turned to his audience, and said "Here goes a good little Guinea Pig to market, want to come along?" **In case you didn't receive our newest booklet, "A Guinea Pig Goes To Town," and would like to see some radio ideas thoroughly guinea-pigged, write for a copy.*

MUTUAL

BROADCASTING SYSTEM

KSFOCUS



NOBODY HAS OFFERED A FEGARICKLE! Maybe because nobody, including ourselves, knows what a fegarickle is. But just about everything else from pink tights to white elephants has been put up for sale...and sold...on "Tonight's Best Buys," which makes want ads exciting on KSFO for Folger's Coffee. And even six phones right in the studio can't keep up with calls. The Raymond R. Morgan Agency is in charge.



TREASURE ISLAND QUIZ. Why is Northern California a white spot on the business map? Maybe Professor Quiz found out when he and Bob Trout were among those present at San Francisco's World's Fair and broadcast nationwide through KSFO from Treasure Island studios.



LIKE FLIES TO MOLASSES, folks come around whenever the GallenKamp Treasure Island Reporter shows up. But the most important thing, GallenKamp Shoes learned, is that, like flies to molasses, listeners come to KSFO. The show, placed through Long Advertising Service, is one of many top-flight local features that hold Columbia audiences.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

Radio AND Education

RECORDINGS of educational programs now available are described in a leaflet just issued by the Educational Radio Script Exchange of the U. S. Office of Education, Washington. First offering is a series of 24 transcriptions of the *Americans All-Immigrants All* series now on CBS, made available through arrangement with CBS, the Committee on Scientific Aids to Learning, American Federation of Musicians and the Music Publishers Protective Assn.

NEW program on WORC, Worcester, Mass., is the *Holy Cross College Forum*, with the debating society of the college carrying on a series of lecture debates and panel discussions on Saturdays, 8-8:45 p. m. The Oxford system of debate is followed and the last 15 minutes of the period is devoted to open forum discussions with the studio audience. Judging is done by mail by the audience.

UNIVERSITY of Chicago *Round Table* booklets containing transcripts of the Sunday morning series on 57 NBC-Red stations were subscribed for by 120,000 listeners during 1938. Selling for a dime a copy, the transcripts have been published for one year. Recent anniversary issue carried testimonials of Niles Trammell, NBC executive vice-president; James R. Angell, NBC educational counselor; Harold L. Ickes, Secretary of the Interior, and prominent national educators.

SATURDAY afternoon broadcasts by 16 Indiana colleges have been started by WIRE, Indianapolis, prior to the summer vacation. Part of each program is devoted to data about the college. Another series is based on high school musical talent in various counties, with a local beauty college as sponsor.

NEW educational series, *The Municipal Court at Work*, on WPEN, Philadelphia, is designed to acquaint listeners with the work of the court. Spotted on Sunday mornings, the feature presents the 11 judges of the court and various court officials who discuss its functions and problems.

NEW YORK University has issued a bulletin outlining the courses to be offered at its Summer Radio Workshop, July 5-Aug. 12.

HAROLD SAFFORD, program director of WLS, Chicago, conducted the radio section of a high-school vocational guidance conference at Casey, Ill., on April 3. More than 2,000 seniors from 19 Illinois counties attended.

UNDER auspices of the Los Angeles public schools, KEHE each Monday night presents a quarter-hour program, *Pioneers of Progress*, enacted by students from the adult education division of the Inglewood Evening High School.

WILIAMSBURG Division of the College of William & Mary is competing with various other educational institutions in a series of debates broadcast weekly on WTAR, Norfolk.

JOHN R. STEPHENS, professor of law at American University, Los Angeles, is inaugurating a special course in the law of radio broadcasting.

KMOX, St. Louis, will originate the CBS *American School of the Air* April 24 under direction of Harriet V. Edwards, KMOX education director.

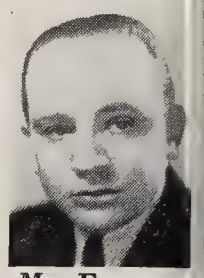
Music Course on 25

CHARLIE COOK Corp., New York (music-by-ear), is currently sponsoring a series of five quarter-hour transcriptions weekly consisting of lessons in music for listeners on a list of 25 stations. H. C. Morris & Co., New York, handles the account.

N.Y.U. Will Offer Full Radio Course

Four-Year Training Leading To a Degree Is Announced

WHAT New York University reports it believes to be the first liberal arts institution in the country to offer a four-year radio major leading to an A.B. degree, was announced April 6 by Chancellor Harry Woodburn Chase, who stated that the new department of radio will be established in Washington Square College next September under the direction of Robert S. Emerson. Mr. Emerson will resign from CBS, where he is an assistant in production, to head the department.



Mr. Emerson

Dr. Chase declared that all university radio activities have been coordinated into the University Radio Workshop, which will include the new curriculum along with courses for adults offered by the Division of General Education and broadcasts by students and faculty. Dean Charles Maxwell McConn said the new program will be designed "to give young men and women the combination of a broad liberal education with an introduction to radio techniques which, according to leaders of the radio industry, constitutes the best preparation for employment in this field."

All Phases Covered

"Approximately three-fourths of the curriculum will be composed of courses in the liberal arts and sciences, with emphasis in the fields of English composition and literature, history, economics, government, psychology, public speaking, and music," Dean McConn said.

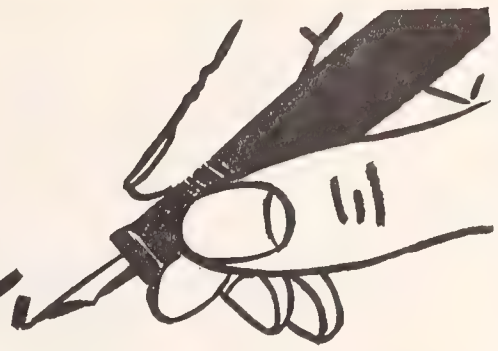
"The courses in radio, which will start in the students' first year and expand throughout the four years, will embody an introduction to and orientation in the technical problems of radio, including writing for radio, speaking on the radio, the use of music on the radio, announcing, the planning of radio programs, production, news broadcasting and the broadcasting of special events, the elements of radio engineering, television and facsimile, station operation, audience psychology, radio advertising, the educational uses of radio, and the legal relations of radio.

"The curriculum is designed to prepare students primarily for the field of radio production and program planning. It is not intended to train for radio engineering nor is it designed for the development of 'artists' or performers. These factors will be carefully considered in the selection of entering students as enrollment in the new department will be limited."

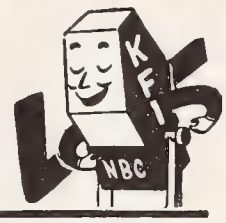
CANADIAN listeners will continue to pay $2.50 a year for the privilege of listening on their radio receivers, the motions to eliminate or reduce the tax having been defeated in the Parliamentary Radio Committee at Ottawa. The system of collection is being changed this year, war veterans being picked for the door-to-door canvass made each year from April 1 to about May 31.

SAMUEL M. EMISON, publisher of the *Vincennes* (Ind.) *Post* has applied to the FCC for a new 100-watt station on 1420 kc. in that community.

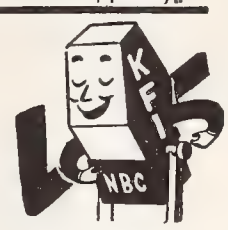
If your business needs
"CHECKS APPEAL"



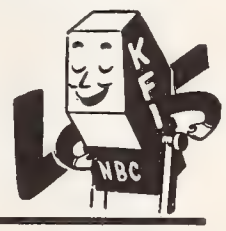
1 Which Southern California Radio Station has more sponsored hour, half-hour and quarter-hour programs than any other Network Station in this area?



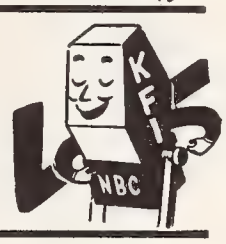
2 Which Southern California Radio Station carries 8 of the 10 most popular programs selected in the Annual Radio Editors Poll?



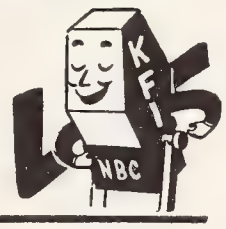
3 Which Southern California Radio Station is first in advertising volume?



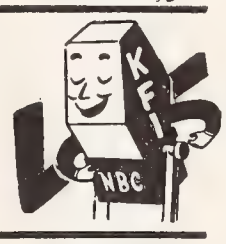
4 Which Southern California Radio Station offers four *proven* participating programs to advertisers?



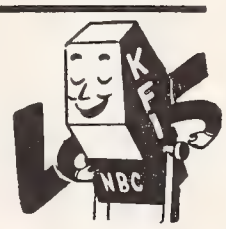
5 Which Southern California Radio Station carries more national advertising than any other in this area?



6 Which Southern California Radio Station has 8 out of 10 repeat advertisers?



7 Which Southern California Radio Station is powered in every way to cover the third major market to the advertiser's satisfaction?



Place your sales message on the station with power and popularity to parallel the vast purchasing power of this billion dollar market . . . the 50,000 watt voice of KFI in Southern California.

Earle C. Anthony, Inc.

KFI • LOS ANGELES • KECA

EDWARD PETRY & CO. • *National Sales Representative*

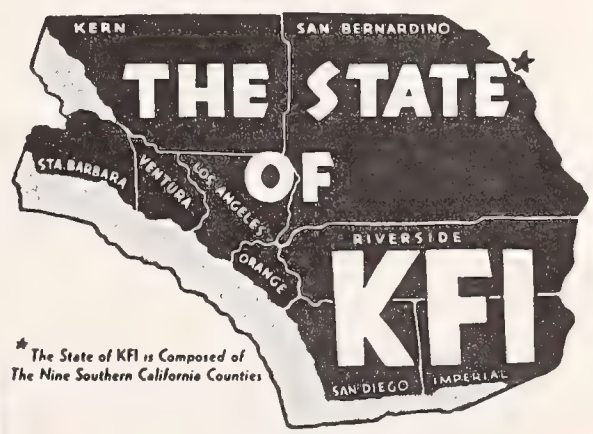
CHECK THESE 7 POINTS

Before Selecting Your Station in the Nation's Third Major Market.

Getting more business for advertisers is the business of KFI. We're sure we're doing a swell job of it (we report modestly), as indicated by the increasing number of accounts now using the Southland's favorite station—some 150 in all.

Another reason that leads us to believe that advertisers are pretty well sold on KFI is the fact that we're going merrily along in 1939 with the greatest number of repeat advertisers in our history.

The Best Buy is



NBC RED NETWORK

50,000 WATTS 640 KC

WORLD



★ EVERY IMPORTANT IMPROVEMENT IN THE FIELD OF RADIO RECORDING HAS BEEN PIONEERED BY WORLD

IRSTS

1ST—to produce a disc playing 15 minutes at 33⅓ R.P.M.

★

1ST—to produce 33⅓ R.P.M. vertical cut recordings.

★

1ST—to produce 33⅓ R.P.M. vertical cut Wide Range recordings.

★

1ST—to inaugurate a transcription library —The World Program Service.

★

1ST—and only organization to offer an exclusive and complete radio transcription service. World operates studios and recording facilities in New York, Chicago, and Hollywood, and its own fully-equipped processing, pressing and shipping facilities in New York.

★

1ST—and only transcription company to give true Wide Range quality because only World records on Western Electric equipment, by the Western Electric Wide Range method.

★

1ST—to offer advertisers a completely flexible group of tested stations—the Gold Group—with one headquarters for production, responsibility and control, just like network operation.



Transcription Headquarters

Here's what World's Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

WORLD BROADCASTING SYSTEM

BROADCASTING and Broadcast Advertising

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Television Ahead

AFTER more than a decade of guarded laboratory incubation, spoon-fed to the tune of some $13,000,000, television faces its sternest critics—Mr. and Mrs. John Q. Public on their way to the Fair.

Since January, laboratory television (via wire) has performed before thousands at the San Francisco Exposition. On April 30 it makes its public debut with the opening of the New York World's Fair. Previous demonstrations, both laboratory and field, have evoked great enthusiasm. But they hardly furnish the acid test—whether the public will be willing to accept present-day television in the comfort of their living rooms.

Certainly television will receive great impetus as a result of the fairs. In New York at first, and then in other cities as visual services begin and sets are marketed, many people may be expected to purchase receiving apparatus for sight along with sound.

A new industry is being born—a blood-relation of broadcasting, reared and nurtured in the same laboratories that produced sound broadcasting. Realizing that television is their natural heritage, a number of far-sighted broadcasters have pitched into the new art while practically all others are watching every development. The broadcasting industry must realize that it cannot afford to sit back supinely as did many newspaper publishers who now remorsefully rue their lack of foresight in radio's earlier years.

The broadcasters, who can now buy television equipment if they can get transmission licenses, are in a strategic position to benefit from the errors of sound radio as they adopt the techniques of video. They know audience likes and dislikes. They know their local needs and desires. They are regulated by the same agency—the FCC. That board, incidentally, has named a special committee to appraise television and chart its regulatory course. In its hands lies the responsibility of starting the new medium on the right track by establishing standards covering a specified time span and insuring both the visual broadcasters and the owners of televisors against overnight obsolescence.

Upon the FCC committee and upon the broadcasters rests the obligation to insure that visual radio becomes "Television by the American Plan"—free and competitive and impelled to progress by the stimulation of the profit motive.

The Press Issue

RANCOR over newspaper ownership of broadcast stations still exists in the Administration. Though suppressed publicly, it nevertheless erupts now and again. The reason for much of the New Deal antipathy reposes in the admitted fact that the bulk of newspaper circulation is anti-Administration.

Outside the Administration there is an even more insidious subsurface opposition—among some newspaper publishers themselves. Many non-station owning publishers are jealous of their more far-sighted station-owning competitors, and while they cannot openly espouse it, they nevertheless would revel in any movement toward Government ownership of broadcasting. In devious ways it appears they are doing everything possible to undermine commercial broadcasting.

Both the Administration and the anti-press attitudes are recognized in informed quarters as something more than fancy. For example, legislation of a feeler nature has been introduced to prevent press ownership of radio stations, but it hasn't gotten anywhere so far. Some elements on the FCC have sought to block further inroads of newspapers, but that body has not met the issue squarely, and what few denials there have been were predicated on grounds other than the "local monopoly in public opinion" issue. By indirection, however, it is quite apparent that the anti-newspaper trend will continue, though in recent months a half-dozen stations have been transferred to new press ownership and today about 245 stations are identified with publisher ownership.

We have always maintained it would be a sad day if radio became wholly subservient to publishing as a sort of "second fiddle" operation, to be suppressed rather than permitted to enjoy a normal, competitive growth. In such an event, publishers, by reason of greater investment in newspaper plant, stubborn or foolish "first love" sentiment, or just plain resentment over the intrusion of radio, might be inclined to submerge it by stripping it of worthwhile programs and news and otherwise sabotaging the medium.

Fortunately, however, that has not happened. Nor is it likely to happen now, for radio has attained such imposing stature as a public service and as a news disseminating medium that any such effort would promptly be repulsed by public reaction.

The most recent example of press exploitation of anti-radio sentiment occurred April 7 with the publication of stories on the report of the three-man committee of the FCC relating to proposed new rules and regulations. Tucked away in the "superpower" section of the ponderous report was one sentence which, in dealing with superpower alone, said that in the committee's judgment it cannot safely be argued that Congress will always permit unlimited opportunity to radio licensees to secure advertising "to the serious detriment of the economic structure of important and necessary services rendered to the public by unlicensed media".

This was interpreted as an "indication" that the Government may eventually take steps to protect newspapers from "unlimited competition of radio stations". FCC officials expressed amazement over the interpretation, first because they said it was not intended as a recommendation, and secondly because they felt the newspapers took unwarranted liberties.

But even admitting the press interpretation, it seems to us it is just about as great a tribute to radio's merchandising prowess as could occur—that newspaper advertising is so badly scared it may actually look to Government for protection against radio.

FCC Payoff

WHAT'S happened to the FCC reorganization? is a question frequently asked. Wide-eyed broadcasters want to know why the sudden cessation in the drive for the three-man FCC proposed by Chairman McNinch and introduced as a bill in the Senate by Senator Wheeler with the blessing of the Administration.

While the legislative situation appears becalmed at the moment, we suspect it may erupt any time, though perhaps in an unorthodox way. From where we sit it appears that Chairman Wheeler has lost much of his ardor for the three-man Commission idea.

Generally, Congressional reaction appears to be strongly opposed to the McNinch-Wheeler "ripper-bill." Sentiment preponderantly is for full hearings before the writing of new law.

Yet a revival of fireworks over the FCC appears inevitable on Capitol Hill. The Commission has no funds to carry it beyond June 30. Its current appropriation is said to be running low, and belt-tightening is already the order of the day. Before June 30 Congress must appropriate some or all of its $2,000,000 budget estimate. Should it fail to appropriate—which admittedly is unlikely—the regulatory picture might well become chaotic. It is when the pressure is applied for the needed funds that the clamor for legislation will be renewed.

Possibly there will be a compromise then in the form of a resolution authorizing the long-threatened investigation of the FCC and the radio industry that has been insistently demanded by severe critics in both houses.

Incidentally, when the question of funds comes up, Congress may see fit to inquire into the FCC's current plethora of questionnaires, tabulations and curious calculations (sometimes inaccurate, as in the case of its "multiple ownership survey") that have all but engulfed its staff as well as the industry. What with a battalion of some 100 accountants and clerks turned loose on broadcasting "surveys" to the exclusion of the FCC's moribund public utility functioning, the broadcasters as taxpayers have every right to question the usefulness of this work.

We Pay Our Respects To —



HORACE ALLEN CAMPBELL

THIS IS a tale of the man who transformed "Hi Yo Silver!" into a national catch-phrase, and concomitantly made it one of the best gold-producing programs in radio lore. At the same time he has also pursued his none-too-prosaic task of general manager of the Michigan Radio Network and WXYZ, while exploiting other novel ventures which have made his broadcasting organization a prolific and effective program producing operation.

Horace Allen Campbell didn't invent, conceive or discover *The Lone Ranger*. His progenitor was the ubiquitous George W. Trendle (Mr. Campbell's boss), who is president of the King-Trendle Broadcasting Corp., and of the Michigan Radio Network. But it was H. Allen who handled the exploitation, sold the program initially to the Gordon Baking Co., put it on Mutual, on transcriptions, on foreign stations, and in newspaper syndicate strips. Today *The Lone Ranger* gallops over the invisible ether via 127 stations in the United States, Canada and Australia. Of these 65 get it direct on network lines and 62 by transcription four weeks later. The "live" broadcasts occur at least two and during certain seasons, three times daily.

The story of Allen Campbell does not begin with this epochal program, which is only one of a number he has developed. But it is symbolic of the merchandising and sales ability of the man. Far from high pressure, he is in fact the antithesis of the glib, garrulous promoter type. A likeable fellow, he retains the charm and simplicity of his native South, but has acquired and knows how to use that keen business sense of the Yankee.

But before we permit *The Lone Ranger* and Silver to canter out of the scene, we should observe that he first came to life in 1933 on WXYZ and shortly thereafter was also heard in Chicago and New York in the interest of *Silvercup Bread*, product of Gordon Baking Co. Allen Campbell sold the account. That really was the commercial beginning of Mutual Broadcasting System, for it was the success of this venture that led to the eventual founding of the network. And Gordon Baking Co. found the program such a success that it had to build more bakeries and add more routes to take care of the demand.

The fame of *Lone Ranger* was never more significantly demonstrated than during the FCC's so-called network-monopoly inquiry. Messrs. Trendle and Campbell interrupted a vacation in Florida to appear before the Committee several weeks ago in connection with Michigan Radio Network affairs. But the questioning soon turned to the program, with Commissioners Sykes and Walker seeking to tap the innermost phases of the production. Judge Sykes admitted that his two grandsons were strong boosters for the programs, and that he occasionally cocked an attentive ear.

It was in 1930 that Horace Allen Campbell, a lad of 30, joined the sales staff of King-Trendle, which then operated only WXYZ, fresh from management of the real estate department of the *Detroit Times*. Within six months he found himself ensconced as general sales manager. About that time WXYZ dissolved its affiliate association with CBS and went independent. There followed the formation of the Michigan Network of eight stations, designed to afford full Michigan coverage. Emphasis was placed on programs. The *Green Hornet*, launched after the *Lone Ranger*, is also carving for itself national recognition. WXYZ maintains a program staff of 40 to 50 people, stemming largely from the King-Trendle theatrical operations prior to its entry into radio.

After WXYZ left CBS, some $300,000 was spent under Mr. Campbell's supervision for programs and talent that would place the station and network on its own feet. In 1935, WXYZ joined NBC-Blue. Thus it now is affiliated with NBC, feeds programs to MBS, Canadian Broadcasting Co. stations, and Michigan Network, giving it a four-way network affiliation.

Horace Allen Campbell was born in Nashville, Tenn., on Jan. 20, 1900. After attending local schools and the business school of Vanderbilt University, he joined the clerical department of the Michigan Central Railroad in Detroit. Progress was rapid and he soon became traffic manager of the General Aluminum & Brass Mfg. Co. A yen for advertising and journalism in 1920 found him in Canada selling books that yielded a handsome return for a stripling of 20. Back to the states in 1922, he joined the advertising staff of *Collins Weekly* where he learned white space and rates. He afterward became advertising manager of the Canadian Retail Merchants Association Magazine, enjoying phenomenal success. Still in his early 20's when he joined Hearst's *Detroit Times* as manager of its real estate department, he soon established a reputation as something of a "whiz" in salesmanship.

When MRN was formed in 1933, Mr. Campbell became its first general manager as well as the directing head of WXYZ. About a year ago he was elected treasurer of both King-Trendle and MRN, and holds a 10% interest in the operations. WOOD-WASH, Grand Rapids, also is owned by King-Trendle and comes under Mr. Campbell's immediate supervision.

The Campbells reside in Grosse Point. There are no children. Allen Campbell is a golfer of no mean attainments and is particularly enthusiastic about horse breeding and racing. He belongs to the Grosse Point Yacht Club, several golf clubs and Detroit's famed Adcraft Club.

Personal NOTES

JACK HOWELL, formerly of Texas State Network, Fort Worth, on April 1 was appointed commercial manager of KOMA, Oklahoma City, by Neal Barrett, general manager. Mr. Howell started in radio in 1928 and entered the commercial side in 1931 with KNOW, Austin, and KRLD, Dallas.

MARK FINLEY, formerly of the *Los Angeles Times*, has been appointed public relations director of Don Lee Broadcasting System, that city. His duties do not conflict with those of Frances Zoloth, who continues as publicity director.

W. B. LEWIS, CBS New York vice-president in charge of programs, is scheduled to arrive in Hollywood April 17.

LINCOLN P. SIMONDS, formerly of John Blair & Co. and more recently of Hearst Radio Inc., has joined Texas State Network as traveling representative, with headquarters in New York.

JOHN M. DOLPH, assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, has recovered from injuries received in a recent auto accident.

THOMAS R. PUTNAM, manager of KHBG, Okmulgee, Okla., for the last two years, has been named commercial manager of KFRO, Longview, Texas, as of April 15.

THAYER RIDGWAY, sales manager of Don Lee Broadcasting System, Los Angeles, left the West Coast March 31 for a three-week business trip to New York and Chicago.

RAY HILL, formerly account executive of General Adv. Agency, Los Angeles, has been appointed sales manager of KEHE, that city. Prior to going to the West Coast he was sales manager of WTMJ, Milwaukee. Tex Rickard has joined KEHE as account executive. At one time he was general manager of KMTR, Hollywood.

HAROLD A. STRETCH Jr., formerly with WNEW and WHN, New York, has been appointed special sales representative to handle national accounts and agencies for Muzak Corp., wired service organization.

R. H. FOLEY has joined the sales department of WHLS, Port Huron, Mich.

FRANK J. KEEGAN, announcer and sales representative of KLRA, Little Rock, Ark., for the last year and a half, has resigned to open his own recording company in Little Rock.

GEORGE DIETRICH, of The Katz Agency Inc., national radio representatives, has joined the sales staff of WGN, Chicago. A 1926 graduate of Wisconsin U, Mr. Dietrich has been with Katz for the last 10 years and prior to that time spent two years with *Farmers Wife* magazine.

CLAIR HEYER, formerly commercial manager of WHBF, Rock Island, Ill., and more recently of the sales staff of KGIR, Butte, Mont., has been named national sales manager of WOC, Davenport, Ia. Mr. Heyer started in radio with WMT, Cedar Rapids, Ia., in 1934.

DENMAN ARNOLD, formerly of WSAU, Wausau, Wis., has joined the sales staff of WBRK, Pittsfield, Mass. He was presented with a gold wrist watch by WSAU employes at a farewell party.

MRS. EARL T. IRWIN, president of KVI, Tacoma, left April 5 for San Francisco, en route to Honolulu on a two-week cruise. Mrs. Irwin, who is recovering from a severe attack of flu, is accompanied by her mother, Mrs. Laura Doernbecher.

VOLNEY F. RIGHTER, salesman of WOR, Newark, is the father of a seven-pound son, born March 31 at Mt. Kisco Hospital, New York.

EUGENE NEWMAN, formerly of the research department of J. Stirling Getchell, Crosley Inc., Advertisers Research Corp., and H. W. Fairfax, has joined James P. Selvage and Fred Smith, New York public relations firm.

CLYDE E. HANNIE, former space salesman on the *Bloomington* (Ill.) *Pantagraph*, has joined the sales staff of WHBF, Rock Island, Ill.

Kylers Go to WCLO

JAMES L. KYLER, former manager and part owner of WCMI, Ashland, Ky., has been appointed general manager of WCLO, Janesville, Wis., in a reorganization of the station staff just ordered by the *Janesville Gazette*, owners of the stations. Mrs. Kyler, former program director of WCMI, takes the same post at WCLO, and Paul Ruhle, also formerly with WCMI, becomes chief announcer and news editor. Lyell Ludwig, from WOMI, Owensboro, Ky., and Pat Alan have been added to the announcing staff, and Earl Sheridan, of Buffalo, becomes commercial director. R. L. Ferguson until recently was manager of WCLO. WCMI was recently sold to Lindsay and Gilmore Nunn, owners of WLAP, Lexington, Ky.

BEHIND the MIKE

W. ARTHUR RUSH, managing director of Columbia Management of California, Hollywood, has resigned. Murry Brophy, with the artists service for the past year, succeeded Mr. Rush, whose new affiliation has not been announced. Leo Turtledove has also resigned to enter business for himself.

ROBERT SWAN, formerly program director of KFAC, Los Angeles, has been made director of the radio drama department of Jack Stern Studios, Hollywood theatrical school.

BILL GOODWIN, Hollywood announcer, has been assigned to the NBC *Al Pearce & His Gang* program, sponsored by General Food Corp. He also announces the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

GEORGE PENN FOSTER, Calvert Charles Applegate and Maxwell Kelch have applied to the FCC for a new local outlet on 1370 kc. in Las Vegas, N. M. Foster and Applegate formerly were with KFWB, Hollywood, and Kelch is an engineer and announcer.

FRANK BURKE, CKLW, Windsor, Ont., and Anne Campbell of Hamilton, Ont., were to be married April 15 at Hamilton.

JAMES GIBSON, formerly announcer of WLW, Cincinnati, has joined KFI-KECA, Los Angeles, in a similar capacity. He succeeds Chet Huntley who resigned to join the CBS Hollywood announcing staff.

EWING CANADAY, recently of KWKH-KTBS, Shreveport, has joined the announcing staff of KARK, Little Rock, Ark., replacing Doug Romine, who has joined KTSA, San Antonio.

JOE WATSON and Joe Lowry, Hollywood writers on the CBS *Tuesday Night Party* sponsored by Lever Bros., have left the program. Bob Marko, Ray Buffum and Syd Zelinka continue as writers.

JAMES ALDEN BARBER, program director of KGVO, Missoula, Mont., is author of an original play, "Civilized People", given its debut April 2 by the station's Sunday Night Players cast.

JERRY MORRIS, new to radio, has joined the news-special events staff at KOMO-KJR, Seattle, replacing Fred Banker, now in Hollywood.

WILLIAM DUKESHIRE, New Haven news reporter of WICC, Bridgeport, Conn., has resigned. He is succeeded by John Reilly.

ROBERT STENZHORN, continuity and promotion director of WHLS, Port Huron, Mich., has resigned to enter the printing business.

NORMAN BENSON, associated with Philadelphia radio for the last six years, has joined the announcing staff of WCAU, Philadelphia.

WAYNE BYERS, chief announcer of WHLB, Virginia, Minn., claims a new record for play-by-play broadcasts of fall and winter sports with his coverage of 101 sporting events from Sept. 15 through March 23. Following 12 football broadcasts during the fall grid season, Sportscaster Byers announced 89 basketball and hockey games between Dec. 2 and March 23. All but 10 of the broadcasts were sponsored.

ADOH, JERRY and Eddie Vaughn, announcers, continuity writers and entertainers, have joined the staff of WHBF, Rock Island, Ill. They formerly were with KGFW, Kearney, Neb.

RUTH BAILEY, actress of NBC-Chicago, in *Guiding Light*, *Tale of Today* and *Woman in White*, was married April 12 to Eugene Swigart Jr.

MacEwen Joins WAVE

H. LEE MACEWEN, former news editor of WLW and WSAI, has joined WAVE, Louisville, as news editor. He headed the Crosley stations' news staff for four years, originating and writing the news programs of Paul Sullivan, now commentator on WHAS, Louisville, and Peter Grant, commentator of the Crosley stations. Mr. MacEwen began newspaper work with the *Cincinnati Post* but served in Washington for several years as a member of the United Press staff. His experience includes service as foreign editor of the United Press in New York and in its feature and business offices. He also has managed press association bureaus in Chicago and the Pacific Coast.

JACK ROSTAN, onetime writer for Lucky Strike's *Baron Manchausen* series with Jack Pearl and recently script advisor for independent stations, has joined the writing staff of Star Radio Programs, New York, as writer on the *Morning Bulletin Board* series.

BOB GLAENZER, formerly of Myron Selznick Ltd., has been appointed sales contact with agencies and clients of the Artist Bureau of WMCA, New York. Al Hall has been named studio director in charge of network coordination.

VAN LEVIS (Norman Van Pelt Levis Jr.), Germantown, Pa. minister's son who introduced his own dance band a few years ago, has joined WHAT, Philadelphia, as announcer.

JACK HARRINGTON, formerly of KFDM, Beaumont, Tex., and WIND, Gary, has joined the announcing staff of WHAS, Louisville.

JACK PARKER, studio manager of WBCM, Bay City, Mich., and Miss Beth Hamilton, of Holly, Mich., were married April 12.

MERRILL MADDEN, New England net announcer, has joined WCOP, Boston.

JACK REED, formerly of KROW, Oakland, has been added to the announcing staff of KSAN, San Francisco.

CAM RITCHIE, traffic manager of CKLW, Detroit, recently married Miss Eleanore Cunliffe, of the CKLW accounting staff. Frank Burke, announcer, on April 15 was to marry Miss Anne Campbell, of Hamilton, Ont.

GARRY NORFIT, writer and producer of KWK, St. Louis, and m. c. of its *Mid-Afternoon Madness* variety show, in June will marry Miss Eleanor Little, of Richmond, Va.

WALBERG BROWN, musical director of WGAR, Cleveland, is the father of a girl born March 29.

BOB ARMSTRONG, production manager of WSTP, Salisbury, N. C., on March 25 married Irene Burke, secretary to the program department and staff pianist.

WILLARD M. FARNUM, announcer of WFLA, Tampa, Fla., is the father of a boy born recently.

VICTOR SCHILLING, orchestra leader and entertainer, has been appointed radio production and musical director of Radio Productions, Denver.

BILL WELLS has resigned from the production and announcing staff of KMA, Shenandoah, Ia.

JOHN LOVEJOY, formerly of WTAQ, Green Bay, Wis., has joined WOMT, Manitowoc, Wis., succeeding Stanley Vainrib, now with the radio council of the Chicago Board of Education.

JOE KING, recently of WSB, Atlanta, and before that with WBRC and WAPI, Birmingham, has joined the announcing staff of WJSV, Washington.

Bonnie a Heroine

BONNIE REILLY, CBS receptionist on the 17th floor, location of the network's press and special features departments, scooped her neighboring experts on March 30, when after being trapped and knocked unconscious in a subway collision she spurned medical aid until, after a four-block scramble underground to an emergency exit, she found a phone and gave CBS the first eyewitness description of the wreck, which it put on the air immediately. Then she let them bind up her scalp wounds and went on home to bed.

W. RAY WILSON, writer-producer of WLW, Cincinnati, on April 15 married Marrianne Dixon.

LLOYD ANDERSON, formerly of KXOK, St. Louis, has joined the announcing staff of WHIO, Dayton, O.

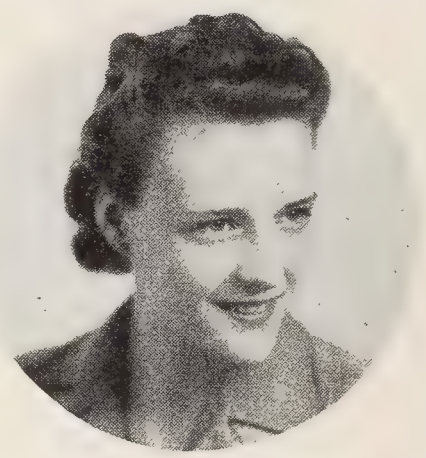
KENNETH WRIGHT, formerly of WCPO, Cincinnati, has joined the announcing staff of WNOX, Knoxville.

BILL BRYAN, program manager of KTSA, San Antonio, is the father of a boy born early in March. Mrs. Bryan is the former Trudy Wood, NBC and CBS singer.

JOHN MICHAEL MACKNIGHT, who recently appeared opposite Joan Crawford during a *Gateway to Hollywood* competition, has joined WAPI, Birmingham, Ala.

HANK WEAVER, sports announcer of KEHE, Los Angeles, has recovered from head injuries received in a recent auto accident.

Meet the LADIES



MAXINE A. CHAFFIN

THE FEMALE of the species in many cases hold as important executive posts at some broadcasting stations throughout the United States and Canada as the dominant male. A survey by BROADCASTING reveals that about a score of women either own stations or bear the titles of manager, assistant manager or commercial manager. BROADCASTING has selected this picture of pretty Miss Maxine Chaffin, assistant manager and commercial director of KID, Idaho Falls, Ida., for the first of a series of photos of lady radio executives to appear periodically.

TOM DOLAN, formerly assistant sports editor of the *Madison* (Wis.) *Capital Times*, has joined the announcing staff of WISN, Milwaukee, and will assist Alan Hale during the baseball season.

MARTI WILKERSON has been appointed publicity director of KMTR, Hollywood, succeeding Ruth Keator, who resigned to go to New York.

FRANK NAGEL, formerly in the production department of KLZ, Denver, has been named continuity chief of KVOR, Colorado Springs. Henry Joslyn has joined the KVOR staff as newscaster.

WILLIE WANNA RAMSEY, woman's commentator on KGHI, Little Rock, Ark., has been named hostess at the Arkansas exhibit of the New York World's Fair. Miss Ramsey, taking a five-month leave of absence from her KGHI duties, will return to the station in October.

PHYLLIS WOODS has joined CKCL, Toronto, as women's editor of its morning daily newspaper of the air.

RUBEY COWAN, having effected a settlement of his contract as executive director of radio contacts, has left Paramount Pictures, Hollywood. His successor is Robert D. Hussey, transferred from publicity. Cowan joined Paramount studios two years ago, coming from NBC Artists Service.

HELEN STEWART, assistant to Arthur Garbett, western division educational director of NBC, is on leave, convalescing from a long illness.

JIM FOSTER has joined the Seattle staff of KVI, Tacoma, as relief announcer.

WENDELL NILES, Hollywood announcer-producer, has been assigned a part in the Warner Bros. film,. "Battle of City Hall".

FRED HENRY, formerly of KGER, Long Beach, Cal., has joined KMTR, Hollywood, as announcer-producer. He succeeds Norman Paige, who resigned to join the NBC San Francisco announcing staff. Robert McReynolds, new to radio, has also joined KMTR as junior announcer. Bert Kalmar Jr., announcer-producer, has left the station.

MAC McALLISTER, formerly chief announcer of KGVO, Missoula, Mont., has joined the announcing and production departments of KHQ-KGA, Spokane. His duties at KGVO have been assigned to Bob Young and Charles Luedke.

HOWARD CULVER, KMTR, Hollywood, announcer, and Mickey Born, of that city, were married at Glendale, Cal., late in February.

DOUG ROMINE, formerly of KARK, Little Rock, Ark., has joined KTSA, San Antonio.

HARRY W. FLANNERY, news editor of KMOX, St. Louis, is a recent father.

CHARLES CASPER, former publicity director of the St. Louis Browns, will assist France Laux in broadcasting play-by-play baseball on KMOX, St. Louis.

DON WIRTH, former announcer of WOMT, Manitowac, WHBL, Sheboygan, and WIBU, Poynette, has joined the announcing staff of WIBA, Madison.

BOB BINGHAM, sports announcer of WWNC, Asheville, N. C., has been named production manager of the station. Mardi Liles, formerly of WFLA, Clearwater, and WSUN, St. Petersburg, Fla., has joined the WWNC announcing staff.

HAL HALPERN, writer, research director and head of the mechanical division of Radio Feature Service, New York publicity firm, has resigned to take a post in the New York Civil Service. He will continue to freelance.

DON WIRTH, former announcer of DOUGLAS BROWNING, announcer of WLW, Cincinnati, since 1936, has joined NBC in New York.

The Week of April 17th

is but the beginning of the Year-Round

NAB-RMA Joint Promotional Campaign

THE WEEK OF APRIL 17 will be a milestone in the history of American radio not alone because it marks the first joint campaign sponsored by both the National Association of Broadcasters and the Radio Manufacturers Association . . .

not alone because it begins the first shoulder-to-shoulder cooperation between the 56,000 local radio retailers and the broadcasting stations in a determined effort to broaden still further radio's mighty circulation and to promote radio on all fronts . . .

not alone because hundreds of thousands of listeners and particularly-interested groups of listeners will receive the story of American radio first hand during the inaugural Radio Open House Week . . .

not alone because radio, for the first time in its seventeen year history, summons its many voices in a wholesome and long-deferred self promotion . . .

but also because it will sharply focus the attention of the industry and of the public, month in and month out, year in and year out, on those things which touch upon its service of public interest, convenience and necessity.

IN THE NEAR FUTURE

A handsome pictorial booklet "Radio's Riches — How You May Bring Them to Your Home", designed to stimulate more listening and a more intelligent appreciation of radio . . . to be distributed to the eight million people who will buy new radio receivers this year. Suitable also for mailout by individual broadcasting stations.

IN THE SUMMER

Programs for summer use, with special promotional plans for state fairs.

NAB-RMA
Year-Round
CAMPAIGN

HEADQUARTERS
1626 K STREET, N.W.
WASHINGTON, D.C.

TO PROMOTE THE BEST INTERESTS OF AMERICAN RADIO·

This space contributed to NAB-RMA Joint Campaign by Broadcasting *Magazine*

WEAF's Proposed Move

FEARS of Port Washington residents that the removal of the WEAF transmitter from its present site at Bellmore, L. I., to Port Washington, might interfere with their reception of other stations' programs were allayed by Raymond F. Guy, NBC engineer, who addressed a meeting of the town's Taxpayers Association on April 4. Mr. Guy read letters from the Bellmore Chamber of Commerce and other civic organizations testifying to the absence of interference caused by the transmitter and also presented several radio service men of Bellmore who gave similar testimony. At Mr. Guy's suggestion the group appointed a committee to visit Bellmore and confirm the evidence given at the meeting.

Social and Economic Aspects

(*Continued from page 24*)

and dialogues receive less emphasis. Other types of programs appear in about the same position of preference on commercial time as they do on total time.

The evidence also showed that commercial sponsorship of the several types of programs varies considerably between geographical regions. Even within regions the emphasis given by sponsors is not consistent between the various types of programs, it was pointed out. For example, the Pacific region has a greater proportion of commercial time in total broadcast time and in total time devoted to music, news and religious devotional programs than any other region. It does, however, sell less proportionate time devoted to variety programs than any other region.

While commercially sponsored programs represented 34.5% of total broadcasting hours in the United States, the committee pointed out, they constituted 40% of the total hours broadcast from stations located in metropolitan districts and 28% of the total hours broadcast from stations located in cities not in metropolitan districts. This differential, it stated, is maintained approximately in each of the broadcast regions.

Types of Rendition

Of the total program time of all reporting stations, 63.8% was rendered by live talent and 32.4% was by mechanical rendition. Of the 32.4% rendered mechanically, 20.8% was by electrical transcription and 11.6% was by records. Music is rendered 30.5% by transcriptions and 21.1% by records. Other types of programs rendered mechanically to a substantial degree dramatic, 26%, and variety 20.1%. The various media of rendition were used generally to about the same degree over commercial time as over total program time, said the committee. There were a few variations but not of substantial significance, it said.

Of the total program time rendered by the various media, live talent taken from national networks was 32.7% commercial; from regional networks 30% commercial, originated locally, 35.1% commercial; with the total live talent 33.7% commercial. Electrical transcriptions were 30.9% commercial, records 32.5% and announcements 75.5%.

In discussing the inherent and basic weaknesses of its program analyses, the committee said it lies largely in the questionnaire used for the purpose. It then recommended that, in any analysis of program service made in the future, the questionnaire form should be self-sufficient and leave nothing to the interpretation of the respondents. "Only in this way can uniformity in reporting be gained and accurate statistics be prepared," the report stated.

Need of More Data

The Committee discussed at length reasons why it felt more comprehensive data should be procured. In this connection, it advocated that full consideration should be given to the economic factors involved, including cost and convenience to the industry. The requirement for a detailed classification of programs, it said, imposes a financial burden upon broadcasters which becomes heavier as the detail is increased.

It suggested that the classification adopted should be adequate for significant analysis and yet "should not impose an unreasonably laborious and expensive procedure upon the broadcasters. The counsel and approval of the broadcasting industry should be solicited before a final classification is adopted. This procedure would tend to lead toward a general and satisfactory standardization in classification of programs and make possible for comparative purposes a more ready evaluation of the program service of broadcast stations."

The committee followed up this observation with a four-page listing of the proposed tentative classifications, covering every aspect of programming operation.

In that portion of the report devoted to economic aspects, the committee reviewed old statistical tabulations dealing with the industry as an economic enterprise. It repeated figures purporting to show an investment by the radio audience of $3,724,000,000 in some 53,700,000 sets sold from 1922 through 1937. The total investment of broadcasters in stations and equipment as of the end of 1937 was given as $47,000,000 before depreciation, of which $29,000,000 was estimated as invested in technical equipment.

Employment Facts

Next in detail were breakdowns of employment and compensation for the industry as a whole; sources of economic support; broadcasting as an advertising medium as compared with other media; circulation data; types of broadcast advertising; competitive factors; factors affecting earning capacity of stations such as classification, frequency and power; average net sales according to frequency groups; the effect of network affiliations; purchasing power of service areas; characteristics of trade areas; competition as it affects profits of stations and their net sales; listener appeal on program quality; distribution of advertising revenue among various classes of stations.

The committee said it was particularly of interest that stations earning the most money showed a smaller proportion of straight musical programs than the lower income stations and that the former reported a much larger proportion of dramatic programs as well as substantially more talks and dialogues.

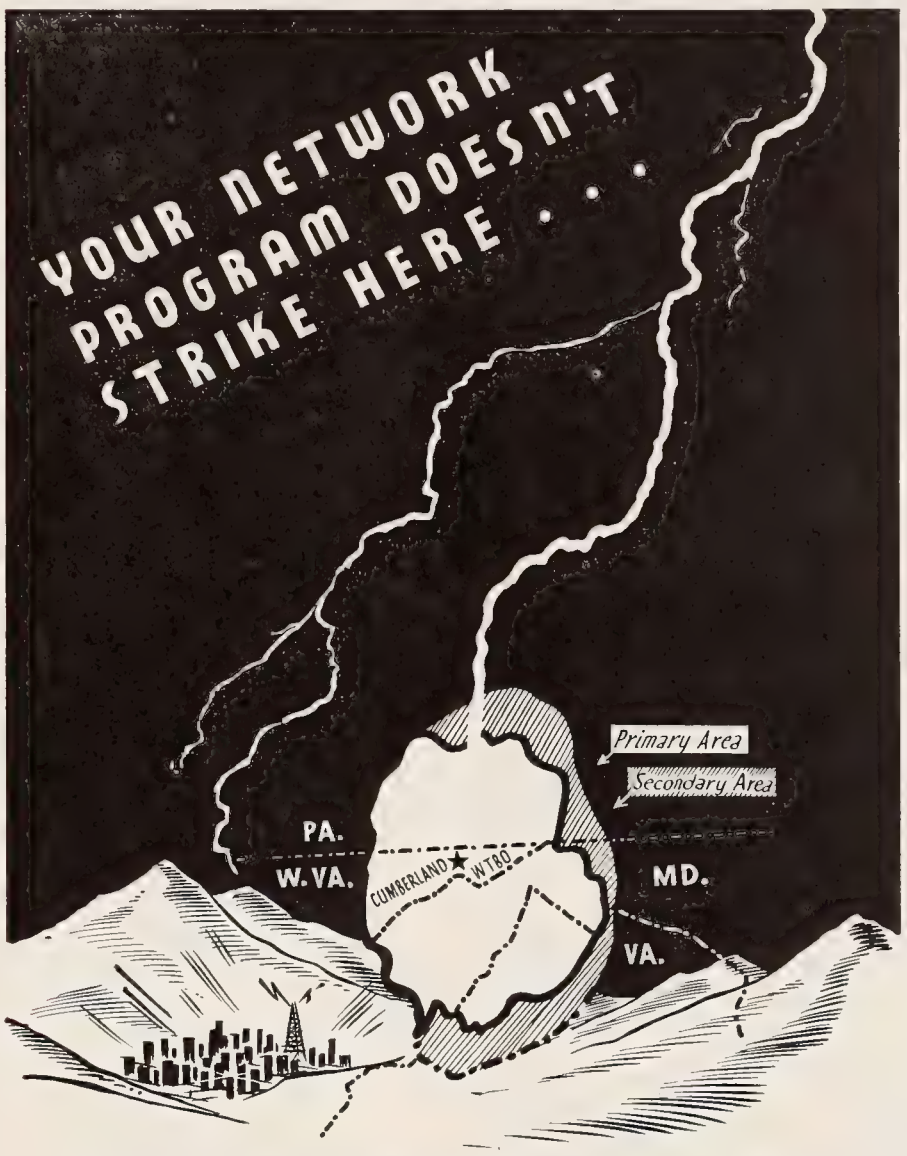
Local Stations' Share

The place of the local station in national advertising, as reflected in the 1937 figures, was discussed by the committee, which pointed out that the local stations' share of total network and national spot business of all stations amounted to only $531,373 (2.4%) and $719,113 (3.1%), respectively. The local stations share of total local advertising revenue, however was $8,549,079, approximating 23% of all local business.

Network advertisers, the committee added, do not appear to be interested in coverage by local stations in cities under 25,000, "in part, undoubtedly, because of almost prohibitive wire costs, which would be involved in reaching the limited population. As for national spot advertisers, the available information shows that they advertise on local stations to a limited extent and under favorable circumstances even in cities as small as from 10,000 to 25,000 but do not go below that population range."

The final section of the report was devoted entirely to economic evidence concerning superpower with liberal use of data submitted in connection with WLW's unsuccessful quest for renewal of its special experimental authorization to continue operation with 500 kw., which was terminated March 1.

KMA, Shenandoah, Ia., has dropped its FCC application to move to Council Bluffs, Ia., across the Missouri River from Omaha [BROADCASTING, March 1].



The vast area in and around Cumberland is without consistently satisfactory radio service from any station other than WTBO.

Located in WTBO's service area are 98,400 radio families who listen to WTBO for news, entertainment, and educational features. If you are to get the most in sales and distribution in this market your ONE MUST medium is WTBO . . . especially for NATIONAL ADVERTISERS.

NO NETWORK STATIONS SERVE THIS CITY!

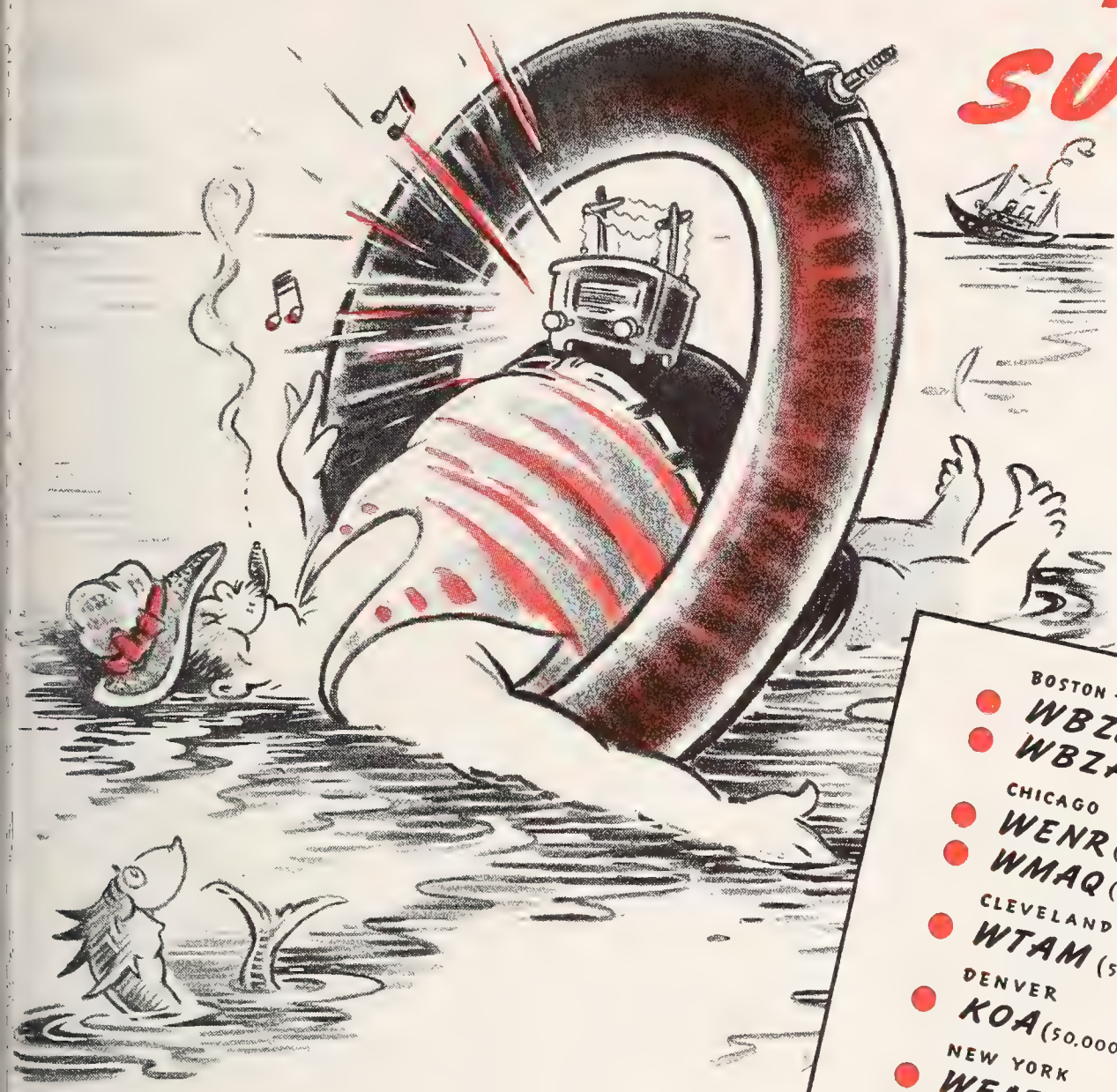
WTBO

CUMBERLAND, MARYLAND

800 Kc. Clear Channel 250 WATTS

NATIONAL REPRESENTATIVES: Joseph H. McGillvra

"YEAH... BUT... HOW MANY ARE AWAY FROM RADIO... IN THE SUMMER?"



That's *Your* question and we are glad you asked us!

Here is the answer founded on facts*: *Only* 3 out of every 100 adult listeners are away from radios in any one week during the summer.

For summer information on one or all fifteen NBC Programmed Stations consult the NBC Spot Specialist in any of the cities listed on the right. (Also Detroit and Hollywood). And he'll be very glad to assist you in solving your own particular Summer Spot Broadcasting problem.

*These facts are from a personal interview survey conducted by an independent research agency. (Anderson, Nichols, Associates, Inc.)

BOSTON - SPRINGFIELD
- WBZ & (50,000 WATTS - 990 KC.)
- WBZA (1,000 WATTS - 990 KC.)

CHICAGO
- WENR (50,000 WATTS - 870 KC.)
- WMAQ (50,000 WATTS - 670 KC.)

CLEVELAND
- WTAM (50,000 WATTS - 1,070 KC.)

DENVER
- KOA (50,000 WATTS - 830 KC.)

NEW YORK
- WEAF (50,000 WATTS - 660 KC.)
- WJZ (50,000 WATTS - 760 KC.)

PHILADELPHIA
- KYW (10,000 WATTS - 1020 KC.)

PITTSBURGH
- KDKA (50,000 WATTS - 980 KC.)

SAN FRANCISCO
- KGO (7,500 WATTS - 790 KC.)
- KPO (50,000 WATTS - 680 KC.)

SCHENECTADY
- WGY (50,000 WATTS - 790 KC.)

WASHINGTON
- WMAL (500-250 WATTS - 630 KC.)
- WRC (5000-1000 WATTS - 950 KC.)

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM



Farewell Banquet For Judge Sykes

MORE THAN 200 Government officials, employes of the FCC, broadcasters, and others identified with communications, paid tribute to Judge E. O. Sykes in Washington April 8 at a farewell dinner honoring him after 12 years of service as a member of the Radio Commission and the FCC.

Returning to private practice of law in Washington, Judge Sykes was extolled by Senator Pat Harrison (D-Miss.), a life-long friend; FCC Chairman McNinch, who praised Judge Sykes for his courage, ability and teamwork; Senator Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, who said he often called in Judge Sykes for counsel on radio and communications matters; Rep. Sam Rayburn, Majority Leader of the House, and Lambdin Kay, general manager of WSB, as spokesman for the broadcasting industry. NAB President Neville Miller presided. Entertainment was furnished by the industry, with Arch McDonald, CBS baseball announcer, as master of ceremonies.

All members of the FCC save Commissioners Case, who was unable to attend because of a previously scheduled family affair, and Payne were present, along with several former members. Frederick I. Thompson, Judge Sykes' successor, also attended. FCC employes presented to the Judge, through Chairman McNinch, a desk set. As the gift of those at the dinner, a leather easy chair was presented the retiring commissioner. The fish course at the banquet—four 25 lb. salmon—was supplied by Birt F. Fisher, general manager of KOMO-KJR, Seattle, and Don Graham, Seattle attorney.

In addition to those mentioned, Senators who attended the banquet included John H. Bankhead 2d. Alabama; Tom Connolly, Texas; Walter F. George, Georgia; Robert R. Reynolds, North Carolina; Richard B. Russell Jr., Georgia; Ellison D. Smith, South Carolina, and former Senators Hubert D. Stephens (Miss.), Judge Sykes' law partner and James E. Watson, Indiana.

Out of town broadcasters included H. V. Akerberg, CBS; W. C. Alcorn, WBNX; A. L. Ashby, NBC; Robert T. Bartley, Yankee Network; Hugh M. Beville Jr., NBC; H. K. Carpenter, WHK; Lester E. Cox, KWTO-KGBX; Donald D. Davis, WHB; William G. H. Finch, New York; Donald S. Shaw, WMCA; Charles Gannon, Arthur Kudner Inc.; Sam Gellard, WLTH; Gustav A. Gerber, New York; Gilson Gray, CBS; S. D. Gregory, KDKA; A. F. Harrison, United Press; William S. Hedges, NBC; D. E. Kendrick, KITE; John A. Kennedy, WCHS; Paul Kennedy, *Cincinnati Post;* Paul H. LaStayo, WAAT; Dr. Leon Levy, WCAU; T. L. Evans, KCMO; John C. McCormick, KWKH; Alfred J. McCosker, WOR; Richard H. Mason, WPTF; Herbert L. Pettey, WHN; Eugene C. Pulliam, WIRE; Virgil Reiter, station representative; William Ruess, WOW; Mefford R. Runyon, CBS; John Shepard 3d., Yankee Network; Glenn Snyder, WLS; Joe Spadea, station representative; R. E. Waldo, WADC; L. W. Whitten, Graybar; Ed Williams, United Press; W. P. Williamson, Jr., WKBN; Herbert L. Wilson, WBNX, nd L. B. Wilson, WCKY.

Judge Sykes immediately upon acceptance of his resignation by President Roosevelt April 5, joined the law firm of former Senator Stephens; former FCC Chief Counsel Paul D. P. Spearman, and former FCC Assistant Chief Counsel Frank Roberson. The firm name has been changed to Stephens, Spearman, Sykes and Roberson.

COURT RECOGNIZES Broadcaster's Problems With Six-Month License

EVEN the austere U. S. Court of Appeals for the District of Columbia has taken cognizance of the license tenure plight of broadcasters. During oral arguments April 10 on the appeal of Colonial Broadcasters Inc., from the FCC decision granting a new local station to Arthur Lucas in Savannah, Associate Justice Justin Miller inquired of General Counsel William J. Dempsey whether "greater stability" would not accrue to broadcasters if they were accorded one year licenses in lieu of the six-month tenures.

The attorney responded affirmatively, declaring there was no question but that broadcasters would benefit greatly. When Chief Justice J. Lawrence Groner asked whether it was true that broadcasters have invested "millions of dollars" on six-month licenses "at their own peril" with no more assurance of renewal than newcomers, Mr. Dempsey again responded affirmatively but asserted that the law permitted the FCC to exercise its discretion in regard to the tenure.



TEN YEARS behind KFYR's mike at the North Dakota State basketball tournaments has been Sportscaster Fay Brown, pictured delivering his rapid-fire description of the 1939 championship game, from the Bismarck station's special glass booth high in the girders above the playing floor. In 1936 Brown was awarded fifth place in a nationwide poll of sports announcers outside major league cities conducted by a national sports magazine. Pictured in the booth with Brown is KFYR's program director, Wayne Griffin, who handled the commercials for the sponsor, Sweetheart Bread, and Control Engineer Bob Watts.

FCC Rebuked by Appellate Court

(*Continued from page 38*)

order, it is the duty of the Commission to comply with that order and, unless for some exceptional reason it obtains leave of this court to reopen the case, to reconsider the matter on the record and in the light of this court's opinion," the court said.

"Here, as we have pointed out, petitioner was first in the field. Its application was duly set down for hearing and was duly heard by the Commission on the record made. This was in accordance with the Commission's Rule 106.4, which recognizes priority of filing when subsequent applications are made after the prior one has been set for hearing. In such a case petitioner ought not now to be put in any worse position than it occupied on the original hearing, and therefore ought not to be required any more now than originally to be put in hodgepodge with later applicants whose records were not made at the time of the previous hearing. On this state of facts, we are of opinion the Commission should rehear the application on the record and in the light of our opinion. We believe this expression of our views on the subject will obviate the necessity of issuing the writ. If it becomes necessary for the protection of petitioner's rights, counsel may submit a proposed form of order within 30 days. Otherwise an order will be entered denying the petition for prohibition and mandamus."

Similarity in Cases

In the Heitmeyer case, the special appeal was taken by the FCC from the District Court action denying the Commission's motion to dismiss. The appellate court reversed and remanded the decision of the lower court with instructions to dismiss the bill without prejudice but in so doing pointed out that Heitmeyer had a legal remedy under which he could mandamus the appellate court if the FCC failed to comply with its mandate.

Chief Justice Groner brought out that the Heitmeyer case was quite similar in many respects to the Pottsville case and therefore wrote a short opinion. He pointed out that in 1935, Paul R. Heitmeyer [now manager of KLO, Ogden, Utah] applied for a construction permit for the Cheyenne station. The examiner recommended a grant over the competitive application of the Wyoming Radio Educational Assn. which was heard at the same time. The Commission denied the Heitmeyer application and he appealed in December, 1937, at which time the court reversed the Commission.

Heitmeyer, through former Senator Clarence C. Dill and James W. Gum, his attorneys, then asked the Commission to make a final decision on the record as it stood, but the Commission ordered the record to be reopened for further hearing and consolidated it *de novo* (back to the beginning) upon the application of Frontier Broadcasting Co. and Cheyenne Radio Corp., new applicants. Heitmeyer appealed to the court for a "show cause" rule, which was denied, following which he went to the District Court on the bill of complaint.

The only substantial difference between the Heitmeyer and Pottsville cases, the court said, is that in the former the Commission, instead of passing upon all the issues set down for hearing before the examiner, denied the application on the single ground of Heitmeyer's financial qualifications. In originally reversing and remanding the case to the FCC with instructions to proceed with the application in conformity with its opinion, the court said its judgment imposed on the Commission "the duty of rehearing the case on the original record". It was because the court understood that the Commission would so proceed that it denied the rule to show cause, the opinion added.

"It was not then brought to our attention—or, if it was, we overlooked it—that the Commission intended to impose upon appellee the making of an entirely new record, and to make the decision turn upon the relative merits of the qualifications of himself and two new parties who had become applicants for identical facilities since his case was first heard and decided and who, under the Commission's own rules, were not eligible to become parties to the record on appellee's application," said the court.

For the reasons stated in the Pottsville case, the court said, Heitmeyer is entitled to have the questions decided upon the original record on which the appeal was based. It pointed out also that in the Pottsville case it said that upon a showing of newly-discovered evidence or of "supervening facts which go to the very right of applicant to have the license, the Commission might apply to us for leave to reopen for these purposes."

"But except in these circumstances," said Chief Justice Groner, "we think the rule announced in the Pottsville case is controlling here, and that the order of the Commission for a hearing on a new and different record and placing new parties on a parity with appellee is erroneous. Upon the showing made, appellee was entitled to apply to us for a mandamus or by his election to go forward with the hearing and then appeal."

COURT ASKS RELIEF FROM BULKY BRIEFS

THE U. S. Court of Appeals for the District of Columbia on April 11 criticized the cost of radio litigation during arguments on the appeal of W. P. Stuart of Prescott, Ariz., from a decision of the FCC granting a competitive application for a new local station in that city.

Chief Justice J. Lawrence Groner criticized the practice which has resulted in the filing of bulky records which he said consumed much of the court's time. He also observed that this practice entailed unnecessary costs to clients for printing. He alluded to a 600-page record costing approximately $1,500 involved in the Stuart case and commented that probably all of the necessary pertinent evidence could have been placed before the court in 25 or 50 pages.

Declaring he would have liked to have addressed his remarks to all members of the radio bar, in the interest of conserving the court's time and clients' funds, Chief Justice Groner inquired why the complete record had been submitted. William C. Koplovitz, FCC assistant general counsel, said the Commission had sought to have the appeal dismissed on two occasions and had made specific mention of the necessity for submitting the entire record. Frank Stollenwerck appeared as counsel for Stuart.

Bosco to Add

BOSCO Co., New York (milk amplifier), on April 3 added six quarter-hour news periods weekly on WCAE, Pittsburgh, to the series of news programs currently sponsored on the Yankee Network, WCAU, Philadelphia, and WHAM, Rochester. More stations will be added from time to time. Kenyon & Eckhardt, New York, places the account.

Sales Enmity of Newspapers and Radio Criticized at Ohio Broadcast Session

SALES ENMITY between newspapers and broadcasting stations should not exist because both media have their places in the advertising firmament, Harvey Young, former president of the American Newspaper Publishers Assn. and advertising director of the *Columbus Dispatch*, told the Ohio Sales Institute of the Ohio Association of Broadcasters at its second annual session in Columbus April 1.

Headlining speakers at the Institute, Mr. Young discussed sales fundamentals but took occasion to point out that competition between newspapers and stations need not be unto death. He said that in some cases broadcast stations have made papers tighten up their belts a bit but that they had come back in their own way by evolving new sales methods and innovations in printed advertising. Both radio and newspapers have a use in the world and nothing useful, so long as it maintained its purpose, would ever be eliminated by another "useful service", he said.

Attended by some 70 Ohio broadcasters and salesmen, the Institute was called by Leonard Reinsch, manager of WHIO, Dayton, president of the Ohio association. He emphasized the aim of the group was advancement of radio advertising through cooperative educational efforts. Fred Bock, sales manager of WADC, Akron, and chairman of the Institute, presided after introductory remarks by Mr. Reinsch.

James Tells of Successes

E. P. H. James, advertising manager of NBC, addressed the group on commercial broadcasting and gave a number of case histories of commercial programs. He emphasized the advantages and extra values obtained by proper merchandizing of campaigns and sought to substantiate his contention that "radio is the most intensive means of advertising in the world today."

After conclusion of Mr. James' regular talk, he was asked about television. With blackboard diagrams and in lay language, he projected the story. Explaining technical progress already made by the visual art and the present limitations of television, Mr. James asserted that even if television stations are licensed for commercial use, there would have to be some 300,000 receivers in the New York area before a New York station would be able to sell advertising which would bring returns commensurate with costs.

Charles O. Caley, sales manager of WMBD, Peoria, discussed local selling. He said a radio salesman might look at the toothpaste salesman who calls on the drug store which has 20 kinds of tooth paste on the shelf already and has to convince the druggist that No. 21 is the one he needs to make more sales. Then, he pointed out, the radio man's competition seems trivial.

The radio salesman should seek to show the prospect that radio is really best for his purpose, Mr. Caley declared. He should be armed with tangible evidence, and use it. While everyone appears to be interested in radio because of its glamour, he said nevertheless the astute buyer wants to be shown that it is a good medium and can sell goods.

He urged that salesmen not oversell but attempt to give the account something in line with his budget. Merchandising problems likewise should be discussed. Don't just sell broadcasting, he admonished, but sell a complete merchandising campaign—a program built to entertain and sell goods. Emphasizing the importance of good copy, Mr. Caley said that in his opinion, the continuity and production departments are 75% responsible for renewals.

A brief discussion period followed each speech. The meeting closed with a forum led by Gene Carr, assistant manager of WGAR, during which all parties were given opportunity to ask any questions or expound any theories.

In addition to Chairman Bock and Mr. Carr, other members of the Sales Institute Committee were Bill Orr, of WBNS, and Dave Brown, of WHIO.

'Calling All Ma's'

TO SETTLE once and for all who is the champion "child-calling mama" of the five boroughs of New York, Bob Hawk, of the Mennen Co.'s *People's Rally* program, on April 16 over MBS will conduct a contest which he names the *Calling All Ma's* competition. He seeks to find the mother who can yell loudest in bringing her offspring off the streets for supper.

Attending the meeting were:

WSPD, Toledo—J. H. Ryan, W. F. Shannon, R. B. Stone, E. Y. Flanigan, R. K. Richards, James Ubdlhart, Cliff Coe, Merrill Pheatt, Gene Vaughn, Russ Stone, T. O. McCullough.

WADC, Akron—Virgina Fair, Ed Marchal, Ruth Kelly, Fred Bock.

WHBC, Canton—R. H. Bruce.

WGAR, Cleveland—Sidney DeWitt, Gene Carr, John Walsh, Harry Camp.

WHIO, Dayton—Leonard Reinsch, Tom Stewart, R. H. Moody, Dave Brown, Harvey Young, Jr.

WKBN, Youngstown—E. E. Evans.

WLW-WSAI, Cincinnati—Walter Calahan.

WTAM, Cleveland—H. L. Gallagher, R. G. Carter, H. A. Barton.

WJW, Akron—Ted Winters, Edith Fern Melrose, John Weimer.

WLOK, Lima—Don Ioset, John Henry Gaskill, Edmund Brown.

WHK, Cleveland—H. K. Carpenter, K. K. Hackathorn, Harry Stair, Robert De Tschon, Jack Mauer, Wm. Brussman.

WKRC, Cincinnati—W. J. Williamson, U. A. Latham.

WCLE, Cleveland—Joe Beres, R. C. Brown, Phillip Herbert.

WCKY, Cincinnati—Tom Mitchel, George Moore, Floyd Weissinger, Lloyd Venard.

WCOL, Columbus—Jack Kelly, Jack Doty, Neal Smith, George Briggs, Don Brandes, Fred Hoffman.

WHKC, Columbus—B. A. Manring, C. M. Everson, J. Don Davis, J. D. Marks, H. H. Hoessely, Mr. Zimmerman.

WBNS, Columbus—W. I. Orr, C. L. Wanke, R. D. Thomas, Don Burrows, Mr. Weider.

VISITORS—Dr. Dameron, I. Trope, C. Haas, Ohio State U.

Railway Express Spots

RAILWAY EXPRESS AGENCY, New York, on April 11 started a 10-week campaign of three to four spot announcements weekly on a list of 41 stations. Six spots weekly are also placed on KOA, WBZ, WCCO, WGY, WTAM, and KDKA. Caples Co., New York, is agency.



A detail—but the radio audience has made it important: When we streamlined our station identification to "St. Louis KWK," listeners really sat up and took notice! They wrote, they telephoned, they said they liked it!

No need for us to say, "You are listening to Radio Station KWK, etc., etc.,"—they know they're listening to KWK and so do we! But we checked two hours of Class A time the other night just to make certain: A thousand telephone calls showed St. Louis KWK with 43.8% of the audience to St. Louis network stations. Another detail—perhaps—yet of a nature which insures sponsor success on St. Louis KWK.

ST. LOUIS KWK

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS

Representative

PAUL H. RAYMER CO.
New York - Chicago - San Francisco

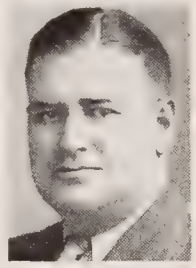
CIT Awards for Safety Are Given NBC, WGAR

NBC and WGAR, Cleveland, were the recipients of the awards presented by the Commercial Investment Trust Safety Foundation for their contributions to the cause of highway safety. NBC received a bronze plaque for its programs, *Sunday Drivers* and *No School Today*, while WGAR won the Foundation's local radio station award, with special mention for its program *Safety Cruiser*. A. O. Dietz, president of CIT, made the presentations at the Foundation's annual dinner April 12, part of which was broadcast on NBC-Blue. The Foundation was started in 1936 to promote highway safety by the CIT, an installment sales financing company, with special view to its services to the automobile group.

CJRM, Regina, Sask, on April 2 changed its frequency from 540 kc., which will be used by the new CBC 50 kw. transmitter CBA at Watrous, Sask., to 950 kc.

WBTH Staff Complete

COMPLETION of the staff of WBTH, Williamson, W. Va., was announced by A. C. Rodgers, general manager, as the new station prepared for its inauguration April 16, operating with 100 watts daytime on 1370 kc. Mr. Rodgers, formerly with KTOK, Oklahoma City, WBBZ, Ponca City, Okla. and WOPI, Bristol, Tenn., stated that Eddie Whikehart will be program director; F. W. Wagner, chief engineer; James Clark and Eddie White, announcers; George R. Taylor outside salesman. Mr. Whikehart comes from WPAY, Portsmouth, O., as does Mr. Wagner. Mr. Clark formerly was with WHIS, Bluefield, W. Va. Mr. White and Mr. Taylor are new to radio. The station will have Collins equipment throughout with a Lingo radiator, and has subscribed to UP news service.



Mr. Rodgers

Composite Award

FIRST BONER of the sport season is credited to Joe Wynn, of KOB, Albuquerque, N.M., for his statement during the excitement of presenting awards at the conclusion of a recent basketball tournament: "The captain of the Albuquerque baseball team will receive a gold football for winning this basketball game."

Deforest School Tests

DEFOREST TRAINING Inc., Chicago (television and radio school), has started a test campaign of weekly quarter-hour shows on WOR, Newark; CHSJ, Saint John, N.B.; CHNS, Halifax, N.S. The account will likely expand to various Canadian stations, according to Presba, Fellers & Presba, Chicago agency handling the account.

Repurchase of Holdings In American Record by CBS Disclosed by SEC

PROFITS aggregating about $35,000 resulted to "members of the family of certain directors" of CBS and their associates in a transaction by which CBS on Feb. 8 repurchased for $112,500 a 10% interest in American Record Corp. which CBS had sold on Dec. 27, 1938, with option to repurchase, to Isaac D. Levy on behalf of a group which did not include himself beneficially.

According to statements filed with the Securities & Exchange Commission, under terms of the Dec. 27 transaction, Mr. Levy, a CBS director and part owner of WCAU, Philadelphia, bought 10 shares of the capital stock of American Record Corp. from CBS, giving CBS an option to repurchase. Mr. Levy, reported as "having no beneficial interest in the stock or proceeds of the sale" paid CBS $70,000 for the 10% interest, along with $10,000 additional as expenses involved in an investigation of the company.

With CBS negotiating "and about to sign contracts for the purchase of all the common stock of another corporation (WBS) also engaged in some phases of the record business in which it was originally contemplated (American Record Corp.) would engage," the question arose whether Mr. Levy had the right to participate with CBS in the acquisition of the common stock of such corporation. Since continued ownership in the name of Mr. Levy "might present continued complications and difficulties in the future", upon mutual agreement on this point, CBS on Feb. 8 repurchased the stock for $112,500 and terminated the option.

Beneficial Holders' Profits

The SEC report, listing the beneficial holders of stock involved in the transaction, showed Edna Bortin and Stan Lee Broza each holding 100 shares, resold to CBS for $1,282.67, with a profit of $482.50 each; Leon Levy, for Robert Levy, his son, 3,267 shares, sold for $41,900.66, a profit of $15,767.33; Rita K. Levy, his wife, for herself and David Richard and Ann Frances Levy, her children, 3,267 shares, sold for $41,900.66, a profit of $15,767.33; Jacob Paley, a CBS director, 80 shares, sold for $640, the original purchase price; Samuel Paley, also a CBS director, 2,186 shares, sold for $17,493.33, the original purchase price, Remraf & Co., which is beneficially owned by Jacqueline Paley, daughter of Jacob Paley, 1,000 shares, sold for $8,000, the original purchase price.

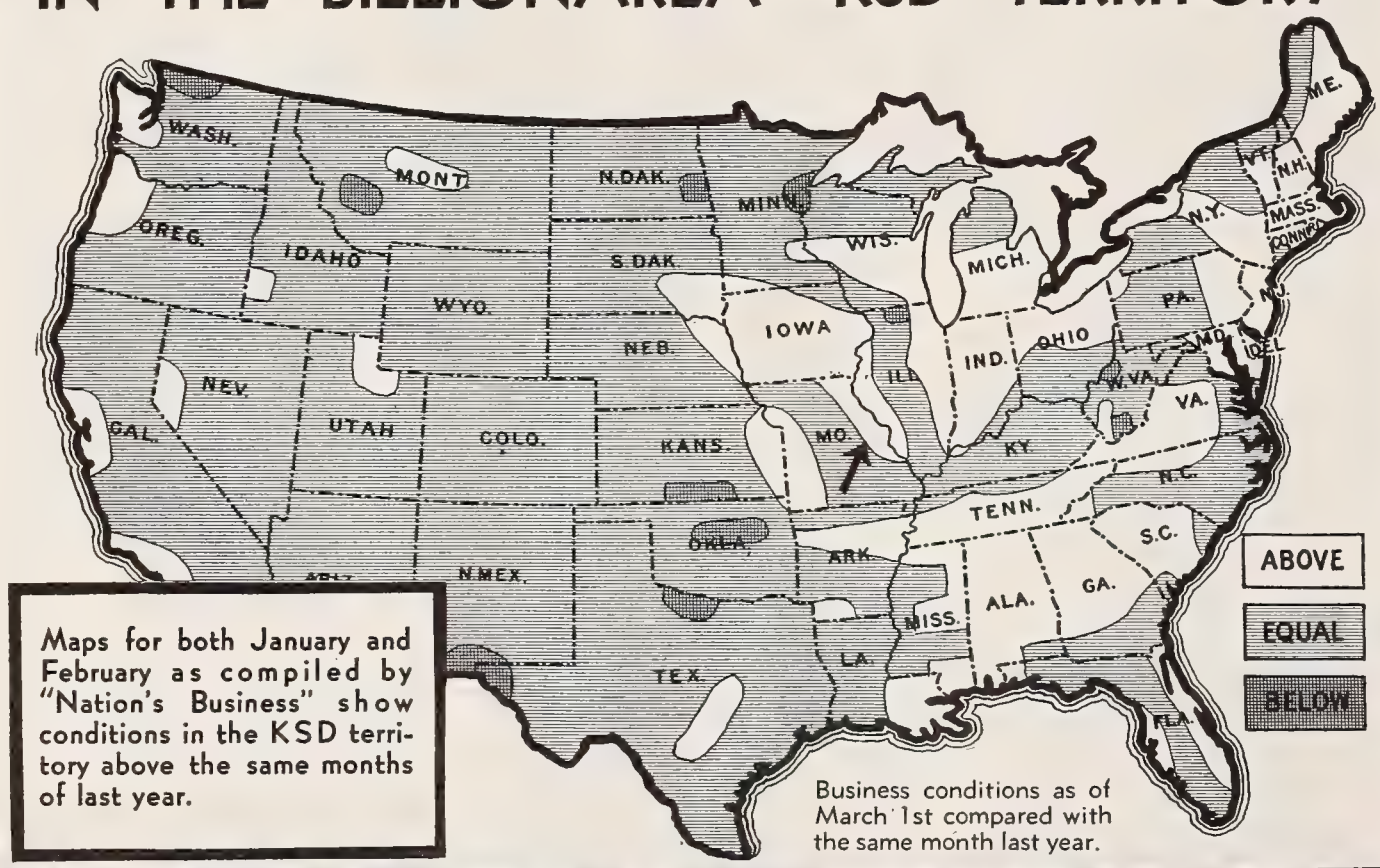
Tintex Dyes on 29

PARK & TILFORD Co., New York, on April 10 started its spot campaign for Tintex dyes with an average of three spots weekly on the following list of stations: WBRC KLZ WSB WMBD WOWO WHO WHAS WWWL WCSH WOOD - WASH WEBC WTCN KMBC WOW WBEN WBT WADC WBNS WHIO KOMA WJAR WMC WLAC WBAP - WFAA KTSA KDYL WRVA WCHS WWVA. The account is placed by Chas. M. Storm Co., New York.

KSD

KSD has a greater daytime coverage area than any other St. Louis broadcasting station.

BUSINESS CONDITIONS ARE "ABOVE" IN THE BILLIONAREA---KSD TERRITORY



Maps for both January and February as compiled by "Nation's Business" show conditions in the KSD territory above the same months of last year.

Business conditions as of March 1st compared with the same month last year.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Daylight Saving Time

(*Continued from page 28*)

MAINE (Cont'd)

Saint Luce	Waukeag
Sanford	Wells
Scarboro Beach	Wells Beach
Skowhegan	Westbrook
Soldier Pond	West Farmington
Solon	West Minot
South Paris	Wilton
Southport	Winn
South Windham	Winslow
Steep Falls	Winterport
Stockholm	Winthrop
Stratton	Wiscasset
Thomaston	Woodfords
Van Buren	Woodland
Waldoboro	Woolwich
Warren	Yarmouth
Waterford	York Harbor
Waterville	

(a) From April 23 to Oct. 15.
(b) From April 30 to Sept. 30.
(c) Starting April 23.
(d) Observed unofficially, starting April 23.

IDAHO

Kellogg (May 7-October 1) — Wallace

GEORGIA

Albany
Atlanta and surrounding towns.

CANADA

Aurora, Ont.	*Moncton, N. B.
Beauharnois, Que. (May 1-Sept. 30)	Montreal, Que.
	Montreal West, Que.
Bowmanville, Ont.	Napanee, Ont. (July 1-Sept. 2)
Brampton, Ont.	Niagara Falls, Ont.
*Burlington, Ont.	Oakville, Ont.
Chicoutimi, Que. (May 6-Sept. 30)	Orillia, Ont. (Apr. 29-Sept. 30)
Coaticook, Que. (Apr. 29-Sept. 30)	Oshawa, Ont.
	Ottawa, Ont.
*Cobourg, Ont.	*Peterboro, Ont.
Cooksville, Ont.	Port Colborne, Ont.
Cornwall, Ont.	Port Hope, Ont.
Cowansville, Que.	Quebec, Que.
Danville, Que.	Regina, Sask. (Apr. 9-Oct. 8)
Dartmouth, N. S. (May 6-Sept. 23)	Rimouski, Que.
Dolbeau, Que. (Apr. 23-Sept. 24)	St. Catharines, Que.
Drummondville, Que.	St. Hyacinthe, Que.
*Dunville, Ont.	St. Jean, Que.
East Angus, Que.	St. Jerome, Que.
Estevan, Sask. (C. S. T. all year)	St. John, N. B. (May 20-Sept. 23)
Farnham, Que.	St. Johns, Que.
Fort Erie, Ont.	St. Lambert, Que.
Gananoque, Ont.	Shawinigan Falls, Que
Granby, Que.	Sherbrooke, Que.
Grand Mere, Que. (Apr. 30-Sept. 30)	Sorel, Que.
	Sudbury, Ont. (June 3-Sept. 2)
Guelph, Ont. (Apr. 29-Sept. 4)	Thorold, Ont.
Halifax, N. S. (May 26-Sept. 24)	Three Rivers, Que.
	*Timiskaming, Que.
Hamilton, Ont. (Apr. 30-Sept. 10)	Toronto, Ont.
	Valleyfield, Que. (May 6-Sept.30)
Hawkesbury, Ont. (Apr. 29-Sept. 30)	Verdun, Que.
*Hull, Que.	Victoriaville, Que.
Isle Maligne, Que.	Waterloo, Que.
Kingston, Ont.	Welland, Ont.
Lachute, Ont.	Westmount, Que.
Leaside, Ont.	Weston, Ont.
Levis, Que.	Weyburn, Sask. (May 1-Aug. 31)
Magog, Que.	
*Matane, Que.	Whitby, Ont.
Metis Beach, Que. (May 1-Oct. 31)	Yorkton, Sask.

(C. S. T. all year)
*Definite dates not yet decided.

LABRADOR AND NEWFOUNDLAND

Daylight Saving from May 14 to Oct. 1.

IN EUROPE

Great Britain, Northern Ireland, Ireland (Eire) and the Channel Islands, from April 16 to Oct. 7.

France ——— from April 16 to October 8
Belgium ——— from April 16 to October 8
Netherlands ——— from May 15 to October 8
Portugal ——— Starts April 16; ends by proclamation.

SOUTH AMERICA

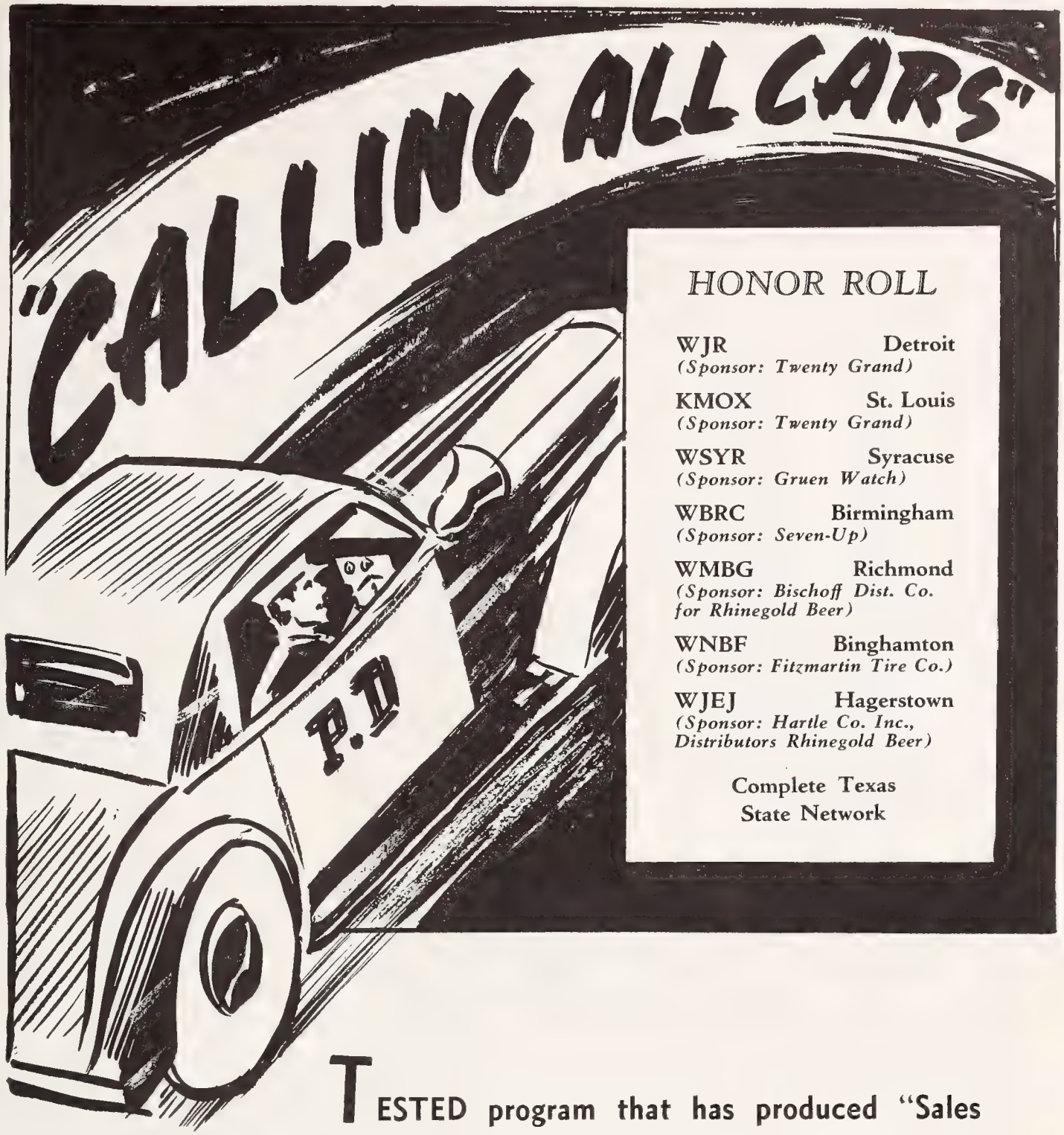
The Argentine Republic, from Nov. 1 until March 1, 1940.
Falkland Islands, from Sept. 30 to March 23, 1940.

CENTRAL AMERICA

British Honduras, clocks advanced thirty minutes October 1 to continue until approximately Feb. 14, 1940.

MEXICO CITY, MEXICO

Daylight Saving Time throughout 1939. (Equivalent to Eastern Standard Time.)



HONOR ROLL

WJR Detroit
(Sponsor: Twenty Grand)

KMOX St. Louis
(Sponsor: Twenty Grand)

WSYR Syracuse
(Sponsor: Gruen Watch)

WBRC Birmingham
(Sponsor: Seven-Up)

WMBG Richmond
(Sponsor: Bischoff Dist. Co. for Rhinegold Beer)

WNBF Binghamton
(Sponsor: Fitzmartin Tire Co.)

WJEJ Hagerstown
(Sponsor: Hartle Co. Inc., Distributors Rhinegold Beer)

Complete Texas State Network

TESTED program that has produced "Sales Results" for all types of sponsors in all kinds of markets explains why this public service program has consistently merited the outstanding ratings of "Crossley" and "Facts Consolidated."

You, too, like the above progressive stations with their prominent clients, can enjoy these same benefits by joining the "Calling All Cars" Honor Roll to successful sales.

TESTED RADIO FEATURES, Inc.
CHANIN BLDG. MU 5-3813 NEW YORK

WCKY

★POWERFUL AS AN
IN THE ENTIRE U

AND

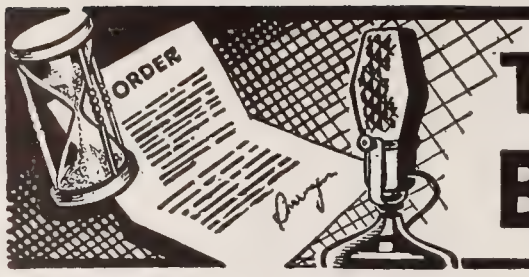
★WILBEAS

RADIO STATION

NTED STATES . . .

L. B. Wilson

VON'T BE VERY LONG NOW !



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

River Bank Canning Co., New York, 5 *sp* weekly thru Commercial Radio Service Adv. Agency, N. Y.

Olson Rug Co., New York, 3 *sp* weekly thru Presba, Fellers & Presba, Chicago.

Howard Clothes, New York, weekly *sp*, thru Redfield-Johnstone, N. Y.

DeForest Training Inc., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.

Gordon Baking Co., Detroit, weekly *sp*, thru Young & Rubicam, N. Y.

Refrigeration & Air Conditioning Institute, Chicago, 2 *sp* weekly thru James R. Lunke & Associates, Chicago.

Peter Paul Inc., Naugatuck, Conn. (candy, gum), 5 *sp* weekly, 52 weeks thru Platt-Forbes, N. Y.

Carnation Co., Milwaukee (milk), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

WTMJ, Milwaukee

Justrite Co., Milwaukee (pet food), 26 *sa*, thru Gustav Marx Agency, Milwaukee.

Procter & Gamble Co., Cincinnati (Crisco), 20 *sa* thru Compton Adv. Agency, N. Y.

Chris Hansen Laboratories, Little Falls, N. Y. (Junket products), 52 *ta*, thru Mitchell-Faust Adv. Co., Chicago.

General Motors Corp., Detroit (Oldsmobile), 26 *sa*, thru D. P. Brother & Co., Detroit.

Washington State Apples, Seattle, 26 *sa*, thru J. Walter Thompson Co., San Francisco.

Greeting Card Publishers, New York, 4 *sa*, thru Badger & Browning, N. Y.

KARK, Little Rock, Ark.

Lion Oil Refining Co., El Dorado, 4 *sp* daily, thru Radcliffe-Scott & Associates, Little Rock.

Utilities Engineering Institute, Chicago, 26 *sp*, thru First United Broadcasters, Chicago.

Industrial Training Corp., Chicago, 26 *sa*, thru James R. Lunke & Associates, Chicago.

KROW, Oakland, Calif.

B. F. Goodrich Co., Akron (tires), weekly *t*, thru Ruthrauff & Ryan, N. Y.

KGLO, Mason City, Ia.

E. I. Dupont de Nemours, Wilmington (Celo-Glass), 2 *sa* weekly, thru BBDO, N. Y.

Northwestern Bell Telephone Co., Des Moines, 4 *t* weekly, thru Coolidge Adv. Agency, Des Moines.

International Harvester Co., Chicago, 6 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.

Hamilton Seed & Coal Co., Cedar Rapids, Ia. (seeds), 6 *sa* weekly, thru Laidig Agency, Des Moines.

Jacob Schmidt Brewing Co., St. Paul, 3 *sa* weekly, direct.

American Corn Millers Federation, Chicago, 6 *sa* weekly, direct.

Nash Coffee Co., Minneapolis, 6 *t* weekly, thru Erwin Wasey & Co., Minneapolis.

Mullin Hybrid Corn Co., Corwith, Ia., 6 *sa* weekly, thru W. H. Milhaem Co., Des Moines.

WHK-WCLE, Cleveland

Crowell Pub. Co., New York (Women's Home Companion), weekly *sp*, thru McCann-Erickson, N. Y.

Scholl Mfg. Co., Chicago, 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Hartz Mountain Products, New York (bird seed), weekly *sp*, thru George H. Hartman Co., Chicago.

P. Lorillard Co., New York (tobacco), 7 *sp* weekly, thru Lennen & Mitchell, N. Y.

Wander Co., Chicago (Ovaltine), 41 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Scholl Mfg., Chicago, 2 *sa* weekly, 1 *t* weekly, thru Presba, Fellers & Presba, Chicago.

Good Luck Food Co., Rochester, 5 *sa* weekly, thru Hughes, Wolff & Co., Rochester.

Feminine Products, New York (Arrid), 3 *ta* weekly, thru Street &

WKRC, Cincinnati

Wurlitzer Co., Cincinnati, 6 *sp* weekly, thru Schwimmer & Scott, Chicago.

Standard Oil Co. of Ohio, Cleveland, 2 *sp* daily, thru McCann-Erickson, Cleveland.

National Biscuit Co., New York, 5 *sa* weekly, 3 *sa* daily, 32 weeks, direct.

Royal Lace Paper Works, Brooklyn, 3 *sp* weekly, thru Lawrence C. Gumbinner, N. Y.

Banner Baking Co., Minneapolis, *sa* series, thru Campbell-Mithun, Minneapolis.

WMCA, New York

Scholl Mfg. Co., Chicago (foot remedies), 3 *sp* weekly, 13 weeks thru Presba, Fellers & Presba, Chicago.

Plant Growers Guild, New York, 28 *sa* weekly thru Moore & Hamm, N. Y.

Practical Aircraft & Diesel Training Corp., Detroit, 3 *sp* weekly thru Rickard, Mulberger & Hicks, Detroit.

Railway Express Co., New York, weekly *sa*, thru Caples Co., N. Y.

WQXR, New York

P. Lorillard Co., New York (Old Gold cigarettes), 100 *sa* weekly, thru Lennen & Mitchell, N. Y.

Railway Express Agency, New York, 3 *sa* weekly, thru Caples Co., N. Y.

Conti Products Corp., New York (shampoo), daily *sa*, thru Bermingham, Castleman & Pierce, N. Y.

Packard Motor Car Co., Detroit, 2 *sa* daily, thru Young & Rubicam, N. Y.

WEEI, Boston

Reid Murdoch & Co., Chicago (Monarch food), *sa* renewal, thru Rogers & Smith, Chicago.

Procter & Gamble, Cincinnati (Crisco), time signals, thru Compton Adv., N. Y.

KMA, Shenandoah, Ia.

Ambofa Products Co., Omaha (shaving cream), 52 *sa*, thru Driver & Co., Omaha.

Brooks Appliance Corp., Marshall, Mich. (trusses), 26 *sa*, thru Matteson-Fogarty-Jordan, Chicago.

Fairyfoot Product Co., Chicago, 12 *sa* weekly, thru Mason-Warner, Chicago.

Gooch Feed & Flour Mills, Lincoln, Neb., 78 *sa*, thru Potts-Turnbull, Kansas City.

International Harvester Co., Chicago (McCormick-Deering), 6 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.

Mikeolite Co., Kansas City, 12 *sa* weekly, thru Ferry-Hanly Co., Kansas City.

Neverlift Co., Chicago, 12 *sa* weekly, thru Coe, Guy & Walter, Chicago.

Northwestern Bell Telephone Co., Des Moines, 4 *t* weekly, thru Coolidge Adv. Co., Des Moines.

Royal 400 Oil Co., Fort Dodge, Ia., 156 *sa*, thru Fairall & Co., Des Moines.

Van Patten Pharmacal Co., Chicago (Allimim), 12 *sa* weekly, thru Neal Adv. Agency, Chicago.

Wincharger Corp., Sioux City, Ia., 12 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.

WGY, Schenectady

Arkansas Soft Pine Bureau, Little Rock, weekly *t*, thru Robert H. Brooks Agency, Little Rock.

Dryden & Palmer, Long Island City (Gravy Master), 2 *sa* weekly, thru Samuel E. Croot Agency, N. Y.

Waitt & Bond, Newark (Yankee cigars), 3 *sa* weekly, thru BBDO, N. Y.

WOAI, San Antonio

Stanco Inc., New York (Flit), 195 *sa*, thru McCann-Erickson, N. Y.

National Biscuit Co., New York, 195 *sa*, thru McCann-Erickson, N. Y.

Kraft Phenix Cheese Corp., Chicago (Parkay), 22 *sa*, thru Needham, Louis & Brorby, Chicago.

Webster Eisenlohr, New York (Tom Moore cigars), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.

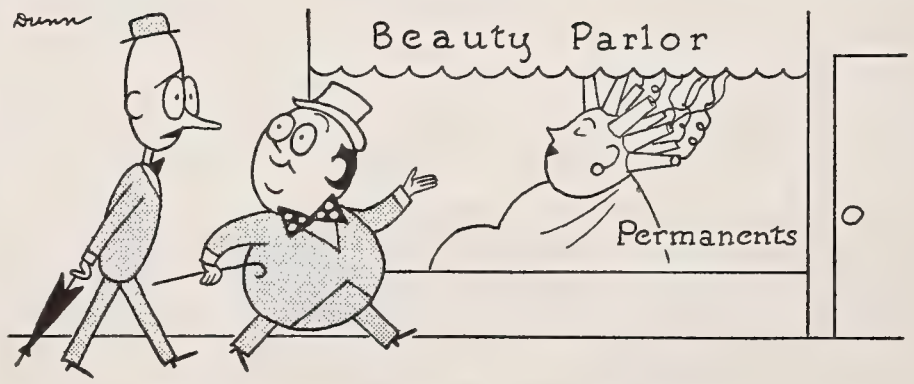
KFI, Los Angeles

Studebaker Sales Corp., South Bend, Ind. (autos), 13 *sa*, thru Roche, Williams & Cunnyngham, Chicago.

Santa Fe Railway, Los Angeles (transportation), 5 *sa* weekly, thru Stack-Goble Adv. Agency, Chicago.

KDYL, Salt Lake City

Union Pacific Stages, Omaha, 100 *sa*, thru Beaumont & Hohman, Omaha.



"That reminds me—I must renew on WRC"

Pd. Adv.

GOTHAM BASEBALL TO INCLUDE WNEW

ATLANTIC REFINING Co., Philadelphia, through N. W. Ayer & Son of that city, and General Mills, Minneapolis (Wheaties), through Blackett - Sample - Hummert, Chicago, have just signed with WNEW, New York, for the broadcast of all baseball games of the Newark Bears and the Jersey City Giants. WNEW is carrying the Newark Bears games for the sixth consecutive year, while this is the first year the station has broadcast the Jersey City Giants games, which were formerly heard on WHN, New York. Exact schedules have not been worked out as yet, except for April 20 as the starting date of the Newark Bears games. Earl Harper will announce.

On WSYR, Syracuse, Nicl Stemmler will announce for General Mills and Atlantic Refining games of the Chiefs (International League), schedule not completed.

All announcers for General Mills in the East were to meet in New York April 15 for a two-day session under direction of Brad Robinson, manager of the New York office of Knox Reeves, agency in charge of all General Mills sports broadcasting. The Saturday meeting was to be devoted to general baseball announcing technique and the Sunday session to the handling of commercial announcements.

Gren Rand, assisted by Sherl Herrick, will announce the baseball broadcasts of the Albany Senators on WABY and WOKO, co-sponsored by General Mills and Atlantic Refining Co. Other announcers selected since the publication of the schedules in BROADCASTING for April 1, include: Garnett Marks assisting Arch McDonald at WABC, New York; Al Helfer, assisting Red Barber at WOR and WHN, New York; Bill Slocum Jr. assisting Walter Johnson at WJSV, Washington; Lee Davis, announcing games on WCBM, Baltimore; A. B. Carroll, KFDM, Beaumont, Tex.; Jack Bridges, WALA Mobile; Bob Lee, WTAD, Quincy Ill.; Lee Davis, WCBM, Baltimore.

To Promote Seafood

NEWLY-organized Fishery Council of the New York and Middle Atlantic Area, which has tentatively planned to inaugurate a $50,000 advertising and promotional campaign with the assistance of the Bureau of Markets, is planning extensive use of radio along with other media to promote the consumption of seafood, especially in the New York area. The Council is currently promoting seafood on the talks broadcast by Mrs. Gannett, food specialist, on WNYC New York's municipal station, and is planning further promotion after interest has been aroused in producers of fish products, according to Frank W. Wilkisson, chairman of the New York committee.

For Towels Only

PARTICIPATION of Scott Paper Co. in the Yankee Network's *Marjorie Mills* program promotes only paper towels and does not include mention of Waldorf tissues, as stated in BROADCASTING April 1. According to John Shepard 3d, Yankee president, the contract was accepted with the definite provision that no mention would be made of tissue in any way.

Radio Advertisers

ANK OF AMERICA, San Francis-, with branches throughout Cali-rnia, recently launched a 13-week ot campaign, using 25 stations in alifornia. Transcribed minute an-uncements, live spot announcements d two quarter-hour programs are ing used. Some of the announce-nts are purely institutional, others ll attention to the various services aintained by the banking institution d still others do direct selling. Ac-unt is handled by Charles R. Stuart dvertising Agency, San Francisco.

YW, Philadelphia, to its *Home For-* directed by Betty Park, has added e following participating sponsors: iladelphia Electric Co. (public ility, electrical appliance division); C. Johnson & Co. (floor wax); harles Taxin & Co. (fruits and pro-ce).

RACKER JACK Co., Chicago, on ay 1 starts *Jolly Joe Kelly*, 15-min-e six mornings weekly on WLS, at city. Rogers & Smith, Chicago, ently acquired the account.

ARREN WATKINS CANDY Co., s Angeles, which announced a Pa-ic Coast regional spot campaign rting in late April, has postponed dio activities until fall. Firm had ginally planned to use a twice ekly five minute transcribed pro-am, *Listen & Learn*, placing through uger Radio Productions, Hollywood.

ONS BEDDING Co., Toronto, has ointed Dickson & Ford, Toronto, handle its radio advertising and rently is sponsoring the new week-*Battle of Words* feature on CFRB, ronto.

RELEY'S Inc., Hollywood, dis-utors of bottled orange and tomato es, has appointed Raymond R. rgan Co., that city, and is plan-g an intensive campaign to start e 1. Radio, along with newspapers l be used in selected markets. ler tie-in is planned. List of sta-ns is now being made up.

OMAS H. YOUNG, who has been aged in sales, sales promotion and ertising work for the U. S. Rub-Co., New York, since 1916, has n made director of advertising for company, succeeding Walter ery, appointed economist.

MBLYN & METCALF, Kitchener, t. (chocolates), have started a ce-weekly test transcription cam-gn on CFRB, Toronto, through All-nada Radio Facilities, Toronto.

CA-COLA BOTTLING Co., Ashe-e, N. C., is sponsoring play-by-play adcasts of Asheville Tourists games he Piedmont League this season on VNC, Asheville.

EAT WESTERN GARMENT Co., nonton, Alta. (work and sport hes), in the autumn starts *Lone ger* on 10 stations in British Co-bia, Alberta and Saskatchewan. ount will be placed through A, Edmonton, and All-Canada lio Facilities, Calgary, Alta.



AFFIXING the usual symbol on the customary line is R. C. Bowen, president of Bowen Motor Coaches, with Temple Bowen (right), vice-president, at his side. Mr. Bowen's signature completed negotiations with Harold Hough (left), manager of KGCO and WBAP, Fort Worth, for the new *News & Interviews* program announced by Porter Randall (beside Mr. Hough). The contract, handled direct, calls for five weekly evening quarter-hour newscasts.

EASTERN WINE Corp., New York (Chateau Martin wines), has expanded its radio campaign with an additional series of programs heard on WNEW, New York, on a 52-week contract starting April 10. The campaign includes six quarter-hours news programs a week, three 15-minute musical programs, participation in *Dance Parade* and Stan Shaw's *Milkman's Matinee*, and spot announcements. Firm recently began a series of programs and announcements on WHN, and the test brought a decision for further expansion of radio advertising. Plans are under way to add other stations in this and other markets. Austin & Spector Co., N. Y., is agency.

H. KAYE Co., Trenton, Ont. (sport clothes), on April 1 started a series of live and transcribed dramatized spot announcements on CKCO, Ottawa; CFPL, London, Ont.; CKSO, Sudbury, Ont. McConnel Eastman & Co., Toronto, placed the account.

TAYSTEE BREAD Co., Detroit, will sponsor *Smilin' Ed McConnell* in person thrice-weekly for 13 weeks, starting May 1, on WJR, Detroit, to be heard Mon., Wed., Fri., 1-1:15 p. m. Campbell-Mithun Inc., Minneapolis, handles the account.

HUDE TOBACCO Co. has purchased the *K-7* transcribed series produced jointly by NBC and Heffelfinger Radio Productions, New York, for sponsorship on 10 NBC stations. Account is handled by Whitehall Broadcasting Co., Montreal.

NORTH AMERICAN Accident Insurance Co., Newark, has renewed its contract with KPO, San Francisco, for sponsorship of *A Reporter Speaks*.

Magic Key Replacement Being Planned by RCA

PLANS to replace the *Magic Key of RCA* series of institutional programs with a different type of broadcast having a direct sales appeal are under consideration at RCA, which has sponsored the Sunday afternoon *Magic Key* series for the past 3½ years. "Because it is felt that it has achieved its objectives" this program "will soon be retired from the air," says NBC's announcement. Date of retirement was not announced but it is expected to be about the end of April. New series, it is said, will start as soon as a suitable program can be developed, probably early next fall.

This summer lay-off of RCA was said to have met with strong opposition from NBC sales executives who pointed out the difficulty in keeping other advertisers on the air through the summer if the parent company went off, the plea being unsuccessful in the face of RCA's counter argument that expense of its World's Fair exhibits on both Coasts necessitates a reduction in other advertising.

PATHE has just released a new one-reel show titled "Air Waves" which was filmed in the NBC Radio City studios and includes a summary of the building of a program.

America's 4th Market

KEHE

780 Kc

is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS



WHOM

JOSEPH LANG, *Manager*

New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!

Full-time foreign language programs in New York area.

Italian *German*
Polish *Yiddish*

5,000,000 POTENTIAL AUDIENCE



IT MAY BE SPRING

But we're not day-dreaming when we say that KRIC has . . .

65%

Of all LOCAL commercial programs broadcast in the Sabine-Neches area. Oh yes . . . and the Network percentage is even higher in our favor. You'd like to know why so . . .

ASK KELLY-SMITH

New York - Chicago
Detroit - Atlanta

They know that KRIC has TWO-HUNDRED AND FIFTY THOUSAND potential fans in one of the richest markets in the Southwest. Call them up and rain or shine . . . they'll be there.

KRIC

Beaumont, Texas
Mutual and Texas State



It Speaks Their Language

CKAC

MONTREAL

- It takes **three** radio theatres to accommodate all the enthusiastic Montrealers who care to see CKAC's live shows each week.
- This popularity is easily explained:

1. Three-quarters of Montreal's population speak French
2. CKAC speaks French

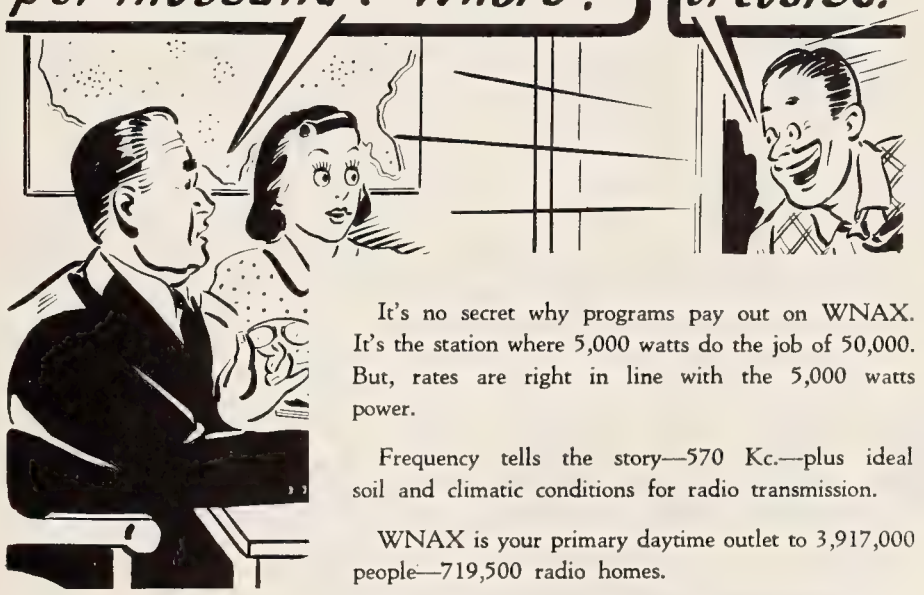
Canada's Busiest Station

Johnson's Wax Renews As Radio Boosts Sales

WHEN *Fibber McGee & Co.* presented its 200th broadcast for S. C. Johnson & Son on April 11, officials of the company reviewed the four-year success of the program. The firm's radio budget for 1939 tops $800,000 and the program was recently renewed for 52 weeks on a combined NBC-Red and CBC network of 103 stations. In Mid-April the network was supplemented with a short spot campaign for Glo-coat self-polishing wax, using a varying schedule of one-minute and 100-word announcements on WJZ WGY WWNC WTAM WBNS KYW KDKA WNOX KTSM WCHS KOA WRC WMAQ WGBF WOWO WBOW WMT KSCJ WIBW WBZ-WBZA WJR KSTP KSD KWTO.

A 50% increase in the sponsor's business has occurred since *Fibber McGee* went on the air in 1935, according to Jack Louis, of Needham, Louis & Brorby, Chicago agency handling the account. Having reversed the conventional advertising approach used for other household products, the network show features light, humorous commercials that add to the show's entertainment by being entertaining in themselves. The program was not an instant success, Mr. Louis said, but has offered such mass appeal that a recent survey made by C. E. Hooper Inc. shows *Fibber McGee* second to *Jack Benny* in half-hour shows, fourth in popularity among all radio programs.

Radio families at 3⅓¢ per thousand? Where? *WNAX of course!



It's no secret why programs pay out on WNAX. It's the station where 5,000 watts do the job of 50,000. But, rates are right in line with the 5,000 watts power.

Frequency tells the story—570 Kc.—plus ideal soil and climatic conditions for radio transmission.

WNAX is your primary daytime outlet to 3,917,000 people—719,500 radio homes.

Those people—in five states—Iowa, Nebraska, Minnesota, North and South Dakota—last year spent $891,466,000 for the things you're trying to sell.

WNAX rates enable you to buy these 719,500 radio families for as little as 3 1/3 cents per thousand. You ask how? Just drop us a line, or call your nearest Katz Agency office.

** And, of course, you can buy WNAX in combination with the Iowa Network at an exceptionally low rate.*

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

CBS Profits Cut

(Continued from page 34)

information and discussion in this country. Referring to the FCC's network inquiry, he states:

"This is the first comprehensive presentation of modern radio chain broadcasting service which has ever been put on public record. It is our belief that this record of testimony and exhibits will do much to inform, enlighten and interest people in this business. It is also our belief that Columbia's presentation showed that we operate with a high sense of public responsibility; that this method of operation represents the soundest way in which current high standards of sustaining and sponsored programs can be maintained and improved, and that the diversified programs available to the American people as a result of our operations are impressively extensive."

Pledge of Fairness

Mr. Paley reiterated his statement of a year ago, that Columbia "has pledged itself not only to freedom of the air, but to nonpartisanship and fairness of the air."

"So far as Government is concerned," he added, "we hold the view that apart from the legislation and regulation to which business in general is subjected, special broadcasting regulation is necessary at all only because, the number of stations in the broadcasting band being limited, interference should be prevented, and that such special regulation should be confined to the field of the physical aspects of radio. The public is our best censor. Competition is our best stimulus to higher standards. And it is through network broadcasting that radio is enabled to perform some of its most valuable functions most effectively."

The CBS consolidated profit and loss and earned surplus account for 1938 was as follows:

Gross income from sale of facilities, talent and lines		$32,662,992.80
Less — Time discount and agency commissions		9,597,398.91
		$23,065,593.89
Deduct:		
Operating expenses	$12,689,415.98	
Selling, general and administrative expenses	5,563,476.71	
		18,252,892.69
Net income for the year before interest, depreciation, Federal income taxes and miscellaneous income		$ 4,812,701.20
Less:		
Interest	$ 49,664.92	
Depreciation	593,066.12	
Federal income taxes	767,870.76	
		1,410,601.80
		$ 3,402,099.40
Add — Miscellaneous income (net) including interest, discount, dividends, profit and loss on sale of securities		139,641.50
Net Profit for the Year		$ 3,541,740.90
Earned Surplus at Jan. 1, 1938		4,884,593.28
		$ 8,426,334.18
Deduct—Dividends (cash)		2,135,006.45
Earned Surplus at Dec. 31, 1938, per Balance Sheet		$ 6,291,327.73

NOTE—The equity in the undistributed earnings of controlled subsidiary companies not consolidated as at December 31, 1938, in the amount of approximately $123,000.00 is not included in the above accounts.

AGENCY Appointments

CHARM PRODUCTS Inc., Los Angel (Carlyle cosmetics), to BBDO, Hollywoo using five-weekly participation in t Bridge Club on KFI, Los Angeles.

RU-MARI Co., Hollywood (proprietary to Howard Ray Adv. Agency, Los Angele Radio planned.

INSKEEP PRODUCTS Co., Huntingt Park, Cal. (ice cream mix), to Ivar Wallin Jr. & Staff, Los Angeles, and March 27 started for 13 weeks six-week participation in combined *Sunrise Salu* and *Housewives Protective League* KNX, Hollywood.

LADY ESTHER Co., Chicago (cosmetics to Pedlar & Ryan, N. Y.

G. KRUEGER BREWING Co., Newark, Warwick & Legler, New York, effecti May 1.

E. J. HERTER Co., New York, to Frar Best & Co., New York, to handle radi newspaper and magazine advertising Castle Bread, a Swedish product. No pla have been made as yet.

H. C. BRILL Co., Newark, to W. I. Trac New York, for newspaper and radio adve tising of E-Zee Freeze ice cream mix ar Brill's spaghetti sauce.

OLYMPIC OYSTER GROWERS' Assr Portland, Ore., to Botsford, Constanti & Gardner, Portland.

FALSTAFF BREWING Co., St. Louis, Sherman K. Ellis Co., Chicago.

ROMA WINE Co., Lodi, Cal., to Anderso Davis & Platt, N. Y. (Eastern adverti ing).

PINE BROS., Philadelphia (glycerine ta lets), reported in April 1 issue of BROA CASTING as having placed its advertisir account with McKee & Albright, Philade phia, actually has had its account with th agency since 1933.

Chicago Campaign

CHICAGO Association of Con merce has announced the launchin of a campaign to raise a $250,00 advertising fund, to be expende for radio, newspaper and mag azine exploitation of Chicago advantages as a vacation cente and sports capital. Oscar G. Maye president of the association, an nounced the appointment of Charle Daniel Frey Co., Chicago agency to handle the campaign, which is hoped can be started shortl after July 1.

Household Tie-ins

HOUSEHOLD FINANCE Co., Chi cago, has started weekly tie-in an nouncements on the 28 CBS sta tions broadcasting *It Can Be Don* Wednesday, 9:30-10 p. m. (CST) including WABC WOKO WEE WKBW WBBM KRNT WJ WDRC WFBM KMBC WHA WCAU WJAS WPRO KMO WFBL WBNS WHIO WHE WORC WNBF WMAS WIB WCHS WOC WKRC WCAC BBDO, Chicago, handles the ac count.

MAKING BETTER AMERICANS . . .

There's showmanship in our foreign language programs. And more. There's an Americanization message that builds sincere loyalty. Do Chicago's foreign-speaking Americans (more than 2½ million of them) know YOUR products?

WGES is first in English programs, too!

WGES

In The Heart of Chicago

TRANSCRIPTIONS

AVIS & SCHWEGLER, Los Angeles, producers of tax-free music and anscriptions, has established New ork offices at 545 Fifth Ave., with orsey Owings as manager. Carl averlin, general manager, was in ew York in early April for the open-g. The firm has devised a multiple-lored speed-action index file for tran-riptions and programs which is be-g sent to its library subscribers.

EW subscribers to NBC's *Thesaurus* anscription library service include ILM, Wilmington, Del.; WKZO, alamazoo; WBCM, Bay City, Mich.

AVID S. BALLOU Productions, ollywood, has acquired from Na-onal Radio Adv. Agency, that city, e exclusive Western sales rights to e transcribed juvenile adventure se-al, *Speed Gibson.*

AMES ALLEN has joined Aerogram orp., Hollywood transcription con-rn, to promote sales and handle pro-ction. He was formerly a partner Alsop Radio Recording Corp., and len - Alsop - Eddy Radio Recording orp., New York.

ILL MILLER, formerly first saxa-onist with Paul Pendarvis orches-a, and his brother Ross Miller, have tablished a recording and radio busi-ss at 445 S. La Cienega Blvd., Los ngeles, under the firm name of Mil-Bros. Firm will engage in all types sound and recording work and is w installing transcription equip-ent.

ALL-BLOUNT Radio Productions c., has been organized with head-arters at 1441 N. McCadden Place, ollywood. The firm will produce and nscribe programs, having installed cording equipment under supervision F. H. Fodor, chief engineer. Betty ount is president and Robert H. all, vice-president. Kenneth Smith is ation relations and sales manager.

CSC, Charleston, S. C., and KHUB, atsonville, Cal., are recent addi-ns to the subscribers to World pro-am service.

NEW program, titled *Aireel*, has en announced by T. W. Radio Pro-ctions, New York, which will offer to stations on an exclusive basis. ogram, a twice-weekly transcribed ature, will be similar to motion pic-re newsreels, presenting a review of ws highlights described by well own commentators. T. W. Radio oductions is the producer of *White nners*, radio version of the novel that name, and has a broadcast rsion of *Magnificent Obsession*, an-her novel by the same author, in eparation.

JANE M. DAVIS, manager of the anscription department of Musicraft cords Inc., New York, has taken arge of distribution of the firm's uralite recording blanks used for its n masters during the last year but w available for sale.



MAKING a preliminary script on a new Presto Recorder are S. J. Andrews, radio director, and Carolyn Allen, both of Fuller & Smith & Ross, Westinghouse E. & M. Co. agency. Ralph C. Powell, Presto Recording Corp. sales manager, officiates at the machine, the new Model G portable designed for use for orchestras and entertainers, as well for sales executives and speakers wishing to use it for rehearsal and playback. Fuller & Smith & Ross has adopted the routine for submission of voice copy to clients, Mr. Andrews says, and it simplifies improvement and approval of final radio scripts.

Gospel Singer Discs

PROCTOR & GAMBLE Co., Cincinnati (Fluffo), on April 2 started *The Gospel Singer* via transcription on three Southern stations, WBT, WOAI and KVOO, and by April 16 will have added to the list WIS, WGST, WKY, WFAA, WRVA, WTAR, WMAZ, WJDX and KNOW. The usual five-times-weekly broadcasts of this program will continue on a split NBC Red and Blue network 9:45-10 a. m., while the Southern stations will broadcast the program Sundays and Thursdays only. Compton Adv., New York, handles the account.

Apple Campaign

WASHINGTON State Apple Adv. Commission, Wenatchee, Wash. on April 5 launched a special radio campaign for two weeks on 22 stations in the East, Midwest and South in behalf of Newtown and Winesap apples. Fifty-word daytime spot announcements are being used during the campaign. Account is handled by J. Walter Thompson Co., San Francisco.

IMPERIAL TOBACCO Co., Montreal, recently ordered 25 more transcriptions of the *Light Up & Listen* series, produced by NBC transcription department to be broadcast on Canadian stations, placed through Whitehall Broadcasting Co., Montreal.

Long-Term AMP License Signed by Texas Network

A LONG-TERM licensing agreement, effective April 1, has been signed between Elliott Roosevelt, representing the 23 stations of the Texas State Network, and the Associated Music Publishers, owner of performance rights in the symphonic and concert works of a large group of leading publishers, both domestic and foreign. According to Robert S. Keller of the AMP, the agreement has no strings attached in the way of a "restrict list" or "grand right" assessments and gives each station full authority to originate locally and to its network and to rebroadcast TSN and MBS programs containing AMP copyrights.

Each station "gets a clean bill of health on past infringements" and receives a generous supply of complimentary music, Mr. Keller said. AMP is the only large music licensing organization actually owning its own copyrights, which fact exempts it from anti-ASCAP legislation operating in certain States and pending in others.

N. C. Recording Law

FOLLOWING the lead of its sister state of South Carolina, the North Carolina Legislature has passed a bill which openly permits performance of phonograph records and transcriptions without payment of royalties under purported common law copyright. The bill, already signed by Governor Hoey, eliminates common law rights to restrict or collect royalties on commercial recorded performances by phonograph record or transcriptions when they have been sold in commerce. It was aimed particularly at activities of such groups as the National Association of Performing Artists, which seeks to collect royalties on phonograph recordings.

Royal Lace Series

ROYAL LACE PAPER WORKS, Brooklyn, has been running a 13-week campaign which will end the latter part of April of five-minute transcriptions to promote Roylies on the following list of 12 stations: WGN, WKRC, WBNS, WHIO, WWJ, WOWO, WFBM, WAVE, WHK, KRNT, WISN and KSTP. Lawrence C. Gumbinner Agency, New York, placed the account.

"PAUSE for Station Announcement"

"Ladies and gentlemen of the Broadcasting audience, we pause briefly in this semi-monthly survey of the radio world to introduce one of the question-and-answer games now so popular on the air. These questions are very easily answered by WBIG's merchandising department.

Question: What nationally known watch sells 5 to 1 in WBIG's area? Why?

Question: What brand of ice cream received 3,000 orders for special Thanksgiving novelties? Why?

Question: What bakery has doubled its capacity in the past six months, in WBIG's area? Why?

Question: What dairy has consistently advertised its milk products through WBIG and is now branching out in new fields? Why?

Question: What famous soft-drink has consistently advertised over WBIG for eight years? . . . What dry cleaning plant?

Question: What firm is building the biggest department store in North Carolina, and do they use radio regularly? And how!

The sales and merchandising departments of WBIG, in Greensboro, will gladly give you the answers to the above questions, and they can also tell you the name of the radio station that carries advertising for seven different tobacco markets in season. As you probably suspect, all of the firms are—and have been for years—regular clients of WBIG, and there are many more success stories!

This metropolitan district of North Carolina has more radio sets, more automobile registrations, and is the richest and most populous section of the South!

Write for COLD FACTS about

WBIG

We return you now to the editorial pages of BROADCASTING for the latest news of radio and radio people.

Edney Ridge, speaking . . ."

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA

EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. *Natl. Reps.*

KSTP
Northwest's Leading Radio Station

50,000 WATTS SOON
ic Red Network

LOWEST COST PER LISTENER IN TWIN CITIES AREA

INNEAPOLIS SAINT PAUL

Quiet Cutting—

MUSICRAFT RECORDS INC. N.Y.C. DURALITE

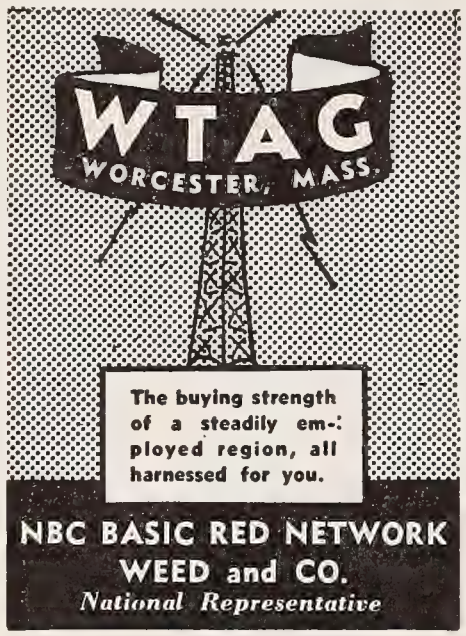
DURALITE
RECORDING BLANKS
Write for
"REMEDIES FOR CUTTING DIFFICULTIES"

MUSICRAFT RECORDS INC. 8 WEST 47th ST. NEW YORK

FTC Stipulations

THE Federal Trade Commission has ordered Allen B. Wrisley Co., also trading as Regal Soap Co., Chicago, to cease certain claims regarding the olive oil content of its product. The Commission has received stipulations from the following firms which agree to revise certain advertising claims: Varady Inc., Chicago; Richard Hudnut, New York; Ralston Purina Co., Purina Mills, St. Louis; Standard Chemical Mfg. Co., Omaha; Pennsylvania Salt Mfg. Co., Philadelphia. Fels & Co., Philadelphia, has been charged with making false claims on behalf of its soap chips.

CAL AUSTIN, formerly of NBC-Chicago and more recently of Blackett-Sample-Hummert, that city, has joined Stack-Goble Adv. Agency, Chicago.



Roberts to B-S-H

HARLOW P. ROBERTS, former sales manager of Pepsodent Co. and more recently advertising manager of Purity Bakeries, Chicago, has been named head of the radio contract department and station relations of Blackett-Sample-Hummert, Chicago. Mr. Roberts was advertising manager of Pepsodent from 1922 to 1927, sales manager from 1927 through 1936. He estimates that during his advertising career he has placed $40,000,000 in advertising of which nine millions was expended for radio time. Among his radio contracts have been *Amos 'n' Andy, The Goldbergs, Frank Buck, Eddie Duchin, Al Pearce & His Gang.* Mr. Roberts was graduated from Wisconsin U in 1917. Miss Alice Shepherd, formerly of Press Radio Features, Chicago, has been named secretary to Mr. Roberts. Jack W. Laemmar and Gene Fromherz, it was announced, will remain as time-buyers in the B-S-H radio department.



Mr. Roberts

Mission Dry Discs

MISSION DRY Corp., Los Angeles (bottled orangeade), has cut a series of 10 one-minute dramatized transcriptions at C. P. MacGregor, Hollywood recording studios, which are being distributed to Mission Orange bottlers nationally in a summer campaign. Agency is The McCarty Co., Los Angeles.

McCann-Erickson Move

McCANN-ERICKSON, New York, advertising agency, has leased the 11th, 12th and 13th floors of the Associated Press Bldg. 50 Rockefeller Plaza, with plans to move from present headquarters at 285 Madison Ave. soon after June 15. The new offices will include, in addition to office facilities for 300 employes, three conference rooms, an art gallery, and a radio audition room. The agency will erect on the 12th floor a retail store window for window displays and sales promotion material.

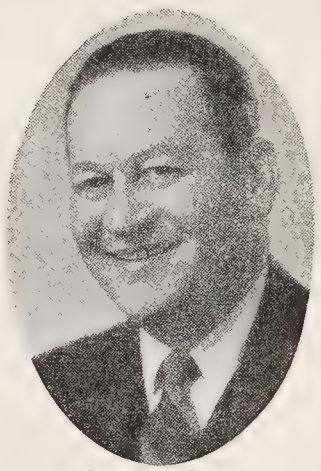
Ayer Expands in N. Y.

NEW YORK headquarters of N. W. Ayer & Son, within the next 60 to 90 days, will be moved to the 11th floor of the RCA Bldg., Rockefeller Center, with an expansion of office facilities to include departments of service, radio production and programming, publicity, and all other related functions. A suite of studios with comprehensive radio equipment will be installed in the new offices so programs may be produced directly from the agency. Executives in charge will include Gerold M. Lauck, executive vice-president; Edward R. Dunning, John B. Hunter, Frank J. Zink, vice-presidents; Warner S. Shelly, vice-president in charge of service in the New York office, and Harold L. McClinton, vice-president in charge of radio production.

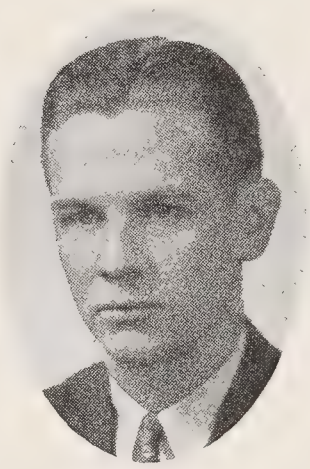
'Voice of the Spindles'

WITH Pat McSwain as manager, the new WGNC, Gastonia, N. C., 100 watts night and 250 day on 1420 kc., went on the air in March on full schedule. Mr. McSwain formerly was with WSPA, Spartanburg, S. C. Commercial manager is Frank Abernathy, new to radio. Program director is Grady Newman, formerly of WNOX, Knoxville, and announcers are Earl Holder, formerly of WSTP, Salisbury, N. C.; Howard Turner, formerly of WSOC, Charlotte, and Richard Gray. Clarence Moore, formerly of WSPA, is chief engineer with William C. Groves, Norman Edwards and Vernon Upton Jr. as operators. The station is equipped with a Collins transmitter, and is licensed to F. C. Todd, dealer in textile machinery and supplies, who has designated it as "The Voice of the Spindles".

To Serve You Better



J. F. Johns



Harlan Oakes

These two old friends of hundreds of agencies and advertisers are now associated with the Howard H. Wilson Co. Increased business made it necessary that we find two men with long-established records for personalized service and results. We found them!

J. F. Johns—with an enviable 12-year record as representative for farm papers, radio stations, newspapers and national magazines.

Harlan Oakes—former Chicago manager for national radio representatives. Seven year's background of specialized radio sales and production.

HOWARD H. WILSON CO.

Radio Station Representatives

Chicago New York Kansas City

COME AND GET IT!

A ready-made audience with a constant supply of ready cash is the golden combination offered you on WAIR. If it's volume you want—it's here! Come and get it!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Agencies

WILLIAM BAKER, vice-president of Benton & Bowles and J. K. Evans, General Foods Corp. vice-president in charge of sales on Maxwell House coffee, both of New York, were in Hollywood during early April to check on the NBC *Good News* program sponsored by the latter firm. Future radio plans for the Maxwell House coffee account were not revealed, but it is understood that a summer show will replace the present series, which ends in June.

HARRY J. WENDLAND, former account executive of Crundall-Lester Adv. Co., Los Angeles, has joined Howard Ray Adv. Agency, that city.

WILLIAM KEARNS, formerly of Blackett-Sample-Hummert Inc., Chicago, has joined H. W. Kastor & Sons Adv. Co., that city, as account executive for Procter & Gamble's Teel.

WALTER RAITHEL, formerly of Roland Kay, Chicago export advertising firm, has joined the copy department of Schwimmer & Scott, Chicago.

DICKSON FORD is the new name of the former Radio Publicity & Advertising Agency, Toronto. Rolf Ford, former public relations director of CJOR, Vancouver, is a new member of the firm. The other principal is Roy Ward Dickson. The agency specializes in radio production.

DR. EDWARD L. LLOYD, former chief of the Market Data Section of the Bureau of Foreign & Domestic Commerce, has joined A. C. Nielsen Co., Chicago market research firm whose activities include a radio index based on audimeters.

KENNETH MacGREGOR, Benton & Bowles, producer, after several months in Hollywood, has returned to the New York office.

LOUIS DeGARMO has resigned as president and director of Fulton, deGarmo & Ellis, New York, to establish his own advertising agency late this spring.

ED HELWICK has been transferred from New York to the Hollywood script staff of J. Walter Thompson Co.

JACK LAWSON, radio publicity writer of Shattuck & Ettinger, Beverly Hills, Cal., agency, is the father of a boy, born March 26.

WM. B. MAILLEFERT, radio time salesman at Compton Adv., New York, on April 3 married Cathryn Joughin.

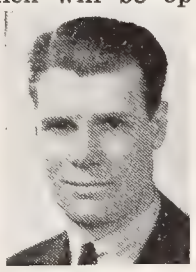
BARBARA WINTHROP, formerly of KTRH, Houston, and more recently of KMBC, Kansas City, where she produced the *KMBC Magazine of the Air*, has joined the radio department of Rogers & Smith, Chicago.

Sorensen Takes Bowey's

ROY A. SORENSEN, formerly of Stack-Goble Adv. Agency, Chicago, has formed his own agency under the name of Sorensen & Co., Palmolive Bldg., Chicago; telephone Delaware 5030. Among the new firm's accounts is Bowey's Inc., Chicago (Dari-Rich) which is changing from the juvenile to the adult appeal in its broadcast advertising for its chocolate milk drink. Company is temporarily off the air since the conclusion March 22 of its children's serial, *Terry and the Pirates*, on NBC-Blue, but on June 4 it will start *Swing Newsreel*, a half-hour Sunday program on CBS stations. Program will be broadcast at 11 a. m. (EDST) with a rebroadcast for five western stations at 2:30 p. m. (EDST) until Oct. 8. Beginning Oct. 15, it will be heard on all stations at 2:30 p. m. (EST).

Petry Appoints Kercher To Head St. Louis Office

GEORGE A. KERCHER, for six ...x years of the Chicago office of ...dward Petry & Co., has been ...amed manager of that company's ...t. Louis office which will be op...ned May 1. Mr. ...ercher started ...n radio as an ...nnouncer on ...BBM, Chicago, ...nd later worked ...n the press de...artment of NBC-...hicago. In 1932, ...e was in charge ...f radio for the ...epublican Na...onal Committee in Chicago. He ...ined Edward Petry & Co. in Jan...ary of 1933 when Edward E. Voy...w opened the firm's Chicago of...e. A 1924 graduate of James ...ilikin U., Decatur, Ill., he is a ...ember of Sigma Alpha fraternity.



Mr. Kercher

In announcing the appointment, ...r. Petry said, "Advertisers in the ...t. Louis area have been increas...g their use of spot radio in the ...ast twelve months, making it ad...sable to provide a regional of...e to expedite and facilitate the ...rvice to these accounts." The ad...ess of the new St. Louis office ...d not been determined as BROAD...ASTING went to press.

CBS Names Moskovics

GEORGE L. MOSKOVICS has ...ken over the duties of sales pro...otion manager of the CBS Pacific ...etwork, a newly-created post. ...eadquartered in Hollywood, he ...ill also continue as Radio Sales ...presentative for the eastern CBS ...wned and operated stations, ac...rding to Donald W. Thornburgh, ...acific Coast vice-president of the ...etwork. On KNX, Hollywood, na...onal spot business continues un...er direction of Harry W. Witt, ...les manager of that station, as...sted by Roger K. Houston. E. W. ...uckalew continues as sales pro...otion manager of KNX. Oscar ...eichenbach, for six months as...gned to promotion work in the ...BS San Francisco offices, has re...rned to the Hollywood staff. ...illiam Anderson has resigned ...om the KNX sales promotion de...artment to become sales promo...on director of KOMA, Oklahoma ...ity.

All-Nu Wax Test

...OLLINGSHEAD Corp., Camden, ...J. (All-Nu Floor Wax), on ...pril 10 started a ten-week test ...mpaign of five spots weekly on ...NEW, New York, and seven ...pots weekly on WEVD, New York. ...lans are now being made to ex...nd the campaign to Philadelphia ...d ten stations in New England ...efore May 1. Ted Nelson, New ...ork, handles the radio advertising ...r the account.

Soap Firm Testing

R. W. J. ROSS Co., Los Ala...itos, Cal., (Silver Foam Granu...ted Soap), in a four-week test ...arted April 3, is using a six-...eekly quarter-hour program, *Stu ...ilson's Waker Upper*, on KFWB, ...ollywood. A regional campaign is ...ing planned following the test. ...oward Ray Adv. Agency, Los ...ngeles, has the account.

Reps

J. FRANK JOHNS, of the Chicago staff of Free & Peters Inc. for the last four and a half years, has joined the Chicago office of Howard Wilson Co., national representatives. Prior to joining Free & Peters Inc., Mr. Johns was associated with the *Chicago Tribune*, *St. Paul Daily News*, *Chicago Daily News*, Associated Farm Papers, Hearst papers, Macfadden Publications Inc.

PAUL F. ADLER, formerly salesman for Craig & Hollingbery (now George P. Hollingbery Co.), account executive for J. P. Muller Agency, and space salesman for WMCA, New York, has been appointed manager of the New York office of Sears & Ayer, station representatives. New offices have been opened at 565 Fifth Ave. Phone number is PLaza 8-1312.

WTNJ, Trenton, N. J., has opened a New York office at 545 Fifth Ave., with George H. Field in charge. Mr. Field was formerly with Langlois & Wentworth and was eastern manager of the Radio Transcription Co. of America. Phone number of the new office is Murray Hill 2-3376.

LEO FITZPATRICK, executive vice-president of WJR, Detroit; WGAR, Cleveland, and KMPC, Beverly Hills, announced on April 8 an extension of contract with Edward Petry & Co. as national sales representatives to silence rumors that a change would be made.

RAY LINTON, station representative who recently returned from a four-month trip to South America where he studied radio conditions, has opened a new representative firm at 360 N. Michigan; phone: Franklin 1008.

WTAG, Worcester, Mass., has appointed Edward Petry & Co. as its station representative, effective immediately.

GENE FURGASON Co., national representative firm, announces its appointment as representative of WIND, Gary, Ind., exclusive of the Chicago area.

WEBR, Buffalo, has announced the appointment of Weed & Co. as national sales representatives.

WILLIAM G. RAMBEAU Co., national representative firm, has moved its Chicago office to 360 N. Michigan Ave.; phone: Andover 5566.

AP Serves Two More

WQXR and WBNX, New York, on April 1 began broadcasting twice-daily periods of news supplied them by the Associated Press. AP news is broadcast on WQXR at 8:55 a. m. and 6:25 p. m. and on WBNX at 9:25 a. m. and 5:55 p. m., in addition to special bulletins which are broadcast when received. Arrangements between stations and the press association are the same as those previously made by AP with NBC and WOR—that the news shall be broadcast as a sustaining feature only, with a credit line telling listeners to read their Associated Press newspaper for further details. News is furnished without charge to the stations, which pay only for the actual cost of the transmission from the news agency to their studios.

KMBC, Kansas City, has contracted with Columbia Artists Bureau to handle its national program sales in New York and Hollywood. George E. Halley will continue as director of KMBC national program sales, covering the Midwest with headquarters in Chicago.



THE MEASURING STICK
of Cleveland's Radio Audience

For six years now, The United Broadcasting Co. has enjoyed exclusive rights to the play-by-play broadcasts of the Cleveland Indians' baseball games. All through the drowsy Summer, in hamlet and town and city of the rich Cleveland market, countless radio sets are tuned to Jack Graney's stirring voice. Just walk up or down any street and your eye and ear will quickly tell you how true this is. If you know folks, you know that a listening habit is being formed—a habit which means greater value for *your* radio dollar when you buy time on WHK-WCLE.

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

When Outstanding Sports Events Take Place Look for the U. B. C. "Mike." IT'S ON THE FIELD!
National Representatives
RADIO ADVERTISING CORPORATION
New York • Chicago • Cleveland • Detroit
San Francisco • Los Angeles



FIRST "radio recruit" of the U. S. Army is said to be Jack Bertrand (left), who on April 3 was actually enlisted in the Army during a special program on WSYR, Syracuse, as part of Army Day observance. With Recruit Bertrand are Bill Rothrum (center), WSYR chief announcer, and Col. John R. Kelly, recruiting district commanding officer who secured special orders from Washington designating the studio as a temporary recruiting station for the broadcast. Col. Kelly not only enlisted Bertrand, but also assigned him to his post and gave him his first orders during the program, the first of its kind.

Purely PROGRAMS

DRAMATIZATIONS of important events in the growth of the nation's major business organizations are offered on the new addition to the *We Americans* series, *America Works*, on WHK, Cleveland. The feature, heard Mondays, 9:30-10 p. m., presents members of the Cleveland Playhouse in the dramatic incidents, with musical background by Helen Wyant at the organ. Scripts and production are handled by Leslie Bieble and Norman Drysdale.

* * *

Tricks With Titles

KGVO, Missoula, Mont., invites listeners on its *Tie the Titles* program to "tie the titles" of eight popular tunes into a verse or short story, using a minimum of connecting words. Cash awards are made each week.

House Repairing

DIME SAVINGS BANK of Brooklyn, on April 5 started a new series of quarter-hour programs, entitled *Cellar to Roof*, on WMCA, New York. Designed to assist the home owner in the care of his property, the series features Roger B. Whitman, housing and contributing editor to the real estate section of the *New York Sun*, who answers housing questions submitted by listeners. Account is handled by Austin Adv. Agency, N. Y.

* * *

After the Altar

NEW weekly feature *North Carolina Honeymoons*, on WSTP, Salisbury, N. C., presents narration by Juliette Hambly of unusual reports of North Carolina couples during their honeymoon trips. The sponsor, a local drug store, offers prizes for best narratives.

Strictly Impartial

TO AVOID taking sides in controversial issues before the Minnesota Legislature, KSTP, St. Paul, has started a Thursday night half hour presenting one proponent and one opponent from the Legislature each airing his views individually with Val Bjornson, KSTP's editorial commentator, interpolating. To avoid any criticism of favoritism in the presentation of the speakers, a coin is tossed before the broadcast to determine which side shall be presented first.

* * *

Swains and Their Worries

FOR TIMID swains WGAR, Cleveland, has started a new weekly feature, *Pop the Question*, on which shy suitors may propose by air while enjoying the privacy of a secluded studio, with only an announcer nearby. The musical portion of the program by Walberg Brown's orchestra originates in another studio. Bashful lovers tell their sweethearts to listen in at the appointed time and then pop the question by remote control.

* * *

Through a Lady's Eyes

PIQUANT inside dope back of news stories is furnished by KVI Tacoma, on its new *Off the Record* program, which features a woman's viewpoint on interesting current events. Written and presented by Marjorie McPherson, suspense and contrast are introduced by an announcer's reading an article as it might appear in a brief newscast with Miss McPherson then giving the real human interest story behind the headlines.

* * *

Baloney Brigade

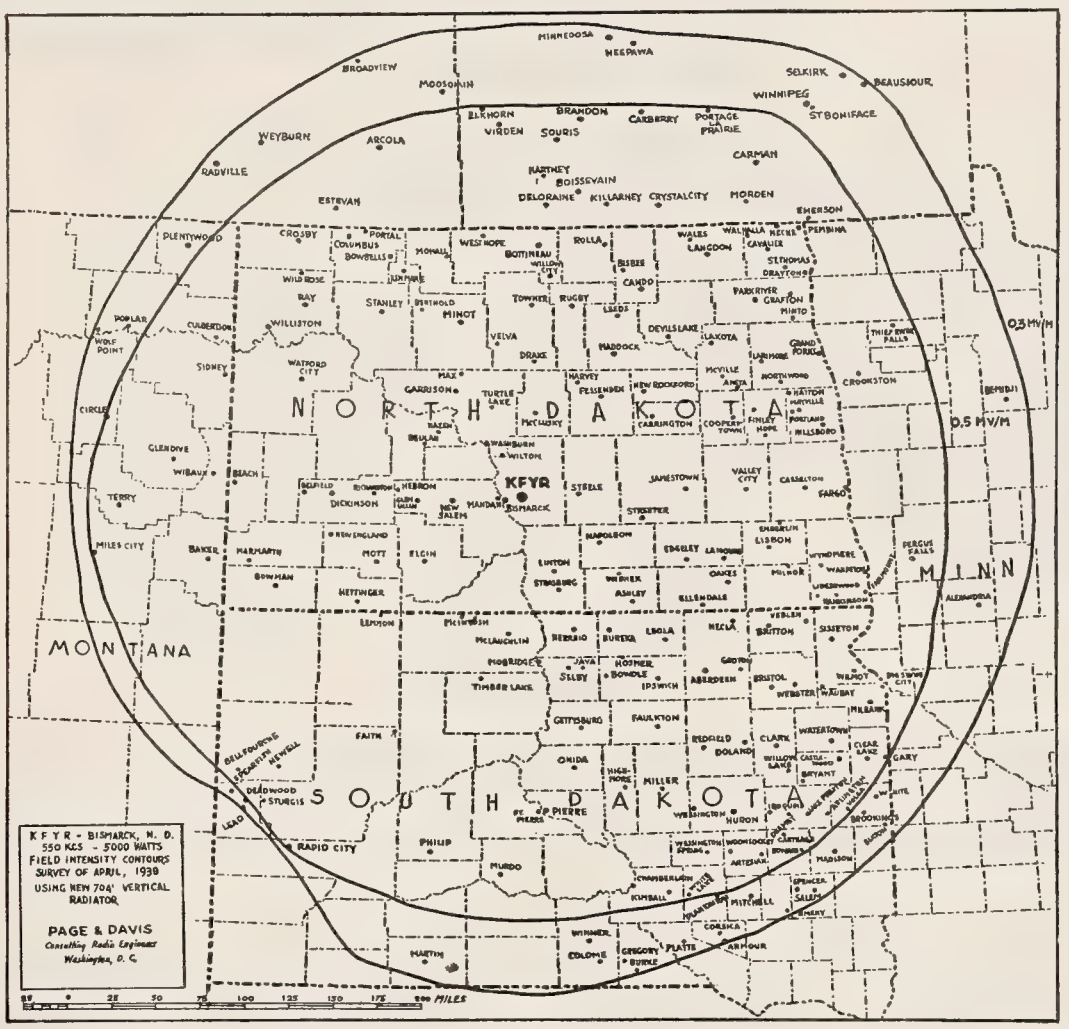
SCREWBALL entertainment in general, with prizes to 20 club members weekly of a whole day's free cavorting and eating in town is supplied on *Dunkers Club Inc.* new breakfast program on WMMN Fairmont, W. Va. Food is furnished by local firms, gratis, and foolishness by Bill Edwards, formerly of WLW, Cincinnati, and Fred Shaffmaster.

* * *

Juvenile Talent

YOUTHTIME is a new program on WRTD, Richmond, Va., sponsored by a real estate firm, offering a variation of the amateur idea. Contestants, ranging from 1 to 20 years of age, get three cash prizes weekly on the basis of votes pulled from the audience. At the end of 13 weeks sponsor will award a scholarship in a local talent school.

174,885 Square Miles Primary (0.5 mv/m contour) Coverage



KFYR has the Largest Primary Area of any Radio Station in the United States regardless of size.

LET US SELL YOUR STORY

NBC Affiliate
550 Kilocycles

Meyer Broadcasting Co.
Bismarck, N. Dak.

5000 W. Day
1000 W. Night

National Representatives—Gene Furgason & Co.

are you overlooking

THE WEST'S THIRD MARKET

(Interior California)

? ? ?

The McClatchy Broadcasting Company offers the only blanket coverage of this area with: KFBK, Sacramento; KWG, Stockton; KMJ, Fresno and KERN, Bakersfield.

Represented nationally by
Paul H. Raymer Company
New York - Detroit - Chicago

Birth of the Jitters

THE DEVELOPMENT of jazz from its early origins in African tribal music to the present day swing style of Goodman, Dorsey, Basie and Shaw, all prominent orchestra leaders, is the subject of a new weekly series on WNYC, New York. Daniel A. Wolfert, an authority on jazz and a member of the Music Department of Brooklyn College, is conducting the programs, which feature jazz records from Mr. Wolfert's personal collection and from the collection of the Hot Record Society, in addition to interviews with prominent jazz musicians and composers.

* * *

Know Their Noises

CONTESTANTS try to recognize recorded sounds and descriptions in the new British quiz program, *Voice & Occasion*. Lined up before recording instruments, contestants listen to snatches from famous world events, appearances of well-known personalities and such, then try to identify them. Recordings of coronation celebrations, an American stratosphere flight, a description of the Crystal Palace fire, Melba making her radio debut and other memorable happenings were played during a recent contest.

* * *

Columbia's Week

NEW TWIST to the interview program is the quarter-hour Sunday afternoon show, *In Columbia This Week*, on WIS, Columbia, S. C. Two-minute informal chats with interesting personalities visiting South Carolina's capital city are transcribed at the convenience of those interviewed, and the tracks later combined, with musical bridges, into the 15-minute show. First program presented Senator Josh Lee of Oklahoma, delegates to the State Education Association convention, and a sword-swallower.

* * *

Melodic Therapy

LISTENERS tell *The Song Doctor* their problems, and he answers them on WTMJ, Milwaukee, with song prescriptions. For example, John Smith might have a steady girl, Mabel, but he's fallen pretty hard for a new one, Anne—so *The Song Doctor*, Jack Teter, prescribes "I Must See Annie Tonight". The program is heard twice-weekly and features with vocalist Teter, the organist, Jack Martin, and Joe Szot, guitarist.

* * *

Night Club Baseball

MUSICAL baseball game called *Bandstand Grandstand* and featuring Bob Crosby's orchestra from Chicago's Blackhawk Restaurant, is started on MBS, Monday, 11-12 midnight. Contestants are divided into National and American Leagues and top value assigned each answer is a home run. Umpire is a personality from the sports world. Jess Kirkpatrick, WGN-MBS announcer, will handle the show.

* * *

Student Mikemen

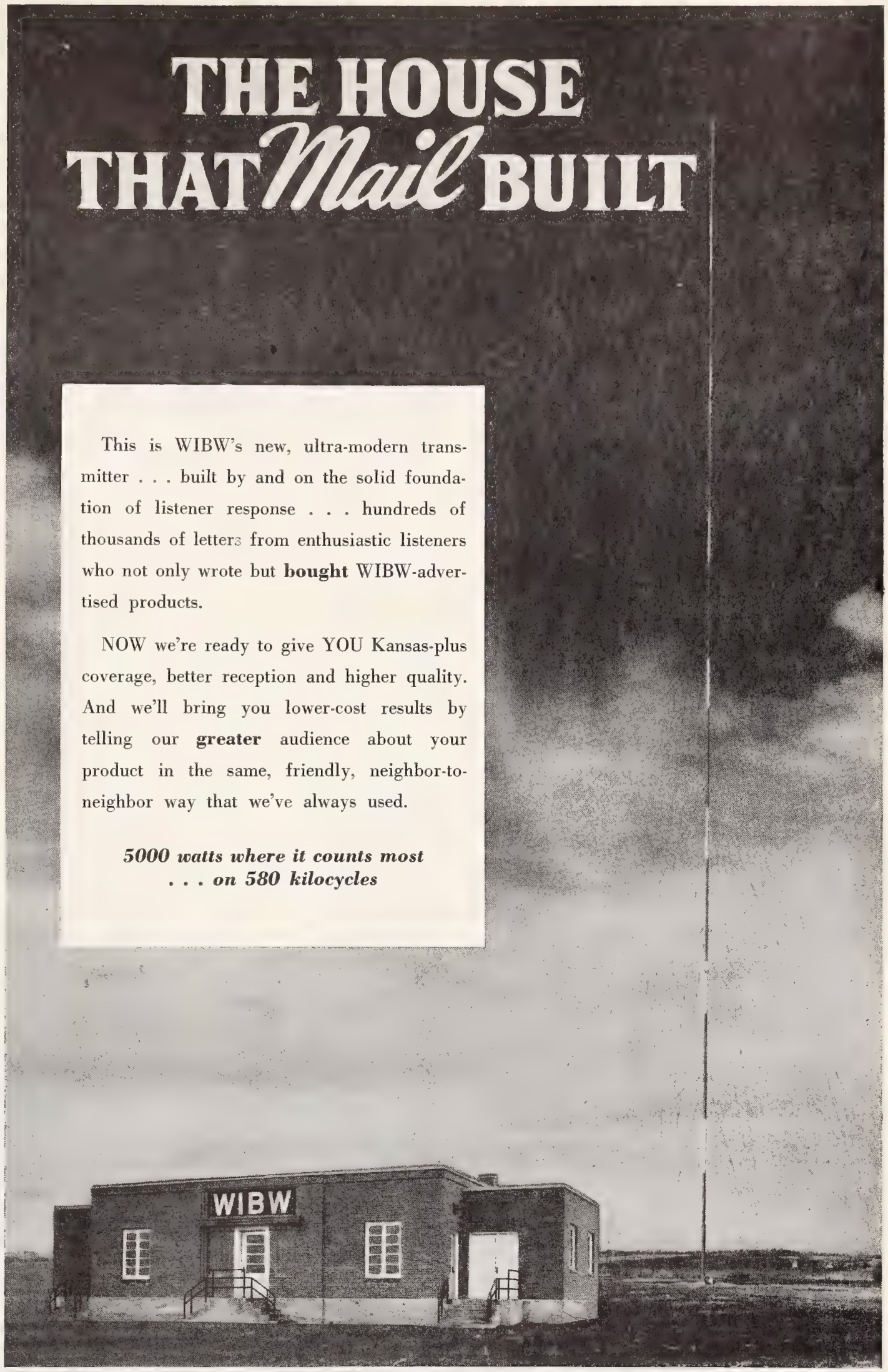
WITH prizes for the best announcing talent in each of the 13 local public and parochial high schools, WHB, Kansas City, has started *High School Announcers' Contest*, in which 21 candidates each week make 50-word transcriptions that are broadcast during the program. Listeners pick winners by voting for the sponsor's jewelry stores during the eight weeks of competition.

THE HOUSE THAT *Mail* BUILT

This is WIBW's new, ultra-modern transmitter . . . built by and on the solid foundation of listener response . . . hundreds of thousands of letters from enthusiastic listeners who not only wrote but **bought** WIBW-advertised products.

NOW we're ready to give YOU Kansas-plus coverage, better reception and higher quality. And we'll bring you lower-cost results by telling our **greater** audience about your product in the same, friendly, neighbor-to-neighbor way that we've always used.

5000 watts where it counts most . . . on 580 kilocycles



WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*
Represented by

CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Rapid Growth of Disc Industry Shown

FCC Net Inquiry Told Of Methods Used by Transcribers

OPENING the transcription phase of the FCC's network inquiry April 4 and 5, C. Lloyd Egner, manager of the NBC Electrical Transcription Division, explained the development of NBC's transcription business and operation of the Thesaurus recorded library service. Under direct examination by R. P. Myers, NBC attorney, Mr. Egner traced the genesis of the transcribed program idea to the early days of radio when operators necessarily used a great number of phonograph recordings because of limited funds for talent. With the development of commercial broadcasting, and the rise in available funds for production, the number and quality of live programs grew "until phonograph records seemed poor by comparison", he said, and the idea of transcribing these quality live-talent programs took hold immediately as a method of supplying the ordinary station with programs of a standard it could not reproduce independently.

Egner Tells of Advances In the Recording Art

From 1924 to 1927 great technical advances were made in the recording industry, he continued, and corollary developments came from radio research, among them the system of electrical recording, which immediately began to replace the old acoustical recording system.

Estimating the total electrical transcription business for 1938 at between $4,500,000 and $5,000,000, Mr. Egner said there were from 22 to 25 "important companies doing a substantial amount of business" among the two broad classes of customers—stations and advertisers. The effect of the constantly increasing use of transcribed programs has resulted in "remarkable progress" in raising the quality of programs and reproduction, he commented.

Although NBC entered the transcription business in 1934, it did not actually begin operating in this field until 1935, since the first year was taken up with laying groundwork and making plans, he said. Originally NBC's conception of its operation of a transcription business extended only to furnishing NBC stations with programs by NBC artists on NBC recordings, he explained, but this idea never took concrete shape as the prime objective.

Explaining an exhibit, the "guide book" of Thesaurus programs and sales distributed to subscribers, Mr. Egner said NBC not only outlined operation and use of the recorded library, but also gave suggestions on how to market programs using Thesaurus material and furnished scripts for actual programs.

First preference in marketing the Thesaurus service goes to NBC stations in their respective territories, he explained, but if they do not choose to take the service, subscription is opened "on a first-come-first-served basis". If an independent station or one affiliated with a network other than NBC takes the service, and later an NBC affiliate seeks a transcribed library service, the first station surrenders no rights and the NBC affiliate must go elsewhere for its transcribed program material, he declared.

One Station Only Is Served in an Area

He estimated that 37% of Thesaurus subscribers are NBC affiliates, 11% CBS or MBS affiliates and 52% independent non-network stations. Making a similar estimate of the subscribers to the World Broadcasting System service, he set about 22% as NBC affiliates, 27% CBS or MBS affiliates, and 51% independents, according to figures published by World.

With Thesaurus rates based on the individual station's rate card and "weighted by other factors", Mr. Egner said that the theory behind the price was to have stations serving substantially equal areas paying substantially equal rates. No preferential price is given to either NBC affiliates or to an owner of several stations, he added.

Discussing the Thesaurus contract, he pointed out that the subscriber has the right to cancel his contract any time after four months from the starting date by a short rate payment of two additional monthly installments, service to be discontinued immediately upon receipt of notice of cancellation. He explained that although this might not be considered good business for NBC, in a strict economic sense, it was deemed the best plan in the long run. The service is confined to one station in a single area, he said, because NBC "would rather have one satisfied customer than possibly two dissatisfied ones". He added that the "exclusive territory" was limited strictly to the primary service area of each station.

In the commercial field there are three types of transcribed service, Mr. Egner explained: "The custom-built programs, in which NBC develops a program idea, produces the program, takes care of all technical and production problems and then delivers the program as a package to the client at a flat price; independently produced programs staged and recorded in NBC studios with NBC facilities, and simultaneous wireline recordings of regular studio shows. NBC, recording any of these types of programs, turns them over to the advertiser to use as he sees fit, on any station, whether they be NBC affiliates or not, he added.

Analyzing commercial transcription customers on a basis of network use, Mr. Egner estimated that 13% of NBC's transcription clients used NBC alone in 1938, 32% used CBS, MBS and/or NBC, 9% used CBS or MBS alone, and 46% used no network. Referring again to published World figures, he estimated that 13% of World customers used NBC only, 6% CBS, MBS and/or NBC, 11% CBS or MBS, and 70% no network. Breaking down spot business, using NBC transcriptions, for the April-May-June quarter of 1938, he said exclusively NBC affiliates accounted for 657 hours; CBS and MBS affiliates, 304 hours; NBC and MBS affiliates, 95 hours, and independents, 525 hours.

Continuity Submitted For Regular Acceptance

Continuing his direct testimony, Mr. Egner declared that although the NBC transcription department placed no direct restrictions on a sponsor or advertiser regarding his broadcast material, the material is examined by the NBC continuity acceptance department, just as though it were to be used in a network program, and that department's suggestions passed on to the client. He explained that although this responsibility was indirect, "we feel under obligation to the client to tell him what he's up against" in the matter of acceptability of programs for broadcast. He added that "borderline cases" are most troublesome, since cases of obvious unacceptability are readily recognized by the client himself in most instances, and the greatest difficulty is experienced in "extravagant advertising claims and too-existing material". In case the client does not accept the recommendations, he said "we'd probably do the recording job—and then he'd have his hands full".

Commenting on NBC's policy of denying outside transcription concerns access to NBC studios, Mr. Egner declared, "To allow an outside competitor to connect by wire with our studios for simultaneous wireline recordings of an NBC program would amount to letting him move his equipment into our studios. We don't believe we are under any obligation to our competitor to allow them to enter our studios and record programs of higher quality than they would otherwise be able to produce, without any return to NBC."

Ultimate Liability A Factor in Policy

He explained that failure to enforce the policy would cost NBC "a good deal" in both money and worry, since they feel that regardless of assurances of freedom from liability they must still face ultimate liability in copyright and union matters, as well as superintend technical operations of synchronizing and cueing for transcription.

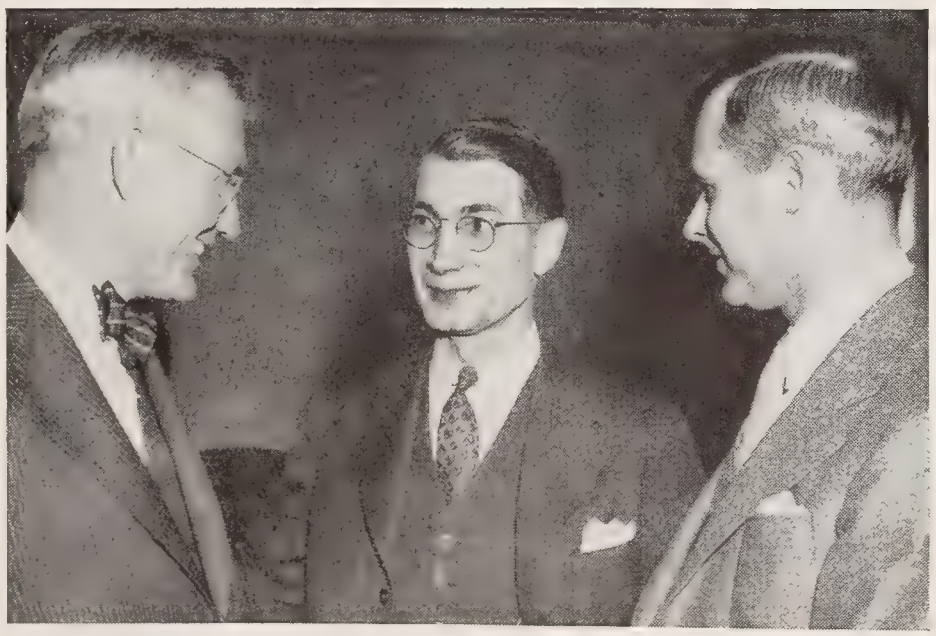
NBC's simultaneous wireline recording business amounted to about $125,000 in 1938, its biggest year, he declared, and while this amounted to "less than 10%" of NBC's total transcription business, it represented only from 2 to 4% of the transcription industry's four to five million dollar total gross. As for transcriptions of network programs, he said about six of these programs are separately recorded in a studio for every one transcribed off the lines as the show is broadcast. Cost of the two techniques remains about the same, he said, since AFM and AFRA fees must be paid whether the program is transcribed simultaneously or not.

Says Thesaurus Operates Separate From RCA

Referring to estimates of spot business, using electrical transcriptions, Mr. Egner pointed out that volume had increased from about $19,500,000 in 1934 to $34,680,000 in 1938. He believed this growth faster than any other part of radio.

NBC rate cards for transcription service, introduced as exhibits, listed simultaneous wireline recording charges at $75 per master record ranging downward to $55 according to the number of programs transcribed. Rates on finished duplicate pressings of 16-inch records ranged from $3 to $2.35 each F.O.B. Camden, N. J. According to the published rate card, music copyright fees on recorded programs are cleared by NBC and charged to the client at cost. The rates on reference recording on acetate discs ranged from $10 for a 15-minute recording to $20 for a hour program, with proportional reductions for quantity.

Cross-examined by S. King Funkhouser, FCC special counsel, Mr. Egner said the whole field of simultaneous wire line recording was "merely an incident of the business" and that NBC, in refusing entry of outsiders to its studios was in no way monopolizing public service. He pointed out that "five or six times as many" NBC programs are recorded outside NBC studios as NBC itself records. Of the $125,000 simultaneous record-



TESTIFYING for NBC and RCA before the FCC Network Inquiry Committee, (l to r) C. Lloyd Egner, manager of NBC's electrical transcription department; Frank B. Walker, RCA Mfg. Co. vice-president in charge of all recording activities, and Albert Pulley, chief recording engineer of the artists recording studio of RCA Mfg. Co., described a national network's methods of operating a transcription business.

g business done by NBC in 1938, said only from $10,000 to 5,000 was for instantaneous or ference recording.

Referring to a letter from an unmed independent transcription ncern, Mr. Funkhouser asked the BC executive about alleged leals", one with a Florida station make some special arrangement out Thesaurus in consideration the station's purchase of RCA uipment, and another allowing e use of RCA-Victor records for oadcast. The allegations drew mplete denial from Mr. Egner, ong with the explanation that BC and RCA divisions work indendently in soliciting business ecause they all have plenty to do their own departments without lping out in someone else's".

Responding to Mr. Funkhouser's ference to the high mortality rate nong independent transcription mpanies, Mr. Egner said he did t think NBC was responsible for tting them out of business, pointg out that the only thing not pertted by NBC is simultaneous re line recordings from its stuos. Also, he continued, NBC does t exercise any monopoly on talt through its artists service, ose facilities are available to y and all purchasers of talent, d it puts no pressure on adversers to use stations subscribing to esaurus.

Asked for his views on several estions, Mr. Egner stated that he ought NBC, as one of the nation- networks, should be in the tranription business because, aside om the chance for profit, it has ne much to develop the "astounding growth" of the business "both what it itself has done as well through the competition it has ven others". He said also that he nsidered the network's artists rvice a valuable adjunct, from e viewpoint of a transcription erator.

es Continued Growth f Transcription Industry

Regarding the future of the nscription industry, he comented, "With continuing effort to velop the industry, its tremenus growth will continue". He inted to the change in attitude om "the early days" when NBC id little attention to the tranription phase of the radio indus- to the present when the netrk organization lends all its faities to the improvement and deopment of the art. Continuing the need or advisability of Govnment regulation of the tranription industry, Mr. Egner ted, "I don't think any restricns need be placed on the busiss. It seems to me competition l take care of that."

In response to queries by actingairman Walker about the advanges of association with "big and stantly expanding NBC", Mr. ner commented "we don't feel relative share of the total tranription business has tended to w", adding that although the C association was valuable as a stige connection, that alone uld not open customers' doors.

Concluding his testimony, Mr. ner stated that "in practice Rule (requiring 'electrical transcripn' announcement) is working out te satisfactorily", emphasizing interest in having "every adntage" for the transcribed proam but recognizing that "every ener is entitled to know what he is listening to". He said complete elimination of the rule would be "very satisfactory" to him, although there should not be misrepresentation as between live and transcribed programs.

Troubles of Independents Described by Grombach

Leading off for the independents April 5, Jean V. Grombach, head of Grombach Productions, who recently disposed of the technical facilities of his business, contended under questioning by Mr. Funkhouser that independent concerns lose business because they are unable to obtain lines to NBC studios, although he added NBC was "very fair" in enforcing its "no line" policy without exception.

Explaining that his firm has transcribed programs from CBS studios, as well as from certain individual stations and for the Yankee Network on a New York line, without any difficulties from AFRA or AFM, he classed as "common everyday problems" the difficulties previously described by Mr. Egner.

He explained further that a separate studio transcription session costs more, "practically speaking", than simultaneous recording, since a warm-up rehearsal would be necessary, calling for extra pay for the artists as well as name stars who do not operate on any union scale.

Although efforts have been made to standardize prices within the industry, they have not been successful, he commented, and "operation of the transcription business unfortunately has been more or less on a horse-trading basis". However, he added, the price angle is not the biggest competitive problem.

Mr. Grombach declared that network artist bureaus were "very willing to cooperate" with all purchasers of talent, since it was their business to sell talent, although independent operators are interested, when they can, in drawing freelance artists so they can get the commission for talent sale themselves. As for NBC, he said its salesmen enjoy "a certain prestige" from their association with the network, but the network organization itself is not a great factor in selling the transcription service. This situation is merely one of the natural advantages of competition, he said, although he classified NBC's independent-transcription policy as an "artificial advantage".

E. V. Brinckerhoff, following Mr. Grombach to the stand, declared that his firm's reference recording business has been "probably cut in half" by NBC's denial of facilities. Asserting that there is no unique technical problem in recording NBC programs if lines to the studios are available, he pointed out that reference recordings, since they are a record of the program as actually broadcast are of no value unless they are made simultaneously with the broadcast.

Brinckerhoff Dubious Of Reference Recording

Estimating that the independents "split up" about $2,000,000 of the $4,000,000 to $5,000,000 total business, he said their future looked "very very poor". If CBS, after acquiring World, should institute a policy similar to that of NBC, he said it would mean a loss of 20 to 25% in his organization's business. The result of the policy is "complete prohibition" of reference recording business to the independents, he declared.

Mr. Brinckerhoff said he thought "the advertiser feels it's an unfair practice" and that the client, after buying the talent and the time, should have the right to stipulate where his reference or other recordings should be made. Questioned about WOR facilities, he said the situation amounted to "doing the same thing in a different way", offering access to its studios but at "prohibitive" rates. He termed the policy an unfair practice.

Observing that the high mortality among independent operators rises from the necessity for high overhead and the lack of research funds or facilities, he said that if

HERE'S NEWS!

***NEW* Antenna**

***NEW* Location**

***NEW* Auditorium**

***NEW* Transmitter House**

***NEW* Studios and Offices**

KMMJ has moved to Grand Island, Nebraska. We've planted our new 330 foot Truscon steel antenna and new transmitter building in the heart of the great midwestern agricultural and industrial territory. Our up-to-the-minute studios, auditorium and offices are in one of America's foremost livestock auction centers, where three railroads contribute to the community's prosperity with a million dollar payroll.

Why? To give you—our advertisers—even greater service! Service you'll recognize by mail pull, consumer preference . . . *results!* Increased service—greater results—the same rates! Let us *show* you immediate action and low cost results!

KMMJ

GRAND ISLAND, NEB.

Randall Ryan, Mgr.

Rep. by Howard H. Wilson Co.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL

ATLANTA

WIN! PLACE! SHOW!



You'll finish "in the money" if you tell your story over

5000 WATTS *day and night* 1030 KC *cleared channel*
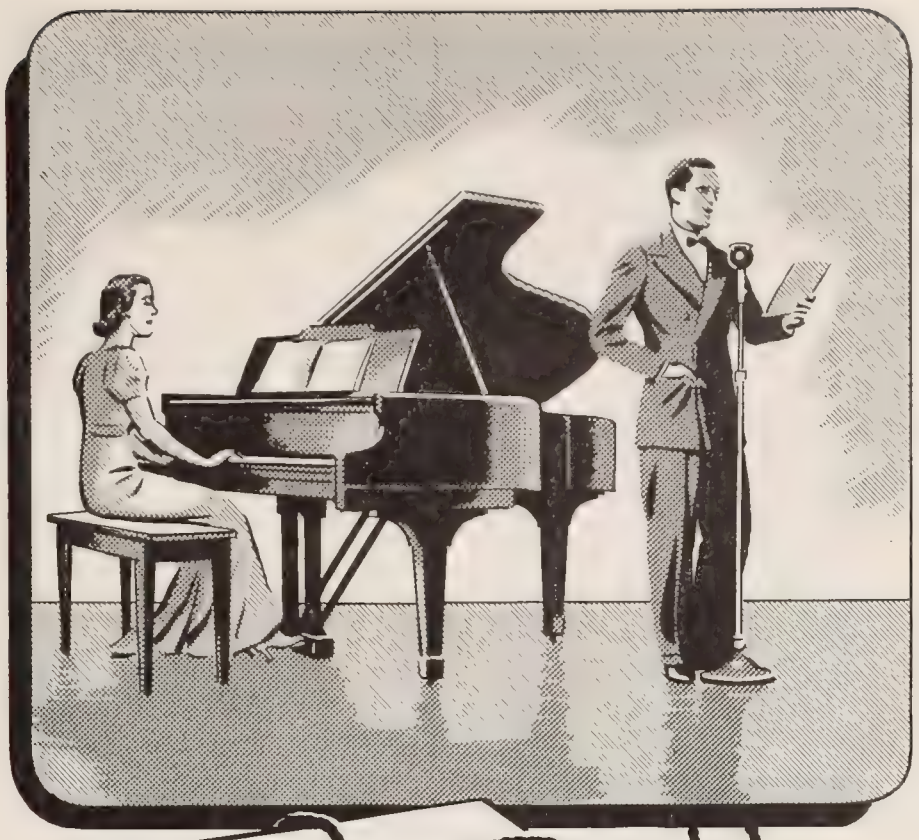
CKLW

2nd IN POWER IN DETROIT AREA

New York
JOS. H. McGILLVRA
366 Madison Ave.
Vanderbilt 3-5055

Detroit
3300 Union Guardian Bldg.
Cadillac 7200

Chicago
GEORGE ROESLER
360 N. Michigan Ave.
Central 0605



FRAGILE!
HANDLE
WITH CARE

Any makeshift delivery system can't handle the expensive "packages" that are sent daily over the radio networks of the Bell Telephone System. Sound is delicate. Bell System engineers have developed special telephone facilities to handle broadcast sound *with care.*

In the Bell System Laboratories scientists and engineers are striving constantly to improve and extend radio network equipment. The radio industry and the telephone industry are working, hand-in-hand, to provide even better broadcasting facilities for programs to come.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

independents were given a chance to develop volume, their income would provide research funds and "you'd see a great rise in quality".

"It's definitely monopoly," he declared. "NBC should be willing to compete with the independents on equal terms, and not say simply 'we won't compete and we won't allow our competitors to compete".

Commenting on Rule 176, he said the transcription industry would be aided if the announcement were only required at the end, so listeners could judge the program on its merits without any prejudice engendered by an announcement at the beginning. However, he added, if transcription companies were licensed by the FCC and required to maintain a high quality of service, the rule would not be necessary.

Transcription Functions Of RCA Recited by Walker

Offering the second part of NBC's presentation, Frank B. Walker, recently elected vice-president of RCA Mfg. Co., in charge of all record activities, appeared briefly to outline his organization's function in the transcription field. Operating only as a recording and transcribing unit, and engaging in no program production activities, he said RCA numbered Langworth, Standard, CBS and NBC among its clients. Its field includes, beside phonograph records, custom recording taking in slide film recording, electrical transcriptions, and personal recordings.

Questioned by Mr. Funkhouser on the statements in the letter previously cited, Mr. Walker declared sale of equipment is never tied in with record "deals". He explained that while RCA sponsored a 45-minute program on several stations, built around RCA-Victor records, the company felt it was all right because the program advertises the company's product "and not just any old product".

Phonograph Records Kill Record Market

He added that RCA opposes the use of phonograph records on the air generally because it kills the market for the record itself. Specifically RCA feels that stations are violating copyrights and property rights when they use phonograph records, he explained, "but in order not to create chaos in the industry" the company on Jan. 1, 1938, gave notice to all stations that it would grant "indemnification" against suits to the stations reporting use of records until its legal rights were established. This notice, he explained further, did not in itself constitute permission to use the records but "merely put them on notice of our rights and our agreement not to sue."



PONDERING the problems of i dependent transcription firms they listen to testimony duri the transcription phase of the F Network Inquiry are M. E. Tom kins (left), president of Associ ted Music Publishers, and Jean Grombach, head of Grombach Pr ductions, both of whom testified the hearings.

M. E. Tompkins, president Associated Music Publisher rounded out the April 5 sessi with an account of his experienc as head of an independent tra scription concern. Prefacing his marks with an explanation th AMP's Recorded Program Servi goes to 20 NBC affiliates, 24 C affiliates, 5 NBC owned and ope ated stations and 2 CBS owned a operated stations, Mr. Tompki declared that NBC's policy of nying competitors access to studios was not in line with fr competition.

Tompkins Recites AMP Policies and Operatio

He said the policy was a st in the direction of NBC's goi even further in discrimination, quiring clients to use only th copyrights, their facilities, and e tering into exclusive contracts wi artists. He added, however, th he was against Government reg lation "by nature" and wou rather have this matter settl within the industry itself.

Outlining the organization of firm, Mr. Tompkins said that though AMP, with World, was censed by ERPI to use the vertic recording system, this was mere a licensing arrangement and the was no further relationship tween the companies. Warner Br owns one share over 50% of t stock of AMP — 5,001 of 10,0 shares—he added.

Rule 176 could well be remand he declared, but at any rate so differentiation should be requir between phonograph records a



The Z NET

Where potential listeners are ACTUAL listeners! Montana's largest trading center is served only by—

KGIR Butte NBC Affiliates KPFA Helena

ectrical transcriptions when they re broadcast. Growing pressure is oming from the artists themselves prohibit the use of records for roadcasts, he said, since they are ecoming increasingly conscious of ie effect on their own profession- welfare, and transcription firms probably pay the freight" to tists on non-return from phono- raph record broadcasts.

BC-RCA Testimony ompleted by Pulley

Concluding the NBC-RCA testi- ony April 6, Albert Pulley, chief cording engineer of the artists cording studio of RCA Mfg. Co., plained the technical process of anscription and record manufac- re. He said that although tran- riptions now can be made with equencies ranging from 30 to 500 cycles and Schedule A wire- ies will carry from 50 to 10,000 cles, today's high-fidelity receiv- s will take only as high as 7,500 8,000 cycles and ordinary re- iving sets, despite "day-by-day provement", have a top fre- ency range of only 4,500 or 5,000 cles.

ross-Licensing Pacts f ERPI Are Explained

Appearing before the commit- e April 6, T. K. Stevenson, presi- nt of ERPI, and Joel C. R. Pal- r, ERPI contract counsel, out- ed ERPI's royalty rate structure, e extent of its holdings in WBS, d its cross-licensing agreements r use of the vertical recording stem.

Mr. Stevenson, who outlined in tail the operations of his com- ny in respect to WBS, said the esent license agreement provided royalty of $5 for each five min- es or fraction of playing time for ch master, except for commercial nouncements, where the royalty te was $1 per minute or fraction is 25c per pressing, playing time which does not exceed 15 min- es, and 10c for each additional e minutes or fraction.

This scale has been revised in the erests of simplified computation d bookkeeping, and the new scale under negotiation to become ret- active to July 1, 1938, he said. e new plan provides royalty pay- nts amounting to 6% of the an- al gross revenue of the licensee ived from recording and distri- tion of records up to $1,000,000, said, and 5% on all above this ount, with a minimum annual alty of $25,000. Upon question- by FCC counsel Funkhouser,

Facsimile Demonstration Is Given CBC by Finch

USING the Canadian Broadcasting Corp. station at Ottawa, CBO, as the transmitting medium, William G. H. Finch recently demonstrated his system of home facsimile before the Canadian Parliamentary Radio Committee. Recorders were set up in the House of Parliament and in other strategic points, and reception from WLW, Cincinnati, as well as from CBO was demonstrated. Mr. Finch, former FCC assistant chief engineer and now president of Finch Telecommunications Laboratories Inc., New York, explained the operation of his system to members of the committee, and reported that the Royal Signal Corps had recently equipped a station with his facsimile apparatus.

Mr. Stevenson said the new terms would apply after the sale of World to CBS. Royalties for 1938 amounted to between $50,000 and $60,000, he estimated.

Sound Studios, predecessor of WBS, adopted the new method of vertical cutting and obtained from ERPI the additional recording equipment required for recording under this method in 1931, Mr. Stevenson said. "By August, 1931, Sound Studios was indebted to Products (ERPI) in the sum of $60,000 on open account for equipment and services, but exclusive of royalties, and lacked capital to effectively carry on its activities.

"Products, believing that there was a large potential market in the radio broadcast field for sound records of the new type, which, if realized, would result in substantial royalties, entered into an agreement with Sound Studios, World and certain of the stockholders of World, under which there was pledged with Products as collateral for the existing indebtedness and for loans for working capital and equipment requirements, all of the preferred and common stock of Sound Studios together with substantially all the preferred and common stock of World.

Unanticipated Expenses Led to Indebtedness

"Loans were made by Products under this agreement and subsequently, on March 13, 1934, Sound Studios pledged its accounts receivable and its library of master records as additional collateral for its then indebtedness to Products. By 1935 the indebtedness of World and Sound Studios to Products had increased to approximately $166,000 for equipment and $201,000 for royalties, and $126,000 to a subsidiary of Products for loans. The indebtedness had grown to these figures largely because of unanticipated expenses involved in the commercial application of the new recording processes and lower gross revenues than had been contemplated.

It was also found, Mr. Stevenson said, that the royalties provided for in the licensing agreement were higher than the manufacturing costs and gross revenue justified. A lower rate of royalties was effected in 1935 under a new agreement, with the rate made retroactive to 1930, the date of the original agreement, and resulted in a reduction of the amount due ERPI to $107,000. The equipment indebtedness of $166,000 was cancelled under the same agreement when ERPI took back recording equipment theretofore leased to Sound Studios and took over possession of the premises previously occupied by it for studio and recording purposes.

Under the new agreement, he explained, World developed a much greater market for transcriptions than expected. By February, 1936, World had not only paid to ERPI the arrears of royalties and loans made, but was able to meet its obligations as they accrued.

Details of the lease arrangements involving the former NBC headquarters at 711 Fifth Ave., now occupied by World, were outlined by Mr. Stevenson. He also outlined the transaction of July 1, 1936, under which ERPI acquired all of the preferred stock of World, as well as nearly 6,000

THE VOICE OF MISSISSIPPI

WJDX

1000 N.
5000 D.

JACKSON

N.B.C.

MISSISSIPPI MARCHES ON!

Mississippi's Industrial Development Program reports one new industrial worker to every 25 already employed and one dollar in new payrolls to every $10.00 already paid in wages.

Mississippi tourist travel is up 21% over this same time last year according to State Motor Vehicle Commission reports.

Two-thousand leading scientists, economists, bankers and businessmen paid tribute to Mississippi's vast industrial resources when the National Chemurgic Council met in Jackson in March.

Invest your advertising dollars with WJDX. Mississippi's Dominant Radio Station gives you a responsive, wide-awake market with a future.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

PROOF OF POWER TO PULL

W W V A

8,629
Proofs of Purchase
for a
Breakfast Cereal
in
ONE WEEK

Write for Our New Booklet
"PROOF OF POWER TO PULL"

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials

JOHN BLAIR CO.—National Representatives

OTH SALES AND URVEYS SHOW WNEW FIRST!

WNEW
NEW YORK

Proven sales results* of WNEW sponsors confirm the fact that—

BY ALL INDEPENDENT SURVEYS* WNEW RANKS FIRST IN NUMBER OF LISTENERS OF ANY NEW YORK NON-NETWORK STATION. *figures on request

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

shares of the new common stock, the latter purchased at $80,000. The 3,000 shares of preferred stock acquired by ERPI had a par value of $100 per share, and was in payment for the equipment and other assets installed in the studios and processing plants of World.

"Early in the current year," Mr. Stevenson said, "Products was approached by CBS concerning the sale to CBS of both the preferred and common stock of World then owned by Products, subject, however, to the ability of Columbia to purchase the remaining common stock of World. . . . Products has agreed to sell that stock to CBS, having obtained a release from World and Mr. Deutsch of their option to purchase before we offered to anyone else."

ERPI to Dispose of All Its World Stock

All ERPI's stock in World, amounting to all 3,000 shares of participating preferred and 5,845 shares, or about 18 to 19%, of the common stock, will be sold, he said, adding that World will continue to operate as a separate corporation.

"We will own nothing. We never intentionally went into the ownership of this company. The ownership arose out of trying to collect a merchandise bill and we have, as one has to do, carried that investment along until the opportunity has arisen where we can liquidate. We are very glad indeed to get our money back, which is what we were originally after when we made this arrangement. We get cash, and that is what we went after."

Asked if licensing privileges were available to others beside present license-holders, Mr. Stevenson declared, "We are at the present time ready to grant licenses to any responsible people on terms consistent with the licenses which we have granted to World and AMP."

Mr. Palmer, following Mr. Stevenson on the stand, briefly explained the cross-licensing agreements covering transcriptions between ERPI, AT&T and RCA.

"The agreement is based on the cross-license between the AT&T and General Electric Co., which was extended on the part of GE to Westinghouse and RCA, and on the part of AT&T to Western Electrict. The broad provisions of that agreement, so far as they affect this transcription business, are that each side is licensed under all the patents of the other side to make recording equipment," he said.

Shepard Returns to Explain Net Affiliations

John Shepard 3d, president, Yankee Network, made his second appearance before the Committee April 11 at the request of FCC counsel, testifying as chairman of the committee representing MBS affiliates in IRNA on network options of station time and exclusive contracts.

Outlining the prevailing division of broadcast hours under NBC contracts into network option hours and station option time, Mr. Shepard commented that such a division was probably necessary for successful network operation and the effect on the affiliated station, particularly if a Red affiliate amounted to operation with satisfactory revenue under "as fair a contract as is possible".

NBC-Blue time options are essentially the same as those for Red stations. "but the result is entirely different", he continued, citing the cases of WNAC, Yankee station in Boston, which receives a weekly revenue from its Red network broadcasts of more than $5,000, and WEAN, Yankee's Providence station, whose Blue affiliation nets it only a little more than $600 per week, with a card of about half WNAC's.

"I think the networks are entitled to this time if they can really make good use of it," he commented, centering his attention on the NBC-Blue situation. "However, I think there is too big a gap between what they have and what they can make good use of now." The present provisions for free time, particularly as regards the Blue network, are "inequitable" for the stations, and Blue affiliates would be the ones to benefit most from a change in the present arrangement, he continued, adding that NBC "is trying hard" to sell Blue facilities to advertisers.

In the cases of WICC, Bridgeport, and WEAN, both Blue affiliates, he said MBS programs definitely were needed in addition to NBC, both to increase their income and improve their program structures. Stations should have more unoptioned hours at their disposal, at least until NBC can produce enough commercial business to fill adequately the hours optioned to them on Blue, he decleared.

Describes Effect of Time Discount Provisions

Mr. Shepard declared flatly against Government regulation of station-network contracts, explaining that difficulties can be worked out within the industry itself and that regulation would only tend to delay public service. The Government should give the industry an opportunity to work out its problems before stepping in and should not interfere at all so long as any agreement reached is satisfactory to the participants and does not interfere with public service. He commented, upon questioning by Mr. Funkhouser, that he thought any delay in solving the problem within the industry would be no longer than the delay of the FCC in handling the matter.

Discussing network practices in general, and questioned closely by Mr. Funkhouser, Mr. Shepard said a network's "bargain sale" of time on its M&O stations, below the published card rates, made competition difficult because an independent station, cutting its rates on occasion, could, under its contracts with both NBC and CBS, find itself in the position of "cutting off its nose" since the network could then sell time on the station at this lower rate and thus cut down the station's return from network broadcasts. The CBS and NBC time discount provisions also operate against the fullest development of spot business of the independent operators and retard the development of MBS, he commented.

Where a network uses a great deal of commercial time, making good use of the hours optioned to it, exclusive contracts are satisfactory, Mr. Shepard declared, although it is a matter of relativity, since stations served by a heavy-business network like NBC-Red or CBS would find it difficult to work in another network schedule in addition to the one they operate under at the time.

He also said that he agree with "sentiment within the industry" of placing the responsibilit for programs on the originatin station, through an FCC rul since stations on the network ca rying the program do not have an prior scrutiny of the broadcast ma terial.

Rosenbaum Questioned On Exclusivity Clause

Following Mr. Shepard to th stand, also for a second appea ance, Samuel R. Rosenbaum, pres dent of WFIL, and IRNA chai man, reoutlined the genesis IRNA [BROADCASTING, April 1 and gave a general picture of a filiate- network conversations thr that group.

Questioned by Mr. Funkhouse on the problem of network contr of station time, Mr. Rosenbau stated that although there ha been "a good deal" of discussio on the matter by IRNA, no def nite action has been taken pendin the findings of the FCC inquir Declaring that an "exclusivity clause is not inherently bad simpl because of its presence in a co tract, he said the real test of i good or bad effect was whether not it amounted to restraint trade. Asserting that he was op posed strongly to substitution the judgment of Government off cials for the judgment of those i timately concerned with the indu try, he said "the moral affect of a expression of confidence in the i dustry" would be very strong bringing about a solution of th problems of broadcasting. Th FCC should properly confine i activities to pointing out faults they occurred and directing the a tention of the industry towar self-remedy, stepping in active only when pulic service definitel is threatened, he declared.

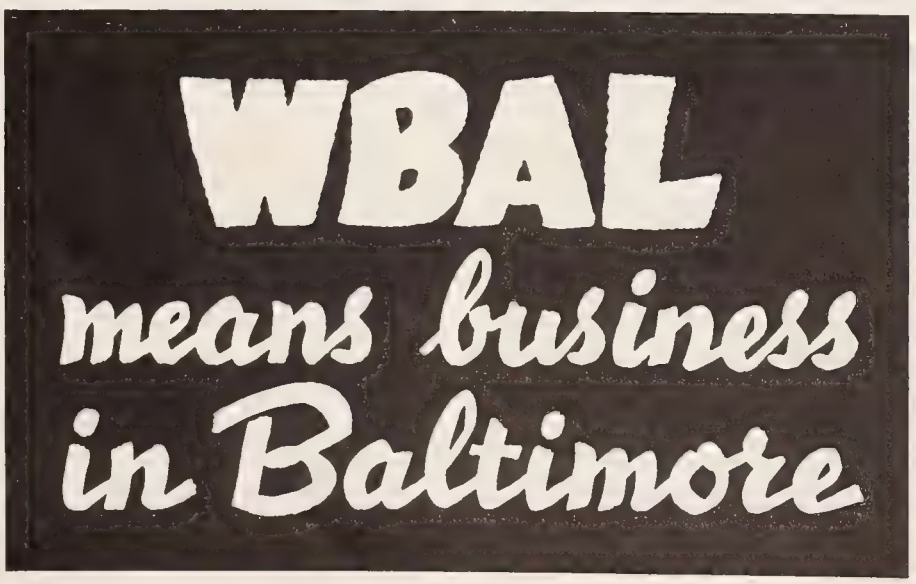
Hard and fast regulation wou not be desirable, he said, since suc control, like arthritis, would "cry tallize and harden" the develo ment of a young and rapidly grow ing industry. Although certain ne work options on station time a excessive, he continued, gener regulation would be too stiff an unwieldy to work to the best i terests of either the networks, t stations or the public. He add that NBC-Blue affiliates are pa ticularly unhappy at this time b cause NBC options cover abo four times as many hours as a sold.

Restricted Time for Commercials Favored

Mr. Funkhouser questioned M Rosenbaum closely on WFIL's co tract with NBC, bringing out th the original contract of March 1935, had ben modified "in the la month" to increase one of t brackets of compensation "from to 30%". During the questionin Mr. Rosenbaum explained that t modification resulted from discu sions, extending back several yea arising out of WFIL's complain regarding WJZ coverage in Phil delphia. He also explained, in r sponse to Mr. Funkhouser's que tion, that most of WFIL's Bl business came during "free hours and that the station received slightly greater financial retu from its MBS connection than fro NBC.

Explaining that independent st





ns do not like the idea of net-
rks selling spots during a net-
rk program, since this deprives
m of sales opportunities, he said
NA feels that rather than flatly
ban such sales, commercial time
network programs should be
ited and thus let the advertiser
nself restrict his commercial
oy to his own best interests.

senberg Reviews ansamerican Activities

Emanuel J. Rosenberg, executive
e-president of Transamerican,
hlighted his testimony April 12
h a condemnation of NBC and
tual policies prohibiting off-the-
recordings of programs for
t placement, thus adding an-
er voice to the chorus of com-
int from transcription organiza-
ns against the NBC exclusive
ctice. Under cross-examination,
vever, he explained that Trans-
erican was not in the transcrip-
n manufacturing or recording
d but farmed out its transcrip-
n work to RCA and more recent-
to Associated Music Publishers.
hat Transamerican is essenti-
a subsidiary of Warner Broth-
, was brought out by Mr. Rosen-
g under examination of his coun-
John W. Kendall. Its 2,500
res of preferred stock at $100
share par are entirely held by
rner Brothers, he said. Warner
thers holds 650 of the 1,000
res of non-par common stock,
h John L. Clark, Transamerican
sident and director, holding 175
res while the remaining 175
res are held by himself. Direc-
s of Transamerican, he said, are
ssrs. Clark, Rosenberg and C. P.
ger.

Warner Brothers interest in
nsamerican is purely financial
it has no other active partici-
ion in its affairs, Mr. Rosen-
g declared. He explained that
nsamerican was essentially a
gram producing company but
ages in the creation and pro-
tion of transcriptions and live
nt programs and also in non-
lusive station representation.
gross business of Transameri-
for the fiscal year which ended
June, 1938, aggregated $2,500,-
, Mr. Rosenberg testified.

Under cross-examination by FCC
unsel Funkhouser and P. J. Hen-
sey Jr., NBC counsel, he said
figure represented overall
ss, including its station repre-
tation activities and business
tements. Its actual technical re-
ding business amounted to be-
en $100,000 and $125,000 for
last year, representing all me-
nical recording bills of RCA and
P.

lls Off-the-Line Ban fair Trade Practice

propos off-the-line recordings,
Rosenberg said Transamerican
lines into CBS and various New
k stations but has never been
e to make arrangements with
C. MBS likewise refused this
vice, since it uses the WOR re-
ding service. He placed in the
ord an exchange of correspond-
e betwene RCA and MBS deal-
with off-the-line recordings, in
ch they refused the service.

Declaring he thought NBC should
nt permission to advertisers re-
sting off-the-line recordings
ough some other company, such
Transamerican, Mr. Rosenberg
d he regarded its refusal as an unfair trade practice. Advertisers, he said, do not desire to have this service performed through NBC because the cost and time and trouble involved are materially greater. NBC, he added, charges a considerably higher rate than Transamerican for such recordings. Asked by Mr. Funkhauser whether he felt networks should engage in the transcription business, Mr. Rosenberg said he saw no objection to it. Phonograph records broadcast by stations should be designated as such, he said, to distinguish them from transcriptions.

While he first testified, in response to Mr. Funkhauser, that there should be regulation by the FCC of the quality of transcriptions, he later asserted that competition probably would take care of a great deal of the problem and perhaps obviate the need for Government regulation. Many transcriptions now broadcast are of inferior quality, he said. Mr. Rosenberg opposed Government regulation of the quality of programs, either through Congress or the Commission, saying he did not see how this was possible. When Mr. Funkhauser broached a possible "bureau of standards" on programs, Mr. Rosenberg said he felt such a development was possible but not likely.

Mr. Rosenberg did not answer a question as to dividends earned by Transamerican. When Mr. Funkhauser rephrased his question to inquire whether there had been years during which the company had not paid a dividend, he responded affirmatively.

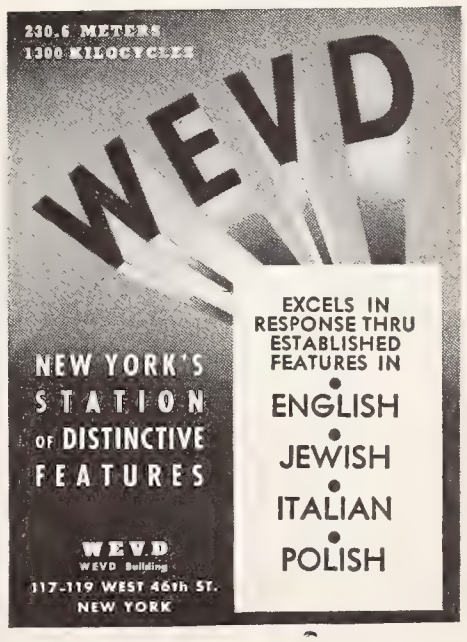
Cross-examined by Mr. Hennessey, Mr. Rosenberg said that in many cases of placement of spot business, Transamerican absorbs the recording cost in its commissions received from the stations. Thus Transamerican loses business when it is prevented from recording off-the-line, he said. Transamerican, he added, does not represent any specific number of stations and its list varies with the demands of each advertiser. This, he said, constituted the largest part of Transamerican's operations.

Deutsch Tells History Of World Organization

Percy L. Deutsch, president of World Broadcasting System and World Transcription System, testified April 12. He brought out that the contract for sale of WBS to CBS now is being negotiated and the effective date has been extended to April 28. Through his counsel, John J. Burns, who also had appeared as CBS chief counsel, it was explained that the contract if and when finally signed would be submitted for inclusion in the hearing record along with an affidavit covering any essential details. This was agreed to by FCC counsel and Commissioner Walker, the only member sitting.

Mr. Deutsch explained he has been engaged in the recording field since 1913. In 1904 he joined Brunswick-Balke-Collendar Co. and in 1913 that company engaged in the manufacture of phonograph records and later radio sets. Explaining he served as executive vice-president of the company, he said that in the fall of 1927 he severed his connection with it and became president of the Acoustic Products Co., successor to Sonora Phonograph Co. Resigning that post in July, 1929, he established Sound Studios and World Broadcasting System as two separate companies to engage in the broadcast transcription field. These companies subsequently were merged and operated until 1936, when WBS was reorganized with Electrical Research Products Co. as a stockholder.

In February, 1939, Mr. Deutsch explained, a contract with ERPI and CBS was entered into under which CBS acquired the option to purchase all of the preferred and common stock of World. Negotiations still are in progress for this sale and the new closing date has been set as April 28, though the CBS option expires April 19. It was at this point that Counsel Burns stipulated that the contract for CBS acquisition if, as and when completed, would be submitted to



AGAIN in the first 3 MONTHS of 1939

. . . as in the years 1937 and 1938 . . .

NBC STATION

WTCN

MINNEAPOLIS ST. PAUL

Broadcast

MORE LOCAL ADVERTISING

Than Any Other Major Twin City Station

and in addition

WTCN'S

National Advertising

Increased in January, in February and in March Over the Corresponding Months of 1938 . . . with Increases Ranging From 50% to 300%

Owned and Operated by

TWO GREAT NORTHWEST NEWSPAPERS

With a Combined Circulation, Both Daily and Sunday of Over 300,000

MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE AND PETERS, INC., NATIONAL REPRESENTATIVES

New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta.

the FCC for inclusion in the hearing file. He explained it was desirable to withhold details of the transaction until the closing date because of the possibility that it might not be consummated.

Mr. Deutsch testified that in the event the proposed transaction is actually put in effect, no change in the World organization, personnel or enterprise is contemplated. He added that he would remain as president and chief officer of the company.

Delving into the history of transcriptions, Mr. Deutsch brought out that there are only nine plants in the country capable of processing and making master records. Five of these are in the home recording field while two are maintained by World—in New York and Chicago. While he said he had no record of the actual dollar value of transcriptions, he agreed with the estimate previously made by Mr. Egner for NBC Thesaurus that approximately $4,500,000 represented the figure.

Explains Library And WTS Activities

The gross revenue of World for the year ended April 30, 1938, was $1,500,000, he declared, of which $1,110,000 was derived from the actual manufacture of transcriptions.

World has a total of 128 employes, of whom 14 are engineers, 59 factory employes and 55 engaged in sales, office and executive work. It maintains a complete broadcasting organization, including studios, musicians, continuity services, copyright clearance and the like, he said.

The various activities of World, including the recently organized World Transcription Service, along with contracts entered into with stations, advertisers and agencies, were covered by Mr. Deutsch. Exhibits explanatory of these operations were placed in the record. Under its contract with ERPI for use of its vertical recording system, World pays the AT&T subsidiary 6% of its first million dollars of income and 5% thereafter, he explained. World averages production of about 12,000 16-inch transcriptions per month.

The World Library Service is used by 64 unaffiliated stations, 38 CBS stations, 31 NBC stations and 17 MBS stations. Service is available to only one station in a given market. The station, however, is free to take any other program service it desires. There are three classes of library service, he explained. The first is for major network affiliated stations, totaling approximately 70. The charge averages about $70 per week. The second goes to network affiliated stations in smaller markets and payments average about $150 per month. A third service, designed to serve small independent stations having no network affiliations, is offered at a substantially lower rate of approximately $100 a month, he said, with certain other provisions that are not part of the standard contract. On national spot programs placed by World, the station remits a license fee of 7½% of its card rates. On library service sponsored nationally, the station remits the talent fee which is paid by World for commercial music royalties, he explained. For locally sponsored library service programs, there is no charge.

Describing WTS, formed the latter part of 1938, Mr. Deutsch explained that it was designed to render an added service in the transcription field by offering to national advertisers service similar to that offered by the networks. WBS, he said, under this system, buys time at the station's card rate minus two 15% commissions. The first 15% goes to the advertising agency and the second to WTS. Of the latter, one-third is estimated to absorb transcription cost, one-sixth represents a promotional fund and the balance is commission to WTS.

Asserting that World produces what he believes to be highest quality transcriptions, Mr. Deutsch defined the processes involved WBS operations. Complete equi ment has been changed four tim during the last decade while st dios have been changed twice keep abreast of latest innovatio he said.

Under cross-examination by M Funkhouser, he asserted he felt requirement eliminating phon graph records for broadcast wou prove a hardship on small statio When Mr. Funkhouser ask whether the public should be pr tected against records which a not made exclusively for broadca purposes, he said the matter mig be settled in the future by cop right owners and recording artis

Mr. Deutsch declared a regul tion establishing a standard mi mum quality for transcriptio might be good but he did not kn how one could be invoked. In t case of library services, he sa such a standard might have to lower than the highest standar today because many transcripti companies would not be in a po tion to make the heavy investme in studios and facilities requir for production of highest quali transcriptions.

In response to the stock questi by Mr. Funkhouser of all tra scription witnesses regarding co tinuation, abrogation or modific tion of the existing regulation quiring announcement of a tra scription program as such befo and after rendition, Mr. Deuts said his first suggestion would for its abolition. Secondly, he sa if that could not be done, the quirement of announcement at t start of the program should eliminated because it is "discri natory" and because it permits t listener to "pre-judge" a transcri tion.

Compares Disc and Network Advertising

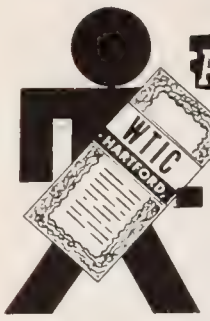
If the announcement requireme were limited to the sign-off, M Deutsch declared, it would enab the manufacturer of good tra scriptions to identify the quality his programs and help build that phase of the business. All all, he declared, it would accompli what the FCC apparently is tryi to develop in the transcripti field.

Mr. Deutsch agreed with t FCC counsel that, when the tra scription announcement rule w promulgated years ago, it was cause phonograph records rath than transcriptions were used f broadcast purposes and that the was a vast difference in quali He said, however, that he did think such a distinguishing a nouncement was necessary tod from the public standpoint. M Funkhauser observed that amo others, the "labor unions" are posed to elimination of the a nouncement.

Contrary to previous testimo of transcription witnesses, M Deutsch said that in his opini networks and transcriptions "a not at all competitive in the wi sense." He explained that there a two types of national advertisin broadly speaking, one the ty which uses magazine display a the other newspaper. Magazine a vertising, he said, is comparable network business whereas the tra scription phase, being more flexib compares to the newspaper type advertising. In the case of tra scriptions, advertisers can take a vantage of variables such as se



ON THE sidelines, as his chief testified before the FCC Network Inquiry Committee was A. J. Kendrick, vice-president of World Broadcasting System.



AN INSURANCE Policy

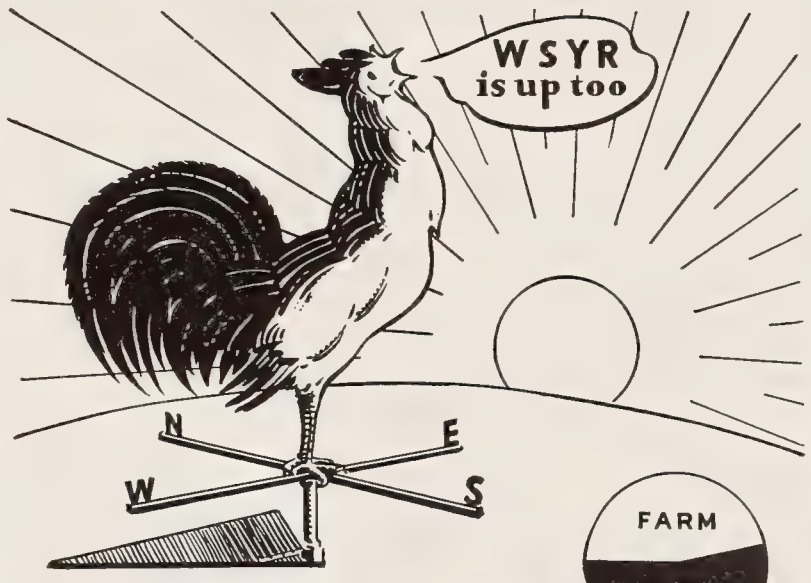
A GOOD policy pays good dividends. Experience proves that a *Sales Policy* from WTIC, as well as the other progressive Stations we represent, insures

Results That Count!

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives



Here's Why—

Thousands of folks demand it. 41.6% of the population in WSYR's rich region are farmers who are up early and who listen *early and often*. This bonus of listeners is a plus for you: You sell the urban market of Syracuse and with it one of the prime farming regions of the East . . . when you use WSYR.

WSYR SYRACUSE

570 Kc.

Who are Radio Sponsors?
MEN

What programs are of interest to men?
NEWS

Let the industry standardize its news periods at FIFTEEN MINUTES PAST THE HOUR EVERY THREE HOURS THROUGHOUT THE U. S. A. IN ALL TIME ZONES, providing a *DEFINITE* man's program at a *DEFINITE* time and gain the *INTEREST OF MEN* who pay the BILLS OF RADIO.

KGVO

CBS Affiliate

5000 w. Day	Missoula
1000 w. Night	Montana

Newscasts daily every three hours at fifteen minutes past the hour.

nal business, problems of distri-
tion and time of day. On a net-
rk, on the other hand, a mini-
im number of stations must be
ployed simultaneously, he point-
out.

Questioned regarding WTS, Mr.
utsch explained that under the
te structure, Class A stations in
e Gold Group retain what
ounts to 70% of their established
tes while the medium stations re-
n 65% and the smaller stations
% of card rates. Asked whether
s compared to the average net-
rk of 30% retained by affiliates,
. Deutsch said that he was not
miliar with that, but did not feel
at WTS was competitive with the
tworks since affiliated stations
n be members of WTS in addi-
n to their network operations.

nsiders Off-the-Line oblem Secondary

Regarding off-the-line recordings,
. Deutsch said that WBS does
have a line into NBC and has
ver asked for permission to take
grams off the line. Unlike other
nscribers, he said, he has had
trouble in that connection
ough some years ago an adver-
er wanted WBS to do the record-
of an NBC program, and when
BC said it was contrary to its
ablished policy he did not press
point.

"We do not believe this an im-
tant part of our business," he
d" "It is supplmental. While we
e to have that business, it is only
ondary." He said WBS main-
ns lines into CBS and WOR.

Commissioner Walker inquired
ether CBS would adopt a policy
ilar to NBC's on refusal of off-
-line recordings when it ac-
red WBS. Mr. Deutsch said the
tter had never been discussed
that he could not conceive of it
ng a "serious factor". The high
lity of WBS transcriptions, he
d, should be attractive to adver-
rs who desire that type of
vice.

Moreover, Mr. Deutsch declared
did not see a big future for off-
-line recordings because of union
elopments. Musicians and talent
st be paid double, under existing
nouncements, and the costs are
great that it would hardly war-
t advertisers placing any exten-
off-the-line recordings with sta-
ns supplementary to the regular
works.

Chairman McNinch, who entered
hearing late, inquired about

(*Continued on page 72*)

TRIES AIRWAVES
And Enjoys Success, So Soap Firm Renews

FEDERATED SOAP & CHEMICAL Co., Omaha, reports outstanding success from its first try at radio on KOWH (formerly WAAW), Omaha. The sponsor, manufacturing drain opener compound, started on KOWH with five-minute daily dramas with a tag line leading into a brief commercial, also taking full advantage of the stations merchandising service of posters, window displays and dealer letters.

When the contract was renewed recently, with the sponsor ordering "repeats" in large quantities of the merchandising material at his expense and considering transcribing the KOWH shows for other local stations, the president of the company declared the radio campaign alone was responsible for "unbelieveable" dealer acceptance and dealer cooperation. Observing that distribution of the product is almost 100% in local stores, he continued that the toughest grocery chain took the line after tuning in on three of the dramas, while a prospectus of the KOWH merchandising campaign persuaded a large drug distributor to push the drain opener.

WJSV Goes to AFRA

STAFF announcers of WJSV, Washington, have resigned in a body from the American Guild of Radio Announcers and Producers, independent union, to join American Federation of Radio Artists, AFL talent union, according to AFRA headquarters in New York. AFRA will shortly start negotiating with the station management for a new contract to replace the present one, which expires this June, it was stated. Negotiations of AGRAP for revisions in its contract with CBS covering the staff announcers and producers at WABC, New York, have been commenced.

ACA Signs WNBF

CONTRACT covering the four technical employes of WNBF, Binghamton, N. Y., was signed April 1 between the station and the American Communications Association, CIO union. In addition to the usual provisions for closed shop, hiring through the union, dismissal only with union consent, 40-hour five-day week, time-and-a-half for overtime plus $1 supper money, sick leave and two weeks annual vacation with pay, seniority rights, technical staff to make up its own schedule, the contract calls for flat salaries of $35 weekly and for the station to employ a minimum of four engineers. Contract runs until April 1, 1940, and is automatically renewed unless 30 days previous notice is given.

GILLETTE Safety Razor Co., Boston, on April 17 starts a 26-week campaign of quarter-hour programs on WHN, New York, featuring re-enactments of important plays of the three major league baseball teams of New York. The program, *Today's Baseball*, will be heard seven times weekly from 7:15 to 7:30 p. m. with Bert Lee giving the play-by-play descriptions. Maxon Inc., New York, placed the account.

Minnesota Dunk

THE annual April Fool's Day Doughnut Dunking Festival, held by WCCO, Minneapolis, at the Hotel Nicollet of that city, drew a crowd of more than 1,800 ardent dunkers. Promoted by Clellan Card, WCCO announcer, for the last two years, the party is held in connection with the *Almanac of the Air* program, sponsored by Northrup King & Co. (seeds), while the last half of the program is sponsored by the Western Grocers' *Jack Spratt News*, announced by Bill Wiggington. The dunkers were obliged to arise exceptionally early as Mr. Card asked them to come at 7 to 7:30 a. m.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00
$40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

FEELIN'
ANY GAINS
FROM
FISH
TRAP (KY.)?

Fish Trap, Kentucky, is a *town*, all right—but you won't find it on your sales map (*nor* on WAVE's map, either!). WAVE covers the *Louisville Trading Area*, and that's what really makes Kentucky important! Use WAVE to cover the *important* area alone—and *save* what you'd pay for anything else beyond! Our data book is *full* of revelations about this rich, essential market. Would you like a copy?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WBNX
NEW YORK • 1000 WATTS DAY AND NIGHT
Station that speaks your language!
With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

Peterson Reintroduces Network Program Ban On Stations Over 50 Kw.

REP. PETERSON (D-Fla.), on April 3 reintroduced his bill (HR-5508) to amend the Communications Act of 1934 to ban network programs on any station having over 50 kw. power. The same measure was introduced last session by Mr. Peterson.

Stating the bill was drafted in cooperation with the Florida Association of Broadcasters, Mr. Peterson said it is designed to protect the operators of small broadcast stations "from the unfair competition of larger and wealthier network affiliated stations and to protect such small stations from the necessity of carrying programs that they cannot afford and do not desire in order to meet competition."

Introduced near the end of last session, the measure was not considered by the House Interstate & Foreign Commerce Committee. The Florida congressman explained he introduced the bill at this session just prior to leaving for a trip to Florida and had not had the opportunity to ascertain the attitude of the FCC or obtain any ideas of when it would be considered by the House committee. He said, however, that he intended to confer shortly with FCC officials and Committee Chairman Lea (D-Cal.) on these points.

Katz Survey Indicates Farm-Mindedness Trend

AN INCREASE of "farm-mindedness" on the part of both broadcasters and advertisers is apparent, according to The Katz Agency, which recently circularized the stations it represents about their farm service activities. Responses show an increased number of programs, both sustaining and commercial, which are designed especially for the rural audience, according to D. H. Denenholz, who is using the returns to supply Katz salesmen with up-to-date information on the stations' farm following for presentation to advertisers interested in reaching the rural market.

Supplementing station coverage data and such information as the number of tractors, horses and mules and other farm equipment and livestock owned by farmers within the stations' primary areas, the Katz organization now has information on each station's agricultural programs, sponsors, future plans along this line and affiliations with agricultural schools, farm papers, farmer organizations and state and national departments of agriculture.

Esso's Additions

ESSO MARKETERS (Esso motor oil), during the last three months has added the following list of stations to those carrying the five-minute United Press news broadcasts 24 times weekly: WIS WCSC WFBC WPAR WBLK WNOX WDOD WLAC WREC KLRA KTBS WJBO WWL WSYR WLBZ WDRC and WCSH. Marschalk & Pratt, New York, handles the account for the Marketers who are made up of Colonial Beacon Oil Co., Standard Oil Co. of New sylvania, and Standard Oil of La.

Growth of the Disc Industry

(Continued from page 71)

CBS acquisition of WBS. Responding to his questions, Mr. Deutsch said that under the proposed contract, he would remain as president for three years. When the chairman asked him whether this was a "guaranteed tenure", Counsel Burns interrupted to observe that while the contract had not been entered he assumed it would carry the customary clause for termination for cause. He then explained that he had entered into a stipulation with Mr. Funkhouser regarding the sales contract and Chairman McNinch observed that he did not desire to go "behind the stipulation".

Mr. Funkhouser inquired about CBS' recent acquisition of American Record Co., concerning which Mr. Deutsch said he had some knowledge. It was agreed that a witness representing CBS should be called on that phase of the company's activity, probably during the April 17 week. Mr. Deutsch explained that American Record Co. manufactures recordings for home use and has only engaged in broadcast transcriptions to a limited extent.

So far as he is aware, Mr. Deutsch said, it is the intention of CBS to keep present WBS contracts in force. He added he did not know whether CBS would seek to prevent independent transcription companies from employing its studios and that such matters must be determined by CBS as policy.

Langlois Tells of Public Domain Service

C. O. Langlois, president of Langlois & Wentworth, independent transcription production firm dealing exclusively in public domain music, appeared April 13. Under questioning by Mr. Funkhouser he described his firm's development of a transcribed library service of tax-free music.

Discussing the public domain-copyright music situation, Mr. Langlois declared that although there was from 25 to 33% more public domain music in the United States than elsewhere and copyrighted music amounted to only about 20% of the world supply, tax-free music was relatively scarce because it was so difficult to unearth. Langlois and the NAB both have been active in digging out an adequate supply, he said, making it available with new arrangements as good radio fare.

Exploitation being necessary to establish commercial value for a song, composers and publishers are anxious that radio "plug" their wares through broadcasts, he said, though this places the radio industry in the position of popularizing music so the composer and publisher can benefit economically and then paying for this privilege under ASCAP requirements. He pointed out that the ASCAP contract, which he described as particularly burdensome to the small operator, provides that a station must in reality pay for even its use of tax-free music under the flat levy of 5% on station revenue.

Describing the recent arrangement by which Langworth took over the projected NAB public domain library service, Mr. Langlois said future plans encompassed a rise in transcribed material from Langworth's present 100 hours to 300 hours, depending on an increase in clients. Since March 11 some 35 stations have signed for the joint NAB-Langworth Library service, he said.

Points to Improvement In Quality of Discs

Regulation of some sort would aid the industry and improve public service, he declared, although he said he was uncertain as to just what form regulation should take, whether by the Government or by the industry itself. Rule 176 should be abolished, he added, since its reason for being has failed, due to the development of transcribed productions of a standard equal to live programs. Observing that the art has "improved infinitely" in the last two years, he said a concerted attempt would be made to raise quality of transcriptions even higher if competition between recorded and live programs is reduced to a strictly merit basis.

Concluding with a discussion of the transcription industry's labor and talent problems, Mr. Langlois declared that the effect of AFM demands insofar as transcriptions are concerned, has been to give employment to a smaller number of the same musicians formerly employed at a higher rate of pay, but actually reducing the nuber of jobs available.

J. R. Poppele, testifying for the WOR Recording Service, wound up this phase of the inquiry April 13. Questioned by WOR Counsel Frank Scott and Mr. Funkhouser, the WOR chief engineer declared that the station does not restrict the transcription activities of outside transcription firms in its studios, pointing out that programs for transcription were fed to a large number of concerns, among them World, AMP and Brinckerhoff. He stated the only compensation to WOR for making its programs available was a service charge amounting to a minimum of $10 per "feed".

WOR's transcription activities, which he said produced only about $25,000 revenue in 1938, the best year to date, include both regular commercial transcriptions, using the station's production facilities, and recorded shortwave pickups from foreign countries or programs conflicting with the established schedule.

Stratton Benefit

WHEN the Chicago Cubs and White Sox play their benefit game April 17 for Monty Stratton, former Sox pitcher whose leg had to be amputated as a result of a hunting accident, the Texas Co. will donate the amount it would ordinarily pay WCFL, Chicago, for station time, sportscaster fees, etc. WCFL donates its time, and the account's agency, Buchanan & Co., donates its copy. As BROADCASTING went to press it was understood that sponsors on other Chicago stations were arranging similar donations.

WBNS, Columbus, owned by the *Columbus Dispatch*, has purchased an RCA ultra-high frequency facsimile transmitter and contemplates publishing a regular facsimile edition experimentally.

Three Days to Learn

PAUL PIERCE, CBS Hollywood announcer recently added a new milestone of accomplishment to his record. He was assigned to broadcast from a glider during the Southern California Gliding and Soaring Championships at Bakersfield, Cal., on April 8. Pierce met with difficulty when the FCC ruled that a licensed engineer must accompany him to operate the shortwave equipment he was to wear on his back. Since the glider couldn't support the pilot, an engineer and himself, Pierce did the next best thing. For three days he "crammed" on engineering facts and passed the FCC test, receiving a radio telephone operator's license, third class and was his own engineer during the broadcast over the CBS Pacific network.

From Abroad

SERIES of exchange progra advertising the New York a London markets to British a American exporters will begin A ril 23 between WMCA, New Yo and International Broadcasting of London, operating commerc broadcasting through Radio N mandie in Paris. The arran ment provides for exchangi broadcasts weekly, the first p gram, to be heard April 23 throu Radio Normandie from 10: 10:45 p.m., a recorded WMCA p gram featuring Lee Grant and orchestra with Alice Breese as loist. The Radio Normandie bro casts on WMCA are to begin d ing the week of May 1, and will heard regularly on Saturdays. the programs will be specia transcribed and shipped to the s tions via the *Queen Mary* and *N mandie*.

* * *

Peninsular Drive

"TO PROMOTE the distributi of products, encourage indust and make jobs," Southern Brewi Co. is sponsoring *Forward Flori* on WFLA, Tampa. In a series 26 programs 20 different Flori cities and towns have been salut Microphones have been set up in different towns, and via WFL mobile unit interviews have b carried with each city's mayor a business leaders.

* * *

Citizenship Problems

ANYONE with problems relati to citizenship is invited to m questions to the thrice-wee WPA *American Citizenship Co* series, heard Mondays on WHC Jersey City, and Tuesdays a Thursdays on WEVD, New Yo Such inquiries are answered wi out charge by the Naturalizat Air Unit of the WPA Adult E cation Program, and also form foundation for the broadcasts.

* * *

Hick Among the Slick

ADVENTURES of a rural char ter coming to the big city are picted by Glen Wilmer Dougla as Uncle 'Bijah, on *The Yan Philosopher from Punkin Cent* new feature on WTAG, Worcest Mass.

Gaumont - British Plans Theatre Installations of Television in New York

PLANS for installation of television receiving apparatus in several Broadway motion picture theaters have been anounced by Arthur A. Lee, vice-president of Gaumont-British in this country, who said that negotiations were under way with a number of theater owners and predicted that May 15 will see the first theater television in New York. I. C. Javal, commercial director of Baird Television, an affiliate of Gaumont-British, and a staff of television engineers are bringing Baird theater receiving equipment to this country the end of April.

Idea for these American installations followed the successful theater reproduction of BBC's telecasts of the Oxford-Cambridge boat race and the Boon-Danahar prize-fight in three London theaters. So well were these telecasts liked by the theater audiences that Gaumont-British is putting this equipment in its theatres as rapidly as the Baird factory can turn it out, and expects to have 150 English picture houses equipped by May 1. Pictures are reproduced on a screen 12 x 15 feet in size, said to give clear vision from any part of the theater.

Television will be an added feature to the regular movie programs in the theaters, Mr. Lee explained, and no attempt will be made to present full programs of television images.

British Cinematograph Exhibitors Assn., national organization of English motion picture theatre operators, and the Kinematograph Renters Society, representing film distributors, have jointly petitioned the English Postmaster General to allow the establishment of a television transmission system independent of that of the BBC, for reception exclusively by theatres equipped with the Baird large screen receivers, according to Isidore Ostrer, chairman of Gaumont British.

Sarnoff Sends Greetings to 50 kw. CBC Station

LATITUDE that the United States and Canada do not have to guard a border radio station "as an instrument of nationalistic and hostile propaganda" was expressed April 8 by David Sarnoff, president of RCA, in an address on a program inaugurating CBC's new 50,000 watt station CBA, located at Wolfville, N. B. Mr. Carnoff's speech, originating in NBC's studios in New York, was heard on the NBC but not over United States stations.

"There are some nations in the world today," said Mr. Sarnoff, where the installation of a powerful radio transmitter in a nearby country would not be welcome. It would be viewed with suspicion and mistrust, as an instrument of nationalistic and hostile propaganda. Happily, no such spirit exists between the citizens of Canada and the United States."

GARDEN DAIRY Co., New York, on April 8 starts *Painted Dreams*, five weekly morning script show on WGN, Chicago, written by Kay Chase and produced by Young & Rubicam, N. Y.

AIRLINE OPENING
Covered by WQIM and Fed To Vermont Hookup

INAUGURATION of non-stop airline service of Canadian Colonial Airways between New York and Burlington, Vt., was covered by WQDM, St. Albans, Vt., April 1 at the first scheduled flight-stop at Burlington, with exclusive coverage of the plane's arrival at the airport and interviews with passengers, among them Mayor LaGuardia of New York.

Later, at a luncheon commemorating the maiden flight, WQDM originated the broadcast of Mayor LaGuardia's speech for a statewide hookup including WCAX, Burlington, WDEV, Waterbury, WNBX, Springfield, and WSYB, Rutland, under sponsorship of Vermont Transit Co., agents for Canadian Colonial. Hays Adv. Agency, Burlington, handled the account.

Big Store Schedule

OKLAHOMA's largest department store, the John A. Brown Co., Oklahoma City, recently made its biggest splurge in radio advertising by contracting for sponsorship, six days a week from 7:30-8:30 a. m., of *The Coffee Club* on KOCY, Oklahoma City, starting April 15. In addition the store also has contracted for a five-minute night news strip across the board. Claimed to be the largest block of time to be sponsored on any Oklahoma City station, the daily hour show also marks the sponsor's first use of radio to any great extent. *The Coffee Club*, built around recordings, with time announcements every five minutes and frequent weather and temperature reports, also features a newscast at 8 a. m., and is handled by Norman Rogers.

Scholl To Use 18

SCHOLL MFG. Co., Chicago (foot remedies), on April 17 starts *World Fair News*, a daily five-minute news program of happenings at the New York World's Fair, on WMCA, New York. The firm is also using thrice weekly five-minute shows on KEHE, Los Angeles; WFBL, Syracuse; WWJ, Detroit. Series will be expanded to approximately 18 stations, according to Presba, Fellers & Presba, Chicago agency.

More National Advertisers used CHNS last year than ever before. Now is the time to make sure of summer bookings.

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Additional coverage provided at no additional cost by our shortwave station CHNX

McCullagh, Brockington Settle Canadian Dispute

CBC CHAIRMAN L. W. Brockington and the *Toronto Globe & Mail* publisher, George McCullagh, have settled the dispute caused by the CBC refusal to allow the publisher either a national or private network in January, but not before Mr. McCullagh told the Parliamentary Radio Committee at Ottawa on April 4 that he was discriminated against because his paper favored the abolition of the annual $2.50 license fee.

A joint statement was issued following the evidence given by McCullagh in which it was stated that "after a frank discussion of matters which have obviously been the subject of some misunderstanding between the undersigned and some difference of opinion, we both desire that no further public reference be made to the recent incident. In arriving at this decision, the Canadian Broadcasting Corp. desires to assure Mr. McCullagh that it had no intention to treat him otherwise than with complete impartiality, and believes that he, on his part, was actuated by a sense of public obligation in the course he pursued."

CMX Using 10 Kw.

IN AN ITEM regarding the shift of the NBC outlet in Havana from CMG to CMX in BROADCASTING, March 15, it was incorrectly stated that CMX operates with a power of 200 watts. Francisco A. Lavin, operator of CMX states that since Jan. 15 the station has been operating with 10,000 watts on a frequency of 880 kc., following the recent installation of new RCA equipment, including a directional antenna which concentrates the CMX signal on eastern Cuba and prevents interference with U. S.

WFIL Reports Upswing

THE year 1939 will be a banner one for WFIL, Philadelphia, if billings for the first quarter are indicative of the full 12 months, according to Manager Roger W. Clipp, who announced a 63% increase in the number of advertisers using the station on April 1 as compared to Jan. 1 and a corresponding increase of 72% in dollar volume for the same period. Mr. Clipp attributes WFIL's gains to a quickening of activity in all sales fields—network, national spot and local—with the latter up 35% to pace the way. This increase in local business was particularly significant because it brought with it five local advertisers who had never before used WFIL and three who had never used radio.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

$40,000,000

Is spent in Connecticut yearly by vacationists, alone! Definite sales are assured when you use WDRC to reach this large, potent market!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY



SPRING into Summer *now* with a campaign to reach our "Friendly Family" of 1,500,000 Italo-Americans! And that's just what Progressive Advertisers are doing so that they become welcome *guests* with our "Friendly Family," which summers with us daily!

WOV NEW YORK 1000 WATTS

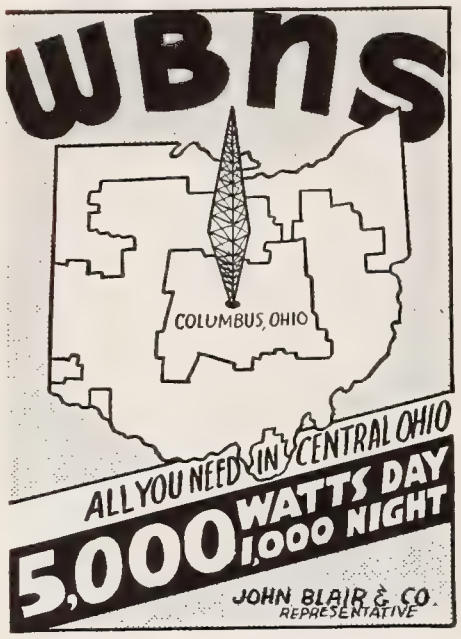
THE INTERNATIONAL BROADCASTING CORP. NEW YORK

WBIL NEW YORK 5000 WATTS

Equipment

RCA MFG. Co. has announced a new 5 kw. deluxe transmitter identified as 5-DX in an elaborate brochure released in mid-April. Claiming a number of exclusive new features, the transmitter is modernistic in appearance and "streamlined", being functionally styled and especially adapted to air-conditioning. It includes a "finger-tip" control console and uses air-cooled metal-anode tubes.

THAT Kansas State College of Agriculture & Science, Manhattan, Kan., pioneer television experimenter, intends to abandon the lower shortwave visual band and turn to the ultra-high frequencies, was indicated in an application filed with the FCC to change its W9XAK from 2000-2100 kc. to 42000-56000 kc. and reduce power from 125 to 100 watts. The only other licensees of the 2000-2100 band are W9XK of the University of Iowa, which also operates on the ultrahighs, and W9XG of Purdue U.



A NEW phase monitor (2-A) to facilitate the adjustment of directional antenna arrays, developed by Bell Laboratories, is announced by Western Electric Co. The device, designed to permit stations using directionals to correct phase relationship and magnitude of radio frequency current in each antenna tower, will provide a basis for determining the radiation pattern of the station, it was said. The monitor weighs 43 pounds and mounts on a standard rack, measuring 15¾" high by 7½" deep. Internal parts are mounted upon a steel panel. It employs four vacuum tubes, all of which operate 25% below normal ratings.

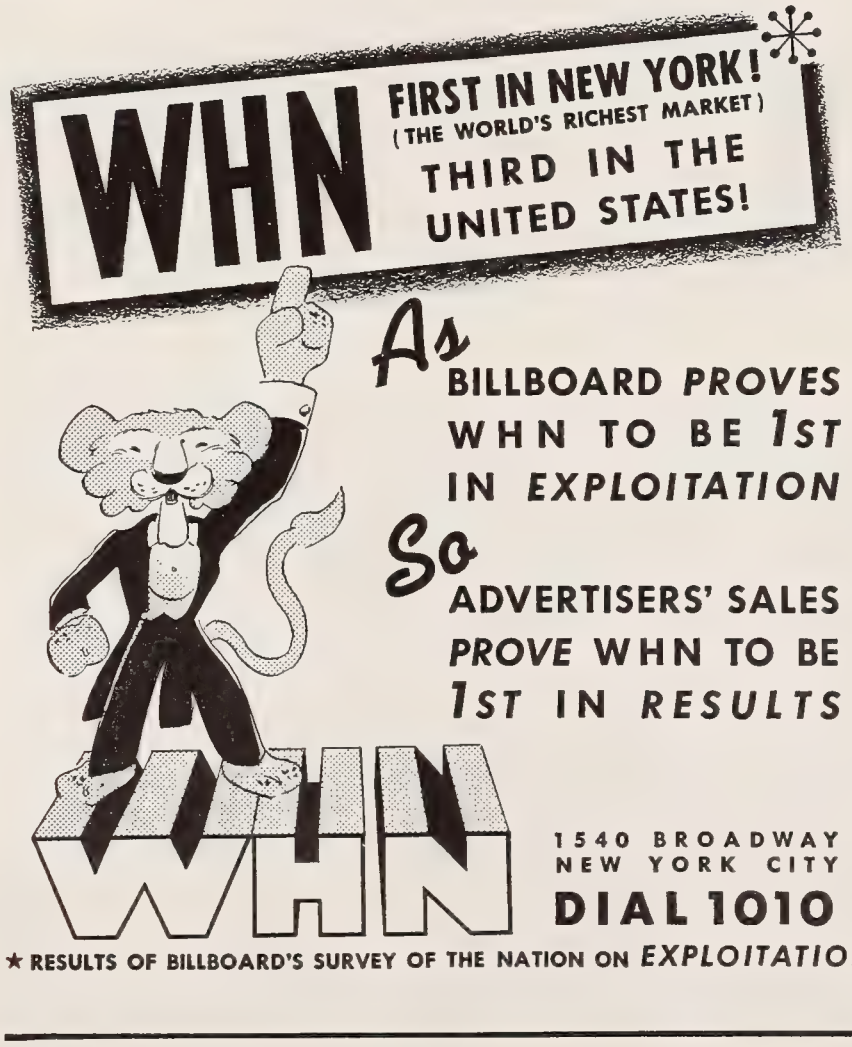
MUSICRAFT Records Inc., 10 W. 47th St., New York, has issued a folder describing its new line of Duralite instantaneous recording blanks, together with price list.

ALLEN B. DuMONT Laboratories, Passaic, N. J., announces two new cathode ray tubes for television use. One is a five-inch intensifier type, 54-11-T, with or without intensifier electrode. The second is a nine-inch teletron type, 94-11-T, made only with the intensifier electrode. Both have black and white screens.

RAY SCHROEDER, chief engineer of KMA, Shenandoah, Ia., has completed a 14-page brochure on engineering standards, supplementing the manual of practice developed by Owen Saddler, production manager.

KFRO, Longview, Texas, has purchased a Gates 6R remote conditioner to use in play-by-play broadcasts of baseball games, and an RCA 77B unidirectional microphone for studio use.

GREEK government has invited American manufacturers of radio broadcasting equipment to submit proposals for installation of a 10 kw. station at Salonika and a 5 kw. station at Jannina, according to a report to the Commerce Department from the American commercial attache at Athens. The proposed stations are to be used to relay programs from the 15 kw. station at Athens which has been operating since the middle of 1938. The Greek government desires that quotations list separately the cost of the survey in connection with construction and installation charges.





FITTING UP a "50" is the subject of conversation between Charles Topmiller (left), WCKY chief engineer and Joseph A. Chambers, of McNary & Chambers, Washington consulting engineers. They are looking over plans for WCKY's new 50,000-watt RCA transmitter, now being installed, and expected to be ready for operation this summer. Mr. Chambers is consulting engineer supervising installation of the Cincinnati outlet.

New Television Station Is Planned by Don Lee

DON LEE Broadcasting System, Los Angeles, will erect a television station on one of the highest peaks overlooking Hollywood if a deal now in negotiation is consummated. Thomas S. Lee, president, on April 10 revealed plans for the construction of a new transmitter on a 20-acre site above Hollywood, in the Hollywoodland hills. The peak, with an elevation of 1,700 feet, is second highest in the Los Angeles area. Negotiations for the Rancho Providencia acreage, also known as the Mack Sennett estate, are being carried on by Lewis Allen Weiss, vice-president and general manager of Don Lee.

Don Lee network is operating W6XAO, its television transmitter, on a five-day weekly schedule and has been carrying on experimental activity in Los Angeles for nine years. Effective radius of coverage is estimated at more than 30 miles. It is estimated there are more than 150 television receivers, many of them assembled by amateurs, in the Los Angeles area.

FIRST non-radio concern to apply to the FCC for a television construction permit is the May Department Stores Co., Los Angeles, which seeks a 1,000-watt outlet to operate in the 60,000-86,000 kc band.

KALORAMA Laboratories Inc., 168 Coit St., Irvington, N. J., has applied to the FCC for a 500-watt television station, visual only, to operate in the 2,000-2,100 kc. band.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

DuMont Plans to Buil New Television Statio In New York, Washingto

WIDENING of its proposed tel vision activities was indicated Allen D. DuMont Laboratori Inc., Passaic, N. J., in applicatio with the FCC April 8 asking f new stations in Manhattan a Washington. At the same time, D Mont asked that its W2XVT Passaic be authorized to add t 60,000-86,000 band and increa both its sight and sound power 5,000 watts.

The applications ask for 1,0 watts on 60,000-86,000 kc. for transmitter at 515 Madison Av New York, and for 1,000 watts 42,000-56,000 and 60,000-86,000 at 14th & F Streets in Washin ton. In addition an application w filed for a portable mobile tele sion transmitter of 50 watts pow using the 60,000-86,000 a 156,000-162,000 kc. bands.

The DuMont organization, hit erto primarily engaged in t manufacture of cathode ray tub has the capital backing of Pa mount Pictures.

Television Is Not Read Zenith Informs Deale

COMDR. Eugene F. McDonald J president of Zenith Radio Corp., April 7 addressed a notice to 60,0 radio dealers throughout the co try in which he reiterated his vi that television is not ready for t public since "even Government te vision standards are not yet est lished".

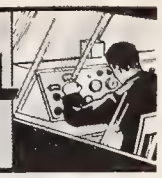
Comdr. McDonald asserted t Zenith's visual station, W9XZV Chicago, is already operating da as the only FCC licensed televis outlet in the Chicago area. "To Zenith's television receivers loaned, not sold," he added. "Zen is ready—but television is not Zenith believes it is unfair to public and knows it is unfair to dealers to ask them to finance television industry's experime Radio dealers have been penali and punished by premature tele sion publicity starting last f Prospects were led to believe t television would cover the coun overnight. Zenith will not br faith with its dealers. When Zen believes television is ready for g eral use in the store and the ho Zenith will supply you with tel sion receivers and not before."

Zenith's Television

CHICAGO'S first high definit television broadcast was transm ted March 30 from the televis studios of Zenith Radio Corp. o W9XZV. Receiving sets of firm's officials were located wit a radius of 12 to 15 miles from transmitter atop the Zenith pl at 6001 Dickens Ave. The quar hour program featured the *Hoo Sod-Busters* of WLS, Chicago, w Don Kelley of WLS as m.c. Acc ing to J. E. Brown, chief televis engineer of Zenith, the 441- transmission was highly success Zenith will not televise on a re lar program schedule, but will c tinue its experiments, he said.

WGN, Chicago, estimates that a lion persons have visited its stu since the preview on Sept 22, 1 Studio One of the half-million d Gothic structure seats 588.

...n the CONTROL ROOM



...NNE C. SMEBY, chief engineer ...WXYZ, Detroit, has resigned. He ... not announced future plans. S. W. ...wards, former radio inspector in ...roit, has been retained by King-...ndle Broadcasting Corp. as con-...ant.

...BERT M. MORRIS, NBC devel-...ent engineer, is the father of a ... born March 30.

...WRENCE BRUNES, of Minne-...lis, has been appointed chief engi-...r of the new WJMC, Rice Lake, ...s.

...LLIAM OLSEN, graduate of ...lland Television Inc. training ...ol in Kansas City, is now an op-...or with KOAM, Pittsburgh, Kan. ...viss Screws, from the same school, ...with WQBC, Vicksburg, Miss.

...H. BAILEY has been named chief ...ineer of WHBB, Selma, Ala., and ...n Yarns also has joined the engi-...ing staff.

...OUGHTON, engineer of KTSA, ... Antonio, is the father of a girl ... recently.

...MOND DAYTON, control oper-..., has resigned from WICC, Bridge-..., Conn.

...CHARD FIELD LEWIS, chief en-...er of KFXM, San Bernardino, ..., and Mrs. Lewis are the parents ... son, David Parkerfield, born re-...ly. Mr. and Mrs. Lewis shortly ... leave California for Fredericks-..., Va., where he will operate a ...ly-authorized local station.

...LLIAM HAMRICK and Guy ...rd recently joined the technical ... of WWNC, Asheville, N. C.

...NALD OAKLEY, KGER, Long ...h, Cal., technician, is the father ... boy born March 29.

Philco Video Tour

...LCO'S mobile television unit, ... demonstrated in Miami, New ...k and Washington [BROADCAST-... March 15, April 1] is now on ... in what Philco Radio & Tele-...n Corp., Philadelphia, de-...bes as its "television caravan." ... itinerary included Baltimore, ...ton, Pittsburgh and Cleveland ...atter March and early April, ... is scheduled for Detroit, Ap-... 18-21; Chicago, April 25-28; ...vaukee, May 2; Minneapolis, ... 5; St. Louis, May 9. Demon-...tions are given in collabora-... with local distributors under ... direction of Albert F. Murray, ...co chief television engineer, ...sted by Charles Stec, Norman ...ng and R. J. Bowley.

C & J Tests on 3

...J AUTO PRODUCTS, Kan-...City (motor conditioners), on ...il 10 started a test campaign ...hrice-weekly 15-minute musical ...vs on WEW, St. Louis; WHBL, ...poygan; KSOO, Sioux Falls. ...ba, Fellers & Presba, Chicago, ...gency.

Battery Account

...GESS BATTERY Co., Toron-...started on April 1 a Canada-... campaign of three weekly ...natized transcriptions to run ...ng April, May and June. ...ardson-Macdonald Adv. Serv-...Toronto, and Scarlett Adv. Co., ...nipeg, handled the account.



RESOURCEFUL was Chris Wood Jr., NBC turf commentator, when sudden, driving rains drenched the Springdale track at Camden, S. C., during the running of the historic Carolina Cup steeplechase. He pulled a thin, waterproof tobacco pouch from his pocket and fitted it over the mike. The race was broadcast by a hookup of WIS, Columbia, and WCSC, Charleston.

TO TELEVISE FDR
At Official Opening of the New York Fair

PRESIDENT Franklin D. Roosevelt will inaugurate the country's first regular high-definition television service as he delivers the opening address at the New York World's Fair April 30, NBC has announced. A telecast of the Chief Executive as he addresses in person an audience of Fair visitors and by radio the audiences of all nationwide-networks will enable him to be seen as well by owners of television receivers in the New York metropolitan area.

Space has been reserved for NBC's iconoscope cameras in the newsreel section, about 40 feet in front of the rostrum before the Federal Building at the Fair. Images will be carried by coaxial cables to NBC's mobile television vans and relayed from there to the Empire State transmitter for broadcasting. Beginning with this program, NBC will broadcast sight programs on a regular schedule of two one-hour evening broadcasts a week.

AFRA Loses KWK Plea

NATIONAL Labor Relations Board recently announced dismissal of a petition by St. Louis Local, AFRA, for certification of representatives of employes of Thomas Patrick Inc. at KWK, St. Louis. The NLRB action was based on a secret ballot election held Jan. 6, 1939, resulting in a 12 to 7 count against the AFL union.

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street
New York City

Fire Wrecks Station

FIRE on April 2 wrecked the plant of CKGB, Timmins, Ont., and that of the *Timmins Daily Press*, causing the station to be off the air two days. Damage to the station and printing plant, both owned by Roy Thompson, who had just returned from a three-month holiday in Europe, was estimated at $200,000. The entire broadcasting equipment and two transcription libraries were damaged. Auxiliary equipment, including some for the new 1,000-watt transmitter to be installed soon, were utilized at new quarters in the Sky Bldg., enabling the station to return to the air early April 4.

WHK Is Fourth Member Of MBS Facsimile Net

WHK, Cleveland, on April 8 joined the MBS facsimile network as its fourth station. Network, composed of WGN, WOR and WLW, began operations March 11 [BROADCASTING, March 15] and broadcasts each Saturday from 2 to 3:30 a. m. each station contributing a portion of the network transmission, which utilizes the Finch system. WHK broadcasts facsimile programs for an hour each day, beginning at 2:30 a. m. and its ultra-high frequency facsimile station, W8XE, broadcasts two hours a day, 2:30-4:30 p. m.

Columbia University's graduate journalism school, working with WOR, is studying type styles, sizes and make-up to determine the kind of printed material best suited for facsimile transmission and reception from the points of view of both broadcaster and set-owner.

FINCH ACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

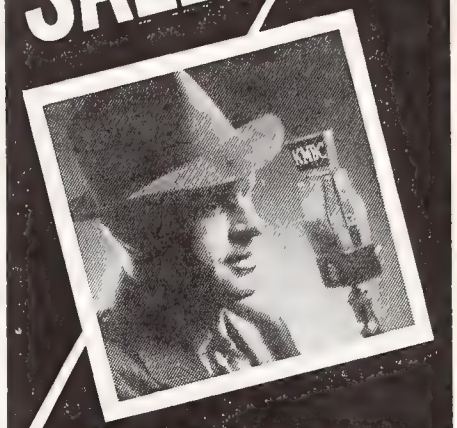
FIRST to develop an automatic selective syncronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Circle 6-8080.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
1819 Broadway, New York City

Follow SPORTS FOR MORE SALES





with Walt Lochman on KMBC, the sports station of Kansas City

WALT LOCHMAN

★—winner national baseball announcer popularity contest, 1936

★—winner George Trautman Trophy, 1938

★—Play-by-play announcer for Kansas City Blues Baseball Games on KMBC, 1939

NOW AVAILABLE

Walt Lochman in "Dugout Dope," five-minute spot preceding afternoon baseball games, and two KMBC Sportscasts — 6:10* and 9:40 P. M.

*5:55 May 1st

Call your nearest Free & Peters office, or

KMBC OF KANSAS CITY
The Program Building and Testing Station

Caught in Conference

(CLIENT AND AGENT)



Carl H. Arbenz, President, Hemphill Diesel Schools, Los Angeles (seated) and R. H. Alber, President, R. H. Alber Co., Los Angeles. Hemphill Diesel Schools, using a long list of stations, are located in New York, Chicago, Boston, Detroit, Memphis and Seattle.

Says Mr. Arbenz: "Our national spot radio business, placed through the R. H. Alber Co., requires a good deal of accurate up-to-the-minute information about stations and markets. So it's easy to realize why Mr. Alber always keeps recent copies of BROADCASTING, and the YEARBOOK, on hand for ready reference."

Nearly ONE *of every* TWO *copies of* BROADCASTING Broadcast Advertising *goes to a time buyer*

eighborhood Papers arry Detroit Radio News

ITH the three daily newspapers Detroit all having eliminated ir radio news columns, readers e turning to neighborhood pa- rs for the chatter and gossip ws formerly furnished them by metropolitan publications.

Albert Jacoby, known in the dwest as "Radio Jake" through work as a radio interference gineer for a score of stations, is nishing these papers with a o-column 10-inch column titled adio Headlines".

n all, 21 newspapers with a cir- ation of over 1,000,000 weekly carrying the column, including ry neighborhood paper of con- uence in Detroit. Indicative of reader interest in the column s the result of a popular an- ncer contest staged recently. er 25,000 post cards were re- ved with individual choices ed.

Lorillard in Summer

LORILLARD Co., New York, l use a half-hour weekly net- rk program in a summer cam- gn for Sensation cigarettes and riel cigars. Larry Clinton and orchestra will be featured in series, to be broadcast Monday nings from 7:30 to 8 on a 57- tion NBC Red hookup, begin- g July 3. For Deity cigarettes same sponsor has recently pur- sed all time signals, about 100 eek, broadcast on WQXR, New k. Lennen & Mitchell, New k, places the Lorillard adver- ng.

Religious News Scripts

LIGIOUS News Service, New k, announced April 12 its entry he radio news field with intro- tion of a 15-minute religious s script called *The Religious os Reporter* to present the high- ts of the week's religious news all faiths. The program will be ilable for local sponsorship. The vice for the last five years has ributed religious news to daily spapers nationally. Everitt R. chy is director, and Dr. Robert Ashworth, Louis Minsky and man McKenna are the editors.

ST sponsorship for Muzak Corp. d service of music, news and time als has been signed with L. N. ault & Sons, New York, for Re- t Wines. Company will sponsor signals, 16 times a day, six days eek, for 52 weeks, through White- ell, New York.

A. GARDNER, engineer of YZ, Detroit, since 1931, on April as named chief of the engineering , succeeding Lynne C. Smeby, who resigned.

WOL

ASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Tenth Institute at Ohio State to Hear Forum on Radio Education Techniques

TECHNIQUES of education by radio will again be discussed by educational and commercial broadcasters at the tenth annual Institute for Education by Radio to be held May 1-3 at Ohio State University under the direction of Dr. W. W. Charters, director of the Institute and head of Ohio State's Bureau of Educational Research, and J. Keith Tyler, the Institute's secretary. The conference will get under way with a round-table on "The Place of Radio in a Democracy" conducted by members of the faculty of the University of Chicago along the lines of its network broadcasts.

The afternoons of May 1 and 2 will be devoted to work-study groups, with these subjects and chairmen:

Agricultural Broadcasts, G. Emerson Markham, agricultural director, WGY, Schenectady.

School Broadcasts, A. S. Barr, professor of education, University of Wisconsin.

Radio Courses in Colleges and Universities, H. L. Ewbank, department of speech, University of Wisconsin.

Research in Radio Education, J. Wayne Wrightstone, associate director, Evaluation of School Broadcasts, Ohio State U.

Educational Uses of Facsimile, Ultra-High Frequency and Recording, Ellsworth Dent, director, educational department, RCA Mfg. Co., Camden.

Broadcasts for General Education, Cesar Saerchinger, American Historical Assn., New York.

Broadcasting by Community Service Organizations, Byron B. Williams, program supervisor, WOSU, Ohio State U.

Round Tables

A series of round-table discussions set for the night of May 2 includes these subjects and leaders:

Dramatic Programs, Earle McGill, casting director, CBS, New York.

Forum Programs, Allen Miller, University Broadcasting Council, Chicago.

Handling Controversial Issues, John Royal, NBC vice-president in charge of programs.

Public Relations Broadcasts, Karl Berns, assistant secretary, Ohio Education Assn., Columbus.

Radio Workshop, Larry Roller, educational director, WHK-WCLE, Cleveland.

Training School Directors of Radio, William D. Boutwell, director, radio project, U. S. Office of Education.

Princeton Study, Paul Lazarsfeld, New York.

Wisconsin Study, Lester Ward Parker, Madison, Wis.

Evaluation of School Broadcasts, I. Keith Tyler, Ohio State University.

Special Problems

Sections on special problems are listed for the opening night, May 1, as follows: National Assn., of Educational Broadcasters, Carl Menzer, University of Iowa; NAB, Neville Miller; Utilization of School Broadcasts, Harold W. Kent, director, radio council, Chicago board of education; Adult Education by Radio, Lyman Bryson, chairman, CBS Adult Education Boards; Music Programs, Alton O'Steen, research associate in music, Evaluation of School Broadcasts, Ohio State U.

A demonstration of the utilization of a classroom broadcast will be given the morning of May 2 by a student group under Mrs. Helen Moore, teacher in the Detroit public schools. Comments on the demonstration will be heard from Sterling Fisher, CBS *American School of the Air;* Franklin Dunham, NBC educational director; Joseph Ries, WLW's *Nation's School of the Air;* Louis E. Raths, Bureau of Educational Research, Ohio State U. Presiding officer will be Judith Waller, NBC central division educational director.

Three talks will be heard the final morning, May 3, in the session presided over by W. I. Griffith, director of radio, Iowa State College. They are: Effect of Radio on Listener Attitudes, R. R. Lowdermilk, Ohio State U.; Professional Training in Great Britain, Philip Cohen, production director, educational radio project, U. S. Office of Education, New York; How School Broadcasting Units Study Their Listeners, Tracy F. Tyler, college of education, Minnesota U.

At the final afternoon session May 3 Belmont Farley, director of publicity for the National Education Association, will preside. At that time will come the announcement of winners in the Institute's third "American Exhibition of Recordings of Educational Radio Programs".

WIBW's Open House

MORE THAN 10,000 visitors were accommodated by WIBW, Topeka, from April 2 to 8 during its celebration of "Open House Week" officially dedicating its new $70,000 transmitting facilities. Souvenir post cards showing the studio building were given all visitors.

RCA Fair Dedication

RCA on April 20 will formally dedicate its exhibit at the New York World's Fair and will televise the event as well as broadcast it on NBC-Red. Present will be Grover Whalen, Fair president; David Sarnoff, RCA president, and Lenox R. Lohr, NBC president, as well as other officials and public figures. The same day RCA will show its new line of four television models in the RCA offices for the benefit of dealers, and will also divulge the prices to be charged for the sets when they are placed on the market with the Fair opening.

WFBL

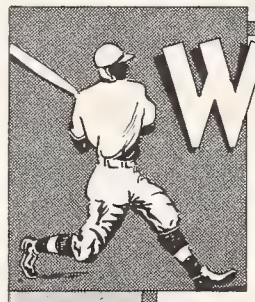
SYRACUSE

Brings AMOS 'N ANDY to Central New York

WFBL continues to bring the cream of the program crop to Central New York. And the station carrying the cream of the programs is the one which brings home the bacon to advertisers. Get your share of this rich WFBL market. Wire or write . . .

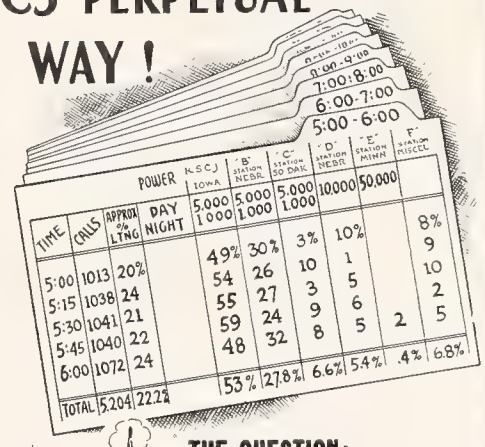
WFBL
Syracuse, N. Y.

or Free & Peters, Inc.
National Representatives



What a *Sales* Wallop

The KSCJ PERPETUAL SURVEY WAY!



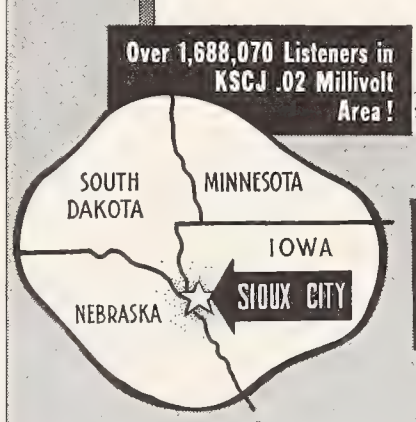
TIME	CALLS	APPROX % LTNG	DAY NIGHT	POWER KSCJ IOWA 5,000 1,000	"B" STATION NEBR. 5,000 1,000	"C" STATION SO. DAK. 5,000 1,000	"D" STATION NEBR. 10,000	"E" STATION MINN. 50,000	"F" STATION MISCEL.
5:00	1013	20%		49%	30%	3%	10%		8%
5:15	1038	24		54	26	10	1		9
5:30	1041	21		55	27	3	5		10
5:45	1040	22		59	24	9	6		2
6:00	1072	24		48	32	8	5	2	5
TOTAL	5,204	22.2%		53%	27.8%	6.6%	5.4%	.4%	6.8%

Knocking sales for a home run in KSCJ-land calls for the KSCJ PERPETUAL SURVEY.

You'll find the KSCJ PERPETUAL SURVEY as sure as DeMaggio's swing, as potent as Hartnett's strategy. It's the last word in scientific time buying.

For a little dugout dope on the KSCJ PERPETUAL SURVEY, ask George Hollingbery (you know George) or write to the station.

THE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"



KSCJ

The JOURNAL

Sioux City, Iowa

Affiliated with C.B.S.

Represented by GEORGE HOLLINGBERY · C. W. Corkhill, MANAGER.

WCPO's NBC Program

WCPO, Cincinnati, independent station owned by Scripps-Howard, on April 12 carried an NBC program for the first time through the friendly cooperation existing with WCKY. When Roy Howard, Scripps-Howard chairman of the board, was scheduled for a talk over NBC from Paris on the international situation, WCPO asked permission to carry the program at the same time as WCKY, NBC outlet, which was readily agreed to by L. B. Wilson, WCKY president and general manager.

REPLACING *Amos 'n' Andy* in the 7-7:15 p. m. spot on NBC-Red is *Mr. District Attorney*, a dramatic serial created and written by Phillips H. Lord, who also plays the title role. Program started April 3, date Campbell Soup Co. moved the famous blackface team to CBS.

On Bridle Paths

AT LOCAL stables in and near Chicago, Harry Creighton, sports commentator of WAAF, that city, interviews riders, transcribes the interviews and broadcasts them the following Sunday morning. Quarter-hour series called *Bailey's Radio Horse Show* is sponsored by Bailey's Inc., Chicago, whose slogan is "everything for the rider but the horse". Sponsor will soon start a contest for the best novice rider. Grand prize: A horse, complete with saddle and bridle. Judges will be chosen from members of the Chicago Town and Equestrian Assn.

Permit Held Terminated With Death of Partner

HOLDING that the death of one of the partners legally dissolved the partnership, to which it had issued a construction permit for a new station, the FCC on April 4 dismissed an application of Hunt Broadcasting Association, Greenville, Tex., for a modification of CP approving transmitter site. As a result the group planning to erect KGVL in that community, with 100 watts daytime on 1200 kc., finds the CP itself automatically terminated.

Fred E. Horton, publisher of the *Greenville Banner*, who died June 29, 1938, was one of the partners who secured the new station grant in May, 1937. The others are J. L. Collins, local hotel owner, and Nobel Young, merchant. Th proposed to construct the stati as originally planned by the gro but ran into legal complicatio when WOAI, San Antonio, oper ing on 1190 kc., filed objectio and raised the legal point that partnership existed due to M Horton's death.

Handling Radio Rights

RADIO Rights Clearing House, new firm to handle radio rights magazine stories, has just be formed in New York by Her Doherty, formerly with Cook Doherty, publicity agents. The ganization is tying up with leadi publishers of pulp magazines sell air rights for their serial tion. The firm is located at 11 48th St.; telephone, Plaza 5-09

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
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there is no substitute for experience
GLENN D. GILLETT
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Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesman, announcers, operators and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Experienced continuity man with announcing ability for Southern Station. Give full experience, age, references, salary expected. Box A331, BROADCASTING.

Wanted: experienced, responsible, sober salesman with auto for rural area selling in Wisconsin. Opportunity to handle remotes, announce, and build clientele in towns of ten & fifteen thousand population. Commission & drawing account. Send references. Box A337, BROADCASTING.

Situations Wanted

Top-notch sales producer for two of nation's top-notch stations. Nine years in national and regional time sales. Likes "tough jobs". Knows New York agency-advertiser field intimately. Do you need this man? Box A335, BROADCASTING.

Employed commercial manager seeks change. Consider commercial management local or regional. Manage local. Experienced. Capable. Outstanding record. Care Box A333, BROADCASTING.

First class phone and second class telegraph. Graduate Dodge Radio Institute Engineering and Servicing. Code on typewriter. Twenty-two years old and single. Box A336, BROADCASTING.

Management — Production — Programming: 6½ years radio. All phases. Networks. Production, programming, continuity, sales, promotion, announcing, management. 25 years old. 100 ideas to sell. Employed. Wants change to 250-1000 watter with opportunity to advance on merit. Club man, mixer. Midwest preferred. Excellent references. Box A316, BROADCASTING.

Radio Coordinator ten years radio executive, ten years advertising agency experience. Can create and sell. Wide national contacts. Now located. Desires change. Box A317, BROADCASTING.

Experienced Station Manager desires to purchase or operate local station on salary and percentage basis. Prefer Midwest or West Coast. Can make investment. Box A318, BROADCASTING.

Instructor-Announcer: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A330, BROADCASTING.

Experienced Announcer desires position with small station. Can write continuity and assist in selling. Voice recording available. Box A319, BROADCASTING.

PROGRAM DIRECTOR. Can build up programs of small station all local or medium size with available free time. Programs to attract listeners . . . musical . . . civic . . . stunts . . . special features . . . programs that will sell. Excellent references. Permanence and stability more important than large salary. Box A307, BROADCASTING.

Sports announcer wants Baseball assignment. Handle studio utility, references, recordings available. Box A329, BROADCASTING.

Situations Wanted (Cont'd.)

Young lady desires connection with sm progressive advertising agency or ra station. Seven years experience secretar time buying, talent booking, talent m agement. Familiar with show business general. Best references. Now employ Box A320, BROADCASTING.

Manager, prefers Southeast, 7 years perience announcing, selling, progra ming. Can make small station pay grow. Presently located Metropolitan N York. Available short notice. Box A BROADCASTING.

Experienced announcer desires posit with progressive network outlet or l station. Audition recording on requ Box A322, BROADCASTING.

Announcer-Licensed Operator, now ployed as combination man, desires char Very good announcer. Excellent referen Transcription available. Box A323, BRO CASTING.

Production man, ten years' experie production, programming, promotion, w ing. Employed, but wants to make char Married. Will accept small salary. A165, BROADCASTING.

Young experienced operator wants better future. Now employed in netw station, but available at once. Licen Address Box A324, BROADCASTING.

Announcer—3 years experience, comm cial work, newscasts, sports, continu programs. Voice recording. Box A BROADCASTING.

Radio Operator: 10 years licensed T graph and Telephone 1st Class. Th years ship and shore station operat Four years factory and field servic Box A326, BROADCASTING.

Chief engineer seeks new affiliat Graduate of leading university with de of B. S. in Electrical Engineering. H constructed several stations up to 50 Capable of design and construction smaller apparatus. Extensive network eration experience both national and gional. Excellent record. References f leading broadcasters and network offic Box A327, BROADCASTING.

Commercial or sales promotion mana Complete background, outstanding rec Experience in National field. Prefer p tion in South or Midwest. Box A BROADCASTING.

NEWS! Thoroughly experienced ne caster and commentator with good ed tional and travel background. Now ployed, seeking better opportunity. also handle announcing, interviews, c mercial continuity, special feature grams, sales promotion. Box A306, BRO CASTING.

EXPERIENCED newspaper repor radio editor and broadcast news comm tator, with excellent record of writing producing continuities for leading ag cies, networks and stations, seeks p with station or agency. Knows radio f every angle, particularly Chicago and M dle West. Age 34, married, best of re ences. Box A332, BROADCASTING.

Wanted to Buy

Second Hand Portable Turntable Re ducer adaptable to 33 1/3 and 78 R.P Box A334, BROADCASTING.

Studio Notes

RLOS U. BENEDETTI, formerly the Colombian Consulate in San ncisco and recently secretary of Colombian Legation to the Holy in Rome, has been added to the C staff operating the General Elec- shortwave transmitter on Treas- Island, San Francisco. He and n Trasvina, on leave from the O-KGO sound department, have rge of shortwave broadcasts to in America, along with Emerson ith, announcer, who has charge of early morning shortwave broad- ts between 4 and 7 a. m. (PST) n *NBC Thesaurus* recordings are adcast to the Orient from the fair.

A, Shenandoah, a few days after play-by-play broadcast of the Iowa te Basketball Tournament, carried emote broadcast of the one-day cel- ation in Creston, Ia., for the town's e championship team. Using its ile shortwave unit, KMA covered celebration parade, introduction of team, and several addresses, in- ling one by Frank Phillips, chair- n of the board of Phillips Petrole- Co. and one-time Creston basket- player.

KO, Fort Worth, made a 175-mile ote pickup of the 13th annual hita Mountains Easter Sunrise eant from Lawton, Okla. April 8. broadcast was handled by An- ncers Thaine Engle and Bill Hood, the technical setup under direc- of R. C. Stinson, chief engineer, sted by Bruce Howard and Elliott rsch.

ADING firms in the Intermoun- area are invited to submit his- al material to be used in prepar- the *Builders of Utah* series on YL, Salt Lake City, in charge of rge Snell, program director. A ness is saluted each week.

E fifth consecutive sunrise broad- from the Shrine of the Ages, nd Canyon, was broadcast Easter day by KTAR, Phoenix, Ariz., fed to NBC Red and Blue. Arthur Anderson, chief engineer and an- ncer, and J. Howard Pyle, pro- n director, were in charge.

BM, Chicago, has started a twice- y news service for patrons of the gley Restaurant, mecca of local o and advertising men. A two- news bulletin is distributed at kfast and lunch, written under direction of Buck Weaver, head of WBBM news room. WBBM uses and INS news services.

ROUGH the medium of "docu- tary" radio, WMCA, New York, other stations of the Intercity em presented a half-hour pro- n on April 9 which provided a plete roundup of Easter Sunday ifth Avenue from sunrise to sun- Events were documented during day on portable recording equip- installed in a WMCA radio car, ing the avenue with Nancy Turn- terviewing people in New York's tional Easter Parade. At the stu- the recordings were cut and re- nbled so that the program from 30 p. m. could present the activi- of the entire day.

AR, Norfolk, elaborately covered rrival of the U. S. Fleet at Hamp- Roads April 13, with one announc- oarding the *California* as she en- the Virginia Capes, another in ne cruising overhead, and a third a mobile unit from the Norfolk l Base, all keyed to a central on the beach front, where the e program was relayed to the stu- in downtown Norfolk by land John Morgan, Eddie Andrus and Marshall handled the shortwave nments, with Lee Chadwick at key station. Arrangements were with the Navy Department by ram director Henry Whitehead the broadcast was supervised by nical Director J. L. Grether.

KEX, Portland, using the longest leased wire hookup ever obtained by an Oregon station for a sports broadcast—2,294 miles—brought its listeners a play-by-play account of the University of Oregon's victory over Ohio State and its winning of the national intercollegiate basketball title. The game was broadcast direct from the Northwestern fieldhouse at Evanston on March 27 by Lynn Brandt, NBC announcer.

SIX PAGES of the April issue of *Typo Graphic*, Pittsburgh graphic arts trade monthly, are devoted to "A Little Journey Through KDKA", by Edwin H. Stuart, editor. A description of the station's operations is given, along with pictures of Manager Sherman D. Gregory, the antenna, and the first KDKA broadcast. The cover consists of a relief map of the KDKA market area. Many of the advertisements in the magazine pay tribute to the station.

THE *Bible Broadcaster*, Sunday morning devotional service, has been renewed on WHO, Des Moines, for the third year starting April 9. The first quarter-hour originates in WHO studios, with a pastor conducting the service, and the remaining 45 minutes is heard by remote control from the Gospel Center in St. Louis, conducted by O. B. Bottorff.

INS has reported the following new subscribers to its news service: WHAS, Louisville; WWSW, Pittsburgh; WKEU, Griffin, Ga. Yankee Network, the service's first client, recently renewed INS for five years.

WLW, Cincinnati, on April 14 started broadcasting its *Boone County Jamboree* coast-to-coast on MBS, Fridays, 10-10:30 p. m. (EST).

WHLS, Port Huron, Mich., has been so successful in its model home promotion that Jack Gresley, the sponsor, is enlarging the program. Two more model homes will be built, with Fred Knorr making radio tours three times a week. The contractor, previously radio shy, is opening a subdivision and using most of his advertising budget for radio.

WPEN, Philadelphia, is broadcasting the daily log of a goodwill plane now en route to Haiti from Philadelphia. The plane, "The Goodwill Spirit of the American Negro", is making the trip to consolidate the trade and economic relations of the American and Haitian Negroes. The trip, sponsored by the Citizens & Southern Bank & Trust Co. of Philadelphia, started April 5 and will take 22 days. Material covering the experiences of the pilot and two passengers on the flight is wired daily to WPEN.

KGVO, Missoula, is featuring a biweekly educational program, *Campus Congress*, which originates on the campus of Montana State University. The program is planned and produced by the Associated Students' Organization and presents informal discussions of current topics by typical students, under direction of James N. Holm, speech instructor.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

PROSSER MANAGING KTHS, HOT SPRINGS

JOHN I. PROSSER, broadcaster and advertising executive, has taken over general management of KTHS, Hot Springs, Ark., with the resignation of Steve A. Cisler, Jr., who in latter March resumed management of WGPC, New Albany, Ind., in which he holds a financial interest.



Mr. Prosser

Mr. Prosser was named by the board of governors of the Chamber of Commerce of Hot Springs, which owns the station, by unanimous vote. Last associated with KGKO, Fort Worth, as its eastern representative, Mr. Prosser formerly was with NBC, in its program department, and with WWJ, Detroit, as program manager. He also served with WLW-WSAI as continuity editor and as an executive of WSAI. Now operating with 10,000 watts on the 1060 kc. channel, Mr. Prosser announced upon assumption of the station's management, that it was the ultimate aim of the station to acquire 50,000 watts and that steps already are being taken in that direction.

Mr. Prosser said McNary & Chambers, consulting engineers of Washington, have been authorized to make immediate surveys regarding a suitable site for a new 50 kw. transmitter. No changes in KTHS personnel are contemplated, he said.

Rutherford Hookup

WATCH TOWER Bible & Tract Society, Brooklyn, is arranging with stations throughout the country for a special hookup to carry the speech on June 25 by its head, Joseph F. Rutherford, from Madison Square Garden, New York, from 4 to 5 p. m. (EDST). A total of 22 stations had been signed when BROADCASTING went to press. According to Sidney Weiss, of the Acorn Agency, New York, which handles the account, more than 100 stations will carry the broadcast.

THE FCC has dismissed with prejudice the application of W. B. Greenwald, operator of KWBG, Hutchinson, Kan., for a new local station on 1370 kc in Topeka.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

KEX MARKET REPORTS ...SELL AMERICAN PRODUCE SERVICE



● Using KEX, American Produce Company of Portland, Oregon has broadcast market reports 6 days a week for the past 5 years. These up-to-the-minute prices on eggs, butter, poultry and livestock have been extremely successful. Produce trucks operating in the KEX area are nearly 100% equipped with radios to receive this information to guide them in their service to the community.

American Produce Company considers its commercial announcements a distinct service to the entire farm audience as well as to dairymen and poultrymen. J. W. Savinar, speaking for American Produce, says: "We are most gratified with the results obtained from the rural and farm audience through our advertising on station KEX."

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE OREGONIAN PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

Representatives

EDWARD PETRY & CO. INC., New York, Chicago, Detroit, San Francisco, Los Angeles

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 31, TO APRIL 13, INCLUSIVE

Decisions . . .

APRIL 1

MISCELLANEOUS — KROY, KFI, Patrick Henry Bcstg. Co., Thumb Bcstg. Co., granted orders take depositions; NEW, Monocacy Bcstg. Co., Rockville, Md., granted motion in part to continue hearing, 5-15-39; KSO, Des Moines, hearing postponed to 5-29-39 on applic. Gazette Co. for new station in Cedar Rapids, Ia.; NEW, C. T. Sherer Co., Worcester, Mass., hearing continued to 6-1-39; KCKN, Kansas City, granted petition intervene WREN applic.; NEW, Oregon Bcstg. System, Grants Pass, Ore., granted dismissal without prejudice applic. CP; KHSL, Chico, Cal., granted petition intervene Martin K. Calaway and Harry S. Hooper, Marysville, Cal.; NEW, Samuel M. Enison, Vincennes, Ind., granted petition intervene applic. Vincennes Newspapers Inc.; NEW, WJMS, Ashland, Wis., granted continuance hearing to 6-1-39; WBIG, Greensboro, N. C., granted dismissal without prejudice applic. increase power etc.; WCOA, Pensacola, Fla., granted dismissal without prejudice applic. increase power etc.; KTSW, Emporia, Kan., granted continuance hearing to 5-12-39.

APRIL 3

KYOS, Merced, Cal.—Granted consent assign. license to Merced Bcstg. Co.

NEW, Drolich Bros., Sedalia, Mo.—Granted CP 1500 kc 100-250 w unl.

NEW, Pinellas Bcstg. Co., St. Petersburg, Fla.—Granted CP 1370 kc 100-250 w unl.

WSJS, Winston-Salem, N. C.—Granted CP move locally, new trans., antenna, increase D to 250 w.

NEW, Fredericksburg Bcstg. Corp., Fredericksburg, Va.—Granted CP 1260 kc 250 w D.

SET FOR HEARING—KUTA, Salt Lake City, CP move trans., increase power etc.; WIBC, Indianapolis, mod. license to ltd.; WSPA, Spartanburg, S. C., mod. license to 1120 kc 500 w 1 kw D unl.; KALE, Portland, Ore., CP move trans., increase power etc.

KTKC, Visalia, Cal.—Granted CP new trans., antenna 1190 kc 1 kw unl. provided there is no interference with KFPY.

KWNO, Winona, Minn.—Granted mod. license 1200 kc 100-250 w unl.

MISCELLANEOUS — NEW, Greenville Bcstg. Co., Greenville, N. C., denied reopening record re applic. Nathan Frank, New Bern, N. C.; KRKO, Everett, Wash., order to take depositions; NEW, Cabarrus Bcstg. Co., Concord, N. C., denied as in default applic. CP 1370 kc 100-250 w unl.

APRIL 4

NEW, Hunt Bcstg. Assn., Greenville, Tex.—Dismissed applic. mod. CP 1200 kc 100 w D.

MISCELLANEOUS — WROL, Knoxville, granted mod. CP re trans. site, radiator; WHIO, Dayton, granted license change equip.; KFDA, Amarillo, Tex., granted mod. CP change trans., radiator; WBBR, Brooklyn, granted mod. license to Watchtower Bible & Tract Society Inc.; KGCA, Decorah, Ia., denied temp. auth. operate in April under license granted March 6 pending compliance with Rule 131.

APRIL 6

MISCELLANEOUS—KTBS, Shreveport, La., oral argument set for 4-27-39; Lillian E. Keifer and Paul J. Gollhofer, Brooklyn, denied revocation of temp. auth. granted WWRL to use former time of WMBQ, as well as temp. auth. operate WMBQ on assignment previously held by Metropolitan Bcstg. Corp., and granted petition of Long Island Bcstg. Corp. to extend that date of provision (3) of Commission order of 12-5-38 cancelling mod. license mailed 6-16-38 to Long Island Bcstg. Corp. was extended 90 days from 4-5-39.

APRIL 7

MISCELLANEOUS — KOAC, Corvallis, Ore., granted pet. take depositions; KMA, Shenandoah, Ia., granted motion dismiss without prejudice CP change antenna etc.; WIBW, Topeka, granted pet. intervene W. B. Greenwald; NEW, M & M Bcstg. Co., Marinette, Wis., pet. for decision in lieu of findings re applic. referred to Commission en banc; KOY, Phoenix, Ariz., granted pet. intervene M. C. Reese; NEW, M. C. Reese, Phoenix, granted order take depositions; WCNW, Brooklyn, granted petition accept and consider amended applic. for facilities WWRL as well as WMBQ; WBBC, Brooklyn, granted pet. accept late filing of reply brief; NEW, W. B. Greenwald, Topeka, dismissed with prej. applic. CP 1370 kc 100-250 w unl.; KOY, Phoenix, granted motion for clarification of issues re applic. mod. license.

NEW, James Louis Bloom, Jr., Brooklyn—Denied as in default applics. CP experimental stations.

APRIL 10

KHSL, Chico, Cal.; KVCV, Redding, Cal.—Granted consent transfer control to Ray McClung, Horace E. Thomas and Stanley E. Pratt Jr.

NEW, Citizens Voice & Air Show, Provo, Utah—Granted CP 1210 kc 100-250 w; NEW, Provo Bcstg. Co., denied CP same facilities.

NEW, Radio Enterprises, Victoria, Tex.—Denied CP 1310 kc 100-250 w unl.

NEW, McComb Bcstg. Corp., McComb, Miss.—Granted CP 1200 kc 100 w D.

NEW, Mountain Top Trans Radio Corp., Denver—Denied CP 1310 kc 100-250 w unl.

WAGA, Atlanta—Denied reconsideration and grant without hearing applic. assign license to Liberty Bcstg. Corp., hearing being scheduled for 4-20-39.

APRIL 11

MISCELLANEOUS — WGNC, Gastonia, N. C., granted license new station; WRAL, Raleigh, N. C., granted license new station; WGN, Chicago, granted license move trans., radiator etc.; WMOB, Mobile, Ala., granted mod. CP trans., studio, radiator; CBS, granted temp. auth. transmit to CMCK, Havana.

APRIL 12

MISCELLANEOUS — WWL, New Orleans, granted extension temp. auth. 50 kw pending tests; WTAR, Norfolk, granted extension temp. auth. 5 kw N to overcome interference;

APRIL 13

MISCELLANEOUS — WBAX, Wilkes-Barre, Pa.—Renewal hearing moved to 4-25-39; KRKO, Everett, Wash., deferred depositions re renewal and assignment, and applic. Cascade Bcstg. Co. for CP in Everett.

Proposed Decisions . . .

WBBZ, Ponca City, Okla.—Granted renewal license, and involuntary assignment license to Adelaide Lillian Carrell, execu-

Applications . . .

APRIL 1

WATR, Waterbury, Conn.—License for change freq., power, etc.

WCOV, Montgomery, Ala.—Mod. license D to unl.

KOME, Tulsa—Vol. assign. license to Oil Capitol Sales Corp.

NEW, Samuel M. Emison, Vincennes, Ind.—CP 1420 kc 100 w unl.

APRIL 3

WOSU, Columbus, O.—Mod. license to 1 kw.

WRAL, Raleigh, N. C.—License new station.

KVWC, Vernon, Tex.—CP increase D to 100 w.

KNEL, Brady, Tex.—Mod. license D to unl.

WMFR, High Point, N. C.—CP increase D to 250 w.

WGN, Chicago—License for CP as mod. move trans. etc.

KAST, Astoria, Ore.—License for change in freq., power etc.

NEW, Las Vegas Bcstg. Co., Las Vegas, Nev.—CP 1370 kc 100-250 w unl.

APRIL 7

NEW, Atlantic City Bcstg. Co.—CP 1100 kc 5 kw sharing, amended to specified hours.

WNEW, New York—Mod. license N to 5 kw.

KWOS, Jefferson City, Mo.—Mod. license N to 250 w.

KRE, Berkeley, Cal.—Mod. license N to 250 w.

APRIL 8

NEW, Allen B. DuMont Labs, Manhattan, N. Y.—CP video station 1 kw.

W2XVT, Passaic, N. J.—CP add freq., increase aural and visual to 5 kw.

NEW, Allen B. DuMont Labs, Washington—CP video station 1 kw.

NEW, Kalorama Labs, Irvington, N. J.—CP video station 500 w.

WENY, Elmira, N. Y.—Mod. CP to 100-250 w unl.

NEW, Roy E. Martin, Opelika, Ala.—CP 1310 kc 100-250 w unl.

KWFT, Wichita Falls, Tex.—Mod. CP move trans., studio etc.

WBNO, New Orleans—Vol. assign. license to WBNO Inc.

APRIL 12

WNYC, New York—Mod. license D to spec. hours.

WCNW, Brooklyn—Mod. license to unl., asks WMBQ facilities.

NEW, Travelers Bcstg. Service Corp., Hartford—CP high-freq. station 1 kw unl.

NEW, Louisville Times Co., Louisville—CP facsimile 500 w.

Oklahoma's Run of '89

TREATING the 50th anniversary of Oklahoma's famous "Run of '89" as a modern day special event, WKY, Oklahoma City, on April 22 will originate for NBC-Blue a description of the land scramble which opened up Oklahoma territory for settlement. The show will paint a picture of the start of the run in three widely separated parts of the state by assuming that radio special eventers were on hand at the time. Allen Clark, WKY musical director, has composed an original musical score for the production, which was written by Paul Kennedy and produced by Naiph Abodaher.



WHEN Stoney Creek and the Vermillion River rampaged last month at Danville, Ill., WDAN, new local which began operation in October, had its first opportunity to demonstrate real public service in a crisis, and did so with noteworthy mobilization of assistance, food and money for flood victims. Hundreds of persons were trapped in their homes in the worst flood in 37 years. Rescue work, directed by radio, was affected so rapidly not a single life was lost. WDAN was used as the clearing house for all relief activity. Shown in front of the station's mobile unit are C. R. (Duke) Richardson, manager; Ted Magin, master control engineer; Perry Esten, chief engineer, and (kneeling) Francis Higgins, special events announcer, all of whom participated in the emergency work.

Film Engineering Grou To Hear Latest Tren In Television Progre

LATEST developments in tel sion as made by research labo tories and manufacturers, will p vide one of the major sessions the Society of Motion Picture En neers' annual spring convention the Roosevelt Hotel, Hollywo from April 17-21. The televis session, to be held the last night the conclave, will include talks papers by representatives of the dustry, and open forum discussi Several talks are to be illustra with films and slides.

Dr. Alfred N. Goldsmith, ch man of the SMPE television c mittee and a noted authority on dio electronics and engineeri will give his committee's report D. Grignon, chief transmission gineer, Paramount Pictures, scheduled to read a paper, " signed Problems in Television S tems and Receivers", written by B. DuMont, head of Allen B. Mont Laboratories, Passaic, N Others scheduled to speak and tles of their topics, as released the SMPE, are as follows:

"An Introduction to Televis Production", H. R. Lubcke, tel sion director, Don Lee Broadcast System, Los Angeles; "Applica of Motion Picture Film to Tel sion", E. W. Engstrom and G Beers, RCA Mfg. Co., Camden, J.; "Continuous Type Film Sc ner for Television", P. T. G mark, CBS, New York; "Televi Studio Technic", A. W. Protzm and "Television Lighting", Will C. Eddy, both of NBC, New Y

Television session will be ope all radio technicians and broadc ers.

Directional Tester

TO ASSIST engineers in m taining the correct electrical r tionship between the towers c directional antenna system ne sary to control the coverage a Western Electric has introdu 2A Phase Monitor, an instrun for measuring the phase and plitude relations of the current the antenna elements so they be correlated in the field patt The device measures 15¾ in high by 7½ inches deep, weigh pounds and mounts on a stand rack. No adjustments are conce and all meters may be tested in sition. Instrument is said to b particular value to stations o ating with different patterns and night.

IN ADDITION to asking for time of the deleted WMBQ, Broc Arthur Faske, operator of WC Brooklyn, has applied to the FC the time allotted to WWRL, W side, No. Y. WCNW and WV now share time on 1500 kc., but WMBQ share of time has not been allocated by the FCC.

ZNS, Nassau, Bahamas, on 540 was recently increased in powe 1,000 watts. The old 400-watt e ment is being remodeled for use shortwave transmitter.

Network Accounts

All time EDST unless otherwise indicated.

New Business

MERICAN OIL Co., Baltimore, on ay 13 only sponsors the *Preakness* ce on a split NBC network of 22 ations, 6:15-6:45 p. m. Agency: seph Katz Co., Baltimore.

VENTIETH CENTURY FOX LM Corp., New York, on May 6 ly sponsors *Kentucky Derby* on 90 3S stations, 6:15-6:45 p. m. Agency: ayton-Spiero, N. Y.

ESTINGHOUSE ELECTRIC CO., w York, on May 7 starts *Letters me From the New York Fair* on NBC-Blue stations, Sun., 5:45-6 n. Agency: Fuller & Smith & Ross, Y.

WEY'S INC., Chicago (Dari-Rich locate drink), on June 4 starts *ing Newsreel* on 33 CBS stations, n., 11-11:30 a.m. (reb. 2:30-3 p.m.). ency: Sorensen & Co., Chicago.

MERICAN OIL CO., Baltimore moco gas), on May 1 starts *Edwin Hill* on 38 CBS stations, Mon. u Fri., 6:05-6:15 p.m. Agency: Jo- h Katz Co., Baltimore.

OCTER & GAMBLE Co., Cincin- i (Teel-Drene), on May 1 starts *dstream* on 52 NBC-Red stations, n. thru Fri., 3-3:15 p.m. (EDST). ency: H. W. Kastor & Sons, Chi- o.

B. KNOX GELATIN Co., Johns- n, N. Y. (gelatin), on April 21 rts for 10 weeks *Fletcher Wiley* 6 CBS Pacific network stations SFO KIRO KFPY KVI KOIN RM), Fri., 3-3:15 p. m. Agency: ayon & Eckhardt, N. Y.

D TRUSTY DOG FOOD Co., dham Heights, Mass., on April 9 rted *Just Dogs* on 3 CBS stations EEI, WDRC and WORC), Sun., 5-5:30 p. m. Agency: H. B. Hum- ey Co., Boston.



R. E. H. IETZKE — PRESIDENT OF CREI

own "Coast to Coast Network" of CREI men in more than

75 radio stations

. . . is proof that REI training pays!

● **Chief engineers want men who possess modern technical training. The fact that more than 275 broadcasting stations employ one or more CREI students and graduates is evidence of the respect the industry maintains of this school and the men it trains. Just ask "any engineer" what he thinks of the CREI courses in Practical Radio Engineering — and you'll be convinced that we have the very training you need to get ahead in radio. We'd like to send you details.**

Write for free booklet, "A Tested Plan for a Future in Practical Radio Engineering".

CAPITOL RADIO GINEERING INSTITUTE

t. B-4 3224-16th St., N.W., Wash., D. C.

NBC Coast Changes

NEW network option time schedule will be put into effect on several NBC-Blue on the West Coast stations April 30. Time periods have been set for the following hours (EST): 1-6 p. m.; 6:30-7 p. m. and 8 p. m.-12:30 a. m., on weekdays; on Sundays, 1-4 p. m.; 5-6 p. m., and 7 p. m.-12:30 a. m. on KECA, Los Angeles, KEX, Portland, Ore., KFSD, San Diego, KJR, Seattle, and KTMS, Santa Barbara, of the Blue Coast Group, and KLO, Ogden, of the Blue Mountain Group. Periods of time other than these will be station time and clearance on such periods will have to be negotiated.

WAITT & BOND, Newark (Blackstone cigars), on April 4 starts 27 participations in *Yankee Network News Service* on 17 Yankee stations. Agency: BBDO, N. Y.

PURE OIL Co., Chicago (gasoline, motor oil), on April 30 starts *H. V. Kaltenborn*, on 42 CBS stations, Sun., Tues., 10:30-10:45 p. m. Agency: Leo Burnett Co., Chicago.

P. LORILLARD Co., New York (Sensation cigarettes, Muriel cigars), on July 3 starts *Larry Clinton Orchestra* on 57 NBC-Red stations, 7:30-8 p. m. (reb. 10:30-11 p. m.). Agency: Lennen & Mitchell, N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strikes), on May 6 renews *Hit Parade* on 100 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

GENERAL FOODS Corp., New York (Sanka), on May 23 renews *We, the People* on 64 CBS stations, Tues., 9-9:30 p. m. Agency: Young & Rubicam, N. Y.

MACFADDEN PUBLICATIONS, New York (True Story), on April 11 renewed *Mary & Bob* and added 18 NBC-Blue stations to make a total of 43 NBC-Blue stations, Tues., 9-9:30 p. m. Agency: Arthur Kudner, N. Y.

NARRAGANSETT BREWING Co., Cranston, R. I., on April 30 renews participations in *Yankee Network News Service* on 16 Yankee stations. Agency: Arthur Braitsch, Providence.

FIRST NATIONAL STORES, Somerville, Mass., on March 27 renewed weekly program on 5 Yankee stations. Agency: Badger & Browning, Boston.

GENERAL ELECTRIC Co., Schenectady (lamps), on April 3 renews *Hour of Charm* on 57 NBC-Red stations, Mon., 9-9:30 p. m. Agency: Maxon Inc., N. Y.

Network Changes

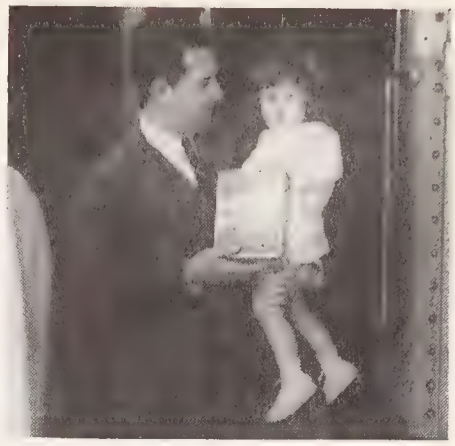
GEORGE A. HORMEL & Co., Austin, Minn. (Spam), changes title of CBS serial to *It Happened in Hollywood*.

LEVER BROS., Toronto, about April 15 starts CBS show *Dr. Susan*, 5 times weekly on the CBC national network, except that CKAC will be the only Quebec station. Agency: J. Walter Thompson Co., Toronto.

GALLENKAMP STORES Co., San Francisco, on March 26 moved *Professor Puzzlewit* on NBC-Pacific Red from Sun., 3:30-4 p. m. to 4-4:30 p. m. (PST).

QUAKER OATS Co., Chicago (Puffed Rice, Wheat), on April 29 shifts *Dick Tracy* to 64 NBC-Red stations, Sat., 7-7:30 p.m. (reb. 10:30-11 p.m.). Agency: Sherman K. Ellis & Co., N. Y.

NATIONAL DAIRY PRODUCTS, New York (Sealtest) on May 1 moves *Your Family & Mine* from NBC-Red to 35 CBS stations, Mon. thru Fri., 2:30-2:45 p.m. Agency: McKee & Albright, Philadelphia.



JUST BEFORE entraining for Dallas and the General Mills sportscasters' conference held there April 2, Vic Rugh, sports announcer of KTUL, Tulsa, showed his public preferences by giving his daughter, Sandra Gene, a box of Wheaties.

May Shift Pall Mall

AMERICAN Cigar & Cigarette Co., New York, is reported to be shifting the Pall Mall program from NBC to CBS early in May, at the same time replacing Eddie Duchin's orchestra with Matty Malneck's, but contract for the change has not been signed. Also indefinite is the summer substitute for Fred Allen on Bristol-Myers Co.'s NBC program. The quiz program, *What's My Name*, is being considered, although it may not be selected because the time immediately precedes another question-and-answer show, *Kay Kyser's College of Musical Knowledge*. Bristol-Myers Co. and American Cigar & Cigarette Co. programs are both placed through Young & Rubicam, New York.

NETWORK CHANGES FOR THE SUMMER

FURTHER summer changes in network programs have been reported since those published in BROADCASTING, April 1:

General Electric Co. on May 29 will stop *Hour of Charm* with Phil Spitalny's orchestra on NBC-Red.

RCA's *Magic Key* closing on NBC-Blue is still indefinite.

Time Inc.'s *March of Time* will sign off NBC-Blue April 28.

General Foods will replace *Jack Benny* on NBC-Red July 2 for the summer with *The Aldrich Family; Kate Smith* program on CBS is now being carried a half-hour later than usual for Pacific Coast stations, 9-10 p. m., effective April 6.

Gulf Oil Co.'s *Screen Actors' Guild Show* on CBS will remain on the air until late summer at least.

International Silver Co.'s *Silver Theatre* will go off CBS May 28, to return in the fall.

Campbell Soup Co. will continue sponsorship of *Amos 'n' Andy* on CBS throughout the summer.

General Foods (Postum), will take *Lum & Abner* off CBS for July and August.

Bristol-Myers' *Town Hall Tonight* on NBC-Red will, in all probability, on July 5 be replaced for the summer by *What's My Name?*

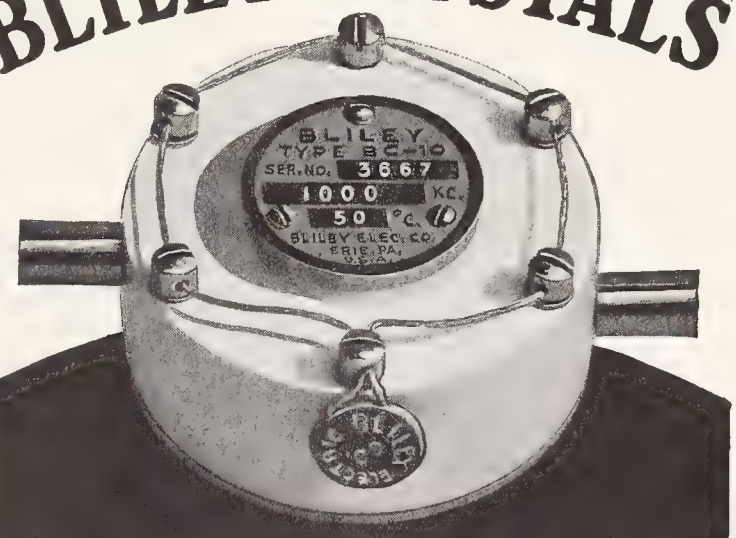
Westinghouse E.&M. Co., on May 7 starts *Letters Home From the New York Fair* on 73 NBC-Blue stations, Sun., 5:45-6 p. m.

CBC's New Home

CANADIAN Broadcasting Corp. has bought a corner property in Toronto as the site of its projected new Broadcasting House to be constructed at a cost of about $800,000. The building will be of modern design and house studios for CBL and CBY, Toronto, as well as for all network shows which originate in Toronto for the CBS national sustaining and commercial networks. The building will be erected this year under the supervision of Dr. Augustin Frigon, CBC assistant general manager.

PAUL KESTEN, CBS vice-president, is leaving about April 15 for a month's vacation, destination unknown.

BLILEY CRYSTALS



are manufactured for all frequencies from 20 Kc. to 30 Mc. Bliley Broadcast Frequency Crystals are approved by the F. C. C. Precision manufacturing and correctly designed holders assure full dependability.

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING — ERIE, PA.

Merchandising & Promotion

Screwy Perisphere—Promoting 50—Record Storage—Mutual's Guinea Pig—A Famous Shift

WOW, Omaha, is celebrating its 16th birthday with a month-long promotion campaign during April. Included among stunts is a contest for best letters on "Why WOW is my favorite station" with two round-trip tickets to the Golden Gate Exposition as prizes; a snapshot contest with cash prizes totaling $150 for the best photos of WOW listeners at their radios; a 30-minute show of WOW talent appearing before a dozen leading business men's luncheon clubs; transcribed felicitations from former WOW celebrities all over the country; a series saluting small towns and rural areas in WOW territory; a series promoting the station's programs; elaborate technical displays for open house week at the studio and transmitter; a series of special events features from all over Omaha, with Foster May pointing out WOW's progress in 16 years, and a staff slogan contest. The station expects the promotion drive will cost from 3 to 4 thousand dollars.

* * *

Getting Ready for 50

ANTICIPATING operation under 50,000 watts, WCKY, Cincinnati, is preparing an elaborate directory of programs for sale, for use by the sales department, with photos of acts and complete data on the individual attractions. WCKY also is promoting the Cincinnati Community Chest campaign with four quarter-hours donated weekly from April 9 to 28 and broadcasts of the noonday luncheon meetings from the Sinton Hotel. WCKY, in cooperation with WKRC, WSAI and WCPO produced an hour show for the Chest April 15.

* * *

Screwballs in Demand

NEARLY 4,000 requests for "screwball" emblems with a trylon-perisphere motif were received by NBC-Blue stations within five days following a single offer made at the conclusion of the *Doctor Rockwell's Brain Trust* program on April 4. Announcement that listeners could obtain the insignia by writing to the station on which they heard the program was made by NBC as a check on the pulling power of the program, which was originated by the network specifically for sale to an advertiser on the Blue as a part of an intensive drive to promote the Blue network [BROADCASTING, March 1]. It will be carried on 60 Blue stations Tuesdays, 9:30-10 p. m., until May 16.

* * *

Shift Publicized

TO ANNOUNCE the change of the *Amos 'n' Andy* program from NBC-Red to CBS on April 3, the Campbell Soup Co., Camden, started a newspaper campaign through the agency placing the program, Ward Wheelock Co., Philadelphia. At the same time, the 55 CBS stations broadcasting the program also released the first of a series of advertisements announcing the change, copy for which was prepared by CBS, but placed through the local stations.

* * *

Mark of the Week

SCHEDULES of NBC features of the week printed on bookmarks in two colors are offered to listeners by KTFI, Twin Falls, Idaho, and distributed locally through libraries and bookstores.

RCA Contest

RCA Mfg. Co., sponsoring *Music You Want* on KGO, San Francisco, nightly except Saturday, is conducting a record storage contest on "What is the most desirable way to keep records in the home?" Contestants are asked to keep the essays as brief as possible and to include photos or sketches if required. Three prizes will be given for the best answers —Victor records to the list value of $250, $150 and $100.

* * *

Radio Home Tour

WHLS, Port Huron, Mich., has started a series of model home tours, thrice-weekly, under cosponsorship of several contracting firms. Fred Knorr spends half the quarter-hour period describing one room and then interviews prospective buyers on the remaining time. Although the worst storm of the season was raging, five hours after the first broadcast, on March 12, 115 people came to view the house, mentioning the radio tour.

* * *

Mats for New Clients

EVERY time the commercial department of WHAI, Greenfield, Mass., lands a new program contract, the merchandising staff furnishes the client with a specially prepared newspaper mat to be inserted in white-space advertising. The mat gives call letters, frequency, title of program and broadcast time.

* * *

Paderewski Souvenir

A SOUVENIR folder commemorating the first American radio appearance of Paderewski, on Feb. 26, is being issued by NBC Artists Service together with the April issue of *Memo*, its monthly publication. Folio includes a reproduction of a charcoal portrait of the great pianist drawn by Bettina Steinke.

Loose-Wiles Voices

PUSHING Loose-Wiles' daily news feature, *Sunshine Reporter*, heard Monday through Saturday, 6:25-6:30 p. m., on WTMJ, Milwaukee, the station invited 25 Loose-Wiles sales representatives to the studio, recorded interviews between them and Sales Manager J. A. Danaher, and played back their transcribed voices, along with a message from President H. Hupp and a WTMJ sales message. The idea was developed by Trevor Bevan, district manager of the company, and William F. Dittman, WTMJ sales head.

* * *

"Gang Busters" at Fair

TO EXTEND its crime-prevention campaign, the radio program *Gang Busters*, heard weekly on CBS under the sponsorship of Colgate-Palmolive-Peet Co., is lending its name to a special building in the amusement center of the New York World's Fair which will house criminal mementoes and police detection equipment. Phillips H. Lord, producer of the program, will direct crime-prevention demonstrations daily.

* * *

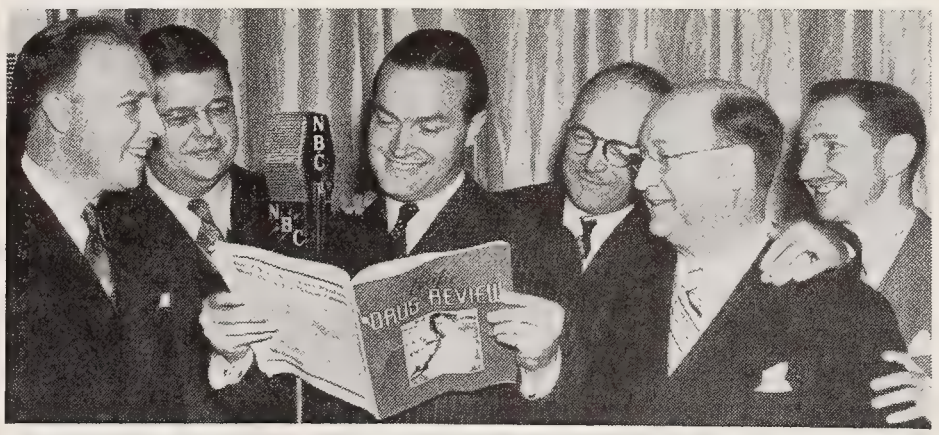
Radio Rodent

IN MOTHER GOOSE style, complete with two-color illumination, MBS tells its success story as a radio guinea pig with the recently published 20-page bound volume, *A Guinea Pig Goes to Town*. The presentation traces case histories of several accounts growing out of first-try test programs designed to do a particular selling job. Robert Schmid, Mutual promotion director, conceived the piece.

* * *

Sperry Casserole

SPERRY FLOUR Co., San Francisco, is offering a Franciscan casserole with metal stand on the *Woman's Magazine of the Air* program on NBC-Red on the Pacific Coast. Listeners are asked to send a sales slip and 50 cents.



A RADIO STAR and drug store owner got together with the sponsor, advertising agency and network executives at NBC Hollywood Radio City in early April to discuss and launch the new Radio Star of the Week window display promotion campaign aimed to stimulate sale of products sold by druggists and advertised on network programs. NBC, in conjunction with West Coast druggists, plans to feature a different popular radio artist each week in window displays. Drug stores in turn will feature the products advertised on that particular program through the week. Attending the launching of the campaign were (l to r), P. H. Mundie, Los Angeles district manager, Pepsodent Co.; Sydney Dixon, NBC western division sales manager; Bob Hope, comedian star of the Pepsodent program; Don Belding, vice-president and Los Angeles manager, Lord & Thomas; L. L. Caillet, owner of Caillet's Pharmacy, Beverly Hills, Cal., in whose store window the campaign was launched; and Charles Brown, sales promotion manager, who conceived the idea.



WHEN *Amos 'n' Andy* shif their Campbell Soup Co. series April 3 to CBS, the network's S Antonio outlet, KTSA, used t means of publicizing the event.

Posters on moving vans, tying the recent shift of *Amos 'n' A* with the spring moving season, being carried on more than moving vans in New York, Wa ington and Cincinnati. Cards furnished by CBS and carry m sages advising early moving well as the name of the station broadcasting the program in e city. Idea was conceived and duced by John Fox of the C sales promotion staff.

All for the City

KSFO, San Francisco, launched an intensive public campaign for its new munici show *Your San Francisco* to g the listener last-minute news city developments. Three hund street cars of the Municipal R way are carrying window post calling attention to the broadca The weekly bulletin of the S Francisco public schools giv notice of each broadcast, as do *San Francisco Municipal Empl ees Journal* and the *Peace Offic Monthly Bulletin.*

The merchandising departm of KSFO recently arranged for addition of six new window plays featuring the station's art in downtown San Francisco. F displays are located on Market the city's main thoroughfare.

* * *

Powow Prizes

THE West Coast Soap Co., O land, sponsor of *Parents' P Wow* on KPO, San Francisco, offering weekly prizes for essa Contestants must include a la from a can of Powow Mod Household Cleanser or reasona replica. The first prize is a grocery order and six other pr are subscriptions to *Parents Ma zine.* Every letter accompanied a Powow label nets the writer order for a large can of Pow Modern Household Cleanser.

* * *

BROCHURES

WMAQ, Chicago: "They Stay Wi It Pays" brochure with a "gold p pector" theme, describing success two-year C&NW Ry. sponsorship.

WLW, Cincinnati—Vol. 1, No. 1 "The Buy-Way of a Nation", f page illustrated bi-weekly "desig primarily as a news organ for WL advertisers, the station, and dealer WLW's listening area". New accou programs, promotion services, prize fers and other material are include

WLW, Cincinnati: "Food-Stuff" chure recounting WLW's Christ food-merchandising promotion.

WBAL, Baltimore: 16-page broch "Things are Happening in Baltimo outlining programs, personalities, merchandising ideas of WBAL.



Habit lies deep in the heart of America

Warm gingerbread — cool milk — mid-week prayer meetings—fried suppers—infinite chores—the sweet monotony of daily life—unconscious habits of years. Into such simple routine WLW in 18 years has established its friendly place.

And through the years, as a friendly visitor into your homes, this station has reflected and will continue to reflect, the tenor of life and the tempo of living in WLW land.

Last year, for example, in addition to the finest NBC and Mutual network programs, WLW spent $854,000.00 on its own programs—another reason why WLW is the listening habit in the heart of the Nation.

WLW

THE LISTENING HABIT IN THE HEART OF THE NATION!

The Crosley Corporation, Cincinnati, Ohio, Powel Crosley, Jr., President

A LARGE STATION SPEECH INPUT SYSTEM THAT'S *Ideal* FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM *at low cost!*

The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to de luxe systems at a price amazingly low.

ADVANCED FEATURES!

Conveniently located operating controls... Separate talk-back microphones with interlocked switching to studios or remote lines... Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized . . . Rugged mechanical construction with hinged chassis for greater accessibility . . . Switches for quick connection of complete emergency amplifying channel . . . Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue . . . Plate current metering for checking of tubes in program channel . . . Attractive 2-tone umber gray finish—modern functional design . . . Factory wired, tested, and guaranteed, this equipment also offers many other features.

• • •

Use RCA tubes in your station—for quiet, reliable performance



RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. · A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue
Chicago, 589 E. Illinois Street
Atlanta, 530 Citizens & Southern Bank Bldg
Dallas, Santa Fe Building
San Francisco, 170 Ninth Street
Hollywood, 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

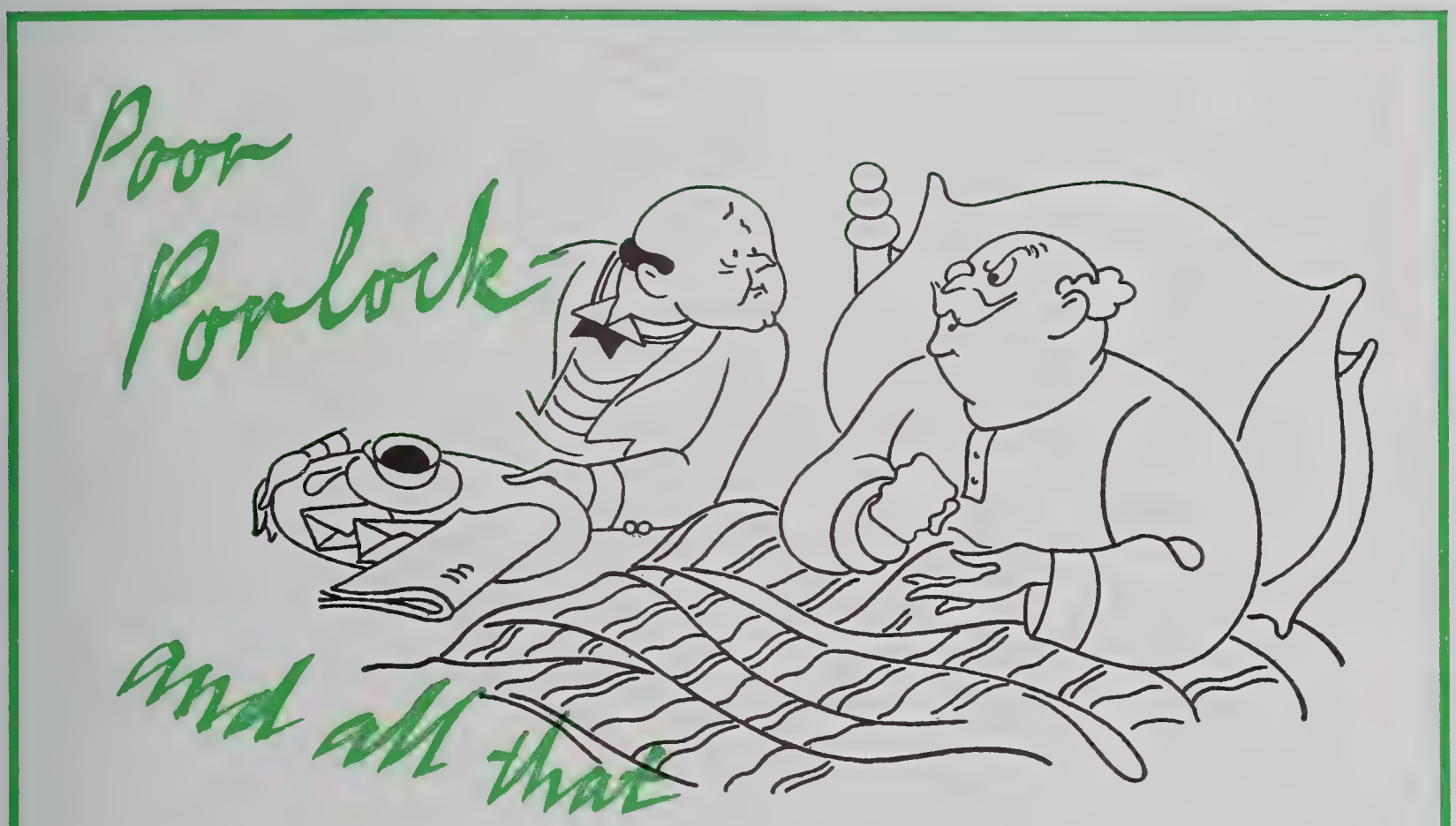
Vol. 16 • No. 9

MAY 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

$3.00 the Year
15c the Copy



I say, Porlock, you might be more careful. An account hung in the balance. I particularly wanted those T. T. Taffy people to hear WOR at the party last night.

I'm very sorry, Sir. I had not anticipated . . .

My good man, I anticipate; you ACT!

Indeed, Sir.

Yes, Porlock. Indeed! Indeed! Indeed!

I'm afraid I don't quite follow you, Sir.

Ah, Porlock, what admirable stupidity! I wanted T. T. Taffy to hear WOR because WOR is part of every selling recommendation I make. They should be on WOR. Everybody should be on.

Some people are, Sir.

Confound you, man! More than 73% of WOR's sponsors are among America's greatest national advertisers. WOR covers the greatest group of markets over which any transmitter ever sprung sound. WOR literally padlocks every set at 710 in the majority of more than 4,250,000 radio homes.

May I ask if it sells things, Sir?

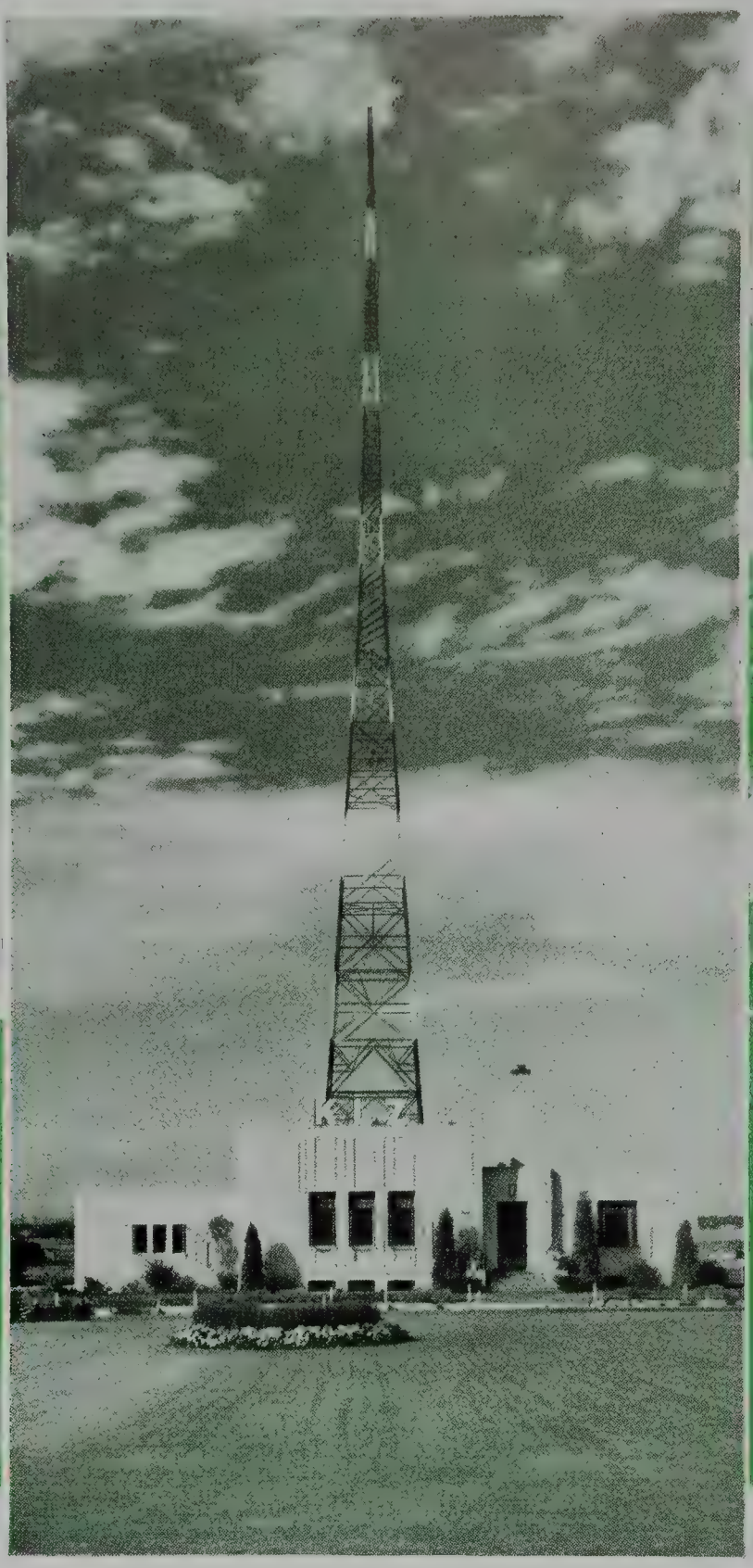
You may—ask Procter & Gamble, Rogers-Peet, Kirkman, General Mills, Kellogg, Standard Brands and more than ninety others.

NO RATE CARD CAN SHOW ALL THIS!















● If you make up your radio list by comparing power in watts alone, a rate card will give you all the information you need. If you prefer to think of stations in terms of power to produce sales, then no six by seven inch table of statistics is big enough to begin to tell the story.

That story is told dramatically, vividly, animatedly, as unfolded to the White King Soap Company, Los Angeles, by KLZ in March, 1939. White King's thirty-day series of hundred-word spot announcements went out over fifty-six leading stations from Kansas City to the Pacific coast, including Denver's two leading stations.

First: KLZ outpulled the other Denver station used by 16%. Second: KLZ occupied seventh place among all fifty-six stations used on the schedule. Third: KLZ, with three announcements a week created a greater mail response than seventeen stations on the list that carried five-time-a-week schedules.

You'll not find this on KLZ's rate card . . . but you will find it important in making up your radio schedules for the Denver-Rocky Mountain area.

KLZ *Denver*

CBS AFFILIATE—560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.



Attracts 3,000,000 Spending Vacationists

SPENDING with the same gay abandon with which they drive tennis balls across the net, New England's extra summertime population of 3,000,000 vacationists offers an active, rich market.

Merchandise purchases of every conceivable nature are made by these liberally-spending vacationists in order that all their living requirements and recreational interests may be gratified.

You can reach this tremendous market of vacation-time spenders through the 17 stations of The Yankee Network. Whether they are fishermen following the trout streams, campers in mountain and lake regions, tourists on the highways, guests at swanky resorts or in more modest surroundings—The Yankee Network reaches them all. Radio equipped automobiles, boats, cottages and hotels make Yankee programs available anytime, anywhere.

New England's 3,000,000 vacation guests are your plus audience. Add this to the regular Yankee audience in the 17 important trading areas and you have a responsive market of extraordinary size.

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester		

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

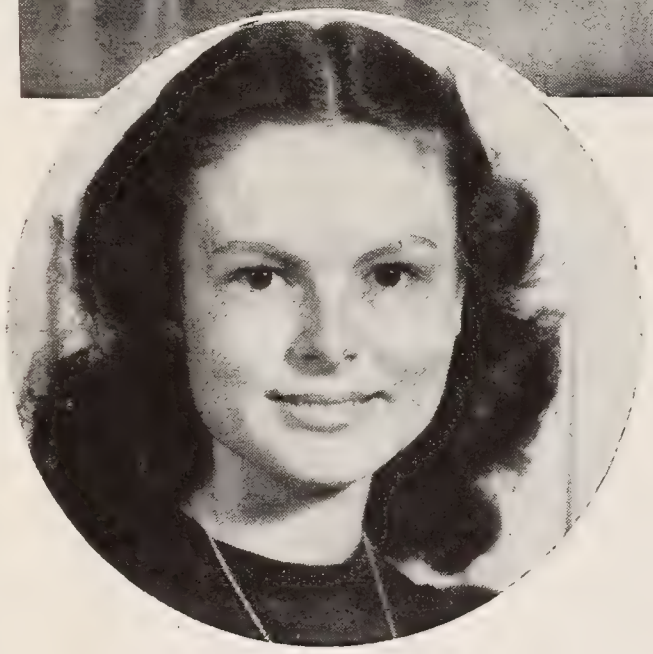
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

ıblished semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

At Either End of the Day, It's Station WWJ in Detroit







WWJ's Children's Playhouse, featuring the "Teletots," has been on the air since October, 1938. This show has grown constantly in popularity since the first broadcast. Its large cast has already contributed considerable talent to Hollywood and Broadway. The Children's Playhouse is now available for sponsorship. Write or wire for details.

Latest Survey Shows 44.75% of All Detroit Listeners Tuned to WWJ's Children's Show at 6:30 P. M.

On Saturday, April 8, the Hooper-Holmes Bureau, Inc., conducted a survey to determine the popularity of WWJ's CHILDREN PLAYHOUSE, on the air from 6:30 to 7 p. m. Personal calls were made at 500 homes representing a cross-section of the various income groups of the city. *Of all the radios in use in these homes, 44.75% were tuned to WWJ!* This survey, following one made in January of this year *to determine the early morning listening habits* of Detroiters, and which showed that 43% of all listeners were tuned to WWJ, definitely establishes the pre-eminence of WWJ in the Detroit Market—*at either end of the day.*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

Member Basic NBC Red Network



the Crab,

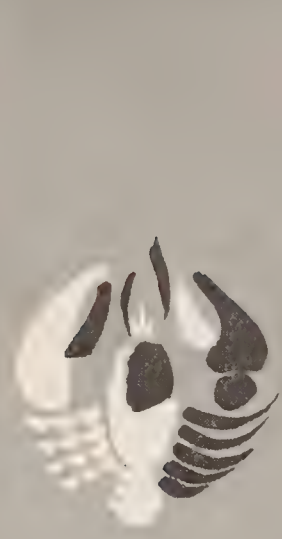


the Lion,



Virgo

and CBS



3 signs of summer





WRIGLEY'S SPEARMINT THE PERFECT GUM — THE FLAVOR LASTS

IVORY SOAP

MODEL SMOKING TOBACCO

WONDER BREAD

GULF

Chipso

CAMEL



Super Suds

PET MILK

COLGATE RIBBON DENTAL CREAM

Huskies

Chesterfield

GRANGER

Lady Esther

NASH

CRISCO

Albolene

OXYDOL

La France

Rinso

Pro-phy-lac-tic

Old English WAX

LISTERINE SHAVING CREAM

Bond

LUCKY STRIKE

PALMOLIVE

Old Gold

PHILIP MORRIS & Co. LTD.

KOLYNOS DENTAL CREAM

PRINCE ALBERT

Spry VEGETABLE SHORTENING

BAYER

GRIFFIN ALLWITE

ANACIN REG. U.S. PAT. OFF.

CALOX

Chrysler Corporation

...and some other signs*

At least a million more people will listen daily to radio *this* summer than last summer. And this is millions more than listened in the peak winters of 1934, 1935, 1936!

78.6% of all U.S. radios were turned on *each day* last summer. Average listening time was 4 hours and 18 minutes for sets in use, per family, *each day* last summer!

This year, summer listening will increase. It has—*every* year! There are now millions more radio sets—home, automobile, portable—than ever before. And there is still time for you to take your story to this audience, growing in size and in responsiveness.

* SOME CBS SUMMER 1938 ADVERTISERS

On the next page, some notes on 1939.

$6,313,829
of CBS *business in 30 days!*

You may have seen that headline recently, for it made the front pages in paper after paper. Included in the figure are 14 *new* contracts and 5 renewals of contract.

Here's what one paper said about it:

"*Completely reversing the seasonal trend in radio for both Summer and year-round schedules, CBS has concluded a record-breaking month in signing new business and obtaining renewals. Gross business in new contracts for the past 30 days totaled $6,313,829 of which $2,255,396 comprised renewals. Contracts included 14 new accounts, while the renewals were five in number . . .*

The number and volume of these contracts closed by Columbia during the last month indicate a striking upturn in radio advertising of all lines of industry. Foods, tobaccos, fuels, drugs—all are represented in these increased investments, as of April 12".

If you'd like to know more about summer 1939 and Columbia, summer and winter, we'll be glad to amplify for you this brief story of the Crab, the Lion, and Virgo.

WORLD'S LARGEST RADIO NETWORK

CBS



The Story of the

REDISCOVERY of the PHONOGRAPH

Once upon a time, in the halcyon days of gold-inlaid stock market floors and short skirts and vaudeville, there appeared in these United States an instrument of mystery, so conceived as to pluck music and entertainment from the very air and bring it to us in our homes. Radio, it was called, and so popular became its appeal that before the news of the Crash had become old stuff, the long-established and universally-cherished phonograph was almost completely forgotten.

The headlines in 1933 must have been "RADIO KILLS PHONOGRAPH." But about that time, someone tripped over the old adage about fighting fire with fire. So RCA employed RADIO to advertise the phonograph. And then it happened...

Throughout the country came news of phenomenal sales increases. Especially from Northern California. There, using a three-quarter hour program on KGO, *just before midnight when listening is supposedly at an ebb according to radio folk-lore,** RCA watched Victor Record sales boom over 33% in 1937, over 27% in 1938.

And difficult though it may be to believe, 1939 Victor Record sales are even greater thus far by 30%. Perhaps that's because it's World's Fair year in San Francisco... or because KGO, which broadcasts more of the popular Exposition programs than any other station, has so vastly increased its regular listening audiences this year. Whatever the reason, it seems to point to two conclusions: (1) Radio has revived the Phonograph—(2) KGO's Exposition market is probably the most vital advertising development in the West this year.

**Immediately preceding the RCA program, KGO has an exceptional 15-minute program available for sponsorship.*

KGO

COMMANDS THE EXPOSITION MARKET

National Broadcasting Company. A Radio Corporation of America Service, 111 Sutter Street, San Francisco.



MOTOR VEHICLES HERE CONSUME MORE THAN

Three Hundred Million Dollars

IN PETROLEUM PRODUCTS ANNUALLY

"Ten gallons please." Imagine repeating that purchase two hundred million times and you have some idea of the gasoline consumed within the "Golden Horseshoe," the newly discovered metro-rural market of the Middle West. Here, almost two billion gallons are consumed annually, practically as much as in the entire state of New York. Sales on petroleum products alone climb above three hundred million dollars every twelvemonth. And so they go on other products too. No matter what you sell, consider well the gold within the "Golden Horseshoe," its two and one quarter million buyers who buy. And welcome news is the fact that this market can be blanketed effectively and at minimum cost through the "Great Stations of the Great Lakes" . . . WJR in Detroit and WGAR in Cleveland!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS ... COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 9 WASHINGTON, D. C., MAY 1, 1939 $3.00 A YEAR—15c A COPY

ANPA Moves Toward Harmony With Radio

By BRUCE ROBERTSON

Cooperation Is Sought by Publishers Radio Committee; McCarrens New President; Joint Sessions Planned

AMPLE evidence that future rivalry of newspapers and radio may be confined, without bitterness, to competition for advertising, while publishers and broadcasters work together to eliminate the current causes of friction, was forthcoming at the 53d annual convention of the American Newspaper Publishers Association, held April 25-27 at the Waldorf-Astoria, New York.

The report of the ANPA Radio Committee, commending the cooperation of press and radio as exemplified during the Munich crisis last fall and recommending further such cooperation, was one sign. The election of a publisher with wide radio interests as president for the coming year was another.

The action of the Associated Press membership on April 24 in urging the AP directors to find a way of making AP news available for commercial broadcasting also points toward greater press-radio harmony.

Seek Understanding

And perhaps most promising of all was the first of a series of meetings between the publishers' Radio Committee and the broadcasters' Press Relations Committee, which will attempt to create a better understanding of one another's problems among the members of each group.

New ANPA president is John S. McCarrens, vice-president and general manager of the *Cleveland Plain Dealer*, which owns WHK and WCLE, Cleveland, and WHKC, Columbus, and has a substantial interest in WKBN, Youngstown. Other ANPA officers for the coming year include: Walter M. Dear, *Jersey City Journal*, vice-president; John S. Parks, *Ft. Smith* (Ark.) *Times Record*, secretary; W. G. Chandler, Scripps-Howard Newspapers, treasurer.

Ever Talking Radio

The 1939 meeting of the ANPA proved no exception to the off-repeated remark that when two publishers get together they talk about radio. From the opening session, confined to the smaller newspapers, at which the major address was devoted to a plea to publishers to drop their radio columns and quit devoting free space to their competitors, radio was never long absent from the speakers' platform.

One possible explanation for this may lie in the report of the ANPA's Bureau of Advertising, which reports that "magazines, like newspapers, lost in 1938, but . . . radio has shown a steady increase year after year." Using *Media Records* figures and taking 1933 as the 100% base, the Bureau prints the following tabulation of advertising revenue from 1933 to date:

	Newspapers	*Magazines*	*Radio*
1933	100.0	100.0	100.0
1934	119.0	120.5	135.4
1935	126.1	125.3	156.4
1936	143.4	145.4	188.3
1937	142.5	152.5	218.4
1938	114.7	134.3	227.6

These figures were undoubtedly in the mind of James G. Stahlman, *Nashville Banner*, president of the ANPA, when in his address to the membership he urged them to "the task of regaining the leeway in advertising revenues lost through failure to adequately meet the changing currents of abnormal times which less favorably endowed competing media have so successfuly turned to their advantage."

Might Profit by Example

One technique of radio, the sale of time in 13-week units, was advocated by Atherton W. Hobler, president of Benton & Bowles, as something that might be profitably copied by newspaper publishers. Citing an analysis of newspaper advertising for a recent year which showed that "over 30% of the national advertisers using newspaper space used less than 1,000 lines that year and only 4% of them used 10,000 lines or more," he contrasted the advertiser's approach to radio. Having a choice of several stations, nine times out of ten, said Mr. Hobler, the advertiser selects one station, "because to use any station, whether he uses it daily or weekly, he must use it for a minimum of 13 weeks and thereafter in periods of 13 weeks."

"If radio is growing," he continued, "it is because its use has been markedly successful in a number of instances and I am willing to put my neck out far enough to say that I believe this has been largely due to the way advertisers and agencies have been forced to use radio. To use it at all they have had to buy enough concentration and frequency of impression

(*Continued on page 68*)

AP Puts Sponsored News Up to Board

Members See Need of Meeting Inroads by Competitors

A RESOLUTION urging the board of directors of the Associated Press to consider making AP news available for broadcasting under commercial sponsorship was adopted April 24 by the membership of the press association at its annual meeting at the Waldorf-Astoria, New York. In voting favorably on this proposal, the AP completely reversed its action of a year ago when a similar resolution was voted down by a large majority.

This year, as last, the voting was preceded by a lengthy and heated argument in which publishers favoring the sale of news to radio pointed out not only the need of AP for additional revenue but indicated this step would enable it better to meet the competition of other press services already selling their news for commercial broadcasts.

State Groups Favorable

The question was raised by Charles P. Manship, publisher of the *Baton Rouge Advocate* and *State Times* and also owner of WJBO in that city, who said that at a recent meeting AP members in Louisiana and Mississippi had adopted a similar resolution. Other publishers reported that similar action had been taken by AP groups in Minnesota, California, North Dakota, Kansas and Missouri. Cognizance of these State meetings was taken in Mr. Manship's proposal, which reads as follows:

"Whereas, during the past few months, a substantial number of State meetings following a full discussion by members of radio broadcasting, have requested the Board of Directors to again consider the question of the Associated Press news in sponsored programs, and

"Whereas, an increasing number of member papers have been compelled to purchase the news of competing agencies for such sponsored programs, and that an impairment of State circuits and loss of membership and territorial representation in the news report is threatened, therefore

"Be it resolved that the board of directors be urged to give consideration to the problem presented and that interested members be afforded full opportunity to appear before the board and present such recommendations as they may see fit to offer."

Argument that the sale of AP news to advertisers would lower the prestige of the association and of its news was answered by Edson K. Bixby, *Springfield* (Mo.) *News* and *Press* (KGBX, KWTO), who stated that broadcasting would raise rather than lower the AP's standing. Because he is unable to sell AP news for radio, he said, he has been buying news for that purpose from another press service, with the result that from hearing the name of this other service broadcast daily the people in his community were coming to believe that it and not AP is the leading news service.

When he sells space in his newspapers, he declared, he is selling AP news just as much as he would be if it were on the air. Advertisers who buy space next to pure reading matter are cashing in on AP news, and putting it on the air won't contaminate it, he concluded.

Favors Sponsorship Fee

William R. Mathews, of the *Tucson Star*, said that although he neither owns a radio station nor intends to own one, he would like to see AP put in a position to compete with rival organizations, fa-

voring the resolution provided extra assessments were levied by the association on member publishers who sold the AP news for sponsored broadcasts. AP now permits its members to broadcast reports on a sustaining basis only, and also has been furnishing sustaining news to the networks and to various stations in New York since the breakup of the Press Radio Bureau.

Stating that his radio station (WGN) had never broadcast a sponsored news program and never would, Col. Robert R. McCormick, of the *Chicago Tribune*, urged that the matter be left entirely to the directors. Recalling other changes that had been made in AP operations, which he described as "changes far from the thoughts of the AP founders", he said newspapers should use radio as an "asset, not a rival" and that "we should make radio our servant, not our master." He warned that wise action could not be taken by a group that meets only once a year for a couple of hours.

A number of the problems to be solved in the sale of AP news to radio advertisers were raised. One publisher questioned the service's ability to give satisfactory radio reports and news reports as well. The publisher of an afternoon paper said that he could not broadcast news at night because the AP night service in his city belongs to the morning paper. Another wanted to know whether the news would be sold by the AP or by individual members and another asked if the association's by-laws would permit the sale of news to radio under any circumstances.

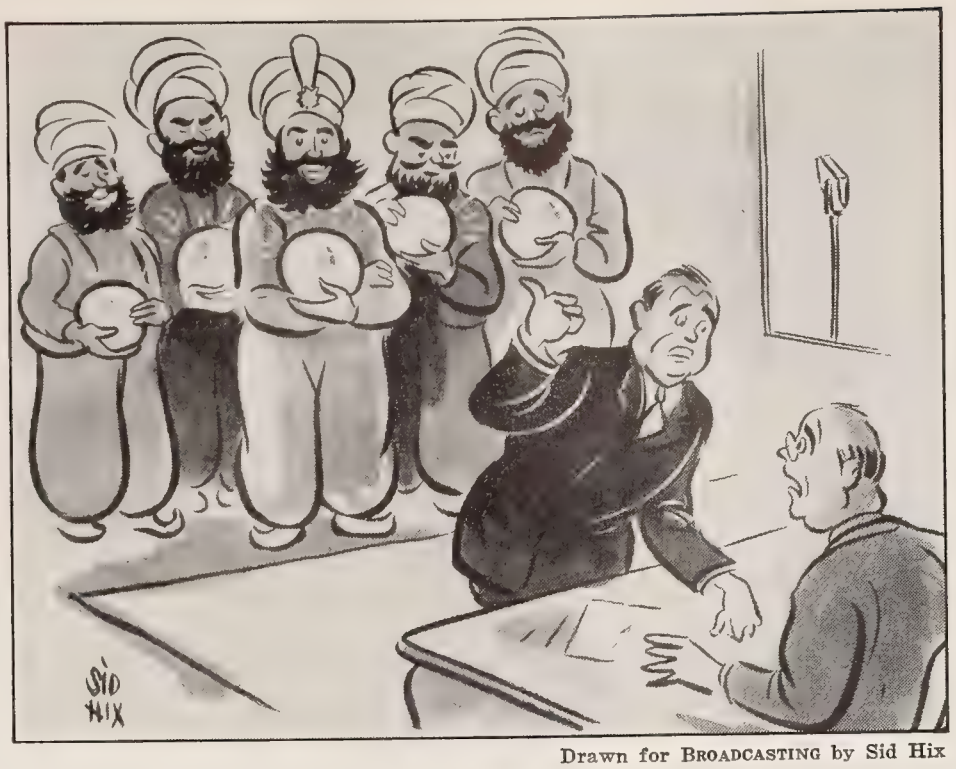
In answer to the last question, it was stated that the "bulletin rule," which permits a publisher to use his news in other ways than printing it in his paper, could probably also be applied to radio and since this rule does not mention advertising there should be no legal difficulties.

May Avert Higher Fee

As to the other questions and the whole matter of procedure there was no official answer, the board members declining to make any statement until they have had an opportunity to talk to interested publishers and find out what practices will best suit the situation. It was generally believed, however, that no move would be taken that would in any way take from the individual member the control of AP news in his community.

If the board is able to work out a satisfactory method of making AP news available for sponsored broadcasting, the solution is expected to avert the necessity for increasing the assessments on member publishers. In the annual report, read at the opening of the meeting by Robert McLean, *Philadelphia Bulletin*, AP president, it was stated that while such an increase had so far been averted through efficient management, the board "has watched with some concern the increasing funds available to competing news services as the result of the demand for news for broadcasting purposes. Particularly significant has been the opportunity thus afforded competing agencies of entry into local newspaper fields not heretofore available to them."

Following the meeting the publishers witnessed a television demonstration staged by RCA and NBC in cooperation with the AP, whose newsroom was toured by a mobile television camera for the benefit of the members watching at the hotel.



Drawn for BROADCASTING by Sid Hix

"They Want to Appear as a Team on Our Quiz Program!"

Six Have Stations

SIX of the 11 members of the ANPA Radio Committee have interests in radio stations. The chairman is J. S. Gray, *Monroe* (Mich.) *News*. Members and their newspaper-radio affiliations are H. M. Booth, *Worcester Telegram & Gazette* (WTAG); Amon G. Carter, *Ft. Worth Star Telegram* (WBAP, KGKO); Norman Chandler, *Los Angeles Times*; E. D. Corson, *Lockport* (N. Y.) *Union-Sun & Journal;* K. A. Engel, *Little Rock Democrat* (KLRA, KGHI); Edwin S. Friendly, *New York Sun;* J. L. Horne Jr., *Rocky Mount* (N.C.) *Telegram;* J. R. Knowland, *Oakland Tribune* (KLX); H. Ponting, *Detroit News* (WWJ); O. S. Warden, *Great Falls Tribune* (KFBB).

Ten Have Stations

OF THE 18 members of the Associated Press board of directors, upon whom now devolves the decision whether to make AP news available to radio for sponsorship, 10 are publishers with radio station interests. They are Frank B. Noyes, *Washington Star* (WMAL); J. R. Knowland, *Oakland* (Cal.) *Tribune* (KLX); Col. Robert McCormick, *Chicago Tribune* (WGN); Frederick E. Murphy, *Minneapolis Tribune* (WTCN); George B. Longan, *Kansas City Star* (WDAF); Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN); John Cowles, *Des Moines Register & Tribune* (KSO, KRNT, WMT, WNAX); Frank E. Gannett, Gannett Newspapers (WABY, WOKO, WESG, WENY, WHDL, WHEC, WTHT, WDAN); William J. Pape, *Waterbury Republican & American* (WBRY); Houston Harte, *San Angelo* (Tex.) *Times* (KGKL, KRBC, KRIS, KPLT). The non-radio owning members of the board are Clark Howell, *Atlanta Constitution;* W. H. Cowles, *Spokane Spokesman-Review;* E. Lansing Ray, *St. Louis Globe-Democrat;* Robert McLean, *Philadelphia Bulletin;* Paul Patterson, *Baltimore Sun*; L. K. Nicholson, *New Orleans Times-Picayune;* Stuart H. Perry, *Adrian* (Mich.) *Telegram;* Josh L. Horne, *Rocky Mount* (N. C.) *Telegram.*

News Broadcasts Aid Newspaper Sales, Publishers Agree at Joint Discussion

UNANIMOUS agreement that news broadcasts have helped rather than hindered the sale of newspapers was expressed by the Radio Committee of the ANPA's Bureau of Advertising at a meeting April 27 with the NAB's Press Relations Committee. The newspaper group agreed that people who have heard the highlights of any news story on the air are more anxious to read the full details in their newspapers than those who have no knowledge at all of what has occurred.

The two committees assumed the roles of friendly competitors during the joint session, at which the NAB representatives explained formation of the NAB's Bureau of Radio Advertising, performing a function similar to the ANPA's Bureau of Advertising.

News Sponsorship

Opening with a statement by James G. Stahlman, *Nashville Banner,* retiring president of the ANPA, that "a free radio goes with a free press" and that anyone who attempts to violate the freedom of radio will find himself unanimously opposed by the newspaper publishers of the country, the meeting went into a discussion of the four principal areas of irritation between the publishers and broadcasters: The printing of radio logs without charge, the similar publication of radio columns, competition of radio and the press in the dissemination of news, and their competition as advertising media. Regarding the latter point, the newspaper group then served notice on the broadcasters that they would give them whole-hearted competition for every piece of business and that they expected similar treatment from radio, which proposition was accepted as fair by the radio men.

The new Bureau of Radio Advertising is to parallel the Bureau of Advertising formed 26 years ago by the publishers to aid local newspapers in their solicitation of advertising by collecting and compiling data and promotion material proving the effectiveness of the medium in selling goods and services.

Major portion of the conference was devoted to debating the question of sponsored news broadcasts. The publishers advanced the view that when news is presented under the auspices of an advertiser it automatically becomes suspect by the public and subject to criticism and to loss of respect, with the danger that the public will become cynical about the intrinsic fairness of all news, whether broadcast or printed. To this charge the radio group replied that under existing practices, which will be made official for the broadcasting industry through incorporation in the new NAB Code of Procedure, control of news broadcast under commercial sponsorship is clearly placed in the hands of the news editor of the station or network through whose facilities it is broadcast. Furthermore, such news is always presented, not as coming from the advertiser but with an announcement that "The Blank Company now presents a period of news from the General Press Association" which clearly tells the listener the source of the news he is hearing.

The meeting also cleared up a general misunderstanding on the part of the publishers that all radio news was sponsored when the broadcasters showed them that almost all broadcasters present regular daily news periods in the public interest, regardless of whether these periods are sponsored or sustaining. In fact, the majority of news broadcasts are presented by the stations without sponsorship it was stated.

It was agreed by all present that the essence of news, whether printed or broadcast, is public service, and that the utmost care should be taken to prevent the implication that any sponsor of news broadcasts has anything to do with the preparation or editing of the news broadcast during his time on the air. It was pointed out that

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Congress Formally Recognizes Radio With Gallery Facilities

Drive Finally Succeeds; Baukhage, Warner and Lewis Named by Networks as Their Reporters

RADIO'S status as a full-fledged news gathering and disseminating medium has received the formal recognition of Congress, with provisions made during the last fortnight for gallery facilities in both Senate and House comparable to those of the press.

Largely due to the efforts of Fulton Lewis Jr., MBS news commentator and a well-known former newspaper correspondent, both Houses of Congress have adopted resolutions setting aside gallery facilities. They will be apart from those occupied by the press. Hearings were held before subcommittees on rules of both houses, at which press gallery standing committee members opposed lumping of radio reporters with those of the press, largely on the ground of lack of accommodations.

Almost coincident with the successful gallery campaign, all three networks have named outstanding Washington newsmen as radio reporters at the Capitol. Mr. Lewis soon is expected to devote full time to his MBS work. NBC, which for the last several months has used H. R. Baukhage, well-known Washington correspondent and radio commentator, on a parttime basis, formally announced his retention as fulltime radio correspondent. CBS on April 20 announced that Albert L. Warner, for the last four years chief of the Washington Bureau of the *New York Herald-Tribune*, had joined its Washington staff as news analyst.

Eligibility Standards

A standing committee of radio reporters, under the new rules, will be established to pass upon the eligibility of radio correspondents for admission to the galleries set aside for radio. In addition to Messrs. Lewis, Warner and Baukhage, it is expected that members of the Washington staff of Transradio Press will be admitted immediately as qualified correspondents.

Heretofore, newsmen reporting for radio have done so largely on a "sideline" basis, using press gallery credentials procured through their regular employment by newspapers. Rules of Congress specify that actual reporting [taking of notes on debates] may not be done from the public galleries.

Both House and Senate have made provisions for the radio gallery accommodations. Portions of the public galleries, adjacent to the regular press galleries, will be equipped for the radio reporters. There will be private entrances to the galleries with adjacent rooms set aside equipped with typewriters and other facilities. It is expected each radio gallery will be provided with an employe to superintend activities.

The House resolution, offered by Rep. Dempsey (D.-N. M.), father of William J. Dempsey, FCC general counsel, was adopted April 20 without a dissenting voice, and with some 400 of the 435 House members present. The Senate resolution was offered by Senator Gillette (D.-Ia.) and received Senate approval on April 25 after brief debate.

Action of the Senate was very broad. It does not specify a separate gallery for radio correspondents, but leaves that to the judgment of the Rules Committee. The radio reporters, however, will seek a gallery, similar to that in the House, and favorable action is expected in early May.

On April 25, Mr. Lewis called together a group of radio correspondents, and a temporary committee was set up. The organization, which will control the galleries on both sides insofar as radio is concerned, tentatively has been named "Radio Correspondents Association." Mr. Lewis was named temporary chairman, Carlton Smith, assistant manager of WRC and WMAL, presidential announcer and a commentator, was named for NBC, Mr. Warner for CBS, and Fred Morrison for Transradio Press. Others attending this session included Mr. Baukhage and Frederick M. Harmon of Transradio.

White House Conferences

Steps have been initiated by the temporary committee to procure permission from the White House for admission of radio correspondents to presidential press conferences. This has been denied them by the White House Correspondents Association.

First appointment of a special correspondent for a radio organization, other than networks or Transradio, was announced April 26 by Ed Craney, general manager of KGIR, Butte, and KPFA, Helena, Mont. He announced that Ed Cooper, Montana newspaperman currently employed in Washington, has been named correspondent of these stations. Mr. Cooper will apply for membership in the radio galleries.

Eight years ago, when Henry A. Bellows, now advertising executive of General Mills and a former Radio Commissioner, was Washington vice-president of CBS, the initial effort for gallery recognition was undertaken. Efforts to get resolutions out of committee to accommodate radio reporters in the regular press galleries proved futile, however. Transradio likewise sought to have the radio ban lifted several years later, through its then counsel, former Senator C. C. Dill.

Mr. Lewis undertook the campaign about a year ago. At hearings before the respective committees he was flanked by Neville Miller, NAB president, and officials of the networks and Transradio.

The House resolution, (HR-169) as adopted April 20, provides that such portion of the Gallery of the House as may be necessary to accommodate reporters of news to be disseminated "by radio, wireless, and similar means of transmission, wishing to report debates and proceedings, shall be set aside for their use, and reputable reporters thus engaged shall be admitted thereto under such regulations as the speaker may from time to time prescribe; and the supervision of such gallery, including the designation of its employes, shall be vested in the standing committee of radio reporters, subject to direction and control of the speaker."

The First Three

The network news commentators who first will occupy the new radio galleries are well known in Washington and national journalism. Mr. Baukhage, who has long appeared on the *National Farm & Home Hour*, and in the Federal Housing Administration programs as the *Master-Builder*, for several years has been Washington columnist for North American Newspaper Alliance. He formerly was with the *United States Daily*, and also has had wide experience as a foreign correspondent.

Mr. Warner's appointment was announced by Paul White, CBS director of public events. Well-known as a political writer, he has been in Washington since 1930 when he joined the *Herald-Tribune* bureau as second in command. He became bureau chief in 1935. Prior to that he was with the *Brooklyn Eagle* and the *New York Times* in New York and Albany. He is a former president of the White House Correspondents Association, and is a member of the Gridiron Club.

Mr. Lewis formerly was on the Washington staff of International News Service and Universal Service, Hearst press associations, and for some time served as White House correspondent and as a columnist. He entered free-lance publicity work several years ago, but last year joined WOL, Washington, as a news commentator. His daily commentary soon was placed on the MBS network, and he has acquired a wide reputation as a Washington analyst.

Hits for History

MARK WARNOW, leader of the *Hit Parade* orchestra, recently sent a full recording of the *Hit Parade* broadcast of April 8 to Prof. T. K. Peters, of Oglethorpe University, Atlanta, to be placed in the Crypt of Civilization. Containing specimens of contemporary art, literature and customs, the crypt is to be sealed, with instructions not to open until the year 8,113 A.D. Included among the *Hit Parade* tunes of the week, which will be available to posterity 6,174 years hence, were "Deep Purple", "Penny Serenade", "I Get Along Without You Very Well", "Heaven Can Wait", "The Masquerade Is Over", "Little Sir Echo", "Hold Tight", "Could Be", "Gotta Get Some Shut-Eye" and "The Moon Is a Silver Dollar".

Will Grace 'Radio Press Galleries'



RADIO REPORTERS who become charter members of the newly formed Radio Correspondents Association, with full Congressional gallery privileges are these three well-known ex-newspapermen. Al Warner (left) is the new CBS reporter-commentator. Fulton Lewis Jr. (center) is the MBS man who was instrumental in driving through the gallery recognition. H. R. (Buck) Baukhage is NBC's full-time air-journalist.

Four Improve Status

IMPROVED facilities for four stations were ordered by the FCC during the last fortnight. KPAC of Port Arthur (Tex.) College was authorized to change its frequency from 1260 to 1220 kc. and its power from 500 watts daytime only to 500 watts fulltime. Ohio State University's WOSU, using 750 watts at night, was authorized to increase to 1,000 watts, which is also its day power. WTOL, Toledo, 100-watt daytime station on 1200 kc., was authorized to use fulltime with 100 watts day and night. KVWC, new local at Vernon, Tex., secured a daytime power increase to 250 watts.

RKO-PATHE Films has initiated plans to film the cast of *Information Please*, heard on NBC-Blue under the sponsorship of Canada Dry Ginger Ale, in a series of 13 one-reelers with a different guest star on each reel. Cast will include Clifton Fadiman as m.c. and the three regular members—John Keran, F. P. Adams and Oscar Levant.

Border Station Status Delays Action on Allocation Changes

Formal Ratification by Mexican Senate Expected But Danger of Reservations Causes Concern

MEXICO'S apparent unwillingness to upset a half-dozen high-power "border stations" operated with American capital has again confused the North American allocations picture, although negotiations still are going forward through diplomatic channels looking toward elimination of this last remaining obstacle.

At a closed session of the FCC April 25 with Director Thomas Burke of the State Department's Division of International Communications present, it was decided to ask the Mexican Government regarding its intentions as to the preservation of the border stations under the terms of the Havana Treaty.

This step was taken because of the ambiguity of previous communications which stated that the Mexican Government had ratified the treaty administratively with reservations on relocation of high-power stations (border stations), and that formal ratification of the treaty itself would be accomplished shortly at an extraordinary session of the Mexican Senate. The Senate previously had declined to ratify on the ground that the proposed allocations were not in the best interests of the country. Despite that, however, reports were widely prevalent that operators of border stations had been instrumental in prevailing upon influential members of the Senate to oppose formal ratification.

Treaty Provision Opposed

Because the formal communications have not been clear as to the ultimate intentions of Mexico with respect to the border stations issue, the FCC requested the State Department to make further overtures in that connection. The attitude appears to be that temporary continuance of the border stations under an administrative agreement would not be objectionable, but that any proposition under which reservations would be incorporated in the treaty regarding acceptance of such outlets would be opposed.

For nearly ten years, constant efforts have been made for elimination of the high-power border outlets, operated nominally as Mexican corporations by such erstwhile American broadcasters as Dr. John R. Brinkley and Norman T. Baker.

The provisions of the North American broadcasting agreement itself, under which definite allocations of facilities are made to the four major nations of the continent, specify that broadcast channels in the 550-1600 kc. range shall be used for the benefit of nationals of the countries in which they are located. That, it is felt, automatically eliminates border stations, which for the most part use directive antennas designed to throw their signals primarily into the United States.

While the FCC has been moving forward with plans for new allocations in this country, pursuant to proposed new rules and regulations, the obvious desire is to procure Mexican ratification before an effective date is set. Similarly Canada and Cuba, which already have ratified the treaty along with the United States, are awaiting word from Mexico. The proposed new rules, encompassing the allocations, were released April 7 by the FCC Committee charged with that task [BROADCASTING, April 15]. Exceptions to them are due May 6 after which oral arguments would be held and an effective date presumably set. If favorable word comes from Mexico within the next fortnight, it is thought no time will be lost on the reallocation move in this country.

Additional Word Awaited

Earlier advices from Mexico stated the Mexican Government was willing to give its administrative approval to the agreement. Subsequently word was received that President Cardenas had signed the administrative agreement on April 14. It was added that formal ratification would be forthcoming at a special session of the Senate to be convoked late in April or in May. Because there was no specific information on whether the treaty ratification would be sought with reservations—which would have to be accepted by the other three nations—or without them, it was felt the additional advices were necessary.

The six border stations which would retain their present high power status under the proposed "relocation" provisions of the administrative agreement are XEAW, Reynosa, across from McAllen, Tex., which was recently acquired by interests headed by Carr P. Collins, of Texas, from interests including Dr. Brinkley; XENT, Neuva Laredo, across from Laredo, Tex., operated by Norman Baker; XEPN, Piedras Negras, opposite Eagle Pass, Tex., of which W. E. Branch, radio engineer, is said to be head; XERA, Villa Acuna, opposite Del Rio, Tex., identified with Dr. Brinkley; XELO, Tia Juana, and XERB, Plaza Rosarito, both near San Diego, reported to be backed by American syndicates.

Specific frequencies, which under the treaty would be assigned to inland Mexican stations, would be allocated these stations on a regular basis. Some now are operating on mid-channels, and in many instances are causing serious interference with stations in this country and in Canada.

Pullman Using Spots

PULLMAN Co., Chicago, early in May will start a short spot campaign of thrice weekly minute announcements as a part of its contest to name a Pullman car and win $200 and two round trip tickets to either World's Fair. Stations scheduled are: WMAQ WLS WJJD WWJ WJR WTAM WGAR KSD WLW KSTP WOW WDAF WHB WOAI KTSA KOA WHO WWL WFAA KGKO WNAX WREC KFYR WIRE KFH WKY KWTO KMMJ WIBW. Blackett-Sample-Hummert, Chicago, handles the account.

Relay, Other High-Fequency Stations Affected by Changes in FCC's Rules

RELAY broadcast stations used for remote pick-ups in the future will be designated by regular four-letter calls rather than experimental call letters which include a numeral, under revised regulations covering ultra-high frequency operations approved April 17 by the FCC.

The new regulations cover relay, television, facsimile, high-frequency, non-commercial educational and "developmental" (formerly experimental) broadcast stations. Few changes are invoked, except increases in the number of frequencies made available for relay broadcasts and for frequency-modulated as opposed to amplitude modulated ultra-high frequency broadcast stations.

More Facilities Provided

Long anticipated changes in rules governing international broadcast stations were not announced pending further consideration by the Commission. Attention has been focused on international broadcasting in view of developments abroad and the concentration of efforts of several European nations in spreading propaganda by international broadcasts in South and Latin America.

In changing relay allocations, the FCC established four groups of 16 frequencies available for assignment, in lieu of three groups of 12 under former regulations. The experimental tag was removed, since these stations can operate only in conjunction with regularly licensed stations and therefore can be used for commercial programs.

Along with the increased facilities made available for relay broadcasting, the FCC, however, ordered what amounts to a general power reduction due to the fact that many Government services, including emergency operations, operate in these bands. Relay broadcast stations assigned to certain of the frequencies will be limited to 25 watts, others to 50 watts and still others to 10 watts. At present power of 100 watts and even greater is authorized.

It was decided to issue regular calls, without numerals, to stations in the regular groups though those which are authorized to use the very high frequencies above 300,000 kc. will still be in the experimental class. A new group of four channels, ranging from 133,030 to 138,630 kc. was set aside from frequency modulation as opposed to amplitude in the relay classification, for the first time.

With this revised allocation, the

(*Continued on Page 67*)

New Rules Draw Many Objection

Half-Dozen Groups Object t Proposed FCC Regulations

AT LEAST a half-dozen partic pants in the hearings of last ye on proposed new rules and regul tions to govern broadcasting co template filing exceptions to the r port of the FCC Committee Rules and Regulations, which a due May 6. Oral arguments, pro ably during June, will be heard the full Commission in the light such objections.

Greatest dispute centers arou superpower and clear channel a pects of the report. The Cle Channel Group, according to Lou G. Caldwell, its counsel, will o pose the provision of the propose rules limiting power on clear cha nels to 50,000 watts. Moreover, t group will object to conclusio reached by the Committee dealin with social and economic aspects superpower and attempt to blo further inroads on clear channe via the duplication method.

Others to Protest

Both the National Association Regional Broadcast Stations an National Independent Broadcas ers, the latter representing local are expected to attack the sam provisions of the proposed rules b on opposite grounds. The specific tion that power of Class I statio on the 25 so-called clear channe shall be "not less than 50 kw." wi draw their fire on the ground tha it makes possible eventual grantin of power in excess of that amou without a change in rules. Bot NARBS, through its counsel, Pa D. P. Spearman, and NIB, throug George O. Sutton, its counse sought duplication on clear cha nels as a means of providing wha they characterize as greater ser ice.

WOR, through its counsel, Fra D. Scott, contemplates again pr testing the proposed allocatio which would permit duplication o its channel. Though the Commi tee's report proposes a change i nomenclature under which all cha nels in the Class I group would b described as such, they neverthele specify that duplication shall b permitted within the continenta limits under prescribed condition on certain channels [BROADCASTIN April 15]. Similarly, WCAU, Phi adelphia, through its counsel, Be S. Fisher, plans exceptions to th proposed allocation which woul place it in the secondary Class position. Mr. Fisher also propose to protest on behalf of WMBI an WCBD, Chicago, because their as signments purportedly would be ad versely affected under the propose allocations embraced in the rule Positions of the networks have no yet been disclosed though it is ex pected each will file pro forma ex ceptions in order to participate i the oral arguments.

Thus far, no request for an ex tension of time for filing of excep tions has been made to the FCC.

AMERICAN SAFETY RAZO Corp., Brooklyn, on April 10 started 13-week campaign for Star blades using daily 50-word spot announce ments at 7 a.m. on WOR, Newark Plans are now under way for a larg campaign to promote Gem blades late in May. Federal Adv. Agency, Ne York, handles the account.

Facsimile Is Here To Stay—Hamilton

McClatchy Head Voices Faith In Broadcast Newspaper

'PICTURE in your mind the day when the businessman can sit in his office doing his work and reach over to the side of his desk and pull off the latest news releases that have just come through his facsimile recorder . . . that day is not in the far distant horizon but is practically here."

Thus Guy C. Hamilton, general manager of the McClatchy newspapers and radio stations, expressed his faith in the development of facsimile, which his stations at Sacramento and Fresno, hooked up by telephone lines, are broadcasting from 12:30 to 3:30 a. m. regularly on their regular channels to some 110 facsimile recorders placed in various homes in their service areas.

Need for Improvement

Speaking at a dinner in the Waldorf-Astoria April 25 during the NPA convention, Mr. Hamilton asserted he was "firmly convinced facsimile broadcasting is here to stay." "I believe," he added, "most of us here tonight will live to see the time when the newspaper of the air will be an accepted institution." Developments still needed he listed as (1) mechanical improvements in recorders so they will operate in the home with no more service than the average radio set; (2) simultaneous broadcasting of facsimile with sound programs on the same wavelengths and receivable on the same sets; (3) an increase in the size of the facsimile page, possibly double the 8 x 11 inch page of RCA which Mr. Hamilton said was too small.

People in whose homes facsimile receivers were placed, said Mr. Hamilton, were reluctant to have them taken out after their three-week test periods. "The habit of expecting a condensed newspaper each morning seems to be easily formed." About 80% of those who have had the sets, he said, indicated in a survey they would buy them if available for $75.

Mr. Hamilton said his company's experiments of this year were worth their cost in promotion alone, and in the light of experience so far he said he expects the cost of operation will be $10,000 to $15,000 a year. "Facsimile, like radio," he concluded, "should remain in private hands. I feel that newspapers are best qualified, both by training and experience, to handle it."

Waring for Chesterfield

LIGGETT & MYERS TOBACCO Co., New York, on June 19 will present a new program for Chesterfield cigarettes with Fred Waring and his orchestra Mondays through Fridays, 7-7:15 p. m., with rebroadcast at 11 p. m. (EDST), on 82 NBC-Red stations, spot formerly occupied by *Amos 'n' Andy*, now on CBS at that time. The sponsor's Wednesday evening *Burns & Allen* program on CBS starts its customary vacation June 23, but will return in October. The Friday *Paul Whiteman* program, also on CBS for Chesterfields, will continue throughout the summer, according to Newell-Emmett, New York agency handling the account.



PART-TIME ARTISTS Murray Carpenter (left) and Leonard Bush pose beside their respective entries in the employes' art exhibit now on display in the main meeting room of Compton Advertising Inc. When not painting, Carpenter is timebuyer, and Bush is vice-president, secretary and treasurer of the agency.

Opposition Mustered to Fight Ban on Advertising of Liquor

Senate Committee Passes Discriminatory Bill By 6-5 Vote; Gurney Files Minority Report

A SPIRITED floor fight on the Johnson Bill banning radio advertising for distilled or brewed liquors from the air was forecast here in the wake of a favorable report given the measure April 20 by the Senate Committee on Interstate Commerce by a 6-5 margin.

Both the majority and minority reports were filed April 28. Senator Chan Gurney (D—S.D.) former operator of WNAX, Yankton, in the minority report, bitterly attacked the Johnson measure, and had supporting him the five committee members who had voted negatively. He declared the Capper Bill (S-575) which bans all advertising media to liquor should be the only measure, if any, that should be reported. The effect of the Johnson measure, he said, "would be to divert to newspapers, magazines, billboards and other media the comparatively small sums now spent by distillers and brewers on the radio."

Calls Radio Public Utility

The most amazing statement found in the majority report submitted by the bill's author, Senator Johnson (D—Colo.) was that "the radio is a public utility operating in interstate commerce and is subject to Federal control since broadcasting stations operate by a Federal license." This flat pronouncement flies in the face of the terms of the Communications Act of 1934, which defines broadcasting specifically as a non-utility.

The majority report stated there has been a "marked increase" in radio advertising of alcoholic beverages in recent months, and this has "disturbed many people because the radio enters practically every home, affecting little children and young people who are receiving the education which will guide them in future years. There are many adults who may resent this invasion of their homes".

In his minority report Senator Gurney said: "There is little doubt that this proposed legislation involves the same attitude toward liquor that would-be censors would impose in other fields. The hearings utterly fail to disclose, any need for such legislation. The bill would be recommitted for consolidated hearing with S-575 or, failing that, should be defeated."

Attacking the ban on beer advertising, the only alcoholic beverage now using the air for advertising purposes to any great degree, the report said: "It is now urged that radio should be deprived of the revenues from the advertising of legal beer merely because some professional reformers seem to think—unsupported by any specific evidence—that the American parent can't prevent a child from swapping the milk bottle for the beer bottle simply because a radio announcer insists its good beer."

Wheeler Breaks Tie

On the basis of the evidence presenting at the hearings on the Johnson Bill, the minority reached the following conclusions:

Mr. Gurney said he could not understand why radio was singled out for special treatment. The facts are that slightly over $100,000 was spent for hard liquor advertising on the air in 1938, and $1,268,000 for beer. Newspapers and magazines receive the preponderant amount of such advertising, he said, referring to incomplete figures which indicate they got some $23,000,000 in revenue in 1938 from those sources. The effect of the bill would be to divert to other media the comparatively small sums now spent on the air, or less than 5% of the total expenditures for liquor advertising.

While committee attaches refused to reveal the division on the 6-5 decision, it was learned the tie was broken by the vote of Senator Wheeler, (D - Mont.), committee chairman, who stated his vote did not bind him to support the measure on the floor.

It was learned the strong demand Senator Johnson considers necessary to cause the clarification of the freedom of speech aspect of his bill will be forthcoming when the measure reaches the floor. The bill prohibits the dispensing of advertising of or information concerning malt or distilled liquors over the air. Broadcasters leveled their attack at the censorship and discriminatory features of the bill stating that to ban the dispensing of information about any subject by radio would strike a blow at that medium of communication.

They have taken the position that this improvement of programs and advertising should come from within the industry and that censorship would result if standards were forced on radio by outside interests.

Still pending before the Senate Interstate Commerce Committee, with hearings unscheduled, is the vastly broader measure of Senator Capper (R-Kan.), which would deny to the manufacturers and distributors of alcoholic beverages any form of advertising media, including the air.

This measure was frequently brought into the discussion at the hearings on the Johnson Bill by representatives of the broadcasting industry, who took the position that it was gross unfairness to single out one form of advertising media for attack in relation to the alcoholic beverage industry and declared that the Capper bill should be brought before the committee.

Flynn Opposition Reported

In informed quarters, espousal of the Johnson Bill also was laid to Michael J. Flynn, legislative delegate of the American Federation of Labor, acting in behalf of the American Typographical Union. The Union, because of the purported inroads of radio advertising in the national advertising field, is said to be fostering any steps which would restrict radio competition with newspapers. Likewise the Union, which numbers typesetters and printers in its membership is fearful of the future of facsimile as a technological development which might cause widespread unemployment among them.

The thrice - introduced Capper Bill to bar all advertising of alcoholic beverages in interstate commerce was slated for first consideration by the Committee. In usually reliable quarters it is reported he was instrumental in having the measure sidetracked in favor of considering the Johnson bill.

Apparently stymied in the House Interstate & Foreign Commerce Committee is the measure of Rep. Culkin (R-N.Y.), prohibiting any form of liquor advertising. Chairman Lea (D-Cal.), said the press of more important legislation was heavy on the House committee this session and that he could not see far enough ahead to comment on when, and if, hearings would be held on the Culkin bill.

4 Hearst Stations Remain Unsold as Roosevelt Resigns

No Successor to Post Picked; Five Station Deals Pend

SELECTION of a successor to Elliott Roosevelt, second son of the President, who resigned April 15 as president of Hearst Radio Inc., probably will be delayed several weeks, according to Hearst officials.

Meanwhile, matters are quiescent insofar as sale of the four remaining Hearst stations are concerned, though reports persist that at least three of them will be sold if proper terms can be made. The stations still unsold by Hearst Radio are WCAE, Pittsburgh; WISN, Milwaukee; WBAL, Baltimore; KYA, San Francisco. WCAE, it is understood, cannot be sold apart from the Hearst Consolidated Newspapers group. Reports of the impending sale of WBAL, linking the *Baltimore Sun* as the prospective purchaser, have been denied.

Of the ten Hearst stations, only the sale of KOMA, Oklahoma City, has been approved by the FCC and it is now operated under the ownership of William T. Griffin, principal owner of KTUL, Tulsa.

Status of Others

KNOW, Austin, and WACO, Waco, are under contract for sale to E. S. Fentress, publisher of the *Waco News-Tribune*, in a company in which he is 50% stockholder and in which the other principals are S. W. Richardson and Charles F. Roeser, Texas oil men.

KTSA, San Antonio, is under contract for sale to O. L. Taylor, and his associates, who now operate KGNC, Amarillo; KFYO, Lubbock, and KRGV, Weslaco, all in Texas.

WINS, New York, is under contract for sale to Milton F. Biow, advertising agency executive, who is currently operating the station under a management contract pending FCC action.

The deal involving KEHE, Los Angeles, is awaiting FCC action following hearing on its sale to Earl C. Anthony, operator of KFI and KECA, Los Angeles.

General management of all Hearst operations now responses in Joseph V. Connolly, operations executive, and John S. Brookes Jr., Washington and New York attorney, recently designated head of American Newspapers Inc. Mr. Brookes, it is understood, recently conferred in New York, Baltimore and Washington with all Hearst high officials, including William Randolph Hearst, and proposes to survey the entire operations of the organization preparatory to decisions as to future policies. His scrutiny will include Hearst Radio.

Mr. Roosevelt resigned the presidency of Hearst Radio, which included direction of International Radio Sales, representation organization, after having been with the organization for nearly four years. He remains as president of the Texas State Network of 23 stations, which he formed last September. In addition to his executive duties he conducts a semi-weekly sponsored news broadcast, *Texas in the News*, over the network. He also shortly will begin a syndicated newspaper column once weekly for King Features Syndicate, a Hearst unit, according to recent reports.

In 1933, Mr. Roosevelt became aviation editor for the Hearst newspapers and magazines. In 1935, when Hearst purchased four stations of the former Southwest Broadcasting Co., he became vice-president of the Hearst Radio Inc. A year later he was named its president.

Actual executive operations of Hearst Radio stations at present are being directed by E. N. Stoer, Hearst comptroller.

McNinch Takes Rest

DUE TO a recurring colitis condition, FCC Chairman Frank R. McNinch on April 29 was ordered by his doctors to take at least a fortnight of complete rest and absent himself from the FCC offices. Though it is his third enforced absence in the year-and-a-half he has been with the FCC because of the chronic stomach ailment, the chairman is not regarded as seriously ill. His doctors, however, insist failure to rest might result in aggravation of his condition. Chairman McNinch observed his 66th birthday April 27. Commissioner Thad H. Brown will serve as acting chairman until May 4 at which time he departs for Cleveland for his Great Lakes communications survey. Afterward the chairmanship will be rotated.

APPLICATION for examination before trial has been filed by Time, Inc. and NBC in New York Supreme Court in connection with the suit filed several months ago by Helen Wachtel charging "defamation of character" on a *March of Time* program. Plaintiff charged that in July, 1938, she consented after reading the script to allow an imitation of her voice to be read on the program, but that the tone of voice was damaging to her character.



DENVER defies daffy dowagers of domestic science who claim title as the most comely radio home economist in America. After observing the entries of WOWO and KPO [BROADCASTING, March 15, April 15], F. W. Meyer, KLZ general manager, nominates his own Wauhillau LaHay (airnamed Margaret Moore) to disprove the theory that they have to be fat, fifty and aproned. Margaret, who is heard daily on KLZ's *Lady, Lend an Ear*, poses in evening gown, a streamlined glass and ebony skillet, and a lily to fricasee for dinner.

Networks Arrange Plans For Extensive Coverage Of British Royalty Visit

PLANS for broadcasting the visit of the King and Queen of England to Canada and the United States from May 15 to June 15 have been practically completed by the major networks, which through the facilities of CBC will broadcast at least ten definitely scheduled events and will arrange for additional broadcasts later this month. Listed below are the broadcasts planned:

May 6—7:30-8 a. m. Departure from Portsmouth, England, aboard *H.M.S. Repulse.*

May 15—10-12:30 p. m. Arrival at Quebec City. 1:45-2:30 p. m. Speech by His Majesty at the Federal Government luncheon, Quebec.

May 18—2:45-3:30 p. m. Dedication by His Majesty and unveiling of the National War Memorial at Ottawa.

May 19—10:45-11:30 a. m. Address by Her Majesty at laying of cornerstone for new Supreme Court Bldg., Ottawa.

May 20—10:45-11:30 a. m. Trooping of the Colour at Parliament Hill, Ottawa.

May 22—Presentation of Dionne Quintuplets. Running of the King's Plate at Woodbine Race Track, Toronto.

May 24—2:15-3:15 p. m. Empire Day Broadcast, Winnipeg.

May 30—Speech by His Majesty at Government of British Columbia luncheon.

June 7—7:30-8 p. m. Visit to Niagara Falls. 10:15-10:30 p. m. Departure for United States.

June 15—Arrival at Halifax, N. S. 5 p. m. Departure for England aboard *H.M.S. Repulse.*

Disc Competition Is Enlivened As CBS-WBS Deal Collapses

CBS to Build Own Facilities Through American Record Corp.; Patent Angle Caused Failure

NEW COMPETITION will be injected into the commercial transcription field, with the rupture April 26 of negotiations of CBS to acquire World Broadcasting System.

Coincident with the announcement by Percy L. Deutsch, WBS president, that his company would continue to maintain aggressively its leadership in transcriptions, as an independent entity, William S. Paley, CBS president, announced that his organization through its recently-acquired American Record Corp., will establish its own studios and recording and processing plants for both transcription and home recordings. Transcription plans and policies of the company will be announced within a few months, Mr. Paley said.

License Problem

Both CBS and WBS announced that failure to consummate the WBS transcription, pending for more than a year, resulted from inability to reach agreements with Electrical Research Products Inc. regarding licensing and cross-licensing clauses. ERPI, minority stockholder in World by virtue of ownership of preferred shares, made no formal announcement. Unofficially, it was reported that a clause dealing with cross-licensing of patents proved the stumbling block, particularly since CBS is doing much experimental work in television and was said to be adamant when it came to making available its discoveries to the AT&T subsidiary.

Deal Was Well Under Way

Previously, there had been every indication that the deal would be consummated, with Mr. Deutsch heading the World operations under a three-year contract as a CBS subsidiary. As a matter of fact, World now is processing home records for CBS at its studios and plant at 711 Fifth Ave., New York. American Record Corp. equipment, it is understood. already had been moved to the CBS quarters. When the network recently acquired American Record Corp., it procured full title to the Columbia, Brunswick and Vocalion home record labels.

Beyond the formal statements issued by Messrs. Paley and Deutsch no amplification was forthcoming on the termination of negotiations. It was denied, however, that the FCC Network Monopoly Inquiry, which invaded the transcription field, had any bearing on it. It was indicated there was no present likelihood of reopening conversations.

That WBS intends to push its World Transcription System "Gold Group" as a spot network venture, was made clear by Mr. Deutsch, not only in his formal announcement but in a letter sent to some 200 stations which are subscribers to World Program Service or affiliated with the group. "We are proceeding with the further development of the various phases of our business including the World Program Service, the Gold Group, our creative selling and promotional activities and general recording service for advertisers and agencies who desire the highest type of high fidelity transcription," he said.

"I cannot emphasize too strongly our determination to continue World's record of pioneering every important improvement in the radio recording field. At the same time I want to thank you for your support and cooperation in our efforts to develop this field." Mr. Deutsch explained that negotiations for the purchase of World by CBS were prompted by a sincere desire to offer radio advertisers a more complete service.

Library Development

In his formal press statement made public at the time Mr. Paley announced termination of the negotiations, Mr. Deutsch said, "We shall continue in our present independent position in the transcription field. With the conclusion of the CBS-World negotiations, we will proceed in the further development of our library service to stations, the Gold Group promotional activities and our general recording service for advertisers and agencies desiring the highest type of high fidelity transcriptions."

It is expected that Edward Wallerstein, manager of American Record Corp., will head the transcription operations of CBS under the revised plan. It had been contemplated that with the acquisition of World by CBS, Mr. Wallerstein would assume charge of the recording operations with Mr. Deutsch retaining general management of all WBS functions.

New Assignments for NBC Chieftains

DepartmentsRevamped; All Will Report To Trammell

FURTHER concentration of direct operating authority in the hands of Niles Trammell, NBC executive vice-president in New York who last Jan. 1 was transferred there from Chicago, has been announced by President Lenox R. Lohr in a reshuffling of departments and reassignments of executive responsibilities designed to leave him freer to concentrate on major questions of network policy. The changes are effective May 1.

All department and division heads will report directly to Mr. Trammell who in turn will be responsible to Mr. Lohr for the operations of the company. Heretofore the vice-presidents and department heads have all reported to Mr. Lohr.

Six Major Shifts

At the same time the following new assignments were announced:

1. A. H. Morton, vice-president in charge of NBC's 15 owned, managed and operated stations, becomes vice-president in charge of television, heading all of the present television personnel and functions of NBC in collaboration with its parent company, RCA. This is a newly-created post.

2. William S. Hedges, station relations vice-president, becomes head of the newly-created Stations Department. Under this department will come the former Station Relations Dept.; the owned, managed and operated stations; the Traffic Dept.; the director of development and research; and all national spot and local sales activities.

3. Clayland T. Morgan, director of public relations, becomes assistant to President Lohr for special public relations and institutional promotion.

4. Frank E. Mason, vice-president in charge of international shortwave broadcast activities, and assistant to President Lohr, assumes direction of the newly created Department of Information, taking over the press staff formerly headed by Mr. Morgan as well as continuing in charge of international activities.

Strotz Heads Up Chicago

5. Sidney N. Strotz, acting manager of the Central Division at Chicago since Mr. Trammel left for New York, becomes manager of that division.

6. The Statistical Dept., headed by Hugh M. Beville Jr., formerly reporting to Mark Woods, vice-president and treasurer, hereafter will report to Roy C. Witmer, sales vice-president.

Personnel of divisions will remain the same, each of the exectives in charge of departments designating duties and authority of individuals. It is expected that several new posts will have to be created, including one under Mr. Hedges for the supervision of the managed and operated stations formerly coming under Mr. Morton.

PRINCIPALS IN NBC PROMOTIONS



Mr. Trammell



Mr. Morton



Mr. Hedges



Mr. Morgan



Mr. Mason



Mr. Strotz



A DREAM that since 1909 has dwelt in the mind of Powel Crosely Jr., (at wheel) was realized April 28 when the new Crosely automobile was introduced to the public at Indianapolis. It was shown at the New York World's Fair two days later. The car is a two-cylinder air-cooled vehicle designed to cruise at 45 to 50 miles an hour and to average up to 60 miles per gallon of gasoline. Two models are to be sold—a two-passenger convertible at $325 and a four-passenger convertible sedan at $350, f.o.b. Richmond, Ind. The car weighs less than 925 pounds, has three speeds forward and reverse and an overall length of 120 inches.

Kaltenborn Sustainers

LISTENER interest in the news programs of H. V. Kaltenborn, CBS news analyst, is so great that when Pure Oil Co., Chicago, started *Kaltenborn in the News* April 30 on 42 CBS stations, a number of outlets were added on a sustaining basis. Though the sponsor has little or no distribution in New England, Mr. Kaltenborn's mail response has been so great in the East that Pure Oil consented to have the Sunday evening broadcast of the Sunday and Tuesday series aired sustaining on WABC WCAU WCAO WJSV WEEI WORC WNBX WMAS WDRC WPRO WABI WGAN WBRY. On the sustaining stations the time ordinarily given to commercials will be filled with data concerning Mr. Kaltenborn's newspaper career. Leo Burnett Co., Chicago, is agency.

WAPI Seeks 1070 Kc.

WAPI, Birmingham, assigned regularly to share the 1140 kc. channel with KVOO, Tulsa, on April 28 applied to the FCC for full time on 1070 kc., the clear channel of WTAM, Cleveland, and at the same time asked for authority to increase its power to 50,000 watts. WAPI is operated commercially by Thad Holt under lease from the University of Alabama, Alabama Polytechnic Institute and Ilabama College. For several years it operated full daytime but shares night hours on 1140 with KVOO, using 5,000 watts while KVOO uses 25,000; last August both were authorized to operate full time.

Import Restriction Bill

A BILL (HR-5985), providing that all advertisements of imported articles must show the country of origin and that broadcast announcements must include statements showing the foreign country of origin, was introduced April 25 in the House by Rep. Flannery (D-Pa.). Such announcements would be required both at the beginning and end of the broadcast with violation construed as an unfair and deceptive practice within the meaning of the Federal Trade Commission act. The bill specifies that it would apply to all imported articles or to any articles assembled in the United States where the major portion of the materials used, either by volume, weight or value, have been imported.

Press Is Advised To Emulate Radio

Dramatic Methods Are Urged At Meeting on Promotion

A GREATER emulation of radio's methods in dramatizing itself and closer cooperation with radio were urged by speakers at the National Newspaper Promotion Association convention, held concurrently with the ANPA meeting. Accusing newspapers of having an inferiority complex and a matter-of-fact attitude toward the "real drama of newspaperdom," Kenneth Collins, assistant to the general manager of the *New York Times*, said that "if we continue to allow those who compete with us increasingly to win the interest and admiration of the public, we will find our problem becoming harder each year.

Sees Encroachment

"The radio," he pointed out, "just takes it for granted that it has a complete stranglehold on all the drama and all the colorful incidents with which we are surrounded. I watch it encroaching more and more on the time of the newspapers' readers, and encroaching more and more in the field of the newspapers' advertising dollars, and doing so by very vivid methods.

"The great radio show is produced. Its stars glibly talk about the advertising product. The salesman in Keokuk calls the boss, to tell him how much he enjoyed the program. And the boss enjoys the call hugely, because he has at last realized that secret dream of all business men: He has become a producer! The script show develops daily, and its promoters tell the advertisers of the country that it has an intense grip on the imaginations and daily lives of all the millions of American housewives. I see the radio telling the listening world that it is first with the news, and I even now hear programs in which it is claimed that complete and authentic coverage of all the events of the world is at the disposal of any listener who wants only to spin the dials."

Mrs. Ogden Reid, vice-president of the *New York Herald-Tribune*, in discussing the newspaper attitude towards radio competition, said that since "fighting this competition has not worked so well" it might be a good idea to try working together. Pointing out the large number of newspapers owning stations, she said that these publishers "have solved the problem of working the two together, but for those who have not it is vitally important that they should realize the opportunity of two great industries supplementing each other and working together. According to human anatomy we still have the edge on the radio, because eyesight is a stronger human asset than hearing, but the balanced human being wants both eyes and ears and so does the public today."

Fair Must Pay Costs

REPRESENTATIVES of 14 local New York stations decided April 28 they will not carry official World Fair programs unless such programs are "prepared, presented and delivered to the New York telephone patchboard at the Fair's expense", except for present commitments and in no event later than May 5.

Sarnoff Recall to Close FCC Net Inquiry

Caldwell Plan to Halt Net Pacts Studied

Running story of final phases of the FCC Network Inquiry hearings, with summaries of testimony of each witness, begins on page 32 of this issue.

By LEWIE V. GILPIN

THE FCC Network-Monopoly Inquiry will end May 11 as it began last November—with David Sarnoff, RCA president and NBC board chairman, the No. 1 figure in American radio on the stand.

Although the hearing was adjourned April 19 by the FCC committee, save for possible additional cross-examination, it decided April 25 to recall the RCA-NBC executive May 11 for cross-examination. Mr. Sarnoff had delivered only his direct testimony when the hearings opened Nov. 14, at which time he recommended self-regulation of the industry through a voluntary code embodying program standards. This suggestion was picked up by the NAB, which now has a committee functioning on it.

Simultaneously, the committee asked that George Engles, vice-president and managing director of NBC Artists Service, be recalled the same day for cross-examination. Mr. Engles became ill during his testimony last fall and was dismissed, subject to recall.

Caldwell Motion

Before writing a report to the full Commission, the four-man committee must dispose of the provocative motion proposed as the hearings closed by Louis G. Caldwell, counsel for MBS, suggesting that the FCC issue what amounted to a temporary injunction to prevent renewals or extensions of existing network affiliation contracts beyond Dec. 31, 1940. This move touched off the most heated colloquy of the hearings, with John J. Burns, CBS chief counsel, and Philip J. Hennessey Jr., NBC chief counsel, castigating MBS counsel.

The committee, with only Commissioners Walker and Brown present, reserved ruling on the motion. At its meeting April 25, the committee asked General Counsel William J. Dempsey to submit a memorandum regarding FCC authority on the Caldwell motion. Serious question exists as to whether the FCC has such power, and it was contended that even if it has, a motion of the character offered was unnecessary and immaterial.

When the committee will reach its conclusions is problematical. With a record of nearly 2,000,000 words before it, amassed over a six-month period, it is felt that at least two months will be required before it can whip conclusions into shape. The FCC Law Department has been maintaining what amounts to a daily digest of the testimony and much of the preliminary work has been done, it is contended.

When the hearings were adjourned April 19 subject to call, all parties were given one month, or until May 19, to file supplemental briefs. It was expected, however, that extensions of time would be requested, particularly in view of reopening of the hearing for the NBC cross-examination, to be handled by General Counsel Dempsey, who was the committee's chief counsel during the opening phases of the inquiry. It is possible, also, that other witnesses will be recalled.



WHEN THE GONG sounded on the FCC Network-Monopoly Inquiry April 19 after an elapsed time of five months and five days, the hearing room looked like a dull Saturday afternoon at a county-seat courthouse. Less than two dozen were present, including Commissioners, counsel, docket functionaries, reporters, and witnesses. There wasn't a single spectator, as such. This was in contrast to the some 200 present when the hearings opened Nov. 14 in the sumptuous Government Auditorium, with movie cameras clicking and "still" photographers shooting news shots. Only two committee members (Walker, acting chairman, and Brown) were sitting at adjournment subject to call.

A HALF-MILLION DOLLAR PROBE

FCC's Network Inquiry Covers 8,490 Pages of Testimony Taken From Nov. 14 to April 19

A BILL of approximately a half-million dollars accrued to the broadcasting industry—and to the taxpayers in footing the FCC's expense—for the six-month Network-Monopoly Inquiry undertaken by the FCC Committee from Nov. 14 to April 19.

While actual figures are not available, BROADCASTING undertook its own analysis of the expense involved and arrived at the approximate estimate. The $500,000 figure probably would be doubled if the salaries of regular employes of networks, individual stations, transcription companies and others also were taken into account.

The stenographic record of the hearings covers 70 volumes for the 70 separate days of testimony. There were 8,490 pages carrying a total of approximately 1,800,000 words of testimony in the record, aside from nearly 700 separate exhibits.

101 Witnesses Heard

Electroporter Inc., which reports the testimony at FCC hearings by the transcription method, cut a total of 1,060 sides of transcription discs. It was estimated that the average cost per typewritten transcript of the complete record was in the neighborhood of $4,500.

All told, there were 101 witnesses who appeared during the hearings. Though 47 lawyers were docketed in the appearances, 30 attorneys actually participated in the presentation of testimony. Four of these were FCC counsel and the remaining 13 advisory counsel for respondents.

While the Network Monopoly Committee comprised four members, usually not more than one or two sat during the long, drawn-out proceedings. Members of the committee originally were Chairman McNinch as chairman, Commissioner Brown, vice-chairman, and Commissioners Sykes and Walker. Commissioner Sykes sat longer than any other member, usually alone. The fact that he retired from office April 7 means that the testimony to which he listened must be reviewed by other committee members. Commissioner Thompson, who succeeded Judge Sykes, heard only two days of testimony—April 18 and 19. Commissioner Brown presided during the earlier months of the hearings while Commissioner Walker presided during the latter phases. Chairman McNinch was present only intermittently.

It was estimated, roughly, that the three major networks—NBC, CBS and MBS—together expended at least $200,000 for their participation in the hearings not calculating the time spent by regular employes in preparation of exhibits and data.

The FCC's expense during the hearing, it is estimated, amounted probably to $20,000 or $25,000.

Particular attention was focused upon major network contracts dealing with optioned time and the so-called "exclusivity" provisions which prevent major network affiliates from making contractual agreements with other networks. This was the crux of the MBS position, as presented both by Fred Weber, general manager, during two appearances, and by Counsel Caldwell. It was the motivating factor in the latter's proposal for the explosive motion for the "temporary injunction."

Speculation also was current on the committee's possible reaction on competition among the networks, particularly in the light of NBC's operation of two chains. There was considerable cross-examination by FCC Special Counsel S. King Funkhouser on this point, and it was expected Mr. Sarnoff probably would be questioned on the practicability of separating these operations.

The Disc Problem

Another focal issue appeared to be transcriptions and their part in the competitive picture. Here again purported network suppression was inquired into, particularly because of NBC's operation in the field and CBS' plans to enter it nationally through its recent purchase of the American Record Corp. The proposed CBS acquisition of World Broadcasting System, leading company in transcription spot, which was dropped April 25, likewise had been subjected to close scrutiny although terms of the proposed transaction were not divulged.

Purported network domination of talent through artists services during the earlier phases of the inquiry was pounced upon by committee members as a possible monopoly discovery. Mr. Engles' recall is in that connection. Whether his health will permit his return to the stand is not known.

After Mr. Caldwell's motion on behalf of MBS had been offered, Judge Burns loosed a torrent of criticism, expressing his "amazement at the gall" of MBS counsel. He called it an attempt of Mutual "to aggrandize itself at the expense of the other networks."

Elliott Roosevelt, president of Texas State Network made a second appearance before the committee April 18 and strongly urged the licensing of networks. Optioned time agreements, he contended, amount to passing of control of the station from the licensee to the networks.

Joseph N. Weber, veteran president of AFM, protested removal of the transcription identification announcement and called recorded music "canned". He discussed the AFM contracts with the broadcasting industry on employment of musicians and indicated possible new demands when present contracts terminate in 1940.

THE FCC on April 18 issued a license covering the operation of KMMJ, limited-time 1,000-watt station on 740 kc. at Grand Island, Neb., to which it was recently moved from Clay Center, Neb. Station continues under the management of Randy Ryan.

7 EXAMPLES of How Advertising on KOY-Arizona Network Gets Results!

1 After a careful investigation by the McCann-Erickson Advertising Agency, Borden's bought three news programs a day for one year on KOY-Arizona Network. During the first 17 days, Borden's sold an EXTRA TWO CARLOADS of canned milk! That's results!

2 Alka-Seltzer has been broadcasting, via network, in Phoenix for many years. On December 15, Alka-Seltzer bought the early evening news on KOY-Arizona Network. Sales during the first two weeks of January as compared with the first two weeks of December showed more than 172% increase in Phoenix. That's results!

3 Richfield Oil Company switched to KOY-Arizona Network. In 1938, Richfield moved from 8th to 4th place in gallonage in Arizona. No wonder they've renewed for this year, for that's results!

4 A garage man sponsoring a daily quarter hour on KOY offered to wash all green cars free on St. Patrick's Day. As a result he sold four new cars and did $500 worth of repairs on the 117 cars brought in for the free wash! That's results!

5 Bulova has used radio advertising in Phoenix for many years. In 1938 they switched to KOY-Arizona Network. Bulova renewed for 1939, because KOY-Arizona Network gets results!

6 A large soap company had a crew of five thoroughly investigate radio advertising in Phoenix. Their decision? FOUR programs a day on KOY-Arizona Network! All four programs have been renewed for 1939. The West Coast manager reports that returns from KOY-Arizona Network on one brand were best per dollar spent of any station they were using in the United States. That's results!

7 Stokely-Van Camp Corporation had the Raymond Morgan Advertising Agency conduct their own investigation in Phoenix. They selected KOY-Arizona Network and it produced more CASH SALES per dollar spent than any station used in the nineteen major markets! That's results!

1000 WATTS
DAY & NIGHT

KOY

PHOENIX
CBS Affiliate

Burridge D. Butler - - Chairman
Fred Palmer - - - - Manager

Represented by JOHN BLAIR & COMPANY

New York, Chicago, Detroit
Los Angeles, San Francisco

Television Motif Marks New York Fair

Latest Devices of Radio Industry On Display

By BRUCE ROBERTSON

TO BROADCASTERS and public alike the New York World's Fair will probably be remembered as the "Television Fair", for the exposition's opening on April 30 also marked the advent of this country's first regular schedule of high-definition television broadcasts. And, to all but the handful of New Yorkers who own sight receivers, the Fair affords the first chance for "looking in" on these telecasts.

Most elaborate television exhibit is that of RCA, a seven-sectioned display of the theory and practice of visual broadcasting housed in the company's "radio tube" building. Chief section is the Hall of Television, which is equipped with 13 stock model receivers and a special laboratory model projection type receiver which throws images on a screen 6x10 feet in size, permitting visitors to compare reception on the sets now available for home use with the screen-style reception now being developed in the laboratory. Immediately adjoining the Hall is the film-scanning studio, which is also adapted for reception and transmission of programs from NBC's telemobile unit.



LOCATED on the Avenue of Communications near the Trylon and Perisphere is the Crosley Corp.'s $100,000 building at the New York World's Fair. The entire gamut of Crosley products will be exhibited in the edifice—radios, the new Reado facsimile printer, radio-phonographs, Shelvador refrigerators, washers, ironers, gas and electric ranges, and bottle and bed coolers. In addition to the facsimile equipment exhibit, a facsimile transmitting unit will operate in the building. The modernistic structure was designed by Sundberg & Ferar, Detroit, in collaboration with Holland & White, New York architects.

Technical Displays

Near the entrance to the Hall is the Television Laboratory, where RCA technicians display and demonstrate oscillographs, tube-evacuating machinery, "bread-board" sets and other paraphernalia, and directly opposite the Laboratory is an exhibit of a regular RCA television camera, a transmitter and a 12-foot model of the antenna atop the Empire State Bldg., showing just how the images are picked up and broadcast. At the front of the building a stock model television receiver in a glass cabinet exposes the complete receiving mechanism and across the room is a "flask" receiver, used in the laboratory because it permits viewing in very bright light. Television is also a feature of the Living Room of Tomorrow, where a combination receiver provides for enjoyment of broadcast images or sound or of recorded music.

An important part of RCA's television exhibit is the RCA-NBC telemobile unit, stationed alongside the exhibit building except when it is picking up some special news event from another part of the grounds. Visitors will be televised by the unit in a series of video "vox pop" programs, which will be seen and heard on the receivers inside the Hall of Television.

Television will also be demonstrated in the General Electric Bldg., easily located by its outer covering of gleaming copper and by the 125-foot-high stainless steel "lightning bolt" rising from the fountain in the building's court. A small television studio is set up in one section of the main exhibit area, where engineers will televise visitors, whose friends may watch them on the screens of G-E receivers in an adjacent exhibit. Visitors may also be televised at the Westinghouse Bldg., going through their paces in a glassed-in studio, their images and voices being picked up by nearby receivers. Television receivers are also installed in the executive lounge of the Ford Bldg., to pick up whatever telecasts may be on the air for the entertainment of guests.

Facsimile Exhibits

Another type of broadcast picture-transmission that will be a novelty for most visitors, although it has been experimentally transmitted by a score of stations during the past year, is facsimile, which is receiving its first large-scale demonstration at the Fair. In the Crosley Bldg. visitors can watch pictures and printed matter transmitted and received in a display of Crosley *Reado* printers, first facsimile sets to be placed on the retail market for sale to individuals. The *Reado* was designed by the Finch Telecommunication Laboratories, which also operates an experimental facsimile transmitter in New York City.

The RCA system of facsimile is demonstrated in this company's building in an exhibit called "The Newspaper of Tomorrow". Here a news editor and a makeup editor will work at a regular newspaper copy desk; operators will compose newspaper pages on a varityper setup; a facsimile scanner and transmitter will view these pages and they will finally be reproduced on a pair of home-type recorders. In addition to the usual news tickers the "Newspaper of Tomorrow" editor has at hand a television receiver equipped with a special photographic device so that as distant scenes appear on the screen of the receiver any part desired may be photographed and made available for immediate reproduction.

RCA's other exhibits include sound broadcasting, education, international communications and marine communications. The last is a 53-foot motor yacht floating in a basin at the rear of the building. Here is displayed a ship-to-shore telephone set which permits reception of both American and foreign broadcasts as well as voice contact with shore stations and other ships and a radio compass. A 250-fot antenna tower on the exhibit grounds is used to transmit programs picked up at the Fair to NBC's regular New York transmitters for rebroadcasting.

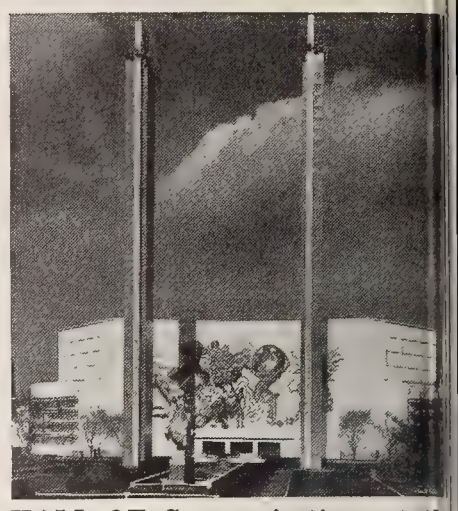
Electric Writing

An exhibit closely allied to facsimile is the Radiotype, on display by the International Business Machine Corp. in the Business System & Insurance Bldg. This electric writing machine, which was invented by Walter S. Lemmon, division manager of IBM, transmits written material from point to point by shortwave radio.

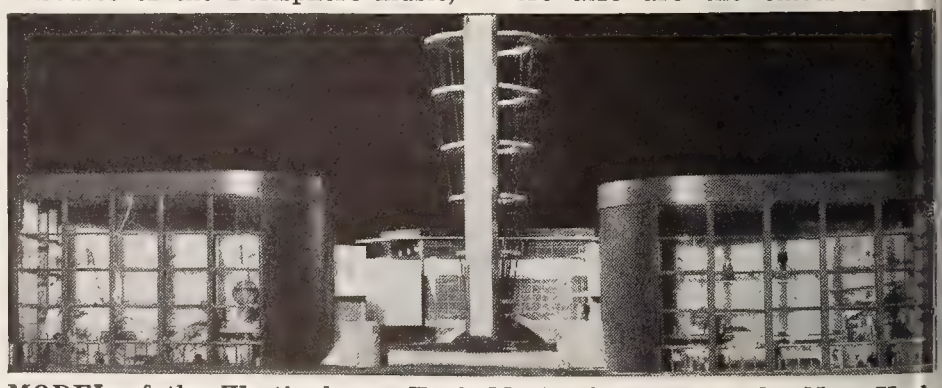
The Fair's own most spectacular contribution to sound reproduction is its use of the outer surface of the 200-foot Perisphere as a giant loudspeaker horn. An acoustical pit beneath the building, 12 feet deep and 22 feet across, contains 24 100-watt low-frequency horns and 12 25-watt high-frequency horns. The high-frequency horns face directly outwards, emitting waves at a tangent to the sphere's curve. The low-frequency horns face downward, their sound being deflected up again from the bottom of the pit. The mingled sound, issuing between the curve of the building and the flat surface of the surrounding pool, produces an illusion of sound coming from space with no apparent source.

Source of the Perisphere music, as well as of all background music and announcements produced by the 16 loudspeakers on the grounds, is the Public Address Center in the Communications Bldg., comprising four studios and a master control room. There is one large studio, used for orchestras, speaker's studio and two "remote" studios for transmitting recordings and programs picked up from the radio or remote points. These studios will be used only for programs on the grounds and not for broadcasts. To avoid labor disputes between the electrical unions whose members are employed at the Fair and the technicians of the broadcasting companies, the Fair has ruled that it will supply no facilities to broadcasters, but that each station or network will handle programs from the grounds in the same manner as they would any remote pickup from other points.

The Crosley Corp., owner of WLW and WSAI, Cincinnati, has included a large studio in its own building at the Fair, from which it will feed programs directly to the WLW transmitters and to the NBC and Mutual networks with which it is affiliated. WNYC, New York's municipally-owned station, also is maintaining studios on the grounds, in the Municipal Bldg. All national networks as well as 14 New York stations and the British and Canadian Broadcasting Systems have offices in Radio Center, located on Constitution Mall just below the Lagoon of Nations. Here also are the offices of the



HALL OF Communications at the New York World's Fair, which houses the studios and equipment for transmitting music and announcements via the public address system to all parts of the grounds



MODEL of the Westinghouse E. & M. Co. building at the New York World's Fair, whose two wings are 55 feet high and provide a floor area of 4,500 square feet. Fountain in the court is 115 feet high.

Fair's radio director, Dr. John S. Young, and his staff.

In addition to Dr. Young, the World's Fair radio staff includes John L. Clark and Robert S. Wood, program supervisors; Walter R. Brown, engineering supervisor; William Card, traffic director; Dana Merriman and Tom Neely, in charge of music copyrights; Miss Frederica Millet, director of women's programs; F. A. Long, production director; Anthony Marvin, announcer.

Source of Broadcasts

While the Fair will be the source of almost daily broadcasts by all national networks and many individual stations, and while it is expected that many of the exhibitors at the exposition who are also radio advertisers will originate one or more of their regular programs from the grounds, few definite plans have yet been made. Westinghouse Electric & Mfg. Co. has started a Sunday evening series on NBC-Blue, *Letters Home From the Fair,* in which Ray Perkins interviews visitors at the Westinghouse Bldg. Scholl Mfg. Co is advertising its foot remedies with a *World's Fair News* program broadcast five days a week on WMCA, New York. These are the only commercial programs tied in with the Fair as this is written.

On the sustaining side, all networks and some New York stations carried descriptions of the opening day ceremonies and similar coverage will probably be given all other major events at the exposition, with happenings of lesser magnitude being carried by individual networks and stations. Some sustaining series are already planned. MBS has shifted its *Welcome Neighbor* series to the Fair grounds and each Wednesday evening Dave Driscoll and Jerry Danzig describe the sights and interview celebrities there for the edification of listeners across the land. Mutual has also moved the Tuesday broadcast of its *Radio Garden Club* to the Fair's Gardens on Parade Bldg.

Foreign Day Pickups

NBC will broadcast a portion of the ceremonies of each country's "day" at the fair, a total of 54 programs, each of which will also be shortwaved to the homeland saluted. Among New York stations WNYC is carrying many special features in connection with the exposition, including *Your Home Town Newspaper,* highlights of news from other cities, and *Review of the Fair Today,* the two features broadcast each weekday 6 - 6:30 p.m. WMCA also has elaborate plans for Fair broadcasts, especially for May 26, which has been designated as "WMCA Day." WBNX opens each broadcast day by playing the Fair theme song, Gershwin's "Dawn of a New Day," and is also broadcasting a *Hands Across the Seas* series saluting foreign nations participating in the Fair. WINS has scheduled a series to be broadcast from the Southern Rhodesia exhibit.





DAVID SARNOFF delivers the dedicatory address of the RCA Building at the Fair. His words are picked up by the microphones, heard in homes across the country. His image is captured by the television camera, seen by scores of onlookers seated before television receivers in Radio City, eight miles away. Handling the pickup are NBC's Richard Pickard, at the camera, Thomas Riley, at the right, while Sid Desfor of the network's photo staff (kneeling in the center background) prepares to make an angle shot of the dedicatory ceremonies. At right is image as seen on the Kinescope receivers.

Amateurs Have Display At New York World Fair

THE 51,000 United States radio amateurs are represented at the New York World's Fair with a radio "shack" in the Communications Bldg., where hundreds of "hams" will cooperate in operating a high-powered, fully equipped amateur station with 14 transmitters, from which visitors may have messages sent to any part of the world without charge. Functioning as the World's Fair Radio Club, an organization created jointly by the American Amateur Relay League, American Institute of Science and the Fair itself, the amateurs will also demonstrate their work in time of emergency, when floods or hurricanes have cut their communities off from the normal means of communication with the rest of the world. The Club has also constructed a display in the Westinghouse Bldg., containing 6,400 flashing lights in various colors which wink on and off as various stages of the transmitter are actuated by the voice of a visitor, who is thus enabled to watch the complete operation of a radio transmitter.

Televise *March* Films

BECAUSE the *March of Time* films proved to be the most popular movie features telecast by NBC in its experimental transmissions during the past year, the network has arranged with the film's producers to use back releases of the feature during its daytime telecasts this summer and special *March of Time* releases during its regular evening transmissions. A carefully compiled news feature with running interpretative commentary, the film has the continuity desired in television, and the *March of Time* ordinarily has many of the close-ups and intermediate shots that televise best over an all-electronic system, NBC explains.

KWLK, Longview, Wash., on April 25 joined the Pacific Northwest segment of the Don Lee-Mutual network.

Telecast Schedule Is Drawn by NBC

Tentative Program Provides 25 Broadcast Hours Weekly

FOLLOWING the 3½-hour telecast of the inaugural ceremonies of the New York World's Fair with which NBC on April 30 started its regular television service, the network has announced a tentative schedule of approximately 25 hours a week of video broadcasts.

Two full-hour programs from the NBC studios will be broadcast weekly, from 8 to 9 p. m. Wednesdays and Fridays. Outdoor pickups of scheduled news events, largely from the Fair grounds, will be made by NBC's mobile television unit on Wednesday, Thursday and Friday afternoons, with at least one of these being broadcast each week.

The rest of the proposed schedule will consist of film programs, broadcast from 11 a. m. to 4 p. m. on Monday, Tuesday and Thursday of each week. Wednesdays and Fridays the film transmissions will start at 4 p. m. and continue until the beginning of the studio programs.

Primary purpose of the visual broadcasts will be to provide pictorial material for demonstration on the numerous receivers to be exhibited at the Fair and also by retail dealers, according to Thomas H. Hutchinson, manager of NBC's television program division. He stressed the fact that while the film transmissions may be picked up by television set-owners within the metropolitan area, they are intended chiefly for the trade and will be repetitious. Only the two hours of studio programs and the outdoor programs, he said, can be taken as examples of the kind of program service NBC is planning as a regular fare for its television audience.

Broadcasts will emanate from W2XBS, operating on a picture frequency of 45.25 mc. and a sound frequency of 49.75 mc. Station's service area is approximately 55 miles in all directions.

New York Display Dedicated by RCA

Fair Ceremony Is Televised; New Video Sets Exhibited

THE ADVENT of television coincident with the opening of the New York World's Fair was the theme of the dedication of the RCA Bldg. at the exposition, on April 20, on which date the first RCA television receivers were also displayed to dealers in the New York area. Appropriately enough, the dedication ceremonies were televised as well as broadcast, and a group of more than 100 newspaper and magazine writers in Radio City, eight miles from the Fair grounds, saw as well as heard David Sarnoff, RCA president, when he said:

"And now we add radio sight to sound. It is with a feeling of humbleness that I come to this moment of announcing the birth in this country of a new art so important in its implications that it is bound to affect all society. It is an art which shines like a torch of hope in a troubled world. It is a creative force which we must learn to utilize for the benefit of all mankind."

No Interference

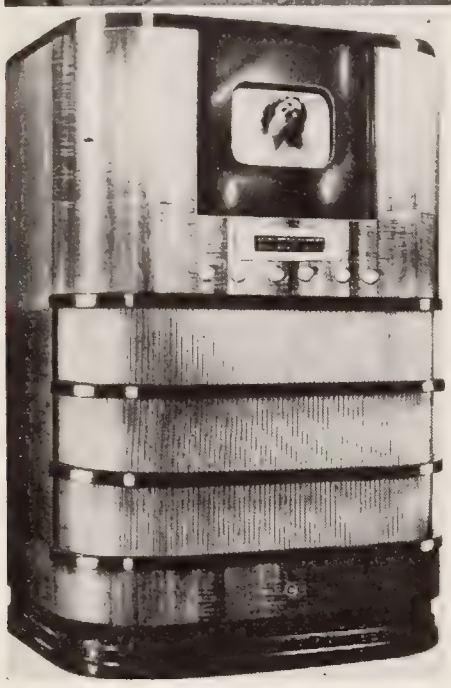
Although this was the first time that pictures relayed from NBC's mobile television unit had been rebroadcast by the Empire State Tower transmitter, there were no signs of interference between the relay channel and the regular frequency.

Also televised during the ceremonies were Lenox R. Lohr, NBC president, who introduced Mr. Sarnoff; Maj. Gen. James G. Harbord, chairman of the board of RCA; E. J. Nally, RCA's first president; Maj. Gladstone Murray, director of radio in Canada; Neville Miller, president of the NAB; Edwin S. Friendly, business manager of the *New York Sun,* and Dr. Vladimir K. Zworykin, inventor of the iconoscope, television's electric eye. Following the ceremonies, the audience witnessed the first sports event ever televised in America, a boxing match between Jack Pembridge, Golden Glove champion, and Pat Dunne, Police Athletic League star, refereed by Max Baer, former heavyweight champion.

The four television receiver models range from a set that reproduces pictures only and can be connected to any AC operated radio for sound, showing images 3⅜ inches by 4⅜ inches, to a large console combination sight and sound receiver, producing pictures 7⅜ by 9¾ inches. The two intermediate models are console type, with 5-inch and 9-inch viewing tubes, respectively, and like the attachment set are direct viewing. The largest model is of the mirror image type. Prices range from about $175 for largest console model. [See page 22].

TELEVISING fingerprints as a police aid in rounding up criminals was successfully tested April 18 on the Don Lee Broadcasting System, Los Angeles television transmitter W6XAO. Experiment was conducted by Harry R. Lubcke, Don Lee television director. Fingerprints were flashed from the downtown Los Angeles studios and picked up by Long Beach, Cal. police, 30 miles away.





TYPICAL of the line of 20 or more cathode ray television receivers being produced by about a dozen companies as transmission service is started this month in New York, are these models. Upper left is an RCA console model with 9-inch Kinescope reproducing images 5½ x 7¼ inches, which will sell for $450. It includes a 12-tube all-wave radio chassis. Upper right is the $199.50 RCA table model attachment, with 5-inch Kinescope providing 3 3/8 x 4 3/8 inch pictures; this plugs into any 1938-39 RCA radio for accompanying sound. Lower left is one of the General Electric line of four video receivers, whose price ranges have been tentatively fixed at $250 to $1,000; this set uses a 9-inch picture tube. Besides RCA and GE, these manufacturers have announced lines of one or more television sets: Westinghouse, Philco, Stewart-Warner, American Television Corp., Andrea, Meissner Mfg. (kits), DuMont Laboratories, Stromberg-Carlson, Pilot, Garod. Zenith has reiterated that "Zenith is ready—but television is not."

Full Television Facilities Projected by Paramount

EVERY modern device for the production of television pictures will be included in the new $12,000,000 Paramount Pictures plant soon to be erected in Los Angeles. Barney Balaban, president, has announced plans for the new studios, to be located on a 150-acre tract to be known as Paramount City. Plans include 26 sound stages, each to be equipped for television in interoffice communication.

Paramount has long been interested in television and reports were circulated recently that the studio will erect a television transmitter in Hollywood this year. Although this was neither affirmed nor denied, the firm recently announced plans to "cash in" on the public's interest in television by merchandising its products through televised trailers, utilizing the new DuMont station at Passaic, N. J. and other transmitters. Paramount is financially interested in the DuMont Laboratories. It is generally believed in Hollywood that with the new plant announced, Paramount will shortly make application to the FCC for a permit to erect an experimental transmitter of its own.

DODGE BROS., division of Chrysler Corp., Detroit, on April 17 started a two-week campaign to promote the new Dodge motor cars, using daily station-break announcements on 60 stations throughout the country. Ruthrauff & Ryan, New York, placed the account.

CBS to Ask Criticism Of Public on Television

CRITICISM and advice of its television audience, beginning with its first broadcasts now tentatively scheduled to start from the Chrysler Bldg. transmitter some time in June, will be solicited by CBS, borrowing a chapter from television program experience of the British Broadcasting Corp. Gilbert Seldes, director of CBS television programs, now in London studying BBC methods, during an early program plans to take a seat beside a telephone in front of the cameras in the studios in Grand Central Station, and invite those viewing the program to telephone him their criticisms and suggestons regarding the program they have just viewed. The audience itself will hear the telephone ring, see Mr. Seldes answer it, and then see and hear him as he answers questions and replies to suggestions of members of the audience. Gerald Cock, BBC's director of television, who originated the idea, found that it met with wide acclaim when he used it in Great Britain. He states that BBC received a large number of constructive criticisms as a result of the policy, and accordingly has been able to advance its program technique faster than would otherwise have been possible.

Film Industry Girds for Television

Movies, Video, Radio Cooperation Seen by SMPE

By DAVID GLICKMAN

THE FILM industry will not be caught napping by the advent of television as it was with the appearance of talkies. This was revealed at the April 21 television session which closed the five-day convention of the Society of Motion Picture Engineers in Hollywood. An "automatic liaison" between the film industry and television was seen.

Discussion was lacking in spectacular predictions and the bond between the two entertainment fields seemingly was drawn closer together when technical leaders submitted their briefs.

Sarnoff's Views

Prediction was made that theatre screen shows will be augmented by the new medium. The forecast, together with a declaration of mutual interest in the movies, radio and television, was made by David Sarnoff, president of Radio Corporation of America, in a radiogram to E. Allen Williford, president of SMPE.

"The future will probably see the present entertainment offered by motion picture theatres augmented by special television services that will bring current events to the theatre screen," Mr. Sarnoff declared. He informed the SMPE he feels "very earnestly that the industry of radio and television and the industry of motion pictures and theatres can be helpful to each other and thereby to the public both industries seek to serve, if they will study the problems involved and cooperate in this new development as far as may be practical and reasonable."

He cited "recent progress and developments in television, including the steps taken here and abroad to institute regular broadcasting service for home receivers and to carry experimentation into various fields of use, have focused attention of all interested executives and engineers as well as the general public, upon this new art."

"In due time", Mr. Sarnoff predicted, "the foremost progressive theatre operators will wish to step forward with installations of projection apparatus, as soon as services become available which may be expected to enhance the value of the entertainment which the motion picture industry will continue to provide . . . RCA will continue to pioneer in the development of television, and we confidently look forward to the evolution of a new and fascinating art, and an industry furnishing new employment to both capital and labor."

Outlining scope and organization of the SMPE television committee, Dr. Alfred N. Goldsmith, its chairman and past president of the Society, in a report, revealed that the committee would "endeavor to collect, formulate, clarify, and disseminate useful information to the motion picture industry as to television film and pictorial requirements; and to the radio television groups as to motion picture capabilities and availability."

"It is hoped", Dr. Goldsmith's report stated, "to avoid conflicting standards or practices in the two arts. The membership of the committee includes prominent members of both industries so that an automatic liaison will exist. The first aim will be to collect existing information. The second, to guard against misunderstanding, misstatements, unnecessary conflicts of aims or opinions, and to obviate or reconcile these whenever possible. The third purpose is to act as one guiding agency in directing technical activities common to the two industries, and furthering interchange of mutually helpful data."

Committees at Work

Dr. Goldsmith's report revealed that a subcommittee on production and technique had been established under chairmanship of O. B. Hanson, NBC New York chief engineer, and that another, on film properties and laboratory practices, was headed by O. Sandvik of Eastman Kodak Co. The subcommittees will devote themselves to establishing a glossary of terms and nomenclature; to prepare a list of

(*Continued on Page 45*)

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Money Orders Paid	0.9 +	Livestock Receipts	6.9 +
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THE JOURNAL

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FCC Video Group Acts Slowly As Tough Problems Are Faced

Follows Tour of Plants With Informal Meetings; Jurisdictional Question Must Be Answered

ADOPTING the theme that it should "make haste slowly", the FCC Television Committee proposes to move cautiously before deciding on its recommendations to the full Commission on regulatory steps to govern the introduction of the visual art.

Before it considers proposals of the Radio Manufacturers Association for adoption of television standards pertaining to the operation of transmitters and receivers, the Committee plans to discuss the subject with other manufacturers and experimenters. These conversations will supplement its personal tour of laboratories in the Philadelphia and New York areas during the week of April 10.

The committee, it was announced April 26, will confer in Washington May 2-3 with representatives of Majestic, Zenith, Crosley and Wald. Don Lee representatives will meet with the Committee May 9, under present plans.

Within a month following these conferences the committee hopes to submit its report to the full Commission—probably one of a factual nature. It will then determine whether to recommend to the FCC that a general open hearing on television be called in Washington or whether it should proceed on the basis of the data informally procured by conference.

Rapid Strides Noted

The Committee, which comprises Commissioners T. A. M. Craven, chairman, Thad H. Brown and Norman S. Case, returned from the Eastern trip impressed with the strides made by the visual art during the last year. But there appeared to be no disposition to fix standards, not only because of conflicts in the views of the experimenters but also because of some question as to its jurisdiction.

One school of thought, it is understood, was that the rule of *caveat emptor* should prevail—and that the purchasers of television receivers should do so at their own risk, fully realizing that the medium is still experimental. The idea behind fixing of standards for television was that by establishing such standards for a specified period of time, the public investment in receivers would not be jeopardized by swift obsolescence.

Some impression was made on the Committee by spokesmen for leading companies in the field who held they were entitled to realize some return on the millions already invested in television experimentation. Setting up of arbitrary standards, which might swiftly be outmoded, they contended, could only retard the development of the art, according to this school of thought.

While most of the manufacturers talked in terms of 441-line scanning, DuMont Laboratories claims a 661-line picture, with a type of receiver that can be synchronized to pick up any mode of transmission by manual tuning. This claim, plus other potential developments, it is understood, caused the committee to decide upon caution.

Economic as well as technical phases of television development were covered by the Committee. Commissioners Paul A. Walker and George H. Payne joined the regular Committee members over the April 13 weekend in New York, for part of the conversations.

While particular stress was laid upon television programs at the World's Fair in New York, this is regarded by the Committee as a developmental step but not necessarily one which means the formal introduction of television. Estimates have been made that perhaps 100,000 television sets will be sold during the balance of this year in the New York area. On the other hand, the more conservative manufacturers feel that possibly only some 25,000 sets will be sold.

Allocation Difficulty

The allocation problem is particularly complicated because there are only seven channels of 6,000 kc. each in the ultra-high frequency band set aside for visual radio which are of a usable nature at present. These channels, it is thought, can be duplicated at 300-mile intervals. On that basis, geographical plus frequency limitations make it appear likely there can be only two stations in the largest cities and perhaps only one in intermediate cities in the East and, in fact, on a national basis. Power in terms of 100,000 watts is being talked, with an estimated 100-mile primary service area per station.

Totally aside from the advisability of adopting standards and fixing a minimum span, suggested as five years during which there would be no charges, serious question has arisen as to the Commission's authority.

In connection with its conversations, the FCC Committee also took into account possible use of frequency modulation as opposed to amplitude modulation for television. The Committee is regarded as having an open mind though it is looking toward future development of ultra-high frequencies above 150,000 kc. in that connection. Very little technically is known about the characteristics of these higher frequencies.

Network Television

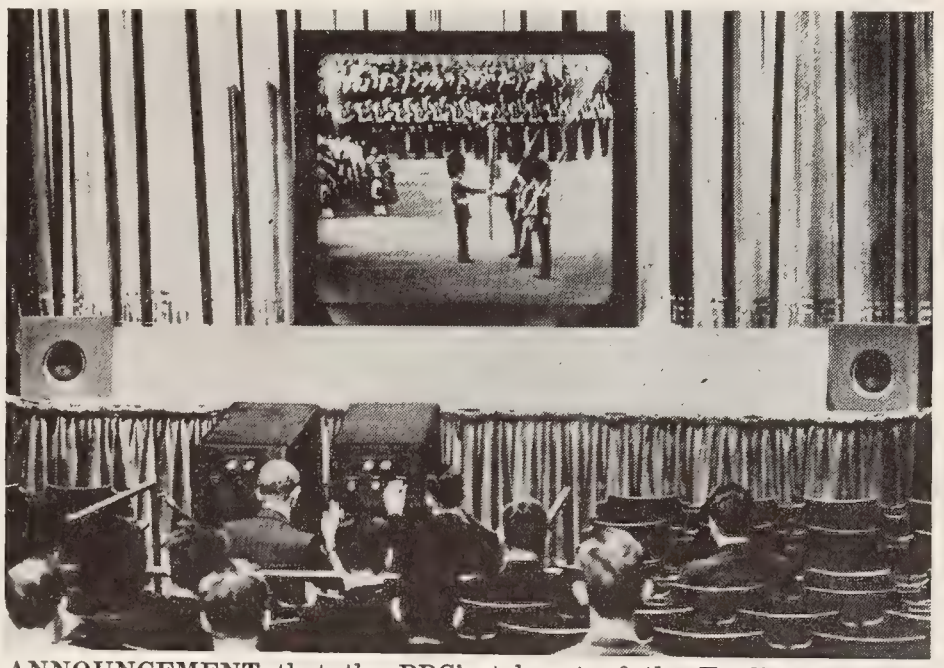
Because of the program cost factor in television, which will be immeasurably higher than aural broadcasting, the view is prevalent that network television is virtually a necessity from the start. Experiments with coaxial cables, capable of carrying the visual frequencies have proved successful, though the cost of setting up a nationwide network by coaxial cable is regarded as prohibitive. Laboratories, however, report encouraging progress in the use of ultra-high frequencies for visual relays in lieu of coaxial cables. Experiments are being concentrated in that sphere.

The Committee's work is divided into two general categories—one, the question raised by approval of standards and the second the disposition of three pending applications which propose "service experiments" on testing of public reaction to television rather than the technical experimentation required under existing regulations. The pending applications are those of WTMJ, Milwaukee, Don Lee and Crosley. Existing regulations prescribe that television experimenters in order to justify their licenses, must contribute to the technical advancement of the art. These new applications, encouraged by the FCC, would provide for testing of local reaction to television transmissions and for development of programming.

The Committee was accompanied on its trip by George B. Porter, assistant general counsel for broadcasting, and William H. Bauer, attorney. Chief Engineer E. K. Jett, General Counsel William J. Dempsey, Assistant Chief Engineer Andrew D. Ring and Dr. L. P. Wheeler, chief of the Technical Information Section, joined the Committee during portions of the inspection.

Upon its return from its Eastern trip, the Committee made a public statement regarding its conferences and the nature of the problem before it. It said:

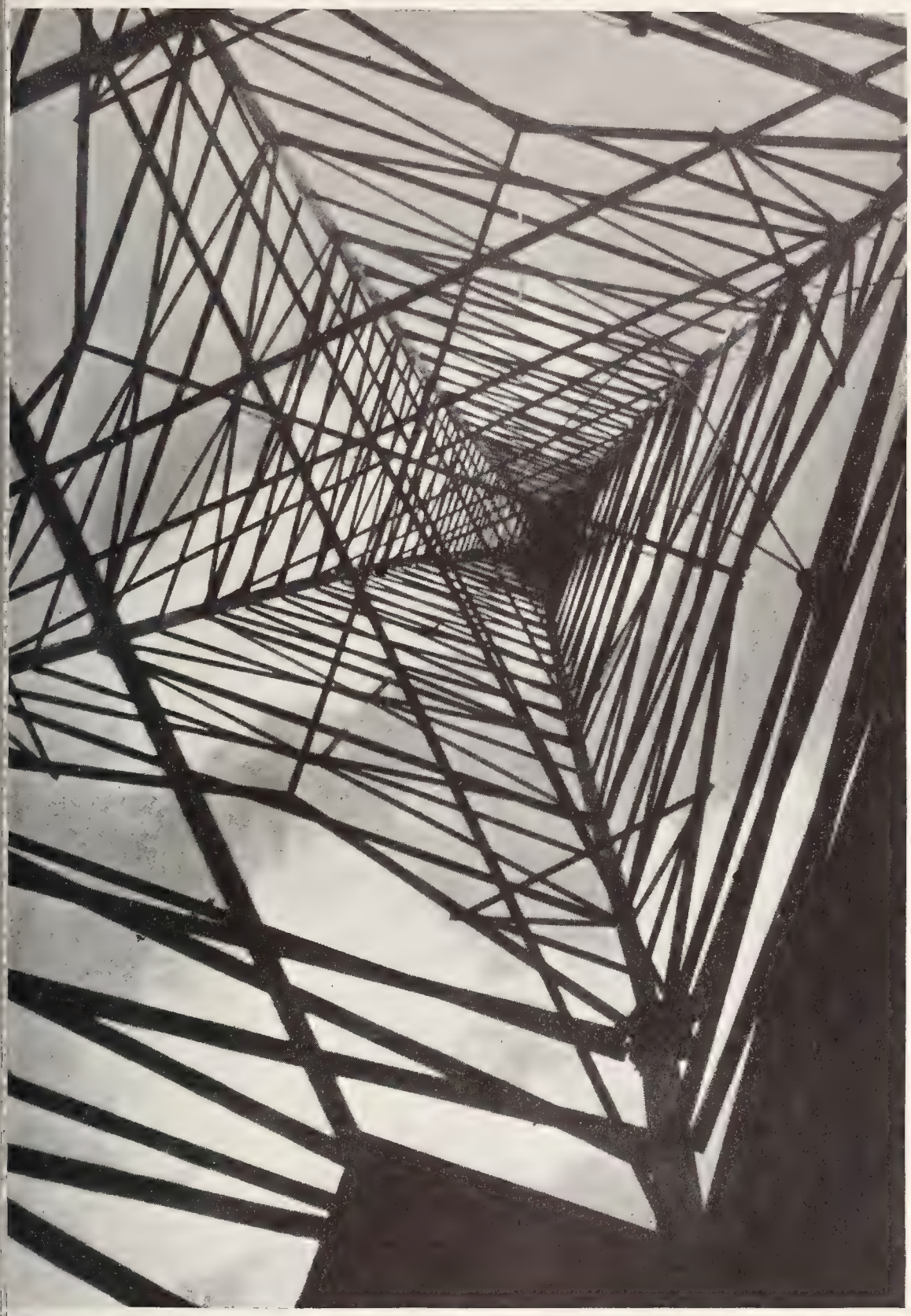
> The Commission has hitherto kept abreast of the development of television but until recently has not found it necessary to take any action tending to affect the details of the technical development of the art. However, by reason of the action of the Radio Manufacturers Association in proposing that the Commission approve certain technical standards pertaining to the operation of radio television transmitters which may be licensed by the Commission in the future, it has been necessary for the Commission to secure additional information in order to be fully assured that the interest of the public is safeguarded. The Television Committee was appointed by the Commission to make such an investigation and report.
>
> The Committee has deemed its duty to be, in accordance with the continuing policy of the Commission, to encourage American inventive genius and private enterprise to further its remarkable efforts toward the accomplishment of the necessary improvements in the technical quality of television, and at the same time to consider the interest of the public. The Committee hopes that private enterprise and inventive genius may be able to develop a practical system of television which will permit the early inauguration of this service to the public, but which, at the same time, will permit considerable future improvements in quality without too rapid an obsolescence of receivers which may be purchased by the public.
>
> As a result of the trip to Philadelphia and New York, the Television Committee has secured a better knowledge and understanding of the many complex problems involved in television and the Committee considers that its policy of cooperative discussion of mutual problems with the various individuals and organizations concerned in the industry has been beneficial.
>
> The Committee is of the opinion that undoubtedly the technical development of television has progressed remarkably during the past year, and that all concerned in its development are now at a fork in the road with respect to the next phase of providing television as a practical service to the public. The Committee ascertained that there are two divergent schools of thought as to which method should be followed at this particular stage of development in initiating television as a service to the public. One group asserts the view that from a technical standpoint as represented by the standards proposed by the Radio Manufacturers Association, television is now ready for public participation through the purchase of receivers. Another group maintains the view that the proposed standards are not sufficiently flexible to permit certain future technical improvements without unduly jeopardizing the initial investment of the public in receivers.
>
> The Committee intends to proceed forthwith to secure additional pertinent information concerning all of the aspects of this question from other television leaders in other sections of the country. It may be necessary, in the judgment of the Committee, to hold public hearings before submitting its final report to the Commission.
>
> The Committee visited and conferred with the Farnsworth Television Co. and the Philadelphia Storage Battery Co. in Philadelphia. In New York the Committee conferred with representatives and inspected the developments of the National Television Corp. and conferred with representatives of the International Television Radio Corp., as well as with Major Armstrong, an inventor. In addition, in New York the Committee conferred with representatives of the General Electric Co., witnessed demonstrations and conferred with officials of the Radio Corp. of America, the Bell Telephone Laboratories, the Columbia Broadcasting System and the DuMont Laboratories.



ANNOUNCEMENT that the BBC's telecast of the English Derby on May 24 will be received via the Baird large screen system in Gaumont British theatres in London has brought a rush of advance reservations, according to Isidore Ostrer, G-B chairman, who says additional theatres are being equipped with these receivers. A typical installation is shown above. The telecast of the Farr-Burman fight on April 13 was shown on Baird equipment in 12 London theatres and several in Wales. I. C. Javal, commercial director of Baird Television Ltd., and engineers were to arrive in New York on the *Aquitania* April 28, bringing television receivers for both home and theatre reception to be installed in Gaumont British Picture Corp. of America's New York offices.

ANTENNAS

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BLAW-KNOX VERTICAL RADIATORS

Britain Assumes Control of Radio

BBC Operates on War Status Under Government Ruling

OPERATED like a private business under a royal charter similar to that of the Bank of England, the government-owned British Broadcasting Corp., Great Britain's broadcasting monopoly, will come under the direct control of the Government on June 7, according to reports from London. War threats and the necessity of closer supervision of news broadcasts in the national interest were given as the reasons for the move.

Like the "war and emergency" section of the Communications Act of 1934, which authorizes the President to commandeer or shut down any or all radio stations in time of national crisis, the royal charter authorizes the Government to take over the BBC "if and whenever in the opinion of the Postmaster General an emergency shall have arisen in which it is expedient for the public service that His Majesty's Government shall have control over the transmission of messages."

War Precautions

Since the British Postoffice Department already operates the 16 intermediate wave, the one long-wave and the many shortwave transmitters for the BBC, it is not likely that the British public will notice any great change in its status. It is expected the seven governors of the BBC will be retained, all being crown appointees, and, while the reports are vague, it is not likely that many executive or staff changes will be made. Nor was it made clear whether a military or civilian censorship would be imposed on the news broadcasts, which will undoubtedly be amplified with recruiting appeals, instructions to the populace, etc.

In case of war, the BBC is prepared to carry on as usual, operating if necessary from underground bombproof and gasproof studios which have been built under Broadcasting House in Portland Place, London. According to the Postmaster General, speaking recently in Parliament, even the bombing of radio stations in the British Isles will not destroy the broadcasting system for it is planned to use microwaves if necessary to connect programs to telephone switchboards and thence via "wired radio" lines into all places having telephones. Instructions will be given the public how to plug in their radios to the telephone lines.

Met. Returns to Air

METROPOLITAN Life Insurance Co., New York, on April 18 started Edwin C. Hill's *Human Side of the News* program on WNEW, New York, Mondays through Fridays, 7-7:15 p. m. Besides Mr. Hill's news commentaries, the program includes dramatized case histories from the files of the insurance company. This 13-week program is the first of a group of broadcasts to be sponsored by the company on stations in the New York area. Young & Rubicam, New York, handles the account. The firm for many years sponsored early morning calisthentics programs on NBC.

CBS-U.S. Immigrants Program Is Cited As Women's Radio Group Makes Awards

CHOOSING for the second consecutive year a program serving democratic ideals, the Women's National Radio Committee gave its annual award to *Immigrants All—Americans All*, sustaining series broadcast weekly on CBS in cooperation with the U. S. Office of Education. Mrs. Ruth Haller Ottaway, vice-chairman of the WNRC, presented the gold microphone symbolizing the award to Sterling Fisher, CBS director of talks and education, at the fifth annual luncheon of the women's group at the St. Regis Hotel, New York, on April 19.

Quiz Programs Catch

The program, which the WNRC called "the most original and informative program introduced on the airways between April 1, 1938, and March 31, 1939," is a dramatic presentation of the contributions made by all races in building the America of today designed to combat racial and religious intolerance. The scripts are written by Gilbert Seldes, CBS director of television programs, from material collected by the U. S. Office of Education under the WPA-supported Federal Radio Education Project. Programs are produced by Earl McGill of the network's production staff with casts of WPA actors augmented by CBS talent. Series will reach the end of its planned 26 weeks May 7, with another government-sponsored series, *The Republic in Action*, as its probable successor in the 2-2:30 Sunday afternoon spot.

Last year's award winner, *America's Town Meeting of the Air*, NBC sustaining series, was again commended for its fidelity to the precepts of democracy. The survey committee, which included Miss Josette Frank, Mrs. William H. Corwith and Mrs. Jesse M. Bader, reported a growing enthusiasm for this type of program in votes received from all parts of the country.

The quiz program was a new kind of radio entertainment to reach a high mark of popularity, they found, and there was also an enthusiastic reaction to the unique series of salutes to the World's Fair from foreign countries, for which the committee voted special congratulations to Dr. John S. Young, the Fair's director of radio, for arranging the series.

Radio and Peace

Mme. Yolanda Mero-Irion, WNRC president, announced the formation of a new organization, Radio Listeners, which, she said, will include women not affiliated with other organizations as well as male listeners, so reaction of the general public to its radio fare may be accurately determined. There are no dues, she said, but members will be asked to cooperate with the WNRC in evaluating programs, sending in critical reports of the programs to which they listen regularly as well as of special programs called to their attention by the organization. This group, she predicted, shortly will be able to give advertisers a far more accurate gauge of public opinion than any of the surveys currently being conducted.

Opening the discussion of "Radio as a Medium for the Promotion of Goodwill," David Sarnoff, president of RCA, stressed international radio's part in the preservation of peace by placing "the actions and words—the very voices and personalities—of rulers immediately before the bar of public opinion. There is no ruler so powerful that he can afford to disregard the voice of this opinion, which in these days is the voice of the radio listeners of the world."

Frank E. Mason, NBC vice-president and director of its international division, discussed the present status of shortwave broadcasting from the United States to other parts of the world. More than 15,000 special programs, not heard in America, but produced and broadcast especially for listeners abroad, chiefly in the languages of the countries at which the programs are directed, are sent out each year, he stated. Service from this country to South America in Spanish and Portuguese totals more hours a day than the combined similar broadcasts from Germany, Italy, France, England and Japan, he declared.



CONGRATULATIONS from W. B. Lewis, CBS vice-president in charge of broadcasts, to Sterling Fisher (left), director of talks and education, for the direction of *Americans All—Immigrants All*, to which the Women's National Radio Committee awarded its gold microphone (center).

Women's National Radio Committee Citations, 1939

Most Original and Informative Program: Americans All—Immigrants All (CBS sustaining, presented in cooperation with the U. S. Office of Education).

Programs Furthering Democracy: America's Town Meeting of the Air (NBC); People's Platform (CBS); American Forum of the Air (MBS); Foundations of Democracy (CBS); Frontiers of Democracy (CBS). All sustaining.

Adult Education: The World Is Yours (NBC); What Price America (CBS); Americans at Work (CBS). All sustaining.

Quiz Program: Information Please (sponsored by Canada Dry Ginger Ale on NBC).

Serious Music: Sponsored: Ford Sunday Evening Hour (CBS); Standard Oil broadcasts of West Coast Symphony Orchestras (NBC). Sustaining: New York Philharmonic (CBS); NBC Symphony (NBC); Metropolitan Opera (NBC); Wallenstein's Sinfonietta (MBS).

Light Music: Firestone Symphony (NBC); Cities Service Concerts (NBC); American Album of Familiar Music (Bayer aspirin, (NBC).

Dramatic Programs: Campbell Playhouse (CBS); Lux Radio Theatre (CBS); Woodbury Playhouse (NBC); Great Plays (NBC sustaining).

Serials: One Man's Family (Tenderleaf Tea, NBC).

Variety Shows: Good News of 1939 (Maxwell House Coffee, NBC); Chase & Sanborn Hour (NBC).

Children's Programs: Entertainment: Let's Pretend (CBS sustaining); Irene Wicker's Musical Plays (NBC sustaining). Educational: Walter Damrosch's Music Appreciation Hour (NBC sustaining); American School of the Air (CBS sustaining).

News Commentators: H. V. Kaltenborn (CBS); Paul Sullivan (WLW, WHAS).

Unique Program: Salute of Nations to World's Fair (NBC, CBS, MBS sustaining).

Kaltenborn Asks Truth

Commenting on complaints from listeners that the broadcast speeches of Hitler and Mussolini serve only to promote their Nazi or Fascist philosophies over here, or conversely that by allowing prominent Englishmen the use of American radio we are giving them the chance to disseminate their propaganda, H. V. Kaltenborn, CBS commentator, replied that "the truth must make us free." The more we hear, he said, the better we understand, and "our safest course is to permit radio to bring us a free and unimpeded flow of news, comment and even propaganda from all foreign lands."

Alfred J. McCosker, president of WOR and chairman of the board of MBS, discussed domestic radio, which he likened to "a gigantic country store cracker-barrel session welcoming all people with something to say. Its only restrictions are that what is said must be free from libel, from hate, malice and viciousness." The increasing number of political, economic and social discussions on the air are not there, he said, because the network executives think they are good for the people, but because the radio listeners have expressed an interest in them. "This is the American system," he said.

Raymond Leslie Buell, president of the Foreign Policy Association, discussed the dangers of radio in presenting news superficially or in a one-sided manner and praised the increasing number of fair-minded commentators who interpret the news clearly and without bias.

Others who spoke briefly included Neville Miller, NAB president; Lenox R. Lohr, president of NBC; Donald Flamm, president of WMCA; Dr. Young, and Mrs. Vincent Astor, chairman of the committee on women's participation at the World's Fair. The program concluded with a round-table discussion among Mr. Fisher, Mr. McCosker, Mr. Kaltenborn and Mr. Mason. NBC, CBS and MBS all broadcast the presentation of the awards and a portion of the speeches.

Insurer in N. Y. State

POLICYHOLDERS' ADVISORY COUNCIL, New York, now sponsoring a total of 76 live and transcribed programs weekly on 10 New York stations, beginning on May 15 will use a State hookup of six stations for the quarter-hour programs describing its insurance consultant services. Programs, to be heard thrice weekly for 52 weeks, will be fed from WINS, New York, to WABY, WIBX, WSYR, WMBO, WSAY and WBNY.

WAITT & BOND, Newark (Yankee cigars), which has been sponsoring *Frankey Frisch* sports talks on 10 stations of the Yankee Network thrice-weekly, has changed the program to the cooperatively sponsored Yankee news programs seven times a week. BBDO, New York, handles the account.

The Radio Corporation of America Tells

What TELEVISION *will mean to the Nation!*

A statement about the present scope of this amazing achievement, and what you may expect from it



The NBC-RCA Television Antenna on the Empire State Building, New York

APRIL 30, 1939 is the date which formally marks the beginning of a new industry—television. It is the hope of RCA that this new business as it develops, will mean new opportunities for many... that it may match in its advance the swift growth of sound broadcasting.

RCA television at this time will be available only in the New York metropolitan area. The restriction is largely due to limitations inherent in the art itself. Television waves have some of the properties of light. As a rule, such waves will not follow the earth's curvature. Thus they are rarely effective beyond the horizon of their transmitter.



Because of the character of the waves, television programs, even when sent from the NBC mast 1240 feet above the street on the Empire State Building in New York, will ordinarily cover an area scarcely more than forty miles in all directions from that building.

At present, television networks are impracticable. Television pictures can be sent from station to station only through special cables or elaborate relay systems still to be developed on a service basis.

This is a pioneering effort

The accomplishments of RCA in television have been notable. Television has been brought out of the laboratory, and made a practical service. Yet, although television is exciting, thrilling—even spectacular, the television broadcasting now being undertaken by RCA and NBC actually represents a pioneering effort.

How soon television will be available to the country generally is uncertain. Predictions about future television accomplishments are at best only guesses. The men who have so patiently brought television to its present stage of development agree that while it is the most alluring of the electronic arts, it is also the most elusive.

Television Programs

Television broadcasts from NBC television studios will be sent out initially for an hour at a time, twice a week. In addition, there will be numerous pick-ups of news events, sports, interviews with visiting celebrities, and similar material.



Material for television programs is almost limitless. They can be sent from the studio, or picked up elsewhere. Almost any scene can be televised, if it is accessible to mobile equipment. NBC operates a mobile unit comprising two ten-ton trucks to pick up and transmit television pictures and sound.

Present licenses for television do not permit commercial sponsors. Naturally there can be no sponsored television programs as long as this rule holds. When sponsors are allowed, advertisers will want to have a large audience developed before spending money for shows. Meanwhile NBC will produce unsponsored programs. This is an effort similar to NBC's program operation which provides more than half the broadcasts on the Red and Blue networks.



How Television will be received in your home

To provide for the reception of television programs, RCA Laboratories have developed several receiving sets which are now on the market. These instruments, built by RCA Victor, include three models for reception of television pictures and sound, as well as regular radio programs. There is also an attachment for present radio sets. This latter provides for seeing television pictures, while the sound is heard through the radio itself. The pictures seen on the Kinescopes of these various models will differ not in quality but only in size.

In initiating the first regular American television programs at this time RCA believes that it is contributing to the growth of a lusty infant whose future is likely to be brilliant, but whose coming of age will take place at a time no man can predict exactly.

In Radio and Television... It's RCA All The Way

RCA

Radio Corporation of America

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Supreme Court ASCAP Ruling Merely Defers Final Judgment

Jurisdictional Issues Involved in Decisions; Black Charges Monopolistic Price-Fixing

HOLLOW victories were won by ASCAP in the U. S. Supreme Court April 17 in decisions dealing only with the jurisdictional questions raised in the Washington and Florida "anti-ASCAP" cases. By majority vote, the tribunal affirmed the action of the three-judge circuit court in the Florida case in granting ASCAP injunctive relief, while in the Washington case it reversed a similar Federal court which had dismissed a bill on statutory grounds, and remanded the case with instructions for the taking of further evidence.

While the majority, in the opinions delivered by Associate Justice Reed, appeared studiously to avoid the monopoly issue with regard to ASCAP, as well as the merits of the State laws, Associate Justice Black delivered a strong dissent in the Florida case in which he charged "monopolistic price-fixing" and discrimination. He called ASCAP a "price-fixing combination that actually wields the power of life and death over every business, in Florida and elsewhere, dependent upon copyrighted musical compositions for existence."

Postpones Final Ruling

Because the question of constitutionality of the State statutes, which differ in form, was not directly involved in the litigation, attorneys acquainted with copyright viewed the Supreme Court action as simply postponing the day of final adjudication of that issue. The Florida appeal, taken by the attorney-general of the State, was from the order of the Federal three-judge court refusing to dismiss a bill of complaint primarily on the ground that it did not involve the statutory $3,000 minimum required for Federal jurisdiction, as well as the granting of the injunction against enforcement of the Florida statute.

In the Washington case, in which Justice Black dissented without a written opinion, the appeal was taken by ASCAP from the lower court's action dismissing its bill to restrain the enforcement of the state law, which made illegal activities carried on by copyright pools in authorizing blanket licenses for the performance of musical compositions by providing for a per piece system of usage.

In the Florida opinion, the court made it clear that the issue of constitutionality "can be more satisfactorily disposed of upon final hearing." In other words, according to attorneys, it left the way open for future appeal on this question, after hearings on the merits in the particular state jurisdictions. The fact that a half dozen states have already adopted anti-ASCAP laws, along the same general line, augurs for eventual test of the legality of these acts, probably on appeal of ASCAP.

The majority opinion in the Florida case brought out that ASCAP formally alleged that the amount involved exceeded $3,000 and that it would cost each individual copyright owner more than $10,000 to create an agency in Florida to protect himself against infringement, issue licenses and check accuracy of uses reported. Fees collected in 1936 in the state amounted to some $60,000, it was said, and similar sums were expected in the future.

The Court held that from the facts, the finding of the District Court that the value of the aggregate rights of all members of ASCAP to conduct their business through the society exceeds $3,000 in value "is fully supported," and that there was no abuse of discretion in granting the interlocutory injunction.

In his dissent, Justice Black said he believed the decree enjoining and suspending Florida's law prohibiting "monopolistic price fixing" should be reversed because no showing had been made that cast any doubt upon the state's power to prohibit monopolistic price fixing; because ASCAP failed to sustain its burden of showing $3,000 in controversy as required by statute and because the lower court failed to require a bond or other conditions adequate to protect the people in Florida who might be injured by the injunction.

Basic Question

The injunction, he contended, cannot rest upon the alleged unconstitutionality of any provisions of the Florida statute other than those prohibiting monopolistic price fixing. Allegations of ASCAP attacking other provisions of the statute raise only moot questions, he declared, and the basic question is whether a state has power to prohibit price fixing by monopolies in restraint of trade.

Holding that the attorney-general of Florida, charged with the enforcement of the statute, had determined that ASCAP may license its compositions as it pleases and operate in Florida at will, provided only that "they abandon monopolistic price fixing," Justice Black said that Federal judicial interference should not be injected until the state courts "are presented with an opportunity to define the statutory duties of appellants." Judicially restraining these Florida officials from action which they declare they cannot and will not take "denies to Florida the traditional respect that has been accorded state officials by this court," he said.

Monopolistic ASCAP Fees

Declaring that "this combination [ASCAP] apparently included practically all (probably 95%) American and foreign copyright owners controlling rendition of copyrighted music for profit in the United States," Justice Black said that it not only "fixes prices through a self-perpetuating board of 24 directors, but its power over the business of musical rendition is so great that it can refuse to sell rights to single compositions and can, and does, require purchasers to take, at a monopolistic ally fixed annual fee, the entire repertory of all numbers controlled by the combination.

"And these fees are not the same for like purchasers even in the same locality. Evidence shows that competing radio stations in the same city, operating on the same power and serving the same audience, are charged widely variant fees for identical performance rights, not because of competition, but by the exercise of monopoly power. Since it appears that music is an essential part of public entertainment for profit, radio stations or other businesses arbitrarily compelled to pay discriminatory fees are faced with price fixing practices that could destroy them, because the Society has a monopoly of practically all—if not completely all—available music. When consideration is also given to the fact that an arbitrarily fixed lower rate is granted to a favored station itself controlled by another instrument of public communication—a newspaper—the ultimate possibilities for control of the channels of public communication and information are apparent.

States Have Legal Right

"We have here a price-fixing combination that actually wields the power of life and death over every business, in Florida and elsewhere, dependent upon copyrighted musical compositions for existence. Such a monopolistic combination's power to fix prices is the power to destroy. Should a court of equity grant this combination the privilege of violating a State anti-monopoly law? Does a State law prohibiting such a combination present 'grave constitutional questions?'"

Justice Black said it was his position that a state law prohibiting

(*Continued on page 46*)

Terrifying Twister

LISTENERS of KWLK, Longview, Wash., are beginning to wonder if it is an intentional gag. It seems that Bob Ferris, who is generally an accurate announcer, is having difficulty in training himself to say "Hollywood Spotlight" on a local theater broadcast. He invariably sputters: "Spollywood Hotlight."

Elmer Seeks Locals' Copyright Views; Miller Denies ASCAP Formula Is Set

GRATIFYING response from independent stations to his request for their views on how the copyright problem best can be solved in their own interest was reported April 26 by John Elmer, president of WCBM, Baltimore, former NAB president, director at large for independents and member of the NAB Copyright Negotiating Committee.



Mr. Elmer

Declaring that upwards of 100 of the some 380 independent stations already have replied to his solicitation of April 14, Mr. Elmer emphasized the importance of this information in projecting the independent station viewpoint on the controverted copyright problem.

In his letter, he asked independents to indicate their preference as to the several plans advanced for payment of ASCAP royalties. He enumerated the three broad proposals as (1) payment on the per piece basis; (2) on the per program basis, and (3) on some basis or system similar to that now in force, namely a percentage of station income, plus an arbitrary sustaining fee.

Mr. Elmer's letter is in accord with the informal procedure adopted by NAB president Miller in sounding out industry sentiment. Despite published reports, Mr. Miller asserted April 26 that no formula regarding payment of royalties had been selected as most desirable insofar as he is concerned. At various NAB meetings, however, he has sought to sound out sentiment on the alternative proposals and whether broadcasters generally were in favor of five or ten-year ASCAP contracts.

Mr. Miller emphasized that the preliminary conversations with industry groups, ASCAP and other units, simply are in the nature of exploratory studies until such time as actual negotiations can be undertaken.

Because of the controversy occasioned within the industry in the past over negotiation of copyright contracts, Mr. Elmer of his own volition sent letters to independent stations, NAB members and non-members alike, to procure their reactions. He proposes to use the data thus gathered in presenting to the NAB Copyright Committee the viewpoints of the rank and file of independents. Because the NAB Committee is now actively engaged in preliminary negotiations in the light of expiration of existing contracts Dec. 31, 1940, Mr. Elmer emphasized the urgency of the situation and the desirability of getting as complete a cross-section of independent reaction as possible.

The Independent Attitude

In his letter, Mr. Elmer said that as a member of the NAB Copyright Committee, he had been impressed with the sincerity of each member in his efforts to discharge his duty and to determine a basis of negotiation which would be fair and equitable to every element in the industry. Expressing "implicit confidence" in the work of NAB President Neville Miller, who is chairman of the Copyright Committee, he said he was gratified with the results thus far accomplished and felt that a satisfactory answer will be found quickly.

Pointing out that he is the operator of a 100-watt station without network affiliation and represents independent stations on the Copyright Committee, he said he sought the information "in order to make sure in my own mind that I truly understand and represent your viewpoint." He added that the responses will not only mean assistance to the Committee but that the independent broadcaster will, in the final analysis, be helping himself.

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Two P&G Series Bring Total to 20

Network Activity Is Extended By Sunday Evening Show

WITH addition in May of two new programs on behalf of its liquid dentifrice, Teel, Procter & Gamble will have 20 programs on the major networks. The Teel campaign will include *Midstream* [BROADCASTING, April 15], a serial about middle-aged people starting May 1 on NBC-Red, and *Knickerbocker Playhouse,* half-hour Sunday evening show on 60 CBS stations, keyed from Chicago and starting May 21.

Of the score of P & G programs, seven are on CBS with the rest divided among NBC's Red and Blue networks. Agencies placing P & G business on networks are Blackett-Sample-Hummert, Compton Adv., Pedlar & Ryan, H. W. Kastor & Sons.

The new *Knickerbocker Playhouse* program will consist of original radio dramas featuring Elliott Lewis and guest stars whose names will be enscribed on a silver scroll, each star receiving a silver plaque. Agency is H. W. Kastor & Sons, Chicago.

P. & G's network programs include:

CBS

Oxydol—*Goldbergs,* 23 stations, Mon. thru Fri., 1-1:15 p. m., Blackett-Sample-Hummert.

Ivory—*Life Can Be Beautiful,* 31 stations, Mon. thru Fri., 1:15-1:30 p. m., Compton Adv.

Chipso—*Road of Life,* 45 stations and CBC, Mon. thru Fri., 1:30-1:45 p. m., Pedlar & Ryan; *Manhattan Mother,* 10 stations, Mon. thru Fri., 9:15-9:30 a. m., Pedlar & Ryan.

Crisco—*This Day Is Oours,* 22 stations, Mon. thru Fri., 1:45-2 p. m., Compton Adv.

Drene—*Jimmie Fidler,* 58 stations, Tues., 7:15-7:30 p. m., reb. 10:30-10:45 p. m., H. W. Kastor & Sons.

Teel & Drene—*Knickerbocker Playhouse,* 60 stations, starts May 21, Sun., 10-10:30 p. m., H. W. Kastor & Sons.

NBC

Camay—*Pepper Young's Family,* 16 Blue, Mon. thru Fri., 11:30-11:45 a. m., 59 Red & CBC, Mon. thru Fri., 3:30-3:45 p. m., Pedlar & Ryan.

Chipso—*Road of Life,* 29 Red, Mon. thru Fri., 11:45-12 noon, Pedlar & Ryan.

Crisco—*Vic & Sade,* 23 Blue, Mon. thru Fri., 11:15-11:30 a. m., 53 Red & CBC, 4:30-4:45 p. m., Compton Adv.

Dreft—*Kitty Keene,* 16 Red, Mon. thru Fri., 11:45-12 noon, Blackett-Sample-Hummert.

Drene—*Jimmy Fidler,* 15 Red, Fri., 7:15-7:30 p. m., 15 Pacific Red, Fri., 10:45-11 p. m., H. W. Kastor & Sons.

Drene and Teel—*Midstream,* 52 Red, Mon. thru Fri., 5-5:15 p. m., H. W. Kastor & Sons.

Ivory Flakes—*Story of Mary Marlin,* 19 Blue, Mon. thru Fri., 11-11:15 a. m., 61 Red & CBC, Mon. thru Fri., 3-3:15 p. m., Compton Adv.

Ivory Soap—*Gospel Singer,* 14 Red & Blue, Mon. thru Thurs. and Sat., 9:45-10 a. m., Compton Adv.; *The O'Neills,* 19 Red, Mon. thru Fri., 12:15-12:30 p. m., Compton Adv.

Lava Soap—*Houseboat Hannah,* 12 Blue, Mon. thru Fri., 10:45-11 a. m., 17 Pacific Red & Blue, Mon. thru Fri., 5-5:15 p. m., Blacket-Sample-Hummert.

Oxydol—*Central City,* 37 Red & CBC, Mon. thru Fri., 10-10:15 a. m., Blackett-Sample-Hummert; *Ma Perkins,* 63 Red & CBC, Mon. thru Fri., 3:15-3:30 p. m., Blackett-Sample-Hummert.

White Naphtha Soap—*Guiding Light,* 60 Red & CBC, Mon. thru Fri., 3:45-4 p. m., Compton Adv.

LULU BELLE and Skyland Scotty, of the cast of *National Barn Dance* on WLS, Chicago, will be featured in two motion pictures yearly by Republic Productions, Hollywood, according to E. W. Kurtze, head of the WLS Artists Inc. Pictures will be based on the radio serial *Hometown* heard each Friday evening on WLS.

NBC Drops Option to Acquire WPTF And New Affiliation Pact Is Negotiated

AMICABLE settlement of the differences between NBC and the Durham Life Insurance Co., licensee of WPTF, Raleigh, whereby NBC drops its option to purchase the station for $210,000, was announced April 21 coincident with the withdrawal of transfer applications which have been pending before the FCC since November.

Adjustment of the differences, which have provoked widespread controversy in North Carolina, was accomplished to the satisfaction not only of the network and the present licensee but also of the North Carolina Radio Corp., newly-created company, in which more than a score of North Carolina's leading figures were financially interested. Simultaneously, it was learned that WPTF had entered into a five-year affiliation contract with NBC and that steps immediately would be initiated for full-time operation of the station on the 680 kc. channel probably with an increase in power from its present 5,000 watts, possibly to 50,000 watts, which would give the station the status of a duplicated clear channel outlet. KPO, San Francisco, is the dominant station on the clear channel and is owned by NBC.

New Affiliation Pact

The differences developed when WPTF, during the hearings last June on proposed new broadcast allocations, sought a fulltime duplicated assignment on the 680 kc. channel. As a consequence, NBC elected to exercise its option to acquire the station at the $210,000 figure and then negotiated with the newly-created North Carolina Radio Corp. for resale to it of the station at the same figure. [BROADCASTING, Jan. 1]

S. B. Coley, president of Durham, announced that with the settlement, WPTF had entered into a long-time affiliation agreement with NBC. He announced further it was his company's intention to increase the power and hours of WPTF at the earliest possible moment and that in so doing "we will have the cooperation of NBC". He added the North Carolina Radio Corp. had played an important role in bringing NBC and Durham Life together.

William S. Hedges, NBC vice-president for station relations, who handled negotiations for the network, expressed satisfaction with the settlement. He reviewed the steps which led to NBC's exercise of its option to acquire WPTF and to the formation of the North Carolina Radio Corp. as the possible new operator. The latter company's officials, he added, had been instrumental in settlement of the problem and he complimented them for their "thoroughly unselfish and public spirited attitude".

"As further evidence of the cooperation of NBC with WPTF," he said, "we have agreed to the Durham Life's plan for increasing the power of the station and for extending its hours of operation, and they in turn have recognized the rights of listeners elsewhere in the United States and have embarked upon a program of greater service in the North Carolina area to which we give our full approval and endorsement."

The motion withdrawing the transfer applications was filed with the FCC April 21 jointly by Philip G. Loucks, counsel for WPTF, and P. J. Hennessey Jr., NBC Washington attorney.

TRACTOR SUPPLY Co., Chicago (replacement parts), on April 24 started a short test campaign of thrice-weekly minute announcements on KGNC, Amarillo, Tex. If the test proves successful, it is understood an extensive spot campaign will be used. Placed direct.



ELLIOTT ROOSEVELT and Blackett-Sample-Hummert officials ponder the contract recently signed by Sears, Roebuck & Co. for the biggest block of mail order advertising ever executed by a regional network—calling for five Sears programs per week for 52 weeks on Texas State Network—among them (l to r) Kirby Hawkes, radio director of B-S-H, Chicago agency handling the Sears account; E. W. Paro, Chicago representative of TSN; Kenath T. Sponsel, B-S-H; Robert C. Marley, Sears, Roebuck, and Elliott Roosevelt, TSN president, shown here at the University Club in Chicago, where the contract was signed.

60-Day Renewals Given KGMB-KHBC; Japanese Noted in Holding Firm

DISCOVERY in its scrutiny of holding company reports that a Japanese subject is an officer and director of the company controlling KGMB, Honolulu, and KHBC, Hilo, led the FCC April 24 to grant the stations only 60-day temporary license renewals, pending investigation and hearing. The Communications Act specifies that no foreigner may be an officer of a radio licensee.

KGMB and KHBC are licensed to the Honolulu Brodcasting Co., all officers of which are said to be American citizens. This company, however, was found to be controlled by the Pacific Theatres & Supply Co., with S. Sawamura, a Japanese, listed as vice-president and director.

Ben S. Fisher, attorney for the stations, declared April 26 that Mr. Sawamura is not a controlling stockholder, since all of the stock in Pacific Theatres is held by the Consolidated Amusements Co., Ltd., the stockholders of which are all American citizens. Describing Pacific as a "middle company", Mr. Fisher said an application already is pending before the FCC to transfer control from Pacific to Consolidated.

Pocahontas Test

POCAHONTAS FUEL Co., Cleveland (coal stoker), in early May will launch a 13-week campaign on stations in that city, Detroit and Milwaukee, using a thrice-weekly quarter-hour transcribed program, *Exclusive Story.* An extensive merchandising plan is also being worked out in conjunction with the radio campaign. Transcribed series was produced by 20th Century Radio Productions, Hollywood, with cutting by Aerogram Corp., that city. Agency is Bayliss-Kerr Co., Cleveland, with R. S. Rimanoczy, vice-president, as account executive.

Gum's Test on 200

GUM Inc., Philadelphia (penny gum), on May 1 will start using radio for the first time with a test campaign of transcribed announcements three to six times weekly on approximately 200 stations throughout the country. If the test proves successful, the campaign will run on a 52-week basis. Transcriptions were cut by WOR Transcription Service and placed through Austin & Spector, New York.

Emerson Sponsors Elliott

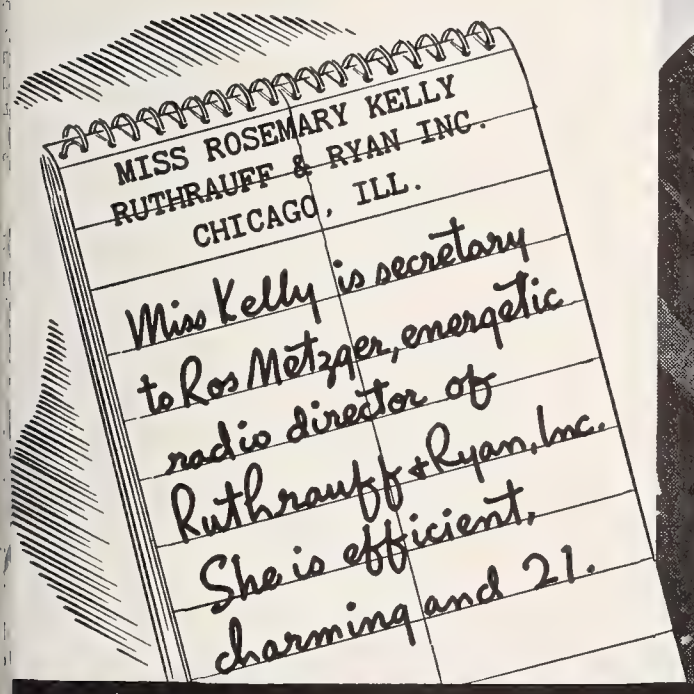
EMERSON Radio & Phonograph Co., New York, on May 1 starts sponsoring the twice-weekly news broadcasts by Elliott Roosevelt on 23 Texas State Network stations from 5:45 to 6 p. m. Entitled *Texas in the World News,* the program will be tested for 26 weeks, at the end of which time the sponsor may make arrangements to sponsor Mr. Roosevelt on a national network, although no definite plans will be made until the test period is almost completed. On May 9 the firm will extend its present schedule of three weekly news broadcast on WMCA, New York, to five programs weekly, continuing to use three news programs weekly on WOL, Washington. Lightfoot Associates, New York, places the account.

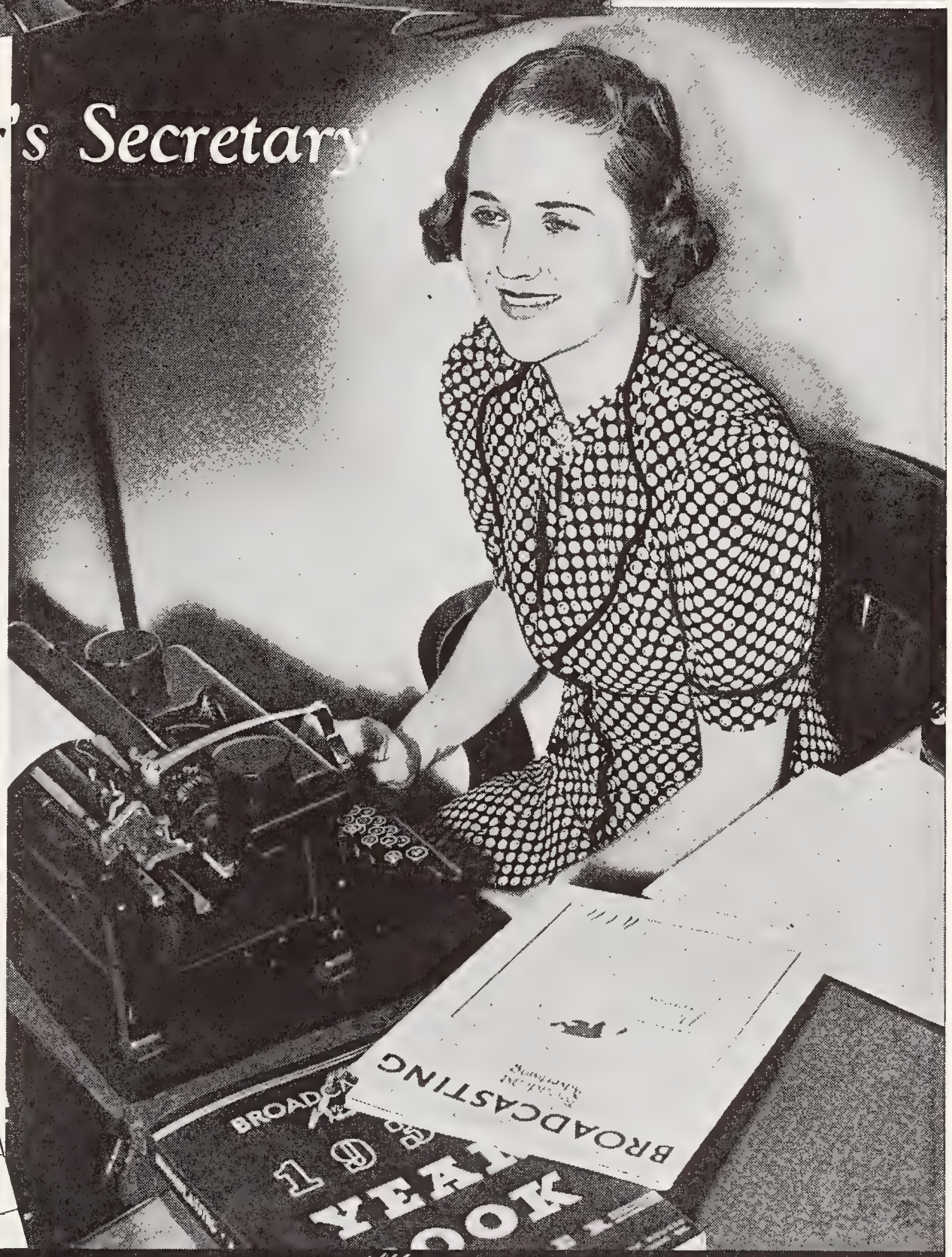
PLANE FACTS

by a

Radio Director's Secretary

"When Mr. Metzger flies to New York or Hollywood, as he often does, he catches up on his reading. If I don't put BROADCASTING on top of the magazines he takes along, I notice he does. Here at the Chicago office BROADCASTING and the Yearbook certainly get a good daily workout."





Nearly one of every two copies of **BROADCASTING** goes to a time buyer

Broadcast Advertising

Restrictive Net Clauses Are Opposed

Roosevelt, Weber Voice Objections as Net Inquiry Closes

PICKING UP loose ends of testimony as its inquiry drew to a close, the full FCC Network Inquiry Committee on April 18 heard additional testimony by Fred Weber, general manager of MBS, Elliott Roosevelt, president of Texas State Network, both of whom made their second appearance before the Committee at request of FCC counsel, as well as an outline of the American Federation of Musicians' views of the transcription business by Joseph N. Weber, AFM president.

The April 18 session marked the first official appearance of the FCC's new member, Commissioner F. I. Thompson, who succeeds to former Commissioner E. O. Sykes' chair. The new member in his "maiden appearance" presaged an active participation in the functions of the Committee by frequently questioning witnesses.

Weber Tells How Mutual Records Off-the-Line

Under direct examination by Louis G. Caldwell, MBS counsel, MBS General Manager Weber explained the use of transcriptions of network programs by MBS affiliates. Mr. Weber described the arrangement under which affiliates are allowed to record off the network lines, for rebroadcast within seven days, certain network programs which because of schedule conflicts through prior obligations they are unable to carry at the time of the live broadcast.

Explaining that this practice is allowed only with permission of the advertiser, who frequently is "disappointed" at his inability to secure cleared time for the live program but is never "deceived", he stated that this is the only manner of bringing certain MBS programs to particular areas, largely due to restrictive contracts and time option obligations with other networks. The operation is not objected to by talent unions so long as it is extended no further than it would be if all stations carrying the program would take it as a live broadcast were it not for the prior obligations, he explained.

Cross-examined by S. King Funkhouser, FCC special counsel, Mr. Weber pointed out that if time options and exclusive features of present network contracts of NBC and CBS are extended past 1940-41, when the majority expire under current agreements, available station time would be effectively tied up until 1946. Continuing on this matter, he said the resulting restrictions on available time and the opportunity of stations to affiliate with additional networks have retarded the development of MBS, which today finds itself in the position of being unable to secure comparable full-time facilities to effectively cover certain market areas.

He listed KSTP, Minneapolis, WHB, Kansas City, WHK, Cleveland, WFIL, Philadelphia, and KFEL, Denver among the MBS affiliates finding it necessary to record many MBS programs in order to carry them because of other time obligations. Citing the case of WEAN, Providence, he pointed out that its agreement with NBC as a Blue outlet requires clearing time during the optioned hours on 28 days notice, although an MBS program may have been scheduled and running in that particular spot for a year or more without previous conflict with any Blue account.

Asked for his suggestions, Mr. Weber said his personal views called for relieving the exclusive and restrictive provisions in present contracts, particularly in cases where there are only two or three comparable full-time outlets in a market; reducing the term of contracts from the prevalent five-year tenure; reduction of network option time.



VIEWS of the American Federation of Musicians on transcription activities as a threat to employment of musicians and preservation of Rule 176, requiring identification of recorded programs by special announcement, were presented at the FCC network inquiry April 18 by the veteran labor leader, Joseph N. Weber, now in his 39th term as AFM president.

Says Options Should Not Stifle Competition

Discussing the optioned time problem, he pointed to MBS' development with only "very limited" options, adding, however, that "some privileges of optioning are necessary for network operation". The option should have some relation to the amount of time previously used by the network for its commercial accounts, he declared, and should not be designed to stifle competition. Option-ridden contracts not only deprive listeners of a greater choice of programs, but also hamper the station's own initiative in supplying programs of particular interest to its listeners, he continued.

Asked for his attitude on self-regulation within the industry, Mr. Weber said "even the most ardent advocates of self-regulation" would admit that since the FCC is the only group that can make an unbiased review of the facts, its suggestions and viewpoints would be absolutely necessary, adding that what is wanted is regulation to preserve competition, not regimentation of the industry.

Responding to Mr. Funkhouser's query on the advisability of dividing a station's time equally between all the networks, he declared the most equitable solution would be to insure equal privileges to all network systems to serve a particular area.

Elliott Roosevelt Urges Responsibility at Source

Also appearing at request of FCC counsel, Elliott Roosevelt, TSN president, strongly urged the licensing of networks to relieve individual stations of the responsibility they now bear alone for the broadcast of network programs by placing program responsibility "at the source". He declared that what actually happens through optioned time agreements amounts to passing of control of the station from the licensee to the networks, and since this is true the networks should be willing to assume the responsibility for their programs' public service liability. This could be effected by licensing network operation, as now done for station operation, he said.

Observing that "I don't feel NBC-Blue should have a 28-day notice of cancellation hanging over the head of every Mutual broadcast", he suggested that stations would be "better off" if optioned time were reduced to "say 25% more than has been used".

Exclusive contracts are not necessary if a network really is operating successfully, Mr. Roosevelt declared, and a prevailing network "shouldn't fear another network's use of a few hours time". Pointing to the TSN contracts, which, he said, although providing for time options, also carried an "escape clause" enabling an affiliate to substitute local interest programs on scheduled network option time, he said all network contracts should have similar clauses that would allow clearance of time for local interest programs, both commercial and sustaining.

Stating that IRNA after a year's activity still has not answered the questions put before it, he said he did not think regulation could progress far within the industry itself without the active assistance of the FCC. Discussing this matter, he reiterated his views in earlier testimony that operation under "certificates" was the only means to "permanence" within the industry, which would be necessary before any great strides could be made in self-regulation.

Of the present national network set-up he remarked that NBC's two networks represent "a tendency toward monopolistic endeavor" from which the industry must steer clear, and that CBS' contracts optioning 100% of the stations' time for the network, although the network agrees to use no more than 50% of the station time, amount to "assignment of the station's licenses".

Double Rebroadcast

WNAX, Yankton, S. D., on April 16 broadcast a "long-distance debate" between a team of Yankton College debaters and a team debating from KUSD, South Dakota U. station at Vermilion, S. D. The unusual feature was the "double" rebroadcast, with no line connections between the two stations. The Yankton portion of the program was picked by KUSD and rebroadcast to its listening audience, while WNAX did the same with the University parts. The hook-up presented an engineering problem, as the control switches had to be perfectly synchronized to prevent "feed-back".

Joseph N. Weber, veteran AFM president, followed Mr. Roosevelt to the stand, and under direct examination by Gen. Samuel T. Ansell, the Federation's general counsel, voiced the union's views on the labor situation resulting from development of the transcription industry.

AFM President Gives Views on Transcriptions

Prefacing his remarks with an outline of the organization, he said it included 739 local unions in the United States and Canada and more than 138,000 members. Now in its 47th year, Mr. Weber said he was serving his 39th term as the union's president. The locals making up the national organization cover practically all the major centers of population, he said, and only about 147 stations are not close to a plentiful suppiy of expert musicians.

Observing that the United States has become the world leader in music and musicianship, both in excellence and number, Mr. Weber declared the fundamental reason for Rule 176, requiring identification of an electrical transcription, was to let listeners know whether they were listening to live or recorded music. The rule boils down to "a question of justice", he added, pointing out that despite the great improvement in transcription quality the great difference between live and recorded talent—recorded music "has no soul"—still exists.

Stating that the number of musicians employed in radio had declined steadily from early peak years until 1937, when the present AFM agreements were formulated, he stated, "If musicians could find the opportunity for employment, it would not be necessary to have 10,000 of them on relief today." He termed "presposterous" any assertion that Chicago, New York, and Hollywood have "sucked in" all the best musical talent. Talent is attracted to these points because of key network stations, he said, but musical centers are being built up through demand in other cities.

Music as an art is preserved only through live programs, he continued, and it is "an insult to the intelligence" to say transcriptions are as good as live programs from the standpoint of quality. He stated further that he, as an expert musician, could readily distinguish between live and recorded programs, whether the live program be car-

ried on network lines or broadcast from a single station. Music is a fine art, he declared, and as with painting or sculpture, a reproduction is not as good as the original.

Heavy Unemployment Traced to Sound Movies

Any modification of Rule 176 would deprive the public of knowing something it should know, he declared. Live musical talent ordinarily is announced and identified on a broadcast without objection from AFM, he continued, but AFM does object to the failure to announce "canned music" as such. Stimulation of transcription activities leads to musician unemployment, and while AFM does not want to refuse to make recordings, because some people can get their music only by that means, it does want to be able to regulate the use of musicians in the recording field, he said.

Asked by Commissioner Thompson if the development of sound in motion pictures was responsible for some of the decreasing employment, Mr. Weber declared this was true, but that recordings were more responsible for the decline. He said 21,000 theater musicians lost their jobs in six months when sound movies started and that annual theater musician payrolls shrunk from $48,000,000 to $5,000,000. At that time radio and recording was "in its infancy", and AFM had "great hopes" of increased employment coming from these fields, he explained, but development of transcriptions and networks only further reduced employment.

Cross-examined by Mr. Funkhouser, Mr. Weber said there now were about 2,400 musicians on staff orchestras, not including those paid by sponsors on network programs, and that these were making more money now than in 1935. The agreement between AFM and the industry in 1937 was "a question of self-defense", he declared, since employment was shrinking year by year as stations substituted network programs, recordings and transcriptions for live music by staff artists and orchestras. He continued that he was "reasonably sure" that without the 1937 agreement, employment would have continued to decrease, while under it about $2,000,000 a year additional has gone to the musicians.

Income Figures for 1937 Broken Down in Exhibits

To start the stormy concluding session April 19, DeQuincy V. Sutton, FCC head accountant, explained a series of three supplementary exhibits breaking down 1937 income figures submitted at the June 6, 1938, hearing in response to FCC Order 38, as requested by Mr. Caldwell. The supplementary computations, made by the FCC accounting department, covered 1937 revenues and expenses of the national networks, key and M&O stations, as segregated from the regional networks and independent stations.

Mr. Sutton's exhibits indicated that of a total net income for the industry amounting to $18,883,935 for 1937, the national networks and their 23 key and M&O stations received $8,685,757, the remaining $10,198,178 going to 606 independent stations, 13 regional networks and six miscellaneous networks. Of

(*Continued on page 62*)

COME TO BALTIMORE FOR THE

"PREAKNESS"

America's richest 3-year-old Race



To be run at Pimlico, Saturday, May 13th

WFBR and all Baltimore invite you to the greatest sporting event in Maryland—the historic PREAKNESS horse race—engaging the best 3-year olds in the U. S. with a purse of over $70,000. Run at Pimlico—the famous course of the Maryland Jockey Club.

But if you can't come, LISTEN!

The PREAKNESS will be broadcast by WFBR on entire NBC Red Network and Md. Coverage Network. *Sponsored by* AMOCO (American Oil Co.) 5.15 E.S.T.

Another scoop for WFBR! Maryland's favorite station caters to Maryland's favorite sport and brings Maryland's greatest race to the entire nation.

WFBR is official broadcasting station for Md. Jockey Club

WFBR broadcasts twice daily direct from the Pimlico race track "The Pimlico Press Box." Just another case of earning public esteem!

Local Flavor means Local Favor!

IN BALTIMORE THEY LISTEN TO— WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

Third NAB Area, Penn. Group Meet

Keystone State Organization Formed on Permanent Basis

CLIFFORD M. CHAFEY, owner and manager of WEEU and WRAW, Reading, Pa., on April 21 was elected NAB director for the Third District for a two-year term. He succeeds Clair R. McCollough, Mason-Dixon Group head, who will retire following the NAB convention in Atlantic City in July and who was not a candidate to succeed himself. District 3 comprises Pennsylvania, Delaware and New Jersey.

At a meeting of the Pennsylvania Broadcasters Assn., held April 21-22 in Philadelphia, Mr. McCullough was elected president of that organization. Mr. Chafey was elected vice-president, C. G. Moss, WKBO, Harrisburg, secretary, and Dr. Leon Levy, WCAU, Philadelphia, treasurer. Three directors elected were H. K. Brennan, WJAS, Pittsburgh; Arthur Simon, WPEN, Philadelphia; George Joy, WRAK, Williamsport.

The State organization adopted a permanent charter and established a $25 per year flat fee as station dues. A legislative committee was named, comprising Mr. McCollough, chairman; Isaac D. Levy, WCAU; Samuel R. Rosenbaum, WFIL; Mr. Chafey and Mr. Moss. Its first function will be that of seeking to check the flood of legislation adverse to radio pending before the Pennsylvania Legislature.

NAB Officials Speak

The district NAB meeting was addressed by members of the NAB Washington staff, including President Neville Miller, Secretary Ed Spence, Research Director Paul F. Peter and Labor Director Joseph L. Miller. Attending the session were 41 broadcasters representing 22 stations in the district.

President Miller discussed the status of conversations with ASCAP regarding performing right licenses which must be renewed prior to Dec. 31, 1940. He also outlined the work of the NAB committee on program standards, which he heads, looking toward industry self-regulation. FCC questionnaires and statistical studies were outlined by Mr. Peter, who also discussed the NAB-RMA promotional campaign with particular emphasis on Open House Week.

John Elmer, WCBM, Baltimore, NAB director-at-large and member of the Copyright Negotiating Committee, discussed in detail the situation confronting independent stations, particularly in the field of copyright. C. O. Langlois, for Lang-Worth Feature Programs Inc., and Carl Havelin, for Davis & Schwegler, addressed the meeting regarding their tax-free transcription services and the whole field of tax-free music. Participating in the cross-fire on ASCAP and copyright were Isaac D. Levy, of WCAU; Mr. Rosenbaum, and Mr. Brennan.

At the Pennsylvania association meetings, 45 broadcasters were present, representing 26 stations. The group adopted a resolution expressing "confidence in the NAB Committee on Copyright which under the leadership of Neville Miller is negotiating with ASCAP and is presenting a united front on behalf of the entire industry." The meeting was presided over by Mr. Moss, president for the last year. Attending the district meeting were:

Roy Thompson, WFBG, Altoona; J. C. Tully, WJAC, Johnstown; A. W. Dannenbaum Jr. and Patrick Stanton, WDAS, Philadelphia; Isaac D. Levy, Leon Levy and Allan Scott, WCAU, Philadelphia; Samuel Rosenbaum and Roger Clipp, WFIL, Philadelphia; Norman Reed and William Appleby, WPG, Atlantic City; A. K. Redmond and R. S. Duncan, WHP, Harrisburg; Benedict Gimble Jr. and Edward A. Davies, WIP, Philadelphia; George Joy and W. V. Person, WRAK, Williamsport; W. P. Ogelsby Jr. and Milton Laughlin, WHAT, Philadelphia; Clair R. McCollough, J. E. Mathiot, Walter O. Miller and J. Richard Bauman, WGAL, Lancaster; Joseph M. Nassau and John Morgan Davis, WIBG, Glenside; B. Bryan Musselman, WCBA, Allentown; C. G. Moss, WKBO, Harrisburg; H. J. Brennan, H. K. Brennan, John J. Laux, KQV, Pittsburgh; Leslie Joy, KYW, Philadelphia; Leonard Kapner, WCAE, Pittsburgh; Clifford Chafey, WEEU, Reading; George W. Beck, Basse A. Beck, Melvin Lahr, WKOK, Sunbury; G. D. Coleman and R. E. McDowell, WGBI, Scranton; Douglas Hibbs and Harry N. Cocker, WTEL, Philadelphia.

In addition to the Pennsylvania broadcasters present at the District meeting, those who attended the State Association sessions included Hyla Kiczales and Arthur Simon, WPEN, Philadelphia; S. R. Baltimore, WBRE, Wilkes-Barre; Robert Gulick, WORK, York; Victor Diehm, WAZL, Hazleton, and Elwood Anderson, WEST, Easton.

'Listen While You Play' Theme Picked For Second Phase of Radio Promotion

WITH radio's first Open House Week chalked up as a brilliant success, the joint NAB-RMA year-round campaign to promote radio itself moves into its second phase in May with the new theme "Listen While You Play."

Reports reaching the trade association headquarters and BROADCASTING on the April 17-23 observance week indicated an unprecedented turnout of listeners who visited studios for first-hand observations of how radio functions. Networks and individual stations alike outdid themselves in offering special features designed to promote audience good-will, listening and set sales, while a majority of the some 60,000 local radio retailers participated with special window displays, demonstrations and other promotional efforts dramatizing the medium.

The new spring and summer theme in the year-round joint campaign is designed to call attention to summer program schedules and to urge the public to listen while on vacation. It is being worked out by the NAB staff with RMA committee members. Bond Geddes, executive vice-president of RMA, and Ed Kirby, NAB public relations director, are coordinating the effort.

Plans for Christmas

The "Listen While You Play" slogan will be pushed through the spring and summer. This fall, the theme will shift to the new radio season, with all units, plus radio advertisers, to be tied together in promoting the "curtain-raisers." This will be tied into the change from Daylight Saving to Standard Time Sept. 24.

Another phase of the year-round campaign will urge radio sets as Christmas presents. Tentatively, it is planned to have radio submit its "annual report" to the American listener on New Year's Day, with special network and independent station programs reviewing the old year and predicting developments of the new year.

During National Music Week, occurring May 7-13, the industry will collaborate with the musical art in asking listeners to get the maximum out of their radios by proper service and replacement of sets. Musical organizations reciprocally are expected to praise radio for its contribution to good music.

Many broadcasters found, during Open House Week, that they had underestimated the number of studio visitors they would be called upon to accommodate. Literally hundreds of thousands of listeners visited stations and networks all over the country. Numerous stations found it necessary to stage impromptu studio performances, which never saw the air, in order to accommodate visitors.

Ingenious plans for the good-will drive were contrived by stations and networks. Local civic groups were called together for special radio ceremonies. Newspaper stations, for the most part, published display advertisements in affiliated newspapers to tie into the campaign. In many instances voices of listeners were recorded and the records played back, simulating auditions. Station - dealer - distributor meetings, called by stations in the community, were held in approximately 100 cities.

Stations were of one accord in hailing the event as one which cemented good will and understanding between broadcasters and the listening audience and in firing the enthusiasm of radio dealers and distributors. Many stations, in the reciprocal effort to boost sales and service, suggested to listeners that they see their radio dealers for better reception. Stations adjacent to rural communities reported visits from listeners at remote points.

Praise From Solons

THE South Carolina House of Representatives took official cognizance of "Open House Week" April 19 by adopting a resolution congratulating the broadcasting industry and WIS, Columbia, for radio's broad public service. It urged all listeners to visit their nearest station during the Week. The resolution stated, that the House "congratulates WIS and the industry at large upon its growth in the public service; that it approves and recognizes as valuable the American system of broadcasting, making possible as it does the very finest in entertainment, a broad dissemination of worthwhile educational information, and a general circulation of unprejudiced and uncensored news, all of which is free to the listener; that it recognizes the many advantages of a closer and more intimate relationship between broadcaster and listener, and therefore urges the citizens of South Carolina to observe Radio's Open-House Week by visting the radio station nearest them."

KOVO are the call letters assigned by the FCC for the new local outlet at Provo, Utah, which it recently authorized [BROADCASTING, April 15].

Six NAB Regions To Pick Directors

Series of Meetings Scheduled To Be Held During May

MEETINGS of six districts of the NAB to elect new directors to serve two-year terms dating from the July 10-13 convention in Atlantic City have been scheduled during May, pursuant to provisions of the trade association's By-Laws.

Nine of the 17 district directors were elected for one-year terms at the reorganization convention held in February, 1938, with the provision that the new elections take place at least 30 days prior to the 1939 convention. Already elected for new two-year terms at district meetings held this year have been O. L. Taylor, KGNC, Amarillo, re-elected for the 13th District, which comprises Texas; Gene Dyer, WGES, Chicago, elected to succeed Walter J. Damm, WTMJ, Milwaukee, for the 9th District, comprising Illinois and Wisconsin; Clifford Chafey, WEEU, Reading, elected to succeed Clair McCullough, WDEL, Wilmington, for the Third District, comprising Delaware, New Jersey and Pennsylvania.

Others Scheduled

Other meetings scheduled for election of directors include:

First District, comprising Connecticut, Maine, Massachusetts, New Hampshire and Rhode Island, in Boston May 11; John Shepard 3d, president, Yankee Network, district director.

Fifth District, comprising Alabama, Florida, Georgia and Puerto Rico, at Ponte Vedre Beach, May 14-15; W. Walter Tison, director.

Seventh District, comprising Kentucky and Ohio, at Cincinnati May 4; Mark Ethridge, WHAS, Louisville, director.

Eleventh District, comprising Minnesota, North Dakota and South Dakota, to be held at Rochester, Minn., May 11-12; E. H. Gammons, WCCO, director.

Fifteenth District, comprising California, except Southern counties, Nevada and Hawaii, in San Francisco May 15; Ralph R. Brunton, director.

Seventeenth District, comprising Oregon, Washington and Alaska, date and place not yet designated; C. W. Myers, KOIN-KALE, director.

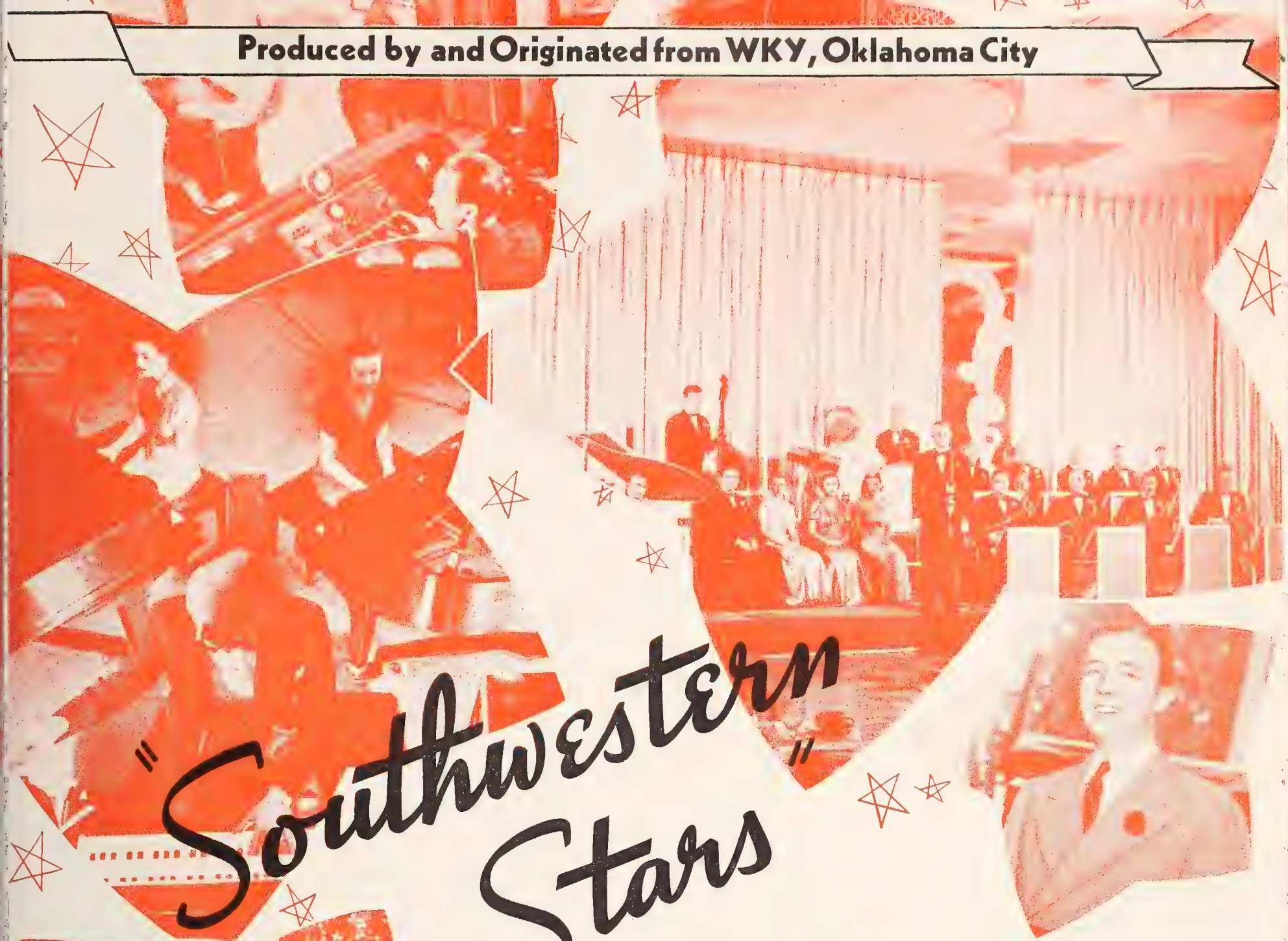
Under the by-laws, only the six directors-at-large will be elected at the convention to be held July 10-14 at Atlantic City. The nine new district directors elected for two-year terms, and the eight district directors who still have a year to serve automatically will be inducted into office.

Mr. Shepard announced that at his district meeting at the Yankee Network studios, Neville Miller would speak. Attendance will be limited to NAB members or those who have made application for membership, he said.

On the same date, Mr. Shepard announced a special meeting of the Sales Managers Group of the First District. William Warner, Colonial Network sales manager, who heads the group, announced that guest speakers will include Dr. Robert F. Elder, director of research of Lever Bros., and Kenneth Backman, general manager of the Boston Better Business Bureau.

Fifth District speakers, Mr. Tison announced, will include President Miller and Andrew W. Bennett, NAB counsel, and possibly E. Claude Mills, chairman of the ASCAP executive committee.

Produced by and Originated from WKY, Oklahoma City



"Southwestern Stars"

NBC RED NETWORK
EVERY SATURDAY
4:30 P.M., E.D.S.T. 3:30 P.M., E.S.T. 2:30 P.M., C.S.T.

Many stations outside the network centers develop talent of network caliber. Few are given the opportunity of putting that talent on the network. WKY, Oklahoma City, is the exception to the rule. "Southwestern Stars" is a regular NBC Red Network feature each Saturday afternoon at 4:30.

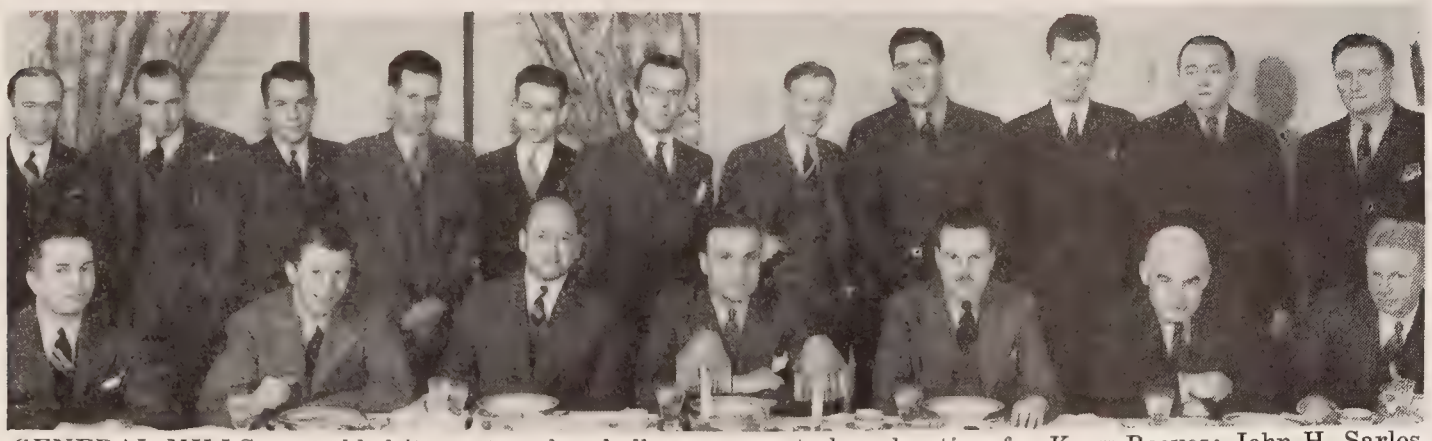
"Southwestern Stars" is written, produced and aired by WKY. It has opened the eyes of the nation to WKY's sparkling showmanship. But what is making New Yorkers and Californians talk today has been taken for granted by Oklahomans for the past ten years . . . for "Southwestern Stars" presents the same talent and the same production skill that goes into each of the more than 140 local, live talent shows WKY produces every week.

Tune in on NBC Red Network each Saturday afternoon. Study the type of programming that WKY's men, method and machinery is putting behind the products sponsored over the Southwest's Standout Station.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN
KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.



GENERAL MILLS assembled its eastern baseball announcers in New York April 15 for a two-day training course. Present were: Standing (l to r), James Coyle of WCAU sales staff; Harry McTigue, WHAM; Ralph Hubbell, WGAR; Lee Davis, WCBM; Gren Rand, WOKO; Garnett Marks, WABC; "Rosey" Rowswell, KDKA-WWSW; Al Helfer, WOR-WHN; Bill Slocum Jr., WJSV; Arch McDonald, WABC; Walter Johnson, WJSV. Seated: Sherb Herrick, WOKO; Nick Stemmler, WSYR; James Moran, head of General Mills' New York office; Brad Robinson, director of sports broadcasting for Knox-Reeves; John H. Sarles, Knox Reeves vice-president; Bill Slocum, supervisor of sports for General Mills; Red Barber, WOR-WHN. Unless otherwise noted, those pictured are announcers. Among those attending the conference but not pictured were: W. L. Lingle, Procter & Gamble Co.; Hal James, account executive, Compton Advertising; C. A. Snyder, radio director, J. Sterling Getchell; William Jackson, KDKA sales manager; W. B. McGill, KDKA sales promotion manager and Bill Dyer, WCAU announcer.

Promotion Methods for Baseball Games Outlined at General Mills Gathering

THE THREE-WAY responsibility of the radio announcer in broadcasting a baseball game to produce best results for station, sponsor and ball team, and the most efficient methods of producing those results were the subjects of the General Mills announcers conference held at the Hotel Commodore, New York, April 15-16.

More than a dozen announcers who will handle the microphones in eastern cities for General Mills and its co-sponsors comprised the student body of this two-day course in announcing technique, whose professors were John H. Sarles, vice-president of Knox-Reeves agency in charge of General Mills sports broadcasts, Brad Robinson, director of sports broadcasting for the agency, and W. J. Slocum, veteran sports writer who last year joined General Mills as a sort of liaison officer between the company, the stations and the ball clubs.

Three-Way Partnership

Following a review of the three-way partnership which makes their broadcasts possible, in which the announcers were told that it is up to them to handle the play-by-play descriptions in a way that will build attendance at the ball parks, listeners for the stations and sales for the sponsors, the group listened to an explanation of the ball club's views by Frank Shaughnessy, president of the International League. The station's part in the triple partnership was outlined in a recorded talk, originally delivered at the 1937 conference by William S. Hedges, now vice-president of the NBC, whose views were augmented by remarks from William Jackson, KDKA commercial manager, and James Coyle, salesman on the General Mills account at WCAU. Another recorded talk, by S. C. Gale, General Mills advertising manager, presented the viewpoint of the sponsor.

Gist of the matter is that the announcer can best serve all interests by giving a clear, interesting and impartial word-picture of what he sees; that he should not try to second guess the umpire or manage the teams from his broadcasting booth, but remember at all times that he is a reporter, not a commentator.

Broadcasting of the commercials was discussed by Mr. Sarles, who told the group there is no general policy on how commercials are to be handled, but that every announcer's watchword should be "not how much, but how well". While a number of written announcements are furnished the announcers, how many they use during any particular game, and how many ad lib announcements are inserted is left to their own judgment. Mr. Robinson wound up the morning session with a discussion of showmanship, giving tips on means of projecting personality on the air, the use of catch phrases, how to keep people listening to a one-sided game, and similar practical advice.

He also explained how announcers can help dealers promote special sales tied in with the baseball broadcasts. At the present time, for example, "Welcome Home" weeks to the teams are being staged in all cities in the broadcast line-up, complete with parades, special broadcasts, civic events and other non-commercial features, which afford an opportunity for dealers to tie-in with special "Welcome Home" sales, announced with display material in the stores.

In the afternoon the announcers demonstrated their ability in broadcasting from wire reports, each man announcing a half-inning of the Dodgers-Yankee pre-season game from the ticker.

An open discussion and criticism followed the game. On Sunday morning "do's and don'ts" for announcers were demonstrated by transcriptions and by the men themselves and the meeting concluded with an open forum on all phases of the announcer's task, after which the group attended the Yankee-Dodgers game at Ebbetts Field.

HORLICK'S MALTED MILK Corp., Racine, Wis., has renewed the five-weekly *Mad Hatterfields* on WLW, Cincinnati, after a 13-week test.

Baseball Facsimile

WLW, Cincinnati, broadcast the opening baseball game of the season April 17 on the Crosley ultra-high facsimile station, W8XUJ. Starting at 2:15 p. m., the opening line-up was transmitted and play-by-play followed until the game ended. A man in the press box phoned play-by-play accounts to the facsimile room, where a rewrite man typed the material for reproduction. Pictures of outstanding players were transmitted.

Tulsa Games on KTUL

TULSA RUBBER PRODUCTS Co. and B. F. Goodrich Rubber Co., with General Mills (Wheaties), are sponsoring Vic Rugh's play-by-play accounts of 1939 Tulsa Oiler baseball games on KTUL, Tulsa, which also has leased the facilities of KOME, Tulsa local, to provide clearance for the broadcast when previous commitments allow no time on KTUL. The FCC has granted KOME special authority to broadcast at night during the season.

St. Louis Session

A DOZEN midwest sports commentators attended a two-day get-together and meeting as guests of Hyde Park Breweries, active sports sponsor, in St. Louis April 17-18. They attended the annual Chamber of Commerce baseball dinner for members of the St. Louis Browns and Cardinals teams, a luncheon in their own honor and a distributors' luncheon, all as guests of Hyde Park, but missed the opening day baseball game when rain stopped the Cleveland Indians and St. Louis Browns from performing as scheduled. Sports announcers who attended included France Laux, KMOX, St. Louis; John O'Hara and Ray Schmidt, KWK, St. Louis; Bud Jackson, KWOS, Jefferson City; Hank Fisher, WDZ, Tuscola, Ill.; Allen Franklin and Bob Beaucan, KXOK, St. Louis; Herb McCready, WEW, St. Louis; Lew Milton, WJBL, Decatur, Ill.; Algie Bishop, KLCN, Blytheville, Ark., and Bill Durney and Neal Norman, WIL, St. Louis.

Packing Firm Sponsors

INDEPENDENT PACKING Co., St. Louis, is sponsoring a half-share of the play-by-play broadcasts of the 1939 home games of both the Cardinals and Browns on KWK, St. Louis, according to an announcement by R. T. Convey, president of KWK. Johnny O'Hara and Ray Schmidt are handling the play-by-play descriptions, as well as participating in the post-game feature, *Home Plate Interviews*, giving a detailed explanation of the unusual plays or happenings during the games.

Memphis Baseball

FIRST direct play-by-play broadcasts of baseball games from Russwood Park, Memphis, are being sponsored on WHBQ, Memphis, by Coca Cola Bottling Co., which recently bought broadcast rights to all except home holiday and Sunday games. Previously the Memphis club had held out against the broadcast of home games, although WHBQ had handled wire reports of the Chicks' road games. Bob Alburty and Bert Ferguson handle the play-by-play accounts.



PORTRAYERS of play-by-play baseball for Atlantic Refining Co. this season met in mid-April at the offices of N. W. Ayer & Son, Philadelphia, for a brief training course in announcing. Atlantic is broadcasting 1,807 games on 38 stations in the East. In attendance were: Front row (l to r) Jim Peterson, W. Wallace Orr, N. W. Ayer & Son; Joseph R. Rollins, Atlantic Refining advertising manager; Les Quailey, N. W. Ayer & Son. Second row, Walton Newton, Philadelphia Athletics and Phillies, WIP and special 10-station hookup; Rosey Rowswell, Pittsburgh Pirates, KDKA and WWSW; Earl Harper, Newark Bears, Jersey City Giants, WNEW; Peco Gleason, Richmond Colts, WRTD; Lee Davis, Baltimore Orioles, WCBM; Ed Kennedy, Springfield, WSPR; Gren Rand and Sherb Herrick, Albany Senators, WABY; Bill Pope, Elmira Pioneers, WESG; Byrum Saam, Philadelphia. Third row, Paul Norris, Charlotte Hornets, WSOC; Nick Stemmler, Syracuse Chiefs, WSYR; Jack Lloyd and Ray Markey, Hartford Laurels, WTHT.

Sportscasters Elect

OFFICERS of the American Assn. of Baseball Announcers were elected at a meeting held in Cincinnati, in connection with General Mills and Socony-Vacuum Oil Co., as follows: John Neblett, WBNS, Columbus, executive secretary; George Higgins, WTCN, St. Paul, president. Other members of the group are Connie Desmond, WSPD, Toledo; Walt Lochman, KMBC, Kansas City; Allan Hale, WISN, Milwaukee; Ed Gallaher, WCCO, Minneapolis; Vic Lund, WIRE, Indianapolis; Don Hill, WAVE, Louisville. The association is in its third year, members consisting of American Association baseball announcers.

Ball Club Sponsoring

CHICAGO National League Ball Club, Chicago, on May 3 and continuing until Oct. 1, will present 20 recorded dramatic sketches dramatizing the lives and careers of the Chicago Cubs, the 1938 National League Champions, on WOR, Newark. Entitled *Play Ball*, the broadcasts will be heard two and three times on the day before each Brooklyn Dodgers-Chicago Cubs game. The series will also be heard in every National League city. Neisser-Meyerhoff, Chicago, is the agency handling the account.

Gillette Tire's Games

GILLETTE TIRE & RUBBER Co., Eau Claire, Wis., will sponsor Freddy Lindstrom's *Sports Review* on WLS, Chicago, thrice-weekly, 6:30-6:45 p.m. Lindstrom, formerly with the Chicago Cubs, Pittsburgh Pirates and New York Giants, interviews star players on the series. General Mills has added all home games of the Moline, Ill., Three-I League on WHBF, Rock Island, to its schedule. Maurice Corken, sportscaster of WHBF, will handle the series.

Lorillard Tours

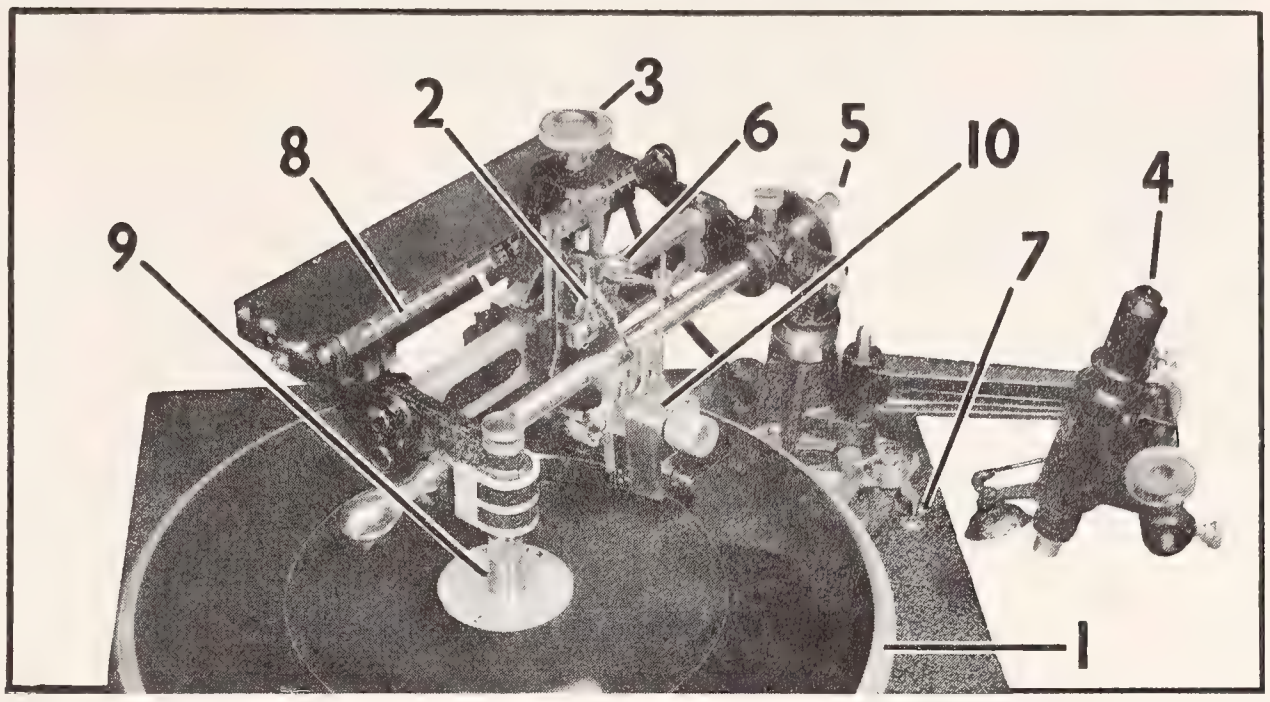
P. LORILLARD Co., N. Y. (Old Gold cigarettes), sponsors of the baseball broadcasts on WGN, Chicago, is arranging all-expense baseball excursions to Chicago from points within a radius of 250 miles. Idea resulted from the fact that Bob Elson, WGN sportcaster, has received thousands of letters from fans wanting him to buy tickets for Sunday and holiday games during the last few years. Cooperating on the low cost excursions are the Chicago Cubs and White Sox, the LaSalle Hotel, and the railroads.

Gordon Baking on WABC

GORDON BAKING Co., Long Island City (Silver Cup Bread), is sponsoring a ten-minute six times weekly preceding the baseball games on WABC, New York. Entitled *According to Hoyt*, the program features Waite Hoyt, commentator, giving preview remarks on the games, N. W. Ayer & Son, New York, placed the account.

PHONOGRAPH record sales will run 40,000,000 during 1939, a gain of 25% over the 1938 total, according to trade estimates published in the *New York Times*.

PRESTO ANNOUNCES THEIR NEW 8-A COMMERCIAL RECORDING TURNTABLE



WITH 15 ORIGINAL AND IMPROVED OPERATING FEATURES

1. Rim driven turntable, originated by Presto, now adopted by every manufacturer of instantaneous recording equipment.

2. Cam lever lowers cutting head gently, prevents damage to sapphire needles.

3. Thumbscrew rapidly adjusts angle of needle while cutting.

4. Forty-power microscope for examining cut.

5. Spiralling feed screw makes starting and run-out grooves.

6. Lever engages cutter carriage with feed screw.

7. Combination speed change and motor switch lever prevents flats on idler wheels.

8. Four-sided, rotating scale shows recording time at 96,112,120 and 140 lines per inch at 78 and 33⅓ RPM.

9. Flangeless drive permits quick removal of shavings.

10. Improved high fidelity cutter records uniformly a frequency range from 40 to 8,000 cycles and gives 4 db higher playback level.

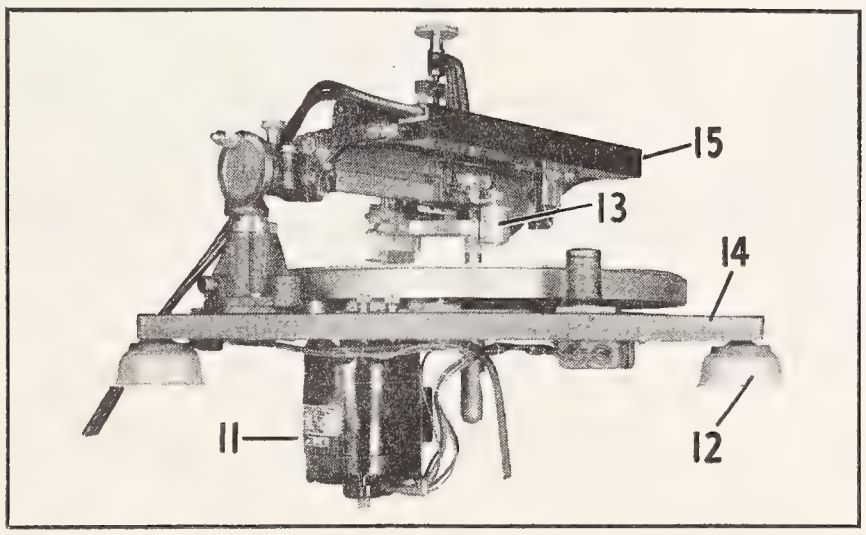
11. New, vibrationless motor.

12. Shockproof mountings suppress vibration from outside sources.

13. Vertical damper suppresses transient modulation, eliminates flutter, prevents patterns due to vibration or surface irregularity in discs.

14. Sixty-pound cast iron base assures permanent alignment of turntable and cutting mechanism.

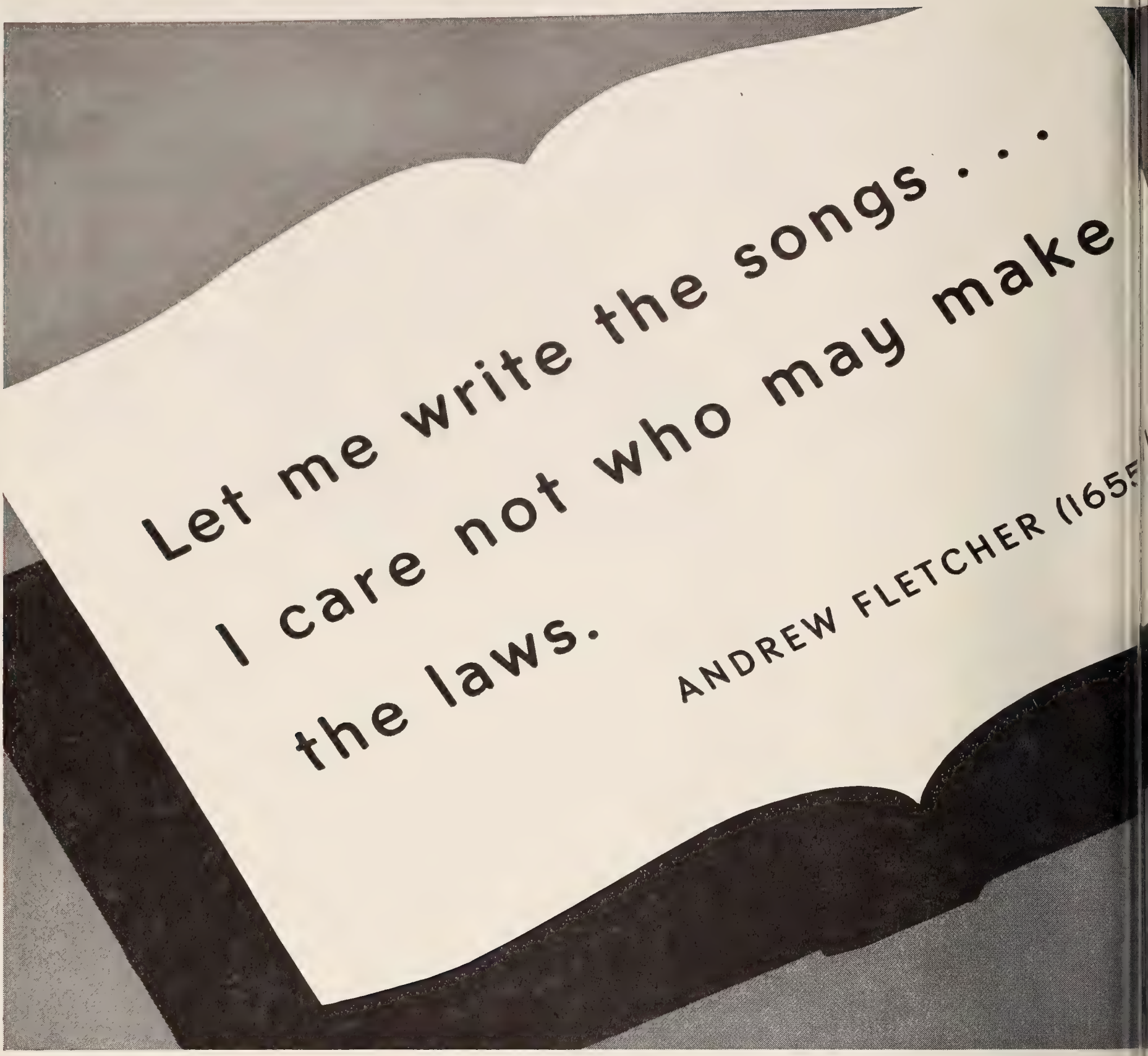
15. Automatic equalizer assures full frequency response range throughout 33⅓ RPM recordings.



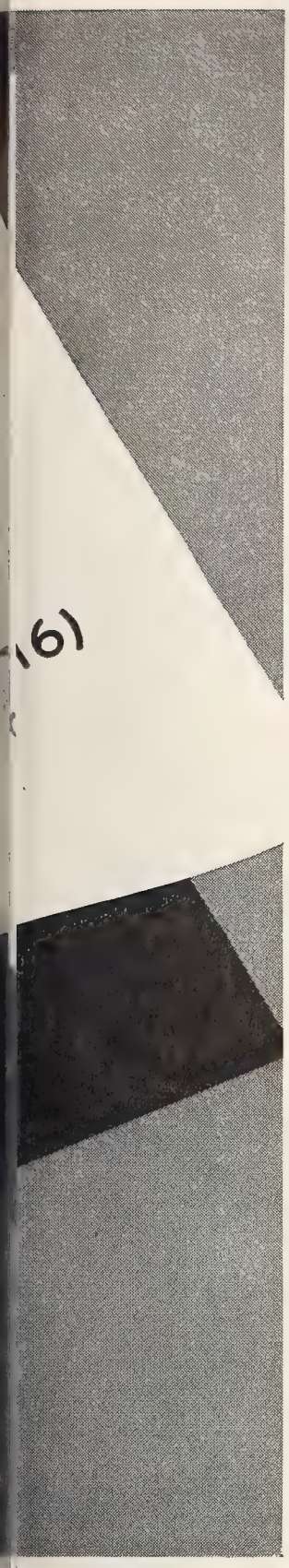
Mounting dimensions of the new Presto 8-A recorder are the same as the Presto 6-C and 6-D portable recorders. A liberal trade-in allowance will be made to radio stations and studios that wish to bring their recording facilities up to date. In writing give type and serial number of your present turntables.

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242 West 55th Street, New York, N. Y.

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A song or a story—including your sales s
ears, more regularly. ● For here are stati
people in their markets. They sing the so
to hear it, and give them entertainment t
pany that when Spot Broadcasting is indi
household heads will make it a rule—if r



WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

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who keep a constant finger on the pulse of the
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enjoy the most. ● Make it a law in your com-
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New Danger Signal

THE BLUE-NOSE brigade has won its first skirmish in what apparently is a drive toward return of prohibition. It has succeeded in getting the Johnson Bill to bar radio advertising of alcoholic beverages reported to the Senate by the Interstate Commerce Committee. Other media would not be affected.

The principle involved in this legislation is so dangerous to radio that no broadcaster, whatever his feeling on the prohibition issue, can afford to ignore it. Radio is singled out for a ban on a particular class of commodity. It is outright censorship, aside from the hardship it places upon a competitive advertising medium. Newspapers and magazines can continue accepting liquor, beer and wine advertising without let or hindrance—but not radio.

Hard liquor advertising on the air is practically non-existent today. That is because broadcasters, as a matter of good taste, *voluntarily* have abandoned that revenue source. But surely beer and wines should no more be excluded from the air than from the printed media. To do so discriminates against the medium, and also flaunts the wishes of the people who *voted* repeal and thereby elected to place a bottle of beer on a par with a bottle of catsup.

Therein lies the real danger. If the advertising of any one legal commodity can be prohibited over the air by Government fiat, then the advertising of other commodities likewise can be restricted. It is the duty of every broadcaster to move in his own defense to prevent such rank discrimination.

In the Bosom

SIX MONTHS and two million words after it began its inquiry, the FCC Network Monopoly Committee is about to undertake drafting of its conclusions and recommendations. Where it will stop, nobody knows. But it is a safe guess there will be recommendations to Congress for legislation which at least will propose licensing of networks.

As investigations go, this one probably served a purpose. The networks and other segments of the industry were enabled to tell their story. Unfortunately, those very members of the committee who are least informed on the subject of broadcasting heard least of the testimony by reason of prolonged absences.

There were several sour displays during the marathon. As expected, it was occasionally used as a sounding board by self-serving groups. Some of the testimony in the record, which stands unrefuted, should have been answered in the industry's interest. We trust the committee will give proper weight to testimony of that nature, for its character and purpose was evident on the face of it.

Among other things, the FCC committee will essay to determine whether networks have suppressed the development of transcriptions. Irrespective of that, and notwithstanding AFM's worn-out "canned music" argument, we feel the committee heard enough to warrant elimination of the mandatory transcription announcement. That would at least give transcription spot an opportunity to compete for audience on equal footing with "live" programs.

We gather that at least two members of the committee feel that, with respect to network-affiliate relations, much was held back. It might not be going afield to observe that these members feel regionals and locals were "intimidated" by networks. With no disposition whatsoever to side with the networks, we hardly think that true. Our recollection of the testimony is that a number of affiliates were frank and open in the discussion of affiliate contracts.

Quite a splash was made as the hearings drew to a close by the MBS motion, through its counsel, Louis G. Caldwell, that the Commission in effect enjoin NBC and CBS affiliates from negotiating contracts beyond Dec. 31, 1940. That, we feel, smacked of invitation to rate regulation by the FCC. Broadcasters are—or at least should be—competent to negotiate their own business contracts. Spokesmen for affiliated stations, in reply to FCC questions, specifically rejected suggestions of FCC intervention—at this stage in any event. Moreover, it appears to us that if the Commission has the power to make such regulations, it can do so (and probably would) on its own motion. Private contracts, under such circumstances, would hardly be binding on the regulatory body.

With all deference to MBS, which has done an excellent job in a field in which it entered rather late, we feel the competitive element in broadcasting should be maintained. Stations are not required, under duress, to sign any network contract. Broadcasting must be either competitive or stringently regulated in a business way. It can't be both. The need is for less, not more regulation.

The RADIO BOOK SHELF

A 92-PAGE booklet, *Patent Policies of the Radio Corp. of America*, has just been issued by RCA. Volume was written by Otto S. Schairer, vice-president in charge of RCA's patent department, who says in his foreword that "the purpose of this brochure is to set forth the policies of RCA in developing, acquiring and utilizing inventions."

AFTER addressing more than a million people in the last few years, Elmer Wheeler has written *Tested Public Speaking* (Prentice-Hall, New York, $2), offering pointers on how to perform from the rostrum.

Radio Helps Itself

RADIO did a powerful job of helping itself during "Open House Week". It launched auspiciously what should be a never-ending campaign of showing how a united industry can operate on all fronts in the interest of American radio.

Broadcasting stations during the week of April 17 probably accommodated more visitors than during all of the preceding 17 years of radio history. Ingenious promotional displays, programs and special events broadcasts were contrived by most industry units, from 100-watters to nationwide networks. The public at large for the first time got an idea of what really makes the wheels go round in radio.

Whatever the feeling may be about trade association activity generally, the NAB and RMA certainly deserve the plaudits of all in radio for the direction and follow-through on the campaign up to this point. "Open House Week" demonstrated what can be done with proper coordination and enterprise.

Now that the first broadside has been fired, the industry should not suddenly fold up and call it a day. Stations and dealers, transcribers and manufacturers, should carry on with the "house-ad" theme. The public is for radio because it does the job. And everybody likes to know the inside story, no less of radio than of the movies.

The Fifth Estate

MORE than eight years ago, when this publication took its first faltering steps, the radio-press issue was at its peak. We chose, in our very first issue (Oct. 15, 1931) to call radio "audible journalism"—a projection of the newspaper. Our masthead then bore the slogan *The Newsmagazine of the Fifth Estate.* In the intervening years, radio definitely took on the journalistic aspect, at first doing its own reporting, nationally as well as locally, and eventually showing the press associations and the newspapers that radio would not put them out of business.

Today radio stands recognized by Congress, which is providing full facilities for the "gentlemen of the radio press" who will grace the Washington scene in increasing numbers henceforth. It marks another milestone in radio's sound and steady march under the American Plan.

We Pay Our Respects To —



JOHN SHAW YOUNG

THE NEW YORK World's Fair is a radio fair. To many visitors its chief attraction is the oppportunity to get their first view of television, with that other newly developed means of visual broadcasting, facsimile, the second item on their "must" lists. The latest model receiving sets are on display. The American Amateur Relay League, with a dozen transmitters, gives visiting "hams" a chance to chat with their pals back home. Many of the most popular programs will be moved out of their studios and broadcast from the exposition grounds. In fact, the average Fair-goer likely will return home with a fixed conviction that the "World of Tomorrow" will consist largely of radio.

But to Dr. John Shaw Young, director of broadcasting and television for the Fair, radio's major role at the exposition is to amplify and carry to the four corners of the earth the theme of international goodwill and understanding on which the Fair is based. And, although the Fair's turnstiles have just begun clicking in the first visitors, Dr. Young and his staff already have to their credit the greatest series of international broadcasts ever presented.

Nations' Salute

Each Sunday, beginning on New Year's Day and concluding April 23, just one week before the Fair's opening, the combined nationwide networks of CBS, NBC and Mutual have brought to American listeners the voices of the leaders of government and culture of 17 foreign nations. Each week this *Salute of Nations* brought a half-hour program from one country in which its chief executives paid tribute to the World's Fair, and on April 30, at the exposition's inaugural ceremonies, American statesmen and Fair officials responded in another broadcast which was shortwaved throughout the world to these countries and all others participating in the Fair.

And this, says Dr. Young, is just the beginning. During the entire course of the exposition scarcely a day will go by without at least one program from the exposition grounds going out across the seas to Europe and South America via shortwave radio. Moreover, through his contacts in all parts of the globe, he has arranged for most of these to be rebroadcast by the stations and networks of the countries most interested in each particular program. While one network may have exclusive broadcast rights to a particular Fair feature in this country, there will be no exclusives on international broadcasts, he stated, all of the Fair's many events being available to any broadcast for foreign transmission.

Radio Sells America

As Dr. Young views it, the Fair provides an unparalleled opportunity for radio to sell America, and incidentally American ideas and ideals, to the rest of the world. The Fair's almost inexhaustible supply of entertainment of every type and nationality, he says, affords a choice of programs that not only will be accepted, but welcomed by listeners abroad, and if properly handled each of these international broadcasts can carry a powerful, though palatable, plug for Americanism.

Dr. Young's initial contact with international radio was in 1928 when NBC picked him to handle its first experimental trans-Atlantic broadcasts, a selection based on the qualities of voice and personality that caused radio listeners at home to choose Young as All-American announcer for four years running. But as far back as he can remember he has had an intense interest in life beyond the seas, an urge that sent him to England's famed Cambridge for a year of study after he had completed his course at Yale.

Born in Springfield, Mass., on Aug. 3, 1902, John Shaw Young grew up with a normal boy's love for sports and dislike for the hours his music-loving father forced him to spend practicing on his violin. At Yale, where his chief scholastic interests were English and drama, he joined Alpha Chi Rho, made his first microphone appearance, organized the Yale Aeronautical Association and emerged with a B.A. degree. A year at Cornell Law School convinced him that his interest in the law was only in its dramatic aspects. Then came his year at Cambridge. And in 1925 he returned home and landed his first job as reporter on the *Springfield Republican*. About that time he passed the examination for the Air Service of the U. S. Military Academy, but he asked for a deferred appointment at his mother's request.

Rapid Rise in Radio

Shortly thereafter he deserted the printed for the spoken word, becoming an announcer at WBZ, Springfield, a job that in those days included writing continuity, producing programs, acting in dramatic sketches and participating in whatever other station tasks one's talents permitted. Young's microphone technique developed rapidly and before long he was transferred to the station's Boston studios. In 1928 he went national with NBC, where he remained until 1936.

But merely being the nation's best-liked announcer was not enough for Young. In 1932 he started, at New York University, the first course in radio, apart from engineering, ever given at an American university, and continued to lecture on radio as an associate professor of N. Y. U. until 1938. In 1934, he was sent to England as the first American exchange announcer with the BBC, and during his stay he also lectured on American radio at Oxford's summer school in dramatics. Along the line he found time to win his Ph.D. from N. Y. U., in addition to two honorary degrees, a Doctor of Laws degree from St. Benedict's College in Kansas and a Doctor of Science from Boston's Suffolk University.

After leaving NBC in 1936, Young became radio consultant for J. Stirling Getchell, where he handled Ed Wynn's program for Plymouth and the *Flying Red Horse Tavern* series. He also made his first connection with the Fair as an advisor on radio in 1936, continued his teaching, and sandwiched in a daily quarter-hour of comment on national and international news for General Mills on CBS. The summer of 1937 Young again spent in Europe, lecturing to the executives and announcers of Radijanst, Swedish radio service, at the invitation of the Swedish government. On his return home that fall he agreed to drop his other interests temporarily and to concentrate on his Fair duties.

During his tenure at the Fair, Dr. Young's only hobby is work and plenty of it far into the night. Under less pressing circumstances, he collects first editions and manuscripts and likes nothing better than burrowing for an hour among the treasures in his library. For outdoor exercise he prefers riding and can often be seen cantering through Central Park.

When he has time, Dr. Young resides at 160 Central Park South, New York City. He holds membership in the Yale, Oxford, Cambridge, Metropolitan, Center and University of Boston clubs. He is one of the few bachelors among the executives of the Fair and he explains his failure to walk the middle aisle up to now in these words —"I've never had the time."

Personal NOTES

ERNEST H. VOGEL, from 1930 to 1936 with RCA in various advertising, sales and merchandising capacities and recently manager of the radio sales division of General Electric Co., has joined the Farnsworth Television and Radio Corp. as vice-president. He will work under E. A. Nicholas, president of the Farnsworth company, also a former RCA executive, at the new headquarters plant established in Fort Wayne, Ind.

ROY WITMER, vice president of NBC in charge of sales on April 19 addressed the Advertising Club of Baltimore on "New Techniques in Radio Advertising." Arrangements for the address were made by H. C. Burke, manager of WBAL, to help promote interest in radio in conjunction with "Open House Week".

C. W. GILCHRIST, formerly managing editor of the *St. John* (N. B.) *Telegraph-Journal* and *Times-Globe*, has been appointed CBC regional press and information representative for the Maritime Division, with headquarters at Halifax.

DAVID WORRALL, managing director of 3DB, Melbourne, Australia, arrived in Hollywood April 17 on a transcription buying trip. He will remain in the United States four weeks.

ART LINICK, vice-president of WJJD, Chicago, has returned to his office after an illness of several months.

KENNETH O. TINKHAM, manager of KMTR, Hollywood, recently married Countess Sigrid Ryden of Sweden. Mrs. Tinkham leaves on the *S.S. Gripsholm*, sailing from New York May 4, for a four-month visit in Sweden. Mr. Tinkham plans to meet her in England within two months, although he will not be able to sail with her May 4 because of station business.

JOHN M. DOLPH, CBS Hollywood executive in charge of Pacific network programs, has collaborated with Tom Waring, musician, in writing a song, *Ol' Darky, Ol' Mule*, to be published shortly. Dolph wrote the lyrics.

LENOX R. LOHR, NBC president, will speak May 3 before the Chicago Bankers' Club on "The Social Aspects of Radio."

DON HASTINGS, former manager of KDB, Santa Barbara, Cal., has joined the Westamerica Co., Los Angeles, as director of public relations. For several months he has been director of public relations for the Transportation Engineering Board of the City of Los Angeles.

RAYMOND HOLLINGSWORTH, merchandising manager of KGNC, Amarillo, Tex., is the father of a boy born April 17.

EDWARD CODEL, of the sales staff of WBAL, Baltimore, and Mrs. Codel are the parents of a 7¼ lb. son, Michael Richard, born April 20.

EDWARD J. SAMUEL, formerly commercial manager of WMAS, Springfield, Mass., has been appointed secretary of the Chamber of Commerce of Westfield, Mass.

BEHIND the MIKE

GAIL NORTHE, fashion and women's news commentator of Texas State Network, on April 17 was married in Marshall, Tex., to Charles Muskavitch, noted art conservator and bearer of a Russian title. She will continue her radio work. Mrs. Muskavitch is a sister of C. R. Smith, president of American Airlines.

BOB SEAL, San Francisco NBC production manager, on April 18 became the father of a baby girl.

JOHN ROGERS, formerly of KVOO, Tulsa, and KFPW, Fort Smith, Ark., has joined the announcing staff of KOMA, Oklahoma City.

JIM COX, of the publicity staff of WKY, Oklahoma City, will catch for the Wilson & Co. team in the Oklahoma City Semi-Pro Baseball League this season.

DICK MARTIN, news commentator of KGNC, Amarillo, Tex., and aviation editor of the *Amarillo News & Globe*, recently passed his solo flying test for the Government inspector. He now has more than 70 solo hours to his credit.

FRANCES WILDER, CBS Hollywood personnel executive, will participate in the *Education Faces the Future* panel discussions during the California Federation of Women's Clubs State convention in Oakland on May 3.

I. B. KORNBLUM, executive secretary of Los Angeles chapter, AFRA, has recovered from back injuries received in a recent auto accident.

HAROLD BRATSBURG and Dick Hedrick, newscaster, and Frank Arthur, sports announcer, have left the staff of KSAN, San Francisco.

CARLOS W. HUNTINGTON, former director of public relations, and Dick Wynne, former announcer at KYA, San Francisco, have opened an office in the Monadnock Bldg., San Francisco, and are free-lancing in radio production and promotion.

HAROLD AZINE, of the news department of WLS, Chicago, has sold an article on facsimile broadcasting to *Ken* magazine.

GORDON HUGHES, director of NBC-Chicago, and Vera Maher, secretary to E. C. Cunningham, NBC night manager, Chicago, were married April 21 at the American Embassy, Mexico City.

BILLEE BYERS, actress at KPO-KGO, San Francisco, who broke her right leg twice within the past year, fractured her right thigh recently when the automobile in which she was riding crashed into a telegraph pole.

HELEN KELLIE, secretary to Niles Trammell, executive vice-president of NBC-New York, in April joined his office staff in New York.

RUTH GLASSCOTT, radio writer and actress, has joined the continuity staff of KOMO-KJR, Seattle.

KING HARMON has replaced Nick Marianna as continuity editor of KGVO, Missoula, Mont. Marianna resigned to devote full time to his post as commissioner of semi-pro baseball in Montana.

BILL KENNEDY, formerly of WWJ, Detroit, and Russ Russell, of WGN, Chicago, and KMOX, St. Louis, have joined the announcing staff of WTAM, Cleveland.

RADCLIFFE HALL, formerly production director and announcer of WGY, Schenectady, has been transferred to NBC's New York staff as announcer.

Earl Sowers

EARL SOWERS, veteran newspaperman who supervised the installation of WRNL, Richmond, but resigned April 1 as its manager to go South for his health, died April 23 of a heart attack in Tampa, Fla. He had gone to Tampa as assistant managing editor of the *Tampa Tribune*. Mr. Sowers was formerly managing editor of the *Richmond News-Leader*. Its owners several years ago purchased WPHR, Petersburg, Va., moving it into Richmond in December 1937 to be operated as WRNL, and Mr. Sowers was selected as its first director. He was succeeded at WRNL by Edward S. Whitlock, formerly in the radio distributing business in Charlotte.



Mr. Sowers

L. Gordon Thompson

L. GORDON THOMPSON, 34, producer for J. Walter Thompson Co. on the NBC *Rudy Vallee Hour*, sponsored by Standard Brands Inc., died in the agency's Hollywood offices April 19 following a heart attack. He was checking the script for the following day's program when stricken. A pioneer radio producer, Mr. Thompson was in charge of the first Vallee show in 1929. After graduation from Wesleyan College at Middletown, Conn., he joined the reportorial staffs of the *Philadelphia Ledger* and later the *New York Sun*, becoming affiliated with J. Walter Thompson Co. in 1928. He took over the Vallee show a year later and was also given other assignments by the agency, including organization of its London radio department. Mr. Thompson rejoined the Vallee program last December. Surviving are his widow and a 9-month-old daughter, Dabney. Burial was in Greenwich, Conn. Tony Stanford, of the agency's Hollywood staff, has taken over production of the Vallee show.

EDDIE SOBOL, long an associate of Max Gordon and himself a director of several Broadway hits, has been added to NBC's television staff as a program director. Mr. Gordon, who recently joined NBC as a television advisor, is at present in Hollywood to produce "Abe Lincoln in Illinois" for RKO. While there he plans to study the use of film for television broadcasts and also to survey the television possibilities among movie personalities.

HENRY DUPRE, special eventer of WWL, New Orleans, was laid up for several days recently from injuries and face lacerations received when the car he was driving crashed into a telegraph pole.

VIC RUGH has been placed in charge of the enlarged special events and sports department of KTUL, Tulsa. Vivian Sandler, traffic head for the last five years, has been named head of the KTUL program department, with Margaret Kilgore as assistant.

JOHN C. SCHRAMM, program director of WOV-WBIL, New York, is the father of a baby girl, born April 24.

DAVE DRISCOLL, chief of MBS' special features division, recently married Elizabeth Fredericks at New York's Little Church Around the Corner.

SYRACUSE BOYS
WFBL Claims Alumni Have Done Big Things

WFBL, Syracuse, points with pride to the progress of its "alumni" in the radio world. Jack Shannon, CBS tenor, was WFBL's program director four years ago. Jimmy Van Heusen, composer of the outstanding song hits "Deep in a Dream", "So Help Me", and "Good For Nothing", rose from WFBL ranks to Remick. Another is Ernie Chappell, currently handling Orson Welles *Campbell Playhouse* for CBS.

Other successful WFBL graduates include Bill McGrath, production manager of KNEW and his assistant, Ed Jacobs; Bruff Olin, commercial manager of WBRK; Charles Delaney, commercial manager at WTHT; King Horton, comercial manager of WEEI; and Claire Sherman, now with the CBS Artists Bureau.

HOLLIS (Doc) HULL, announcer with KWOS, Jefferson City, Mo., and Miss Emma Sheffler of Warsaw, Ill., have announced their engagement, the marriage to take place this summer.

GARRY MORFIT, recently guest m.c. on Ransom Sherman's *Club Matinee* in NBC Chicago studios, has been released by KWK, St. Louis, to accept an offer to conduct the show Fridays and Saturdays while Sherman attends to other commercial duties.

HOWARD CARRAWAY, chief announcer of KGKO, Fort Worth, is teaching courses in radio at the Myrtle Dockery School of Fine Arts in the city in addition to his station duties.

Meet the LADIES



IDA A. McNEIL

KGFX at South Dakota's capital, Pierre, is largely a family affair, owned and managed by Mrs. McNeil and operated from the first floor of her residence with son Robert James, 16, as part-time announcer, and son Richard Dana, 14, inheriting his late father's technical aptitude to such degree that his mother believes he could operate the station if licensed to do so. Mrs. McNeil inherited the station from her husband, Dana McNeil, who died in 1936 and who founded it originally in 1916 as an amateur hobby. She has worked with it in all capacities ever since it turned commercial in 1930 and takes a leading role in all community and civic affairs.

O'DARRELL CUNNINGHAM, formerly of KTOK, Oklahoma City, and WCBS, Springfield, Ill., has joined WDZ, Tuscola, Ill., as production manager. Bernie Johnson, formerly of WDWS, Champaign, also has joined the announcing staff, and Jay Krup, former city editor of the *Lawrenceville* (Ill.) *Daily Record*, has joined the WDZ news staff as news editor.

PAT ALAN, formerly announcer and vocalist with WMBD, Peoria, and WBOW, Terre Haute, has joined the staff of WCLO, Janesville, Wis.

CLARENCE H. TALBOT, formerly of KHQ, Spokane, and KIRO, Seattle, and Robert Harris have joined the announcing staff of KOIN-KALE, Portland. Fred Aiken, formerly in radio in California, has joined the KOIN technical staff.

JACK BERRY, since last June announcer on WORL, Boston, has joined the announcing staff of Yankee Network, Boston.

RUSS HODGES, sportscaster for the last four years of WIND, Gary, Ind., has joined the staff of WBT, Charlotte, N. C.

LAWRENCE KELLEY, head of the transcription department of WXYZ, Detroit, will marry Martha Reidel, of Detroit, on April 22.

DOUGLAS BROWNING, formerly of WLW, Cincinnati, has joined the announcing staff of NBC in New York. King Whyte, recently production manager of WALR, Zanesville, succeeds him at WLW-WSAI.

LOUIS E. TAPPE, radio copy chief of Weill & Wilkins, New York, on April 29 left for Bermuda to spend several months recuperating from a recent attack of influenza.

JOHN M. KEYS, formerly of the *Gary* (Ind.) *Post-Tribune*, has joined the press staff of NBC-Chicago.

HOWARD McCAULAY, formerly of KJBS, San Francisco, and more recently with the RCA television exhibit at the Golden Gate Exposition, has joined KSRO, Santa Rosa, Cal., as announcer. He succeeds M. MacMahon, resigned.

JEAN LOVERE, lecturer, teacher and former director of the Food Chemistry Institute, Hollywood, has joined WHLS, Port Huron, Mich., to conduct the *Good Neighbor* program.

FRED FOX, formerly in merchandising service and Al Zitcer, formerly in the technical department, recently were transferred to the production department of KYA, San Francisco.

KLEVE KIRBY, announcer of WWL, New Orleans, who has taken up aviation, made his first solo hop in Mid-April.

LUD GLUSKIN, CBS Pacific Coast musical director, Hollywood, will direct music for the Edward Small film, "The Man in the Iron Mask".

JACK KRETSINGER, sports announcer and program director of KGKB, Tyler, Tex., recently married Ethel Rita Haley.

LIONEL RICAU, for the last three years on the announcing staff of WWL, New Orleans, has joined WSM, Nashville.

DR. SETH MAKER, commentator on the Pacific Coast Don Lee-Mutual network, has returned to the air, following a long illness.

BARBARA BATES, formerly of the *Yankee Press & Dakotan*, has joined the continuity department of WNAX, Yankton.

DON FRANK, of the announcing staff of WAPI, Birmingham, Ala., is planning a 12-week leave of absence to return to the University of Alabama for his degree. John Michael McKnight will take over his announcing duties.

PHIL BERNHEIM, formerly of KYOS, Merced, Cal., has joined the announcing staff of KRE, Berkeley, Cal.

NED BURMAN, formerly of KGDM, Stockton, Cal.; Steve Bryher, of Vancouver, B. C., and Dick Ellers, for more than 10 years an NBC announcer in San Francisco, recently joined the announcing staff of KYA, San Francisco. Bert Buzzini and Richard Wynee have resigned from the KYA staff.

HAL THOMPSON, sports announcer of WFAA, Dallas, on April 23 addressed a meeting of the Texas Intercollegiate Press Assn. at Texas Wesleyan College, Fort Worth, on "Radio as an Adjunct to Newspapers".

DICK NOBLE, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WCBS, Springfield, Ill.

AL AMUNDSEN, former continuity director of WMBH, Joplin, Mo., is now in charge of copy at KUJ, Walla Walla, Wash.

JOHNNY MURRAY, KHJ, Los Angeles commentator, is the father of a girl born in March.

BOB HARRIS, announcer of WMCA, New York, on April 18 became the father of twin girls.

BETTY PHILLIPS, 14, reputed to be Hollywood's youngest commentator, after an absence of several months, has resumed her weekly quarter-hour, *Through the Eyes of Youth*, on KMPC, Beverly Hills, Cal.

WAYNE CREW, Iowa U graduate, has joined the continuity staff of WMT, Cedar Rapids, Ia.

MIKE DILLON, formerly newscaster at KCKN, Kansas City, and KVOR, Colorado Springs, has joined the newsroom of KLZ, Denver. Austin Williams has joined the KLZ announcing staff. Chuck Inglis now is on the promotion desk.

VIVIAN BROWN, assistant to Al Simon, publicity director of WHN, New York, was married on April 20 to Samuel Glaser. After a short honeymoon, she will return to WHN.

CHARLES SEIFERD, formerly of KWTO, Springfield, Mo., and KBIX, Muskogee, Okla., has joined the announcing staff of KTRI, Sioux City, Ia. John Black has joined the KBIX announcing staff.

TOMMY PLASTER, formerly of KTAT, Fort Worth, and TSN, has joined the announcing staff of WSIX, Nashville, succeeding B. George Barber Jr., who has gone with WJHL, Johnson City, Tenn.

WALTER SVEHLA, senior announcer of WQAM, Miami, married Thelma Carroll April 25.

ROY PARKS has been named musical director of WQAM, Miami, succeeding Jack Thurston, who recently joined WIOD, Miami.

JIM TURNER, program director of WSIX, Nashville, recently married Miss June Duntley.

Gordon in Hollywood

MAX GORDON, recently appointed NBC's television advisor and assistant in the production of televised programs, arrived in Hollywood from New York on April 20 for a two-month stay. He will produce his stage success "Abe Lincoln in Illinois" for RKO and continue his television studies for NBC. While on the West Coast Mr. Gordon is to study the use of films for television broadcasts and with the cooperation of John Swallow, NBC western division program manager, make a survey of talent possibilities from the motion picture and radio field. While continuing his work in the theatre and motion pictures, Mr. Gordon will cooperate closely with John Royal, NBC vice-president in charge of programs, in the development of television.

Foster Joins Shepard

FRANK P. FOSTER 2d, formerly with National Radio Advertising Inc. and more recently with Hearst Radio Inc., has been appointed sales promotion manager of both Yankee and Colonial Networks, it was announced April 20 by Linus Travers, vice-president in charge of sales and production for both networks. With Mr. Foster's appointment, Carlton McVarish, former sales promotion director, became head of merchandising and market research.

Bireley's Listing

BIRELEY'S Inc., Hollywood (bottled orange, grape and tomato juices), through Raymond R. Morgan Co., that city, on June 1 will start a 10-week spot announcement campaign, five a week, on 20 stations nationally with dealer tie-ins. Daily newspaper ads will be used. List of stations is now being compiled.

Plans for New KVAN

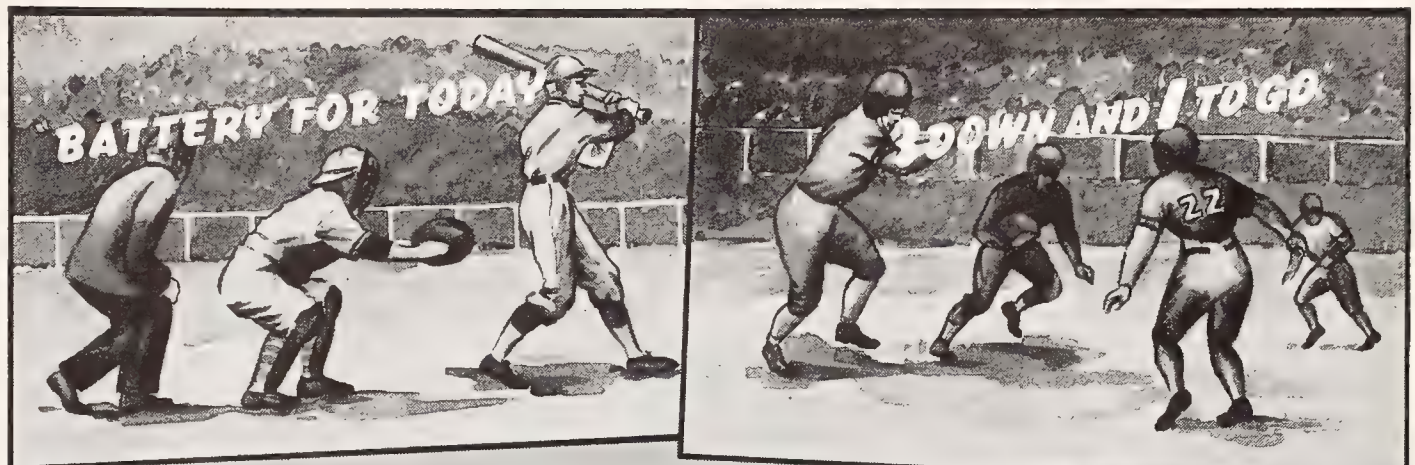
CONSTRUCTION of the new KVAN, Vancouver, Wash., opposite Portland, is nearing completion and the station will go on the air about July 4, according to Walter L. Read, general manager. Paul W. Spargo, formerly chief engineer of KOOS, Marshfield, Ore., once owned by Mr. Read, will be chief engineer. Other members of the staff remain to be selected. The station will operate with 250 watts daytime on 880 kc., using a composite transmitter. Gates speech input, Hoke tower, RCA and WE microphones and General Radio monitor equipment. It will be controlled by Sheldon F. Sackett, publisher of the *Coos Bay Times*, Marshfield, and the *Salem Statesman* and owner of KOOS.

WKAQ, San Juan, Porto Rico, was authorized by the FCC April 22 to pick up sustaining programs from W3XAU, shortwave adjunct of WCAU, Philadelphia, and rebroadcast them on a non-commercial experimental basis for 30 days.

Bains Named Assistant To New Commissioner

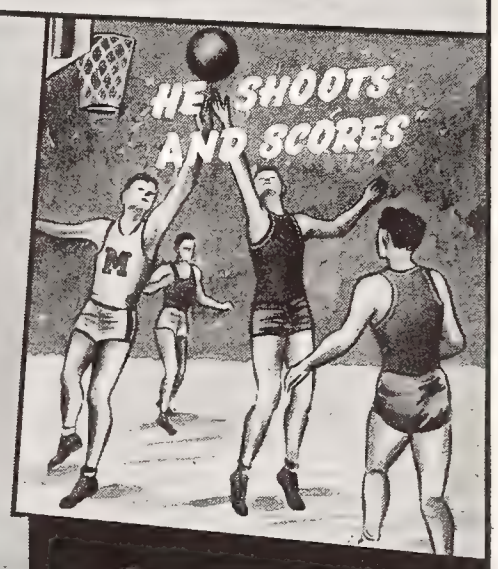
APPOINTMENT of George W. Bains, former City Attorney of Bessemer, Ala., as secretary and administrative assistant to Commissioner Frederick I. Thompson of the FCC was announced April 14, a day following the Commissioner's induction into office.

A graduate of the Naval Academy in 1925, Mr. Bains has had training in electrical engineering and during his Navy service for two years was a communications officer aboard the *Wyoming*, then flagship of the Atlantic fleet. He practiced law for ten years in Bessemer and is a graduate of the Birmingham School of Law. He was City Attorney from 1931 to 1937. He became acquainted with Commissioner Thompson when he appeared before the Alabama Public Works Advisory Board in connection with a $1,250,000 allotment for the construction of a municipal power system at Bessemer.



OUR ADVERTISERS PROVIDE 1,739,285 SEASON TICKETS FOR THE WOWO FAMILY

Take for example, 1938-39 basketball just concluded — 4 regional clients sponsored a total of 56 games for more than 1½ million members of the WOWO Family.



WOWO's yearly increasing schedule of Sportcasts has found ready sponsorship—proof that these "Season Tickets" DO open doors for our advertisers. Wire or write for "Proof of Results" and current Sportcast availabilities.

For 8 consecutive years sponsors have been cashing in on WOWO SPORTSCASTS

10,000 Watts 1160 Kilocycles | NBC Basic Blue Network | *545,890 Radio Homes in Ind., Ohio and Mich.

WESTINGHOUSE RADIO STATIONS, INC.

WOWO

FORT WAYNE • INDIANA

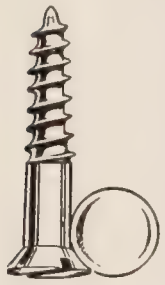
FREE & PETERS, National Representatives

INDIANA'S MOST POWERFUL RADIO STATION

Merchandising & Promotion

Screwballs—Shetland Ponies—Tale by Esty—Checks And Plugs—New Orleons Code—Brochures

AN INITIAL order of 10,000, almost immediately raised to 20,000, had to be placed to answer the demands for NBC's "screwball" emblem, symbolic of the New York World's Fair though actually designed to promote "Doc" Rockwell's Tuesday night *Brain Trust* program on NBC-Blue. Everyone from President Lohr down has been wearing the emblem at NBC headquarters, where the first offer during one program last month immediately exhausted the supply. Requests are still coming in from listeners, stations, sponsors, agencies and in fact apparently everyone related to radio. The offer was withdrawn April 18 after the response had swamped the network with 21,000 requests. NBC is still cogitating whether to order a re-supply.



* * *

WICC Tries Car Cards

PAD OF 25 detachable weekly programs features the new 11 x 42 inch two-color car cards being tested by WICC, Bridgeport, Conn. Serving a daily estimated average of about 162,655 commuters in the New Haven area, the blue and yellow strips were placed in 266 street cars and buses April 23. Each sheet of the perforated program pad carries a complete weekly WICC program, with programs changed each Sunday, refills when necessary.

* * *

Fels at the Fair

FELS & Co., Philadelphia, which sponsors the *Hobby Lobby* program on NBC-Blue, will tie-in the radio program with the hobby exhibit under the same name which has been set up in the Children's World Bldg. at the New York World's Fair. Inter-relation between the two for publicity is now being worked out by Young & Rubicam, New York.

* * *

Post Cards for Discs

HOLLYWOOD AIRSHOWS, Hollywood production unit, for its five-minute transcribed series, *Here's What I Saw*, has developed a merchandising supplementary campaign. It includes newspaper copy and mats along with a series of illustrated post cards for sponsor mailing.

Meadolake Ponies

MEADOLAKE FOODS, Sherman, Texas. (margarine), on its *Slo 'n' Ezy*, blackface program, on WFAA, Dallas, is conducting a contest during which four Shetland ponies, complete with saddles, blankets, bridles and martingales, will be given boys and girls submitting the best names for the ponies. Names must be accompanied by a Meadolake carton front. Contest, which began April 17, closes after four weeks.

* * *

WSAI's New Service

FIRST RELEASE of the *WSAI News Service*, new weekly publication of WSAI, Cincinnati, appeared recently to supplement the station's regular publicity service for clients. The new *Service* includes news stories of WSAI's sponsored programs for the coming week, a biography of some station personality and a page of brief items on WSAI people in and out of the studios.

* * *

Wire Promotion

COPPER "hairpin", a 6-inch chunk of the 99,000 feet of No. 10 copper wire forming the ground system of the new $70,000 transmitter of WIBW, Topeka, Kan., is enclosed in a window mailing piece distributed by the station, under the cover caption: "Buried—in a shallow grave 12 inches wide, 10 inches deep and 825 feet long!"

* * *

Measured Accounts

THIRTY-INCH long list of advertisers using WKRC, Cincinnati, with the products they advertise is included in a recent mail promotion of the station. The 36-inch sheet carrying the names also provides an imprinted 30-inch ruler measuring out the accounts.

* * *

Philadelphia Display

WFIL, Philadelphia, has installed a 26-foot glass window display case in the reception lobby to exhibit merchandise advertised by the station. Displays will be rotated every week, according to Murray Grabhorn, promotion director.



NEWS EDITORS and commentators of four Ohio stations conferred at the McCann-Erickson offices in Cleveland preparatory to the launching of news programs under the sponsorship of Standard Oil of Ohio. Stations selected for the campaign are WGAR, Cleveland; WHIO, Dayton; WKBN, Youngstown; WKRC, Cincinnati. Present were (bottom row, l to r) Dick Cull, WHIO, Dayton; John Murphy, WGAR, Cleveland; Dave Brown, commercial manager, WHIO, Dayton; Albert M. Sommer, McCann-Erickson; Wally Link, WKBN, Youngstown. In top row, Ralph Worden, WGAR, Cleveland; Eugene Carr, assistant manager, WGAR, Dick T. Roll, WHIO, Dayton; Bill Williamson, commercial manager, WKRC, Cincinnati; E. E. Evans, sales manager, WKBN, Youngstown; Charles V. Lutz, WKRC, Cincinnati; Gordon Cates, McCann-Erickson.

Esty's Story

ONE-MINUTE announcements, with low talent and time costs, are the subject of a promotion piece recently sent out by William Esty & Co., New York agency. Twelve-page brochure, illustrated with cartoon-style drawings, stresses the pulling power of this type of radio when it is done in the Esty fashion, with the agency's best writers and best producers employed in giving them showmanship and salesmanship. Back cover holds a 10-inch phonograph record that sums up the subject in a phone conversation between an advertiser and an Esty executive, who asks to be called or written for a demonstration.

* * *

Program Plugger

NEW METHOD of conducting *Invitation to Listen*, weekly quarter-hour promoting sponsored broadcasts of WLW, Cincinnati, has been started to impart a movie trailer technique to the feature, according to Beulah Strawway, WLW promotion manager. Under the new plan shows to be plugged on the program are scheduled from two to four weeks in advance. Agencies are then contacted for copy and given the privilege of writing the script or supplying the material. Scripts written by the WLW continuity department are sent to the agencies for approval before they go on the air.

* * *

Bigger Grocery Prizes

WEST COAST SOAP Co., sponsoring *Parents Powow* weekly on KPO, San Francisco, has increased its contest prizes for letters on parents' problems and how to solve them. The new offer includes a $10 grocery order, five $1 grocery orders and two one-year subscriptions to *Parents' Magazine*. All entries accompanied by Powow label will receive an order on grocer for a large can of the cleansing powder.

* * *

Parade by Hearn

TO HERALD Hearn's Department Store's new *Children's Theatre of the Air* program on WHN, New York, a street parade with the band of the Sobol Post Jewish War Veterans was held the first day of the broadcast. Ed East is in charge of the juvenile program, which presents a guest artist each week in addition to the juvenile talent.

* * *

Chromatic Promotion

MULTI-COLORED scrap books are being prepared by WLW, Cincinnati, for prospective advertisers. Each page will be devoted to a different WLW sponsored program in which brochures, window streamers, publicity releases and all promotional material connected with the program will be placed.

* * *

Money Marker

ATTACHED to every check issued by WQAM, Miami, is an onionskin slip saying in bold red letters, "Money spent with WQAM returns to local business men".

Promotion Piece for Sale

KYA, San Francisco, has developed a piece of promotion for some of its programs and sells the data for cash. In March KYA published the first in a series of booklets titled *A Guide to Better Music*. The 24-page booklet contains programs for the entire month of the station's two-hour symphonic broadcast *Evening Concert*. It gives complimentary space to advertisers; runs several articles on music; lists outstanding programs to be heard on the station and calls attention to the major music events to be held in San Francisco during that month. The booklet, conceived by Station Manager Reiland Quinn and edited by J. Clarence Myers, is advertised on the air during the *Evening Concert* and *Morning Concert*. It is offered to any listener who sends in 10 cents. Several hundred were placed on newsstands.

* * *

WWL Uses Steno Code

A PAGE from a stenographer's note book is clipped to a file folio containing promotion material for WWL, New Orleans. The page has a shorthand message in two systems, advising stenographers to catch their bosses in a good mood and then show them the promotion file. Signatures are those of Marian McCloskey, secretary, and her boss, Vincent F. Callahan, WWL manager.

* * *

Piano Contest

NOVEL contest idea developed by WHB, Kansas City, for the piano department of a local department store is a search for the oldest piano in Kansas City. Set for a four-week run, the competition offers prizes of $10 per week and a $25 grand prize. Winning pianos are put on the air via WHB transcription facilities. First week of the contest yielded 200 piano prospects.

* * *

Retailer's Battle Promoted

WKRC, Cincinnati, mailed 2,000 letters enclosing placards for display to all grocery and drug retailers in the area when teams made up of Cincinnati grocers and druggists competed on the station's *Right or Wrong* program. Cash prizes were awarded.

BROCHURES

KNX, Los Angeles: Rate card along with a promotion letter from Donald W. Thornburgh, KNX manager, inserted in two-color brochure.

WHK-WCLE, Cleveland: Red-and-blue brochure, "Crescendo", announcing 23 radio shows.

KFYR, Bismarck, N. D.: Rate card-coverage brochure combination, folded into shape of "open door to 600,000 homes".

WHO, Des Moines: Trio of colored pictorial brochures, on same format.

KDYL, Salt Lake City: Two-color promotion folder, "Showmanship is the Ship to Sail On".

WOWO, Fort Wayne: Red and black newscast promotion folder, "We Have to Say Flash", featuring Newscaster Bob Wilson, coverage and market analysis.

WLAW, Lawrence, Mass.: Two-color promotion folder showing station coverage and market statistics.

WCAO, Baltimore: 24-page booklet containing a detailed history of the station, pictures of staff members, etc.

WOC, Davenport: Three-color 20-page plastic bound brochure.

WKY, Oklahoma City: Full-color plastic-bound 32-page brochure consolidating the *Men, Methods and Machinery* series of Oklahoma Pub. Co.

Films Gird for Television

(*Continued from page 22*)

articles and books dealing with television and its relationships to motion pictures; to provide data on equipment, methods and use of films, with respect to their present status and probable trends; to establish standards, and to handle special problems such as inter-industry coordination, future equipment needs and specifications, and the like.

"It is impracticable at the present time to report specifically on a number of items falling within the scope of the committee because the technic of television is in a state of flux, and many phases of the art are really in the experimental stage," his report continued. "As a basis of a temporary acceptable policy for the motion picture industry, the opinion appears to be that the present motion picture standards are acceptable for television, and that television will try to work toward those standards."

E. W. Engstrom, RCA research director, described the development of a simplified television "preview" system which enables producers to determine in advance films most suitable for televising. The preview apparatus is contained in a compact console measuring only 44 inches high, 34 inches wide and 21 inches deep. A standard "inconoscope" television pickup camera and film projection equipment are used in conjunction with it. Mr. Engstrom also gave details on apparatus which automatically adapt the 24 frame per second speed of motion picture film to the 60 interlaced pictures, per second standard speed of television scanning.

"With the development of both the new television adapter equipment and the previewing system, there are no serious practical difficulties in the way of utilizing present day motion picture standards for television purposes," he said. This, Mr. Engstrom pointed out, immediately opens up two important motion picture sources for television entertainment — first, films that have already been made for theatre audiences may be used for televising purposes; second, films made especially for televising need not deviate from existing movie standards, nor will they require any extra processing.

DuMont's Warning

Differing with standards that have been set up by the Radio Manufacturing Association, Allen B. DuMont, head of DuMont Laboratories, in a paper which was read for him, warned against adoptation of standards that might hinder future development of the television art.

"Engineering progress comes daily through constant, continued research and development," he warned. "It is obvious therefore, that at some future date our present day so-called high-definition television will compare only with the crystal detector, headphone days of radio. At that time, however, there will be a tremendous investment by the public in television receiving equipment, and the obsolescence of such an investment will not be cordially received. It is necessary however, that such changes take place, and the problem of the present day engineer is to design his receiving equipment in anticipation of such changes."

The exacting requirements of live television production were emphasized by A. W. Protzman, NBC New York television engineer, who described to the delegates and guests a long series of experimental projects which the network and RCA engineers have been carrying on to develop a suitable studio preparatory to the launching of high definition television program service in the home.

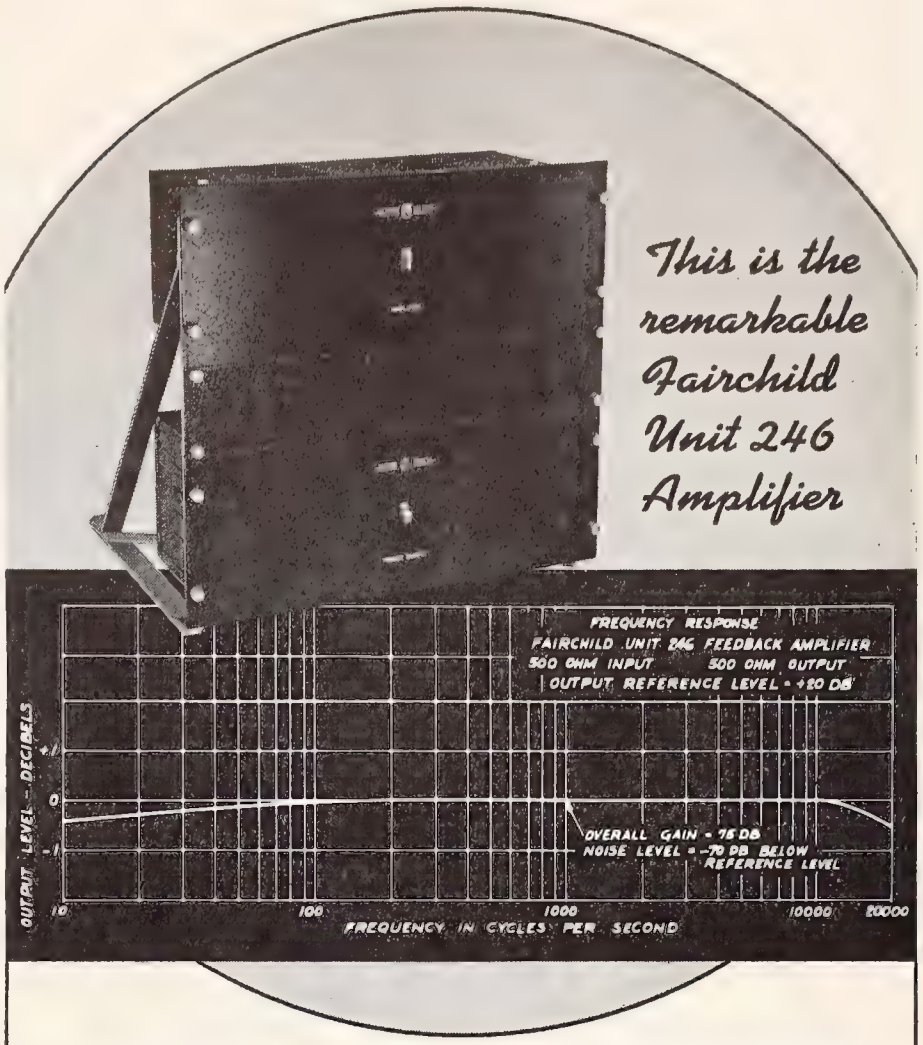
Harry R. Lubcke, television director of Don Lee Broadcasting System, Los Angeles, unfolded the story of how a television director commands his studio staff and makes changes in program enactment by telephone as he sits in front of his television receiver at home, several miles away. He also reviewed the achievements of that company's television transmitter, W6XAO, since its inception in 1931. He revealed that more than 11,000,000 feet of film has been transmitted over the station which currently releases live shows four times weekly and films twice weekly. W6XAO is the only television transmitter on the West Coast.

Video Technical Papers Appear in *RCA Review*

WITH television taking the center of the technical stage, *RCA Review*, quarterly journal published by RCA Institutes Inc., devotes most of its April edition to technical discussions of various phases of the visual broadcasting art. Included are articles on "Television Transmitting Antenna for Empire State Bldg.", by Niles E. Lindenblad; "Gamma and Range in Television", by I. G. Maloff; "Transmission Lines as Coupling Elements in Television Equipment", by S. W. Seeley and C. N. Kimball; "Field Strength Measuring Equipment for Wide-Band U-H-F Transmission", by R. W. George; "Measurement of Phase Shift in Television Amplifiers", by William A. Fitch and William S. Duttera; "Wide Band Variable-Frequency Testing Transmitters", by G. L. Usselman; "A Wide-Range Video Amplifier for a Cathode-Ray Oscilloscope", by Albert Priesman; "Measurements of Admittances at Ultra-High Frequencies", by John M. Miller and Bernard Salzberg.

Selling Utah Local

THE 100-watt KEUB, Price, Utah, will be sold for $6,500 to A. W. McKinnon, local grain and feed dealer, and Jack Richards, its commercial manager and program director, if the FCC approves an application for transfer of ownership recently filed. Sam G. Weiss, local banker and wool buyer, proposes to sell 4,500 shares of the stock to Mr. McKinnon and 1,042 shares to Mr. Richards.



IMAGINE A FEED-BACK AMPLIFIER FLAT WITHIN .3 OF A DECIBEL FROM 15 TO 15,000 CYCLES . . . !

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Overall gain—75 db.
Noise level—50 db below "0" level.
Rated at 23 watts into 500 ohm resistive load.
Input impedance Multiple line: 50, 125, 250, 500 ohms.
Output impedance: 16 and 500 ohms.
Input line volts: 110 to 125V; 50 to 60 cycles AC.
Distortion: .3% at rated output.
Size: Fits 19½" relay rack—7" high panel. 2 units—amplifier and power supply each this size.
Cover: Dust cover removable from rear—quick release, no screws.
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KFNF Now Asks Omaha Move Dropped by KMA

KMA, Shenandoah, Ia., having recently dropped its application for authority to move to Council Bluffs, Ia., just across the Missouri River from Omaha, KFNF, also of Shenandoah, has applied to the FCC for a permit to make the same move. KFNF is owned by Henry Field, seed merchant, and managed by Marvic H. Peterson. It is a regional on 890 kc., sharing time with KUSD of the University of South Dakota. KMA is owned by Earl May, also a seed merchant, and is a regional on 930 kc. When KMA, which is an NBC-Blue outlet, made its application last month, it was indicated that the purpose was to have an NBC-Blue outlet in the Omaha area to replace KOIL, which recently dropped from that network to join CBS.

KDRO are the call letters assigned by the FCC for the new local station at Sedalia, Mo., authorized last month by the FCC [BROADCASTING, April 15].

Supreme Court ASCAP Rulings

(*Continued from page 28*)

monopolistic price fixing in restraint of trade is not "novel" and "unique" and raises no "grave constitutional questions." The constitutional right of states to pass laws against monopolies "should not be beyond possibility of controversy," he said.

Discussing the jurisdictional amount, Justice Black said that all ASCAP members have in common "is their alleged right to violate with impunity the Florida statute against price-fixing." A common desire to disregard a state law, he held, cannot serve as a "common and undivided interest for purposes of Federal jurisdiction."

Pointing out that the otherwise complete suspension of Florida's law was limited only by the condition that ASCAP made bond of $5,000, Justice Black said the Supreme Court now refuses to correct "the grossly unjust failure to protect those who may suffer irreparable injury from the suspension of the Florida law on the ground that 'no objection appears as to the adequacy of the bond or the other terms of the injunction.'" The lower court, he held, has already exercised its control, resulting in "manifestly injurious error apparent on the record." He added that the injustice to the public apparent on this record "violates the rudimentary principles of equity and fair play. We should neither condone nor "permit it."

Violators Should Not Benefit

"They who attack the constitutionality of a law, obtain its judicial suspension, and then continue to violate its terms, should not benefit by the suspension, in the event the law is later held constitutional. Otherwise, a judicially granted period of immunity will reward litigants who unsuccessfully assail the constitutionality of legislation. Seemingly, the time has arrived when despite our constitutional system of government no State law can become effective until a Federal court hears evidence on its constitutionality. The courts —responsible for this fundamental change—should at least protect citizens of an enacting State from disobedience to a State law permitted by an erroneous or improvident interlocutory injunction."

Dealing with the Washington case, the Supreme Court majority brought out that the District Court found that neither the ASCAP bill nor the record showed the necessary jurisdictional amount and dismissed the bill. It said that while the Washington statute, as that of Florida, is aimed at the power exercised by combinations of copyright owners over the use of musical compositions for profit, the differences between the two bills and the procedural situations required additional consideration.

Combination Prohibited

In the Florida case, Justice Reed said for the majority, the statute does not permit any combination of copyright owners for the purpose of licensing use of their compositions, with the result that the "prohibition is complete." In the Washington statute, such a combination is not prohibited if it issues licensus "on rates assessed on a per piece system of usage." Thus, it pointed out, the statute is directed particularly at the practice of issuing blanket licenses.

Because the Washington District Court had denied the application of ASCAP to take further testimony on the jurisdictional question of the matter in controversy exceeding $3,000 and had granted the state's motion to dismiss on that ground, the Supreme Court concluded that the refusal to permit additional evidence in these circumstances was "error."

"The cause will be remanded to the District Court with directions to permit the introduction of evidence and for further proceedings not inconsistent herewith," the majority concluded.

Associate Justice Frankfurter took no part in either case.

NBC's Foreign Response Shows 20-Fold Increase

TWENTY-FOLD increase in audience mail from foreign countries is reported by NBC in the 10 months its shortwave stations, W3XL and W3XAL, have been operating with 25,000 watts and a fixed language program pattern, according to Frank E. Mason, vice-president in charge of NBC's International division.

In May, 1938, when the system was inaugurated, NBC received only 157 pieces of mail in response to its shortwave programs. In July, 520 letters were received, and in September, 1,852. The monthly total mounted until in February, 1939, the 3,000 mark was passed for the first time, and in March 3,425 letters were received from 82 countries, protectorates and colonies.

KMAC, San Antonio local operating on 1370 kc., has applied to the FCC for authority to shift to 630 kc. and operate full time with 1,000 watts. Sharing with KONO, San Antonio, it also asks for that station's time allotment.



Welcome!

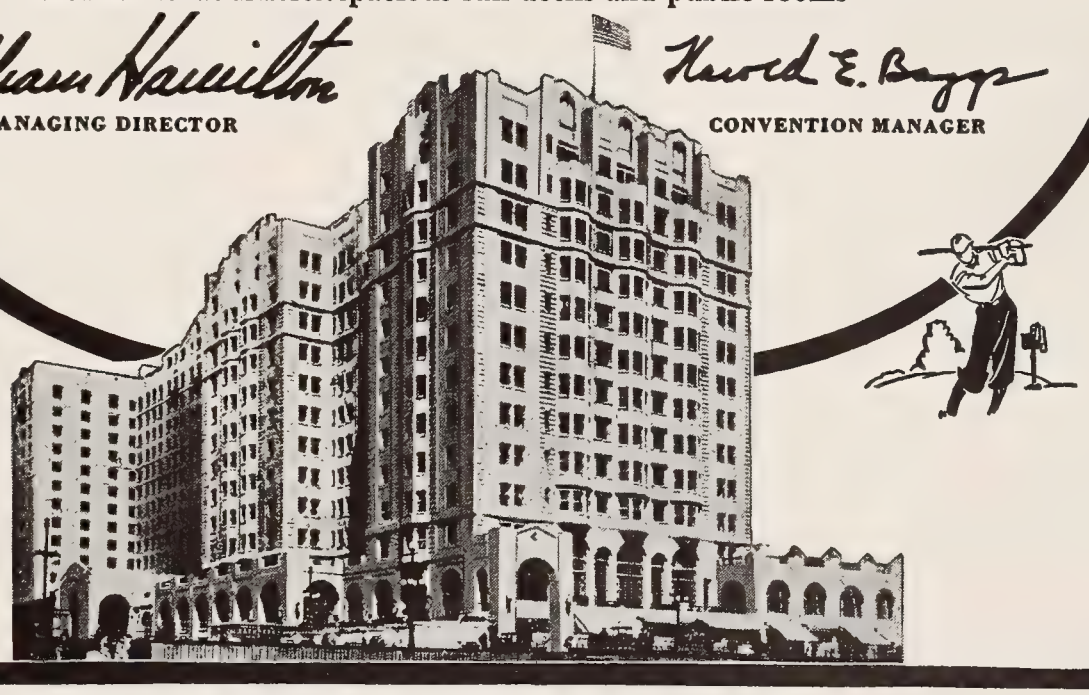
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The Ambassador
IN ATLANTIC CITY

WKZO Wins Fight After Five Years

WOW's Appeal From Grant of Fulltime Operation Denied

THE five-year fight of WKZO, Kalamazoo, for fulltime operation on 590 kc., was terminated April 17 by the U. S. Court of Appeals for the District of Columbia, which dismissed the appeal of WOW, Omaha, from the FCC decision authorizing the grant.

Chief Justice D. Lawrence Groner, in the opinion, which was concurred in by Associate Justices Stephens and Edgerton, brought out that the FCC three times had granted the application after hearings which were occasioned by WOW's interventions based on technical and interference grounds. The opinion pointed out the Commission found that while Kalamazoo is only 545 miles from Omaha, whereas the recognized mileage separation is 640 miles, no objectionable interference to the service of WOW would result from the grant to WKZO of 250 watts power at night.

Interference Discussed

The court held that WOW was not ultimately deprived of a fair hearing and that there is substantial evidence in the record to show that by the use of a directional antenna, meeting FCC requirements, WKZO will be operated to restrict radiation in the direction of Omaha and eliminate any possibility of interference with WOW.

Referring to the fact that Comdr. T. A. M. Craven, "an engineer of distinction in the radio field", and now a member of the Commission, had appeared as WKZO engineer during the original hearings, the court declared it construed the evidence in opposition as "purposely confined to showing that absolute protection to WOW would not be obtained if the antenna was designed and built as proposed in the original application." The court brought out further that the Commission after five years of study and investigation and after having twice granted and twice revoked the WKZO permit, set the application down for final hearing.

Right to Give Service

Holding that WOW was not a person "aggrieved or whose interests are adversely affected" by the Commission's decision, the court concluded: "On the whole case we cannot resist the conclusion that WOW's anxiety is due not so much to the present danger of interference but rather the danger which might result in the event the Commission should hereafter revoke its existing rule limiting the power of regional stations on its channel. However commendable its prevision in this respect, it may not be permitted to override the right of Kalamazoo to radio service or the established right of WKZO to furnish it."

John E. Fetzer, president and general manager of WKZO, announced April 20 that the station proposed to start construction of its new directional antenna immediately in exact accordance with FCC engineering rules and designed to protect WOW "well beyond their half-millivolt line."

Studio Notes

WHEN WBCM, Bay City, Mich., extended a telephone invitation to every General Mills and White Star Refining Co. dealer in its trade area to attend its *Eight-Ball Club* broadcast April 16, 402 responded. The two companies co-sponsor the Detroit Tigers games daily over WBCM and the Michigan Network. The program commemorated baseball's 100th anniversary.

WSIX, Nashville, formally opened its new studios during Radio Open House Week, holding open house all week and originating several special programs commemorating the joint occasion. New quarters are on the 14th floor of the Nashville Trust Bldg., and were constructed under the technical direction of Bascom E. Porter, WSIX chief engineer.

WRITERS' SCHOOL of the League of American Writers, New York chapter, has announced two new courses in radio script writing to be offered during its sixth quarter, starting May 1. Helen Bergovoy will conduct a course in advanced radio script writing as well as a class for beginners.

WIND, Gary, is broadcasting recreations of the road games of the Chicago Cubs and White Sox. Jack Drees, sportscaster of WIND, will handle the series, which is designed for those fans unable to attend or listen to the afternoon games. WIND has aired a similar series for the last three years.

CHNS, Halifax, N. S., is installing a new 250-foot tower to replace the 224-foot vertical shunt-fed radiator, the upper half of which was demolished in a gale last December. On the recent occasion of CHNS' 14th birthday, the *Halifax Mail* devoted a full feature page to the history of the station, the oldest in the three Atlantic Coast provinces.

CONSTRUCTION was scheduled to start about May 15 on the new 5,000 watt transmitter for KQW, San Jose, Cal. The transmitter is to be erected on the salt marshes at Alviso, eight miles East of San Jose, with the studios remaining in their present downtown location.

WTAM, Cleveland, on April 29 fed NBC-Red a swing music program by the Doctor's Orchestra of Cleveland, an organization formed by the local Academy of Medicine. Formerly the doctors had a symphony orchestra, but this year switched to swing.

HENRY WOOD, farm director of WFBM, Indianapolis, takes portable recording equipment with him as he calls at farms throughout central Indiana to gather material for the daily program sponsored by the Indiana Farm Bureau, interviewing each family, from youngest to oldest, on all angles of farm life.

HOW radio can best be used to promote the activities of various associations was the subject of a discussion held April 20 in Radio City, New York, during the Conference on Association Publicity. The speakers, all of NBC, were Lewis Titterton, head of the script division; A. A. Schechter, head of news and special events; Wayne Randall, director of publicity; Philip Carlin, in charge of sustaining programs, and W. G. Martin of guest relations.

STERN FURNITURE Co., St. Louis, has a total of 19 programs a week on WIL, that city, including a daily quarter-hour in which Bert Slattery, *Breakfast Club* chairman, is given a picture cut from a furniture catalog, with price, to describe as a Breakfast Club Special.

KFRO, Longview, Texas, sends a letter to each new subscriber to newspapers carrying the station's program schedules and publicity telling them the newspaper carries KFRO programs exclusively and advising that to get the most from their paper and radio they should take advantage of the programs heard on the station and listed in the paper.



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The 24th annual STANDARD ADVERTISING REGISTER, Product Edition, completely revised since January, contains detailed data on 12,000 national and sectional advertisers.

The Standard Advertising Register has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

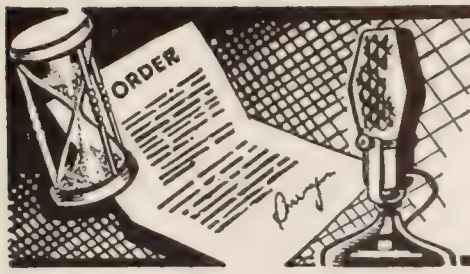
This important information is but a part of the story. The "Register" lists over 12,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertiser's product, time of year advertising plans are made and other data of real sales promotion value.

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THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Kraft-Phenix Cheese Corp., Chicago, 11 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 3 *ta* weekly, thru Platt-Forbes, N. Y.
Hulman & Co., Terre Haute (Clabber Girl Baking Powder), 3 *sa* weekly, thru Arbee Agency, Terre Haute.
Hecker Products Co., New York (Bixby & Shinola), 5 *t* weekly, thru BBDO, N. Y.
White King Soap Co., Los Angeles, 3 *sa* weekly, thru Raymond R. Morgan Co., Los Angeles.
Penick & Ford, New York (My-T-Fine Desserts), 5 *t* weekly, thru BBDO, N. Y.
Elko Photo Finishing Co., Kansas City, 5 *sa* weekly, thru Allen G. Smith Adv. Co., Kansas City.
CSO Laboratories, Dallas (CSO), 3 *sa* weekly, thru Ratcliffe Adv. Agency, Dallas.
Marlin Chamber of Commerce, Marlin, Texas (mineral water), 2 *sa* weekly, thru Ratcliffe Adv. Agency, Dallas.
Webster-Eisenlohr, New York (Tom Moore Cigars), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
Flamingo Sales Co., Los Angeles, 46 *sa*, thru Buchanan & Co., Los Angeles.
Grennan Bakeries, Dallas, 3 *sa* weekly, thru Campbell-Mithun, Minneapolis.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 64 *sa*, thru H. W. Kastor & Sons, Chicago.
Stanco Inc., New York (Flit), 195 *ta*, thru McCann-Erickson, N. Y.
Park & Tilford (Tintex Dye), 20 *sa*, thru Charles M. Storm Agency, N. Y.
Railway Express Agency, New York, 30 *sa*, thru Caples Co., N. Y.

KNX, Hollywood

General Mills, Minneapolis (cereals), 5 *sp* weekly, thru Knox Reeves Adv., Minneapolis.
Southern California Retail Hardware Assn., Los Angeles (hardware), 6 *sp* weekly, thru Ivar F. Wallin Jr. & Staff, Los Angeles.
Helm Bakeries, Los Angeles (chain), 6 *sp* weekly, thru Martin Allen Adv. Los Angeles.
Lewis-Ayesbury, Los Angeles (canned food), 6 *sp* weekly thru Ralph Smith Adv. Agency, Los Angeles.

WLS, Chicago

Washington State Apples, Wenatchee, Wash, daily *sa*, thru J. Walter Thompson Co., San Francisco.
Gardner Nurseries, Osage, Ia., 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 6 *sp* weekly, thru Rogers & Smith, Chicago.
Carter Medicine Co., N. Y. 6 *sa* weekly, thru Street & Finney, N. Y.

KFI, Los Angeles

Railway Express Agency, New York, 3 *sa* weekly, thru Caples Co., N. Y.
Crazy Water Co., Mineral Wells, Tex. (proprietary), weekly *sa*, thru Rogers & Smith, Dallas.
Bank of America, San Francisco (savings), 2 *ta* weekly, thru Chas. R. Stuart, San Francisco.

WGY, Schenectady

Arkansas Soft Pine Bureau, Little Rock, weekly *t*, thru Robert H. Brooks Agency, Little Rock.
Benrus Watch Co., New York, 3 *sa* weekly, thru Leighton & Nelson, Schenectady.
John E. Cain Co., Cambridge, Mass. (mayonnaise), 60 *ta*, thru Chambers & Wiswell, Boston.
Domino Citrus Assn., Bradenton, Fla., 2 *sa* weekly, thru Hevenor Adv. Agency, Boston.
Dryden & Palmer, Long Island City, (Gravy Master), 2 *sa* weekly, thru Samuel E. Croot Agency, N. Y.
Durkee-Mower, Lynn, Mass. (Marshmallow Fluff), weekly *sa*, thru Harry M. Frost Agency, Boston.
Ivanhoe Food Products, Auburn, N. Y. (mayonnaise), weekly *sa*, thru Moser & Cotins, Utica.
E. L. Knowles, Springfield, Mass. (Rubine), 3 *sa* weekly, thru Lawrence M. O'Connell, Springfield.
Thos. Leeming & Co., New York (Baum Bengue), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.
Rumford Chemical Works, Providence, *sa* series, thru Atherton & Currier, N. Y.
Waitt & Bond, Newark (Yankee cigars), 3 *sa* weekly, thru BBDO, N. Y.
Walker Remedy Co., Waterloo, Ia., 6 *ta* weekly, thru Weston-Barnett, Waterloo.

WFIL, Philadelphia

American Credit Co., Philadelphia, 3 *sa* weekly, thru Langsdale Adv. Agency, Baltimore.
Colgate-Palmolive-Peet, Jersey City (Super Suds), 10 *sa* weekly, thru Benton & Bowles, N. Y.
Goodyear Tire & Rubber Co., Akron (rubber soles, heels), 10 weekly *sa*, thru Arthur Kudner, N. Y.
Kemp & Lane, Le Roy, N. Y. (proprietary), 6 *sa* weekly, thru Hughes Wolff & Co., Rochester.

WRC-WMAL, Washington

Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 5 *t* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Zonite Products Corp., New York (Forhans), 2 *sa* weekly, thru Cowan & Dengler, N. Y.

CKCL, Toronto

Western Canada Flour Co. of Canada, Toronto, 5 *sp* weekly, thru A. McKim Ltd., Toronto.
C. E. Fulford Ltd., Toronto (proprietary), 30 *sa* weekly, thru Metropolitan Broadcasting Service, Toronto.
Wheat Cereal Co. Toronto, 6 *sp* weekly, thru Alexander & Bernard Productions, Toronto.

WHO, Des Moines

Bayer-Semesan Co., Wilmington, Del. (corn treatment) 18 *sa*, thru Thompson-Koch Co., Cincinnati.
Mullins Hybrid Corn Co., Corwith, Ia., 26 *sa*, thru W. H. Millhaem & Co., Des Moines.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 186 *sa*, thru Rogers & Smith, Chicago.
Carl's Magic Oil Co., Des Moines, 13 *sa*, direct.
Naughton Farms, Waxahachie, Tex. (nursery), 9 *ta* weekly, thru Rogers & Smith, Dallas.
Perk Foods Co., Chicago (dog food), 7 *sa*, thru Mason Warner Co., Chicago.
Charles Hewitt & Sons, Des Moines (cosmetics), 26 *sa*, thru Conley Adv. Agency, Peoria.
Refrig. & Air Cond. Institute, Chicago, 6 *t*, thru James R. Lunke & Associates, Chicago.
St. Louis Gospel Center, St. Louis, 52 *sp*, direct.
Wash. State Apple Com., 20 *sa*, thru J. Walter Thompson Co., San Francisco.

WOR, Newark

Joe Lowe Corp., New York (Popsicles), 3 *sp* weekly thru Biow Co., N. Y.
New York Post, New York (newspaper), weekly *sp*, direct.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Smilen Bros., Brooklyn (fruits), 5 *sa* weekly thru Loewy Adv. Agency, N. Y.

WDAY, Fargo, N. D.

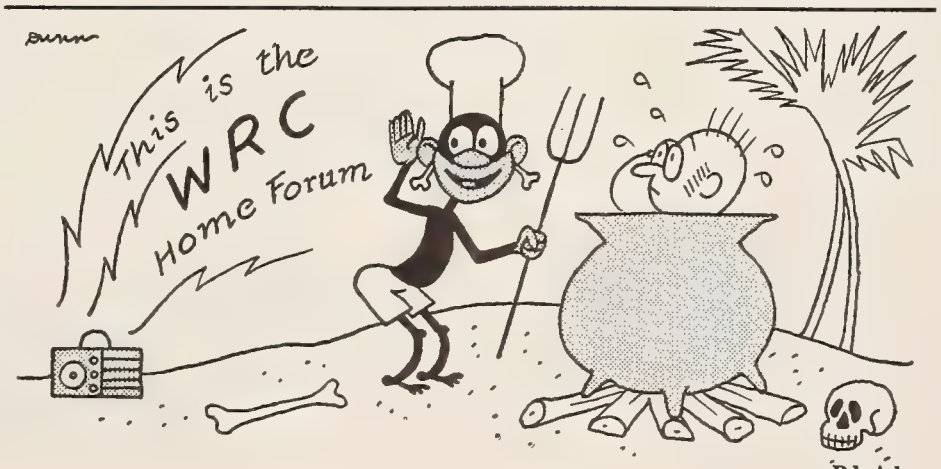
Hall Hardware Co., Minneapolis, *sa* series, thru Campbell-Mithun, Minneapolis.
Industrial Training Corp., Chicago, *t* series, thru James R. Lunke Associates, Chicago.
Tegge Jackman Cigar Co., Detroit, *sa* series, thru MacManus, John & Adams, Detroit.
Nash Coffee Co., Minneapolis, *sa* series, thru Erwin Wasey & Co., Minneapolis.

KSRO, Santa Rosa, Cal.

Sherwin-Williams Paint Co., San Francisco (paints), 18 *sa* weekly, direct.
Folger Coffee Co., San Francisco, 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Los Angeles Soap Co., Los Angeles (White King Soap), 3 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.
Pioneer Baking Co., Sacramento, (Old Home Bread), 60 *sa* weekly, direct.

KGKO, Fort Worth

Bewley Mills, Fort Worth, 104 *sp* thru Cy Leland Inc., Fort Worth.



Pd. Adv.

WMAS, Springfield

General Seafoods Corp., Boston (40 Fathom), 13 *sa* weekly, thru Alley & Richards, Boston.
Household Finance Corp., Chicago, weekly *sa* (tieins, one year), thru BBDO, N. Y.
Sawsons Brewery, New Bedford, Mass., weekly *sp*, direct.
Master Lock Co., Milwaukee (hardware week), 1 *sa*, thru Scott-Telander, Milwaukee.

WSYR, Syracuse

Gruen Watch Company, 52 30-minute *t*, thru McCann Erickson, N. Y.
Rival Dog Food, 78 5-minute *sp*, thru Charles Silver & Co., Chicago.
Household Magazine, 12 5-minute *sp*, thru Presba, Fellers & Presba, Chicago.
Olson Rug Company, 78 5-minute *sp*, thru Presba, Fellers & Presba, Chicago.

WNEW, New York

Community Opticians, Long Island City, 6 *sp* weekly, thru Commonwealth Adv., Boston.
Iodise Mfg. Co., Clifton, N. J. (corn remedy), 3 *sa* weekly, 11 weeks, thru White-Lowell Co., N. Y.
Tappin's Jewelry Stores, Newark, 6 *sp* weekly, 38 weeks thru Julian G. Pollock Co., Philadelphia.

KRE, Berkeley, Cal.

Stayner Corp., Berkeley, Cal. (Minra), weekly *sp*, thru Erwin Wasey & Co., San Francisco.
Star Outfitting Co., Los Angeles (chain clothiers), 7 *sp* weekly, thru Allied Adv. Agencies, San Francisco.
National Funding Corp., Los Angeles, 40 *sa* weekly, thru Smith & Bull, Los Angeles.

WFBR, Baltimore

Frigidaire Corp., Dayton, 117 *sa*, thru Lord & Thomas, N. Y.
General Motors Corp., Detroit (Oldsmobile), 26 *sa*, thru D. P. Brother & Co., Detroit.
White Laboratories, New York (Feen-A-Mint), 26 *sa*, thru Wm. Esty & Co., N. Y.

WLW, Cincinnati

Gardner Nurseries, Osage, Ia., 3 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Industrial Training Corp., Chicago, 2 *t* weekly for 3 weeks, 1 *sp* weekly for 10 weeks, thru James R. Lunke & Associates, Chicago.

WLAW, Lawrence, Mass.

Community Opticians, Boston, 5 *sp* weekly, thru Commonwealth Adv. Agency, Boston.
Policyholders' Advisory Council, New York, 2 *t*, thru Robert John Roberts Agency, N. Y.

KSL, Salt Lake City

W. P. Fuller & Co., San Francisco (paint), *sa* series, thru McCann-Erickson, N. Y.
Masterlock Co., Milwaukee (locks), *sa* series, thru Scott-Telander, Milwaukee.

WDBJ, Roanoke, Va.

Richfield Oil Co., New York, 3 *ta* weekly, thru Sherman K. Ellis, N. Y.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 3 *t* weekly, thru Wade Adv. Agency, Chicago.

KMPC, Beverly Hills, Cal.

Union Pacific Railway, Los Angeles, 5 *sa* weekly, thru Caples Co., Los Angeles.

WBAL, Baltimore

Procter & Gamble Co., Cincinnati (Crisco), 5 *sa*, thru Compton Adv., N. Y.

WPTF, Raleigh, N. C.

Longines-Wittnauer Co., New York (watches), 100 *sa*, thru Arthur Rosenberg Inc., N. Y.

Radio Advertisers

JOSEPH LEVY Co., New York (Crawford Clothes), on April 21 started sponsoring ex-Mayor James J. Walker's news comments on WJZ, New York, Mondays, Wednesdays and Fridays, from 8:15 to 8:30 p. m. The program was placed on a 52-week contract by Al Paul Lefton Co., New York. Also on WJZ, New York, is the new news program sponsored by Axton-Fisher Tobacco Co., Louisville, daily from 6:20 to 6:30 p. m. Starting May 1, the program is called *News With Ford Bond* and was placed for 52 weeks through McCann-Erickson, New York.

ACME BREWING Co., Los Angeles (beer), in late April started using six-weekly transcribed Spanish-English announcements on KAWM, Gallup; KWEW, Hobbs, and KGGM, Albuquerque, all in New Mexico, in a summer campaign. Agency is Emil Brisacher & Staff, Los Angeles.

THERMO AIR CONDITIONING Institute, Los Angeles (school), in a four-week campaign which started in late April, is using a weekly quarter-hour educational talk on four West Coast stations, KFRC, KUJ, KVOS, KSRO. Other Pacific Coast spot radio is planned in May and June. Agency is R. H. Alber Co., Los Angeles.

McCLINTOCK-STERN Co., San Francisco (bird seed), new to radio, in a brief test campaign which started in late April, is using weekly one-minute transcribed announcements on KHJ, Los Angeles, and KFOX, Long Beach, Cal. Agency is Emil Brisacher & Staff, Los Angeles.

MISSION Village Enterprises, Los Angeles, with tourist trailer courts in 12 cities nationally, on April 24 started, for 52 weeks, sponsoring the quarter-hour transcribed *Indian Trails* adventure series on KMTR, Hollywood. Firm, placing direct, is using six programs weekly, and plans to expand radio activities to other cities where courts are located. Series is produced by Callahan Radio Programs, Hollywood, with cutting by Radio Recorders Inc., that city.

IMPERIAL SUGAR Co., Sugarland, Tex., thru Tracy-Locke-Dawson Inc., Dallas, on May 1 starts for a 13-week schedule of thrice-weekly quarter-hour transcribed feminine appeal programs, *Green House*, on KOMA, Oklahoma City, and KTUL, Tulsa. Other stations are to be added to the list. Program is produced by R. U. McIntosh & Associates, North Hollywood, Cal.

ZINSMASTER BAKING Co., Duluth, Minn. (Hol-Rye), has appointed Allied Adv. Agencies, Los Angeles, to direct its West Coast advertising, and on May 8 starts participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 13 weeks. A national spot announcement campaign is contemplated for early fall.

HYDE PARK Breweries, St. Louis, has begun an advertising campaign that includes 14 sports programs by a dozen midwest sports commentators on nine different stations in St. Louis, Jefferson City, Mo.; Decatur, Ill.; Tuscola, Ill., and Blytheville, Ark. Ruthrauff & Ryan, New York, handles the account.

KOHLER MFG. Co., Baltimore (remedies), has placed a schedule of two spot announcements daily on WHN, New York, thru Courtland D. Ferguson Inc., Washington and Baltimore agency.

STATE AUTOMOBILE MUTUAL Insurance Co., Columbus, O., will start *Unbroken Melodies* on WJR, Detroit, for 52 weeks beginning May 7.



SUCCESSFUL use of radio for the promotion of banking services is being used by the South Side Federal Savings & Loan Association in Cleveland over WTAM. Allan C. Knowles, vice-president of the bank, has given 100 five-minute broadcasts daily except Saturday and Sunday at 1:15 p. m. since Dec. 12, 1938, with unusual results. Mr. Knowles speaks over a microphone located on his desk at the bank and discusses banking services and home finance problems. He reports a large number of inquiries and resultant business from the broadcasts.

DRS. F. E. & J. C. CAMPBELL, Los Angeles & San Francisco (chain dentists), with 40 offices in California, on April 23 started for 52 weeks a six-weekly quarter-hour program, *The Wishing Well*, on KFAC. Firm for the last 18 months also has been using a seven-weekly quarter-hour evening program, *Strollin' Tom* (Wade Lane) on KEHE and recently added an additional hour of that program as a Sunday morning feature. Five spot announcements daily, four days weekly, are also being used on KFAC. Other California stations will be added during the summer. Ted Dahl Adv. Agency, Los Angeles, has the account.

LARUS & BROS. Co., Richmond, Va., on April 25 started a 13-week series for Domino cigarettes of 30 spot announcements weekly on the *Milkman's Matinee* program, daily on WNEW, New York. For Dominos and Edgeworth tobacco, the company is sponsoring Frank Ryan's sports programs five days weekly for 13 weeks on WAAB, Boston. Warwick & Legler, New York, handles the account.

GLOBE BOTTLING Co., Los Angeles (beverages), new to radio, in a three-week Southern California campaign which started April 18, is using daily one-minute transcribed announcements on KHJ KFWB KGFJ KFAC KMTR KMPC KECA. Transcriptions were cut by Radio Recorders Inc., Hollywood, with placement through Milton Weinberg Adv. Co., Los Angeles.

UNITED DRUG Co., Toronto, has renewed a series of three-weekly spot announcements from April 30 on 40 Canadian stations. Ronalds Advertising Agency, Toronto, placed the account.

America's 4th Market
KEHE
780 Kc
Is GOOD Insurance in Los Angeles
Buy Us TOO and INSURE Your RESULTS!
MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS

LEVER BROS., Sydney (soap), thru J. Walter Thompson Co., that city, is sponsoring the weekly *Lux Radio Theatre* on 22 stations in Australia, Sundays, 8-9 p. m., originating the series from 2GB. Opening program of the series carried a message by trans-Pacific radio-telephone from Cecil B. DeMille, Hollywood producer of the show sponsored on CBS. Production follows closely the format of the Hollywood show, but with an Australian cast. Commercials and interviews correspond with those on the CBS *Lux Radio Theatre*. The 22 Australian stations carry trailers of the series. Newspaper advertisements also call attention to the weekly program.

R. L. MULVENEY'S Remedies Ltd., Toronto (patent medicines), has started a weekly transcription campaign on CFCO, Chatham, Ont.; CFRC, Kingston, Ont.; CKSO, Sudbury, Ont., and has extended its campaign on CFRB, Toronto. Tandy Advertising Agency Ltd., Toronto, placed the account.

IRONIZED YEAST Co., Atlanta, has started a weekly live talent French dramatic network show on CKAC, Montreal, piped to CHRC, Quebec. The account was placed by Ruthrauff & Ryan, New York.

BRITISH AMERICAN OIL Co., Toronto, on April 10 started 11 weekly newscasts on CFCF, Montreal, and a weekly French dramatic show on CKAC, Montreal, on April 14. J. Walter Thompson Co., Toronto, is agency.

FROST STEEL & WIRE Co., Hamilton, Ont. (wire fence), is sponsoring *Harry Boyle's Farm Broadcast* thrice-weekly on CKNX, Wingham, Ont., in a test campaign, placed direct. This is believed to be the first use of radio by a Canadian fence manufacturer.

OCTONEK KNITTING Co., Seattle, Wash., recently signed a 13-week contract with KIRO, Seattle, for participation in *Feminine Forum*.

SALT LAKE CITY
is entering its greatest year for tourist business. Millions of dollars will be spent here by visitors and will be respent by residents who respond to the sparkling showmanship of the
POPULAR STATION . . .
5,000 WATTS daytime 1,000 WATTS night
KDYL
The Popular Station SALT LAKE CITY
NBC RED NETWORK
Representative: John Blair & Co.

WSPD
The Voice of Toledo
NBC-Red & Blue
One of America's oldest Radio stations
Yes, sir—we are 18 years old this month and proud of our record of service to this and surrounding communities. WSPD has earned the confidence of listeners and justified the faith of its advertisers down through the years.
5000 Watts Day — 1000 Watts Night
Studios Commodore Perry Hotel
WSPD
John Blair & Co. National Representatives

CLARK
FOR
QUALITY
IN
ELECTRICAL
TRANSCRIPTION
PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



CLARK
PHONOGRAPH
RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

AHRENS BROS. PIE STORES, Los Angeles chain, an occasional user of spot announcements on Southern California stations, has started sponsoring a weekly quarter-hour program featuring Jimmy Vandiveer in interviews on KFI. Contract is for 52 weeks, from April 14. Agency is Westamerica Co., Los Angeles.

HORDER'S Inc., Chicago (commercial stationery), on April 23 started *Carroll Binder in the News* on WBBM, Sundays, 10:15-10:30 p. m. Mr. Binder, foreign editor of the *Chicago Daily News*, was formerly foreign correspondent in Russia, Japan and China. Critchfield & Co., Chicago, handles the account.

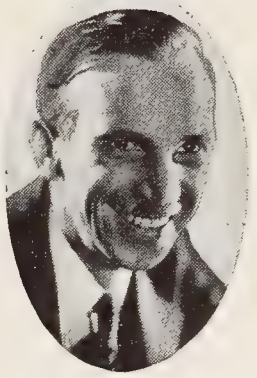
SKRUDLAND FOTO Service, Chicago (photograph enlargements), has started a series of daily one-minute announcements on WLS, Chicago, and six quarter-hours weekly on KWTO, Springfield, Mo. The series may be expanded in the near future, according to Newby, Peron & Flitcraft Inc., Chicago agency handling the account.

DAILY network episodes of *Betty & Bob* and *Hymns of All Churches* will be transcribed and broadcast at 8-8:30 p. m. on WIND, Gary, effective June 1, under sponsorship of General Mills. The two shows begin sustaining on WIND May 1.

BANK OF AMERICA National Trust & Savings Assn., San Francisco, in a 52-week campaign started April 13, is using two transcribed announcements a week on KFI, Los Angeles, and weekly transcribed announcements on KPO, San Francisco. Agency is Chas. R. Stuart, San Francisco.

MURPHY PAINT Co., Montreal, has started a weekly network live talent dramatic French show on CKAC, Montreal; CJBR, Rimouski, Que.; CHRC, Quebec; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que. Cockfield-Brown & Co., Montreal, placed the account.

Another Added Service



HOMER GRIFFITH

Announcing the appointment of Mr. Homer Griffith as manager of our new San Francisco office at 681 Market Street.

Mr. Griffith's 12 years experience in specialized radio sales will help you to get even greater results in our markets.

Our 'Frisco phone is DOUGLAS 4475.

HOWARD H. WILSON
Radio Station Representatives
Chicago — Kansas City
New York — San Francisco

Wilson Opens in S. F. With Griffith in Charge

HOWARD H. WILSON Co., national representative firm, announces the opening of a San Francisco office at 681 Market St., with Homer O. Griffith, formerly of WLS, Chicago, and Presba, Fellers & Presba in charge. Mr. Griffith started in radio on the Pacific Coast in 1930 and for a time operated his own advertising agency in San Francisco. In 1932 he came to Chicago where he presented his own program, *The Friendly Philosopher*, on WLS, WBBM, and WAAF. In 1936 he opened a Dallas office for Presba, Fellers & Presba, Chicago agency. He joined KFJB, Marshalltown, Ia., as commercial manager in 1937 and during the last year has engaged in general advertising work on the Pacific Coast.

Reps

RAY LINTON & Co., newly formed representative firm, announces a New York office at 101 Park Ave. under the direction of George Hopewell. Mr. Hopewell joined World Broadcasting System as a salesman in 1929 and since 1930 has had his own firm as a publishers' representative.

DON ROBBINS, formerly San Francisco sales manager for the McClatchy radio stations and more recently account executive of KYA, has joined Walter Biddick Co., station representatives, as San Francisco manager.

KOWH, Omaha (formerly WAAW), has appointed George P. Hollingbery Co. as national representative.

RADIO ADVERTISING Corp., representative firm, has moved its Chicago office to the Wrigley Bldg.; phone Whitehall 4262.

Surrenders Local CP

ADVISING the FCC that he had lost interest in the project, P. W. Spencer, secretary-treasurer of the Mechanics Federal Savings & Loan Assn., Rock Hill, S. C., was authorized by the FCC April 24 to relinquish his construction permit for a new 100-watt daytime station on 1500 kc. in that community. The Commission granted the CP last Dec. 7, upholding an examiner's recommendation after hearing and assigning the proposed station the call letters WRKL. Rock Hill is a community of 11,322 population and the nearest radio station is in Spartanburg, S. C.

HEAVIEST summer schedule in the history of WOW, Omaha, includes 22 new programs, according to Manager John Gillin Jr. Of the 17 evening and five daytime shows, most are NBC-Blue programs now coming to WOW on a spot basis since KOIL recently left the Blue network.

Legislation to Prohibit Unauthorized Broadcast Of Recordings Is Offered

SPONSORED by Gen. Samuel T. Ansell, counsel for the American Federation of Musicians, a measure designed to prohibit the unauthorized use of recordings or electrical transcriptions in radio broadcasts without the permission of the performers who created the original material was introduced in the House April 17 by Rep. Schulte (R-Ind.)

Offered as an amendment to the Communications Act, the bill makes it unlawful for any person not having the consent in writing of the performer or performers creating music or other program material to reproduce or cause to have reproduced such material for profit. The measure provides that punishment for such offenses shall be a maximum fine of $10,000, or two years imprisonment, or both, and authorizes Federal district attorneys to seize such unauthorized reproductions and Federal judges to order their destruction.

Rep. Schulte referred all inquiries regarding the legislation to the musicians' union headquarters here. Union aides said the measure was designed solely to kill unauthorized recordings and was not an attack on the use of recordings or transcriptions. At the House Interstate Commerce Committee it was said the measure would have to take its place at the bottom of a long list of pending legislation and committee aides indicated the chances this session were slim.

Research Mailing Time

JOINT Committee on Radio Research is marking time awaiting the reallocation of wavelengths under the Havana Treaty, according to its chairman, AAAA President John Benson, who told BROADCASTING that it would be futile for the Committee to attempt to apply its yardstick for measuring station coverage if the stations' frequencies are to be changed. No radio census such as was made in 1938 will be undertaken this year, he said, and plans for making such a survey in 1940 will not be discussed until and unless the U. S. Bureau of Census definitely decides whether to include set ownership in its next population census.

SPEECHES of Massachusetts Congressmen and Legislators from the Worcester district are broadcast via transcription on a new series, *Off the Congressional Record*, heard regularly on Saturdays at 7:30 p. m. on WTAG, Worcester. The speeches are recorded in the radio room of the Capitol in Washington and the transcriptions shipped to WTAG.



TRANSCRIPTIONS

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WCMI KWNO WBRK WHEB WSAZ WORL WSPR KVEC KJBS WATR KAST WSAR CMCY, Havana; CHLT, Sherbrooke, Que.; YV5RB-D, Caracas, Venezuela.

C. P. MacGREGOR, Hollywood transcription firm, has announced as new subscribers to its library service WLVA KLAH WCLS WFOY WABI KFBB KRIC KVWC KPDN KGFI.

THE Shadow of Fu Manchu, produced by Radio Attractions, New York, has been placed recently on the following additional stations: WHAS, Louisville; WTOL, Toledo; WSAZ, Huntington, W. Va.; WHNS, Columbus, O.

FRANK JENKINS, for 10 years radio editor of the *Boston Traveler*, has been appointed New England agent of Aerogram Corp., Hollywood transcription concern. He will work through Charles Bash, New York, eastern representative.

AEROGRAM Corp., Hollywood transcription producers, has started cutting a series of 20 quarter-hour home economic programs featuring Prudence Penny (Polly Patterson) of the *Los Angeles Examiner*.

WOR Transcription Service has recorded *WAR-Made in U. S. A.*, a quarter-hour dramatization produced for the American Union for Concerted Peace Efforts by the Theatre Arts Committee for placement on about 200 stations.

RADIO PRODUCTIONS, Gas & Electric Bldg., Denver, announced April 19 it has started a series of 26 transcriptions, called *The Hecklers*.

STANDARD RADIO has moved its Chicago offices to 360 N. Michigan Ave., phone: State 3153.

Protests Recording Ban

A LETTER of protest against the bill to prevent unauthorized recording of radio broadcasts recently passed in the New York State Senate [BROADCASTING, April 1], as proposed by Senator Perry has been circulated to all members of the New York State Legislature by Audio-Scriptions, New York recording firm. The protest claims that the bill will "curtail the tremendous educational possibilities that can be developed in connection with recordings," and that it is an "attempt to restrict the freedom of the air."

Discs Boost Fight

TRANSCRIBED one-minute interviews, featuring the contestants, were used to advertise the world's championship heavyweight fight between Joe Louis and Jack Roper. Sponsored by the promoters, an average total of 10 daily transcribed interviews were used on eight southern California stations, KHJ KFWB KGFJ KIEV KFVD KMPC KNX KFXM, in a six-day campaign which started April 10. The campaign was prepared by Bernard Weinberg, executive of Milton Weinberg Adv. Co., Los Angeles.

Star Radio Programs Takes Over Universal

ALL SCRIPTS, programs and services of Universal Radio Programs, 545 Fifth Ave., New York, have been acquired by Star Radio Programs, Inc., 250 Park Ave., and Lawrence N. Marks, formerly vice-president of Universal and all former Universal writers are now on the Star Radio staff. Star will continue to carry the regular features of the defunct script organization, and the approximately 150 client stations will continue to be served as usual.

Among the programs acquired and added to Star's library are *Human Angle in Sports, Sports Quiz, This Strange World, Canadian Cavalcade* and the daily *Over the Backyard Fence*. Latest subscribers to the latter are WKOK WBTM WMFF WJBC KFJZ KSAL KYSM WTNJ CKX CFJC CKPR CFRN.

Star Radio, now in its fourth year, is at present serving more than 300 stations in the United States, Canada, Australia, England, France, Alaska, Hawaii and the Phillipine Islands. Daniel C. Studin, head of the expanded script syndicate, last year appointed All-Canada Radio Facilities Ltd. as Canadian representative.

EMMONS CARLSON, sales promotion director of NBC-Chicago, was awarded a silver plaque April 21 at the close of the NBC bowling season "for infinite patience and perseverance in conquering nothing—and for consistently producing the lowest score throughout the entire season."

Lewis Joins Spot Film

ELECTION of Leonard Lewis, formerly with World Broadcasting System, as vice-president of Spot Film Productions Inc., New York, was announced April 26. Mr. Lewis, who served as radio editor of Printers' Ink Publications for three years, and recently completed two years with World Broadcasting System, will devote his attention to radio transcriptions. The company claims a new method of transcribing programs, utilizing processes employed in sound-on-film by the motion picture industry. Spot Film, it was announced, also plans to produce television films. Studios and offices are at 339 E. 48th St., New York City.



Mr. Lewis

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Vacationists, Alone, Spend $40,000,000 Yearly, in Connecticut

Definite sales are assured when you use WDRC to reach this large potent market.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY



THIS-UN IS FROM THE RED RIVER VALLEY!

The Red River Valley raises prize crops—and these crops make our hayseeds people of means! Fargo, which supplies most of Valley's needs, is one of the country's largest farm implement markets—one of the best spots in the Nation to sell anything else that folks anywhere buy!

WDAY delivers all the Valley's 1,509,107 listeners exclusively—at low cost. May we show you examples of what this means—in results?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Quiet Cutting—

DURALITE

RECORDING BLANKS

MUSICRAFT RECORDS INC., N.Y.C. DURALITE

Write for

"REMEDIES FOR CUTTING DIFFICULTIES"

MUSICRAFT RECORDS INC. 8 WEST 47th ST. NEW YORK

Red NBC Blue

WCSC

at WORK



Launching U.S.S. Sterett Charleston's Navy Yard

•

This $5,250,000 pay roll, the largest in South Carolina, is available through

WCSC

CHARLESTON • S. C.

Agencies

ROY WINSOR, formerly assistant program director of WCCO, Minneapolis, and more lately a dramatic director with NBC, has resigned to join Leo Burnett Co., Chicago agency. He will direct the new *H. V. Kaltenborn* series, sponsored by Pure Oil Co., which started April 30.

RADIO PRODUCTIONS of Denver, announces it has been appointed advertising agency for the Soil Conservation & Chemical Co., manufacturers of Pep-Gro, a plant food. The campaign, already under way, will cover every station in Colorado, the company announced.

WALTER McINTOSH has been appointed radio director of Darwin H. Clark Adv., Los Angeles. Before coming to the West Coast, he did free lance radio production in Washington, D. C.

NAT WOLFF, radio director of Myron Selznick & Co., Beverly Hills, Cal., talent agency, is in New York for five weeks.

G. W. FREEMAN, of Marschalk & Pratt Inc., whose institutional copy for the *Esso Reporter* broadcasts recently won a medal award in the *Advertising & Selling* annual competition, spoke on "Writing for Radio" April 25 before the advertising copy class of New York University.

JOHN GREENE, Hollywood writer who has worked on the *Attorney at Law* and *Dick Tracy* programs, has joined the radio department of H. W. Kastor & Sons Adv. Co., Chicago.

LEE SEGAL ADV. AGENCY has been opened at Houston, Tex., with offices in the Gibraltar Bldg.

JOHN TYSON, of Benson & Dall, Chicago agency, appears on WJJD, that city, in the nightly *Suppertime Frolic*, billed as the *Peruna Reporter*.

TOM LEWIS, after several months in Hollywood where he produced the CBS *Screen Guild* program, sponsored by Gulf Oil Corp., has returned to New York and resumed the post of Young & Rubicam radio manager. Adrian Samish has taken over production of the *Screen Guild* program.

MEL ROACH, production manager of Allied Adv. Agencies, Los Angeles, leaves May 13 on a three-month business trip to England and Holland. Accompanying him will be his wife, Jeannette Roach, office manager of Smith & Bull, Los Angeles agency.

E. J. HUBER, assistant advertsing manager of the Kellogg Co., Battle Creek, has resigned to accept an executive position with Hutchinson Adv. Co., Minneapolis, effectve May 15.

TED DAHL ADV. Agency, recently formed, is located at 4354 West 3rd St., Los Angeles. Dahl was formerly an executive of Allied Adv. Agencies, that city.

GUY DAVIS, formerly account executive of Beaumont & Hohman, has been named manager of the agency's Chicago office. Bruce Wallace, previously with Campbell-Ewald and B-S-H, has joined the creative staff of the Chicago office.

PORTABLE SETS
Carried by WTMJ Salesman
As Merchandising Aid

ALL SALESMEN on WTMJ, Milwaukee, are toting "pick-me-up" portable receivers these days, as a new sales tool—an innovation likely to spread through the industry. Don D. Abert, WTMJ manager, says the three-fold objective is greater daytime sales, more sales of station-created programs, and breaking down of the "baseball illusion".

New type RCA 94-BP-4 receivers are being used. Few business men, Mr. Abert points out, have radios in their offices, and therefore are not familiar with daytime programs. With the portable, to quickly convey a convincing conception of a participating program or a sustaining unit available for sale, the salesman simply unsheathes the set and tunes in the program.

"We expect this plan to reduce audition costs, since it will enable the salesman to obtain air auditions for prospective clients right in his own office," Mr. Abert observed. "It will economically increase the number of our auditions; that is, enable us to expose more shows to prospects, since it is often inconvenient to get the interested factors from an advertiser's place of business into the studios for a scheduled audition."

COMPLETE STUDIOS INSTALLED BY AYER

AS PART of its revival in radio, N. W. Ayer & Son has installed audio broadcasting equipment in its studios in New York which duplicate in every detail the most modern apparatus of actual broadcast stations.

With the new equipment, which is primarily Western Electric, Ayer can simulate actual broadcasting conditions in its offices. Sound effects also are tested in advance in the agency's studios.

The new equipment consists of a standard WE speech input amplifying unit together with controls, mixers, microphones and power supply apparatus. Twin turntables, each employing a single reproducer, with fixed stylus for playing either vertical or lateral recordings at 33 1/3 or 78 r.p.m, are available for auditioning, direct broadcasting or for combining with "live" material.

The studios are so set up that programs can be picked up, reproduced and, if desired, transmitted over special lines from the Ayer offices to the networks for actual transmission. The main studio, which has a volume in excess of 5,000 cubic feet, has been acoustically conditioned to operate in conjunction with various microphone types. Eight sources of sound, including microphones, turntables and remote lines may be mixed simultaneously. A "talk back" circuit between the main studio and the monitoring or audition room provides for intercommunication.

BBDO Plan Board

BBDO, New York, has announced the formation of a new plan board, headed by Ben C. Duffy, president, to review client plans and to coordinate all phases of the agency's service. Members of the board are F. R. Feland, chairman of executive committee; Alex F. Osborn, executive vice-president; William J. O'Donnell, head of media department; Leslie S. Pearl, head of creative board; Arthur Pryor Jr., head of radio department; William S. Strong and Egbert White.

Fuller Paint in West

W. P. FULLER & Co., San Francisco (paints), on April 16 launched a spot campaign on 30 stations in 11 Western states for its spring paint sale. For the first time the company has put its entire spring appropriation into radio. Dana L. Fuller is advertising manager of W. P. Fuller & Co. and the account is handled through McCann-Erickson, San Francisco.

$20,000,000.00

In New Wealth



The Northeastern Oklahoma

GRAND RIVER DAM

The largest multiple-arch dam ever built . . . longest dam in the United States . . . a straight 50 miles from Tulsa, in the rich Northeastern Oklahoma area that KVOO's 25,000 watts so thoroughly cover. This area contains 40% of Oklahoma's population; furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! *Cover Oklahoma's Greatest Market with KVOO!* Both N. B. C. Networks.

EDWARD PETRY AND COMPANY

National Representatives

KVOO

TULSA—OIL CAPITAL OF THE WORLD

LANG-WORTH

planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

KFRU

•

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

•

AGENCY Appointments

AMERICAN BEVERAGE CORP., Brooklyn (Dr. Brown's Celery Tonic), to Lawrence C. Gumbinner, N. Y.

MACFADDEN PUBLICATIONS, New York (Liberty Magazine), to J. Walter Thompson Co., N. Y.

TRANE Co., LaCrosse, Wis. (heating and air conditioning equipment), to BBDO, Chicago.

MANNING & Co., Baltimore (Mrs. Manning's canned products), to Courtland D. Ferguson Inc., Washington, Baltimore and Philadelphia agency; Arthur Booth, account executive.

RUSSELL DAIRY Co., Philadelphia (chain ice cream stores), and Illuminating Equipment Co., Philadelphia, to Courtland D. Ferguson Inc., Philadelphia branch; John C. Nevius, account executive.

ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn cough remedy), to Erwin, Wasey & Co., New York. Plans for fall and winter advertising in radio and newspapers are now being considered.

AIR CONDITIONING Co., Los Angeles, to Morgan & Davis Adv., that city. Radio planned.

TURCO PRODUCTS, Los Angeles (cleaning fluid), to Darwin H. Clark Adv., that city, and on April 17 started for 13 weeks using weekly test participation in *Happy Homes* on KHJ, Los Angeles.

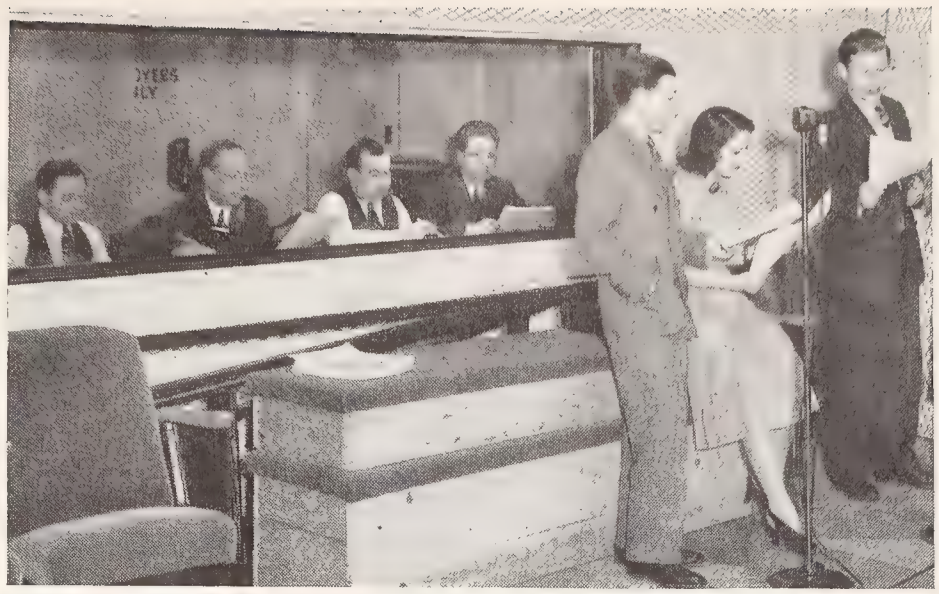
MILWAUKEE Coca Cola Bottling Co., to Vanderbie & Rubens Inc., Chicago, for campaign in Milwaukee starting May 15 and using all Milwaukee stations.

GORDON BAKING Co., Long Island City (Silver Cup Bread), to N. W. Ayer & Son, New York.

CANNED COLD CHEMICAL Corp. (Quicold powder refrigerant), to Vanderbie & Rubens, New York. Plans to use radio in late June are now being made.

WCAU Fighting Ban

A PERMANENT injunction against the enforcement of a law forbidding the leasing of telephone lines for the broadcasting of horse races has been asked in Dauphin County Court, Philadelphia, by William A. Schnader, former Attorney General of Pennsylvania, as counsel for WCAU, Philadelphia, according to an announcement April 26. Last October the court issued a temporary injunction but has not yet handed down a final ruling. Gen. Schnader questioned the constitutionality of the law, enacted by the Legislature last year, and claimed that it impairs WCAU's contract with CBS and violates both the State and Federal laws.



HARD WORKING actors and producers for Mitchell-Faust Adv. Co., Chicago, recently set a new transcription production record when they completed 52 one-minute announcements in one day of two three-hour recording sessions at Associated Recording Studios. The announcements were made for Junket Rennet Powder and Junket Danish Dessert, products of Chr. Hansen's Laboratories, Little Falls, N. Y. Shown above, in control room (l to r) are Mac Benoit, Associated recording engineer; Clem Theisen, Junket advertising manager; Norman Schwartz, of Transamerican, and Paul Holman Faust, of Mitchell-Faust. At the microphones (l to r) are Carl Eastman, Mitzi Gould and Len Sterling, announcer. Not in picture are Florence Golden and Roger DeKoven.

WHO Foots The Bill

HOST to Dr. Edouard Benes will be WHO, Des Moines, when the former President of Czechoslovakia visits Des Moines May 9 as guest speaker on a forum sponsored by Des Moines public schools. Forum funds are earmarked for speakers. No provision is made for hall rentals since high school auditoriums are available. The WHO management, sensing inadequate seating capacity of any high school auditorium for the lecture by Dr. Benes, offered to rent the 4,500-seat Shrine auditorium, Saturday night home of WHO's *Iowa Barn Dance Frolic*, and turn it over to Board of Education without charge and without prejudice to interests of other radio stations. The offer was accepted by A. W. Merrill, superintendent of schools.

SWISS Broadcasting Co. has announced that after the Swiss short-wave station at Schwarzenburg has been opened in May a national short-wave service will begin transmission of daily and weekly programs to North and South America, Australia, Africa, Europe and the Near East.

Talent Agency Sues

A $23,600 BREACH of contract suit has been filed in Los Angeles Superior Court by H. N. Swanson Inc., Hollywood talent agency, against Philip Rapp, radio writer. Complaint asserts that Rapp broke a seven-year managerial agreement in Nov. 1937 and will earn at least $236,000 during balance of the time the contract would have run. Suit alleges that Rapp is earning $1,500 weekly for writing on the NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee.)

WBAX License Transfer Sought in Reorganizing

APPLICATION for an involuntary assignment of the license of WBAX, Wilkes-Barre, Pa., 100 watts on 1210 kc., has been filed with the FCC by Stenger Broadcasting Co., a group proposing to take over the station from John H. Stenger Jr., present licensee. Under the proposed agreement, subject to FCC approval, $20,000 in preferred stock will be issued to Francis J. Murray as trustee to secure the creditors of Mr. Stenger.

Common stock would be acquired as follows: 100 shares by Glenn D. Gillett, Washington consulting engineer; 50 by Marcy Eager, an engineering associate of Mr. Gillett; 75 by Anna C. Stenger, wife of John H. Stenger Jr.; 25 by Charles B. Waller, an attorney acting on behalf of the recently combined *Wilkes-Barre Times-Leader* and *Herald*.

WTAG
WORCESTER, MASS.
For a story in response, study the one listening habit of the WORCESTER, MASS. market area.
NBC BASIC RED NETWORK
YANKEE NETWORK
WEED and COMPANY
National Representatives
New York, Detroit, Chicago, San Francisco



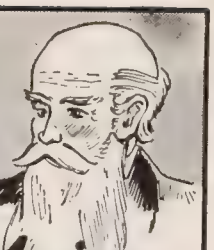
WHOM
JOSEPH LANG, *Manager*
New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!
Full-time foreign language programs in New York area.
Italian *German*
Polish *Yiddish*
5,000,000 POTENTIAL AUDIENCE



WJAR carries the *most* Spot and Network business in Rhode Island. Experience proves it to be "The Key to the Market". Just as WJAR is, so are our other Stations "Keys" to
RESULTS THAT COUNT

WEED AND COMPANY
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

SAGE Sayings about Maine's Oldest Station



Naturally the national advertiser is picking WABI to tell his story, because his friend, the local merchant* in Bangor, has already done so.

*More local advertisers . . . More local time sold!

Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

Purely PROGRAMS

TED SHERDEMAN, NBC Hollywood director, who wrote and produced *The Cannon Will Not Fire*, a half-hour dramatic plea for peace, was awarded first place in the recently concluded 10-week Idea Mart contest series broadcast over the NBC Pacific-Blue. Contest was conducted by NBC to present the ideal radio program of each of its 10 Hollywood directors. Free reign was given and the award was based on originality, treatment, entertainment value and excellence of production. The prize awarded Sherdeman was a stop watch presented by NBC Hollywood executives. Second and third place honorable mention were voted to Dave Elton's audience participation program based on the life of Jean Lafitte and Robert Redd's dramatization of the mercy flights of Joe Crossen, Alaskan flier. Judges were Hollywood agency executives and representative of radio trade publications.

* * *

Sound of the Siren

THE SOUNDING of a siren in the studios of WLAW, Lawrence, Mass., announces the sounding of a fire alarm in Lawrence to listeners. The fire box number and location are given, followed by a short fire insurance announcement sponsored by a local insurance agent. This is featured only during sustaining programs.

With the Tire Dealers

DESIGNED to promote good will of Goodrich tractor and tire users and dealers over Kansas, B. F. Goodrich Co. is sponsoring a thrice-weekly series on WIBW, Topeka, consisting of transcribed interviews with tire dealers and users over the State. Announcer E. H. Curtis tours Kansas to make the recorded *tete a tetes*, and prior to broadcasts the listeners in particular territories are advised when they can listen to their local personalities on the air. The present series, second presented by Goodrich, took Curtis to 16 different Kansas towns.

* * *

Bee From Circle

RIGHT on the downtown Monument Circle, WIRE, Indianapolis, stages its twice-weekly *Sidewalk Spelling Bee*, with Wally Nehrling garbed in carpenter's apron. A gas-filled balloon is attached to the mike and bears the sponsor's name. At the end of the program the balloon is cut loose. Nehrling draws words from apron pockets and gives prizes ranging from 5 cents to $1. Every afternoon WIRE reviews the final edition of the *Indianapolis News* in a news broadcast by Dick Reed from the city room. Eugene Pulliam Jr., WIRE news editor, prepares the reports.

* * *

Reading the Funnies

WLS, Chicago, has arranged a tie-up with the local *Times* for its half-hour Sunday morning show called *Uncle Don Reads the Funnies*, featuring Don Kelley as narrator. The *Times* publishes a weekly picture of auditions and a coupon for youngsters to clip when writing for an audition. The children are featured as character actors of the comic strips.

* * *

Inside a Manager's Mind

BUILT around the workings of a radio station manager's mind, *In the Manager's Office* on KTUL, Tulsa, portrays the executive as he suddenly comes upon a brain child, hurriedly sketches it, calls in a secretary and dictates on a larger scale, and then goes on to actually build the program with production, continuity and musical directors.



REASONABLY accurate facsimile of Groucho Mark is Monte Rosenwald, announcer of KGNC, Amarillo, Texas, shown here dressed for his part in *Coronado Jones*, a locally written and produced musical show. Wes Izzard, KGNC news commentator, wrote the book and lyrics for the attraction.

* * *

Golden Gate Bargains

BEST BUYS is the title of a quarter-hour Saturday night broadcast on KSFO, San Francisco, during which radio listeners are given an opportunity to buy, sell or exchange household goods and other items with their fellow listeners. The program, sponsored by the Folger Coffee Co., is conducted by Bill Baldwin. During the broadcast, six telephone operators receive listeners' calls and furnish Baldwin with typewritten memos regarding the items to be advertised. The entire transaction is heard on the air, with the deals completed in an average of 62 seconds. Raymond R. Morgan Co., Los Angeles, handles the account.

With the News

COMMENTARY on the week's events in Texas, the nation and the world is given in semi-editorial style on Texas State Network by Max Bentley, Texas newspaperman and manager of KRBC, Abilene. The program has been heard by KRBC listeners for two years and the title, *Swing Around the World*, is retained with its spread to the network.

* * *

Denver Stretchers

STRICTLY on the tall-tale side is the *Walter's Whoppers* program on KLZ, Denver. A $50 total of cash awards is given each week for best lies, which are read straight or dramatized; a Judge Ananias presides over the "court of lies". Sponsor is Walter's Beer.

HIGHLIGHTS on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

10,000 SOAP BOXES!

The combined influence of 10,000 soap box orators could not offer you the sales power available here at WAIR. They listen! They believe! They BUY!

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

ENTHUSIASM for SALE!
NBC
KANS
WICHITA, KANSAS

Quiz About News

QUIZZEES must know their news on the new current events quiz broadcast Sunday afternoons by WCBS, Springfield, Ill. Howard Dorsey, program director, asks each of six contestants 12 questions, with cash prizes for winners. Five names that appeared in the affiliated *Illinois State Journal* a year ago are read and listeners win cash prizes if they hear their names. After the contest, Dick Noble asks five questions in the audience, carrying a portable mike, each correct answer winning a dollar. During the quiz Jack Heintz, gong ringer, and John Moritz, tabulator, entertain with unofficial comedy and blackboard drawings.

* * *

Confidentially, It Clicks!

ANYTHING goes, so long as it isn't good, on the *World's Worst Program,* sponsored on WIBG, Glenside, Pa., by a bakery firm. At a recent "open house", Announcer Rupe Werling turned over the show to studio visitors, who introduced music, gave weather and time reports, and read commercials. The sponsor served coffee and crullers. Theme of the show is supposed reversal of jobs by Werling and Engineer Archie Sichel, with Sichel bungling the continuity and Werling starting records anywhere.

* * *

Zephyr Air Adventures

MISSOURI'S Zephyr gasoline dealers are sponsoring *Scott Manley Zephyr Squadron,* air adventure series with child appeal, on KSD, St. Louis, from 5 to 5:30 each Saturday afternoon, and the station reports 4,000 children already registered in its "Zephyr Squadron". James Dutson of the KSD staff writes and produces.

* * *

Where to Go Fishing

THOUGH in an inland city, its primary area includes 50 fishable lakes and streams, so KGKO, Fort Worth, has started a bi-weekly program, *Where to Go Fishing,* with a character known as "The Old Fisherman" giving last-minute angling news from correspondents throughout the State.

HIDDEN IN CITIES
Are Word Tricks That CFRB Listeners Like

HEARTY listener response is reported for the new audience-participation contest series, *The Hidden City,* started March 29 on CFRB, Toronto, by Good Humor Food Mfg. Co. The program consists of lively discussions of this and that by a young couple, with both horseplay and serious argument, and names of the *Hidden City* are sprinkled through the conversations — like "mad" and "rid" for Madrid, "bomb" and "bay" for Bombay.

Sponsor of the program, produced by Metropolitan Broadcasting Service Ltd., put the feature on the air originally with no advance ballyhoo, and offering six teaspoons for correct solutions and best letter, received 4,920 replies from the first broadcast. With the prize doubled if a carton top was included, replies jumped even higher, and the sponsor now is offering prizes ranging from $5 cash to a suit of clothes, a 54-piece chest of silverware, and a bicycle, to attract every member of the family.

* * *

Quiz Contacts

UNIQUE audience participation series, *Don't Forget* in which contestants are tested for ability to remember facts by thought association, started April 21 on WBAL, Baltimore, with Allen Prescott as master of ceremonies. Employing the "mental point of contact" or thought association method, contestants are called upon to remember such things, for example, as the telephone number Columbus 5-1492 by associating it with Columbus' discovery of America.

* * *

Annual Annals

NEW daily feature, *A Year Ago Today,* on KWOS, Jefferson City, Mo., goes back one year from date of program, drags out leading local news stories of that day and ties them in with transcribed tunes which were just reaching the height of popularity about the same time.

Rooster Roster

NEW breakfast club program is being built by KSRO, Santa Rosa, Calif., with Roscoe the Rooster as its central personality. Known as the *KSRO Roscoe Club,* the program is designed for participating sponsorship. Applicants for membership in the radio club are sent membership certificates, which are countersigned by Fred Eilers, "who gets Roscoe up to get you up" and Wilt Gunzendorfer, KSRO manager, "who gets both up." The club's slogan is "Be a Booster for Roscoe the Rooster."

* * *

Murphy's Quiz

SPECIAL PROMOTION of the Murphy five-and-dime store's cosmetic department is *Cosmetic Quiz,* daily quarter-hour on WRC, Washington, conducted by Gordon Hittenmark. Remoted from the downtown store, samples of various cosmetics advertised on the program are given quiz contestants. A store window is decorated with a large radio set, pictures and radio stars, and a lifesize photo of Hittenmark. Courtland D. Ferguson, Adv., Washington, handles the account.

* * *

Inn and About Gunter

ROVING microphones are taken all through Gunter Hotel to obtain material for *Gunter Goings On,* an interview series on KTSA, San Antonio. Jack Mitchell queries hotel employes on inner workings of the hostelry.

* * *

Clubwomen Actors

WEEKLY dramatizations are presented by local clubwomen on *Listen, Ladies,* weekly half-hour sponsored by the Handy-Andy grocery stores on WOAI, San Antonio.

Cincinnati News

BROADCASTER'S idea of how a radio editor gets out his news was presented in burlesqued form in a sketch, written by Bev Dean, of the continuity staff of WCKY, Cincinnati, and presented at the Cuvier Press Club's "Radio Night" in Cincinnati recently. All five Cincinnati stations participated. The sketch presented Dean as "Mussolini Kennedy" of the *Post;* Elmer Dressman, WCKY continuity director, as "Stalin Rogers" of the *Enquirer;* and Elmer Baughman, WCKY, as "Hitler Raine" of the *Times-Star.*

$409,258,000
IS SPENT IN ONE YEAR IN
INTERIOR CALIFORNIA
•
Are You Getting Your Share?

KFBK Sacramento, KWG Stockton
KMJ Fresno, KERN Bakersfield
Represented nationally by
Paul H. Raymer Company
New York - Detroit - Chicago



A SOLID HIT!
General Mills, Socony-Vacuum, and Procter & Gamble supplement their daily Major League Baseball broadcasts by using WHN. Sales-seeking advertisers recognize that duplicate coverage on WHN is like a home run with bases loaded.
WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES:
EDWARD PETRY & CO., INC.

DO YOU KNOW?


— THAT AN AMERICAN SERVED FOUR TIMES AS LORD CHANCELLOR OF ENGLAND?
—THAT NORTH CAROLINA IS THE NATION'S THIRD STATE FOR GROSS INCOME ON FARM CROPS?
WPTF
— THAT WPTF IS YOUR ONE BEST CHOICE FOR RADIO IN N.C.?
WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

Time Stumpers

WTMJ, Milwaukee, invites listeners to submit song titles to the *Melody Master Mind.* Miller's Fashion Center, sponsor of the program, rewards those sending in songs the *Melody Master Mind* cannot play with boxes of silk hose. A grand prize of a trip to the New York World's Fair is to be awarded for the best letter on "Why I'd Like to Go to the World's Fair in New York." Bob Heiss conducts the quarter-hour programs.

* * *

On the Inn Side

HANDLED by managers of the major St. Louis hotels and explaining the functions of the inns, *Your Servant—The Hotel* has been started weekly on KXOK, St. Louis, under sponsorship of the St. Louis Hotel Operators Assn.



Guernsey Melodies

TEN weekly half-hour shows, *Golden Music,* presenting a musical organization from some neighboring Pennsylvania college, are sponsored on WKBO, Harrisburg, by the Golden Guernsey Breeders of Central Pennsylvania, in cooperation with Pennsylvania Milk Products Corp. of Harrisburg. Commercials are held to a minimum, and each program, in addition to music, presents some representative from each institution to give facts about its history and growth.

* * *

McDuffie and MacTavish

TYING IN with the theme of display advertising the Chas. McDuffie Real Estate Co. has placed for several years, featuring the caption "Mac Sez" with a nugget of Scotch philosophy, that firm is sponsoring a weekly quarter-hour on KOB, Albuquerque, with Sandy MacPherson, created by Bill Foulis, and his pal, MacTavish, reveling in their 15 minutes of Scotch song and verse.

* * *

Building Quiz

EARLY morning show on WHBF, Rock Island, Ill., *Guess The Place,* offers merchandise as prizes for the first 12 listeners to identify local buildings about which three clues are given. Sponsored by the New York Store, Moline, Ill., the half-hour show drew 629 phone calls one morning, according to WHBF.

* * *

Pencil Tales

ANALYSES of listeners' handwriting are given each morning over WLAW, Lawrence, Mass. The program, *Your Handwriting Reveals,* is conducted by Virginia Drew, graphology expert.

No Loafer!

BUSIEST radio man in New England is Hal Goodwin, chief announcer of WHAI, Greenfield, Mass. In addition to handling a 56-hour weekly announcing schedule, he writes half the WHAI continuity, supervises local production, teaches three classes in radio in Springfield, Mass., calling for 180 miles of travel every week. Furthermore, he is holding down the male lead in two Greenfield plays. And on top of all this Mr. Goodwin still finds time to select and purchase all of the station's sound effects — and to work part-time for a local clothing establishment!

Syracuse Synonyms

ON *Synonym Derby,* created by Lansing Lindquist and Al Parker, of WSYR, Syracuse, six contestants listen to words offered by the spelling master and then spell a synonym. A one-syllable synonym nets the contestant two points, and each additional syllable an extra point. Should the contestant fail to give a synoynm, he can earn one point for spelling the original word. Five-dollar cash prize goes to contestant with most points at end of half-hour session.

* * *

Clearing House for Jobs

AN ACTUAL radio employment bureau is operated by WCLE, Cleveland, on its *I Want a Job* program, a commercial program without commercial announcements other than a credit line for Kirby Vacuum Cleaners. Personal interviews are arranged after the programs. The sponsor obtains salesmen for the product from applicants for sales jobs. Gerst Adv. Agency, Cleveland, has the account.

* * *

Pickers of Voices

COMBINING entertainment with promotion, WDAY, Fargo, N.D., has started *Do You Know Your Radio,* on which transcribed "cuts" of artists' voices heard on the station's network and local shows are played, with the idea that listeners try to identify them. Several voices are used on each weekly program, and each show closes with proper identifications so listeners can check their lists.

Chuckwagon Chatter

BECAUSE it couldn't accommodate the huge crowds who came to see its weekly *Chuckwagon Roundup,* KWLK, Longview, Wash., recently moved the broadcast to the city park, carrying out the idea of the show by adding a chuckwagon and a bonfire. The station invites all hillbillies and local composers to come without appointment to appear on the program extemporaneously.

* * *

Community Queries

AS PUBLICITY for the recent Southern Paper Festival, WTOC, Savannah, Ga., broadcast weekly for six weeks *Savannah Brain Trust,* a quiz show built along the lines of *Information Please.* Participants included prominent citizens, who tried to answer questions about the community submitted by listeners. Dollar bills were given for queries that stumped the competitors.

* * *

With the Mails

NEW show on WAAF, Chicago, is titled *Postal Oddities,* and consists of dramatizations of odd incidents in the postal systems of the world. Apprehension of spies through stamps, the post office that was kidnapped, catching gem thieves who tried to use the mails to dispose of their loot—these are samples. Nate Caplow of WAAF produces the show in cooperation with the Chicago Post Office Clerks' Union.

* * *

Shots at Sports

NEW sports series, *The Sports Snapshotter,* featuring Ronnie Ashburn and sporting news highlights and special interviews with local and visiting celebrities, has started on KOWH, Omaha, with the sport department of the *Omaha World-Herald* cooperating.

* * *

Caters to the Aged

ALICE DUER MILLER, well-known novelist, is conducting a new program *Live & Learn* on MBS every Sunday from 2 to 2:15 p. m., devoted entirely to the elderly portion of the radio audience—people over 60 years of age.

* * *

White Collar Bandits

EXPOSING merchandising frauds, KGKO, Fort Worth, is presenting a series of quarter-hour dramatizations, *White Collar Bandits,* under sponsorship of the Fort Worth Better Business Bureau. The series is written by Eugene Woodfin.

THESE SIX LEADING OIL COMPANIES
Sell SYRACUSE and CENTRAL NEW YORK

Over WFBL

Socony Vacuum
Tide Water
Gulf Refining
Ethyl Gasoline Corp.
Pure Oil
Texaco

NO OTHER STATION IS USED

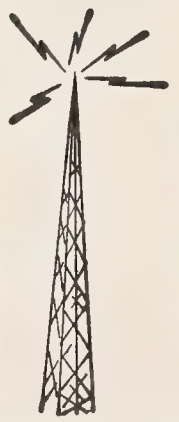
Whether you're selling oil or safety pins, whether your product costs ten cents or ten hundred dollars you'll find it sells faster when advertised over WFBL. For WFBL is the favorite station of the buying public in the rich Syracuse area.

Write for rates and time available to WFBL, Syracuse, N. Y. or Free & Peters, Inc., national representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

WLAW

In the Heart of
Industrial New England



The Merrimack Valley of New England is completely covered by WLAW—the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mv. area.

1,000 Watts 680 Kilocycles

Owned and operated by
Hildreth & Rogers Co., Lawrence, Massachusetts

Power Is Selected For FREC Post

To Coordinate Research Work Of Educational Committee

APPOINTMENT of Dr. Leonard Power as assistant in charge of research of the Federal Radio Education Committee and as coordinator of all research studies undertaken by the cooperative group, was announced April 18 by Dr. John W. Studebaker, U. S. Commissioner of Education, as chairman of the committee. The executive committee of FREC, made up of leading broadcasters and educators, authorized the appointment.

Dr. Power will carry out studies for the committee which have been assigned to the Office of Education. A fund of $250,500 for ten separate projects has been subscribed by the Rockefeller and Carnegie Foundations and the broadcasting industry. These studies include a survey of successful cooperative efforts of broadcasters and educators, teacher training, and development of an experiment and idea exchange.

Studies to Be Published

The executive committee also approved Dr. Studebaker's recommendation that his assistant, Dr. C. F. Klinefelter, continue to serve as vice-chairman of FREC in charge of finances and other general duties. Designation of William D. Boutwell as assistant in charge of the Educational Radio Script Exchange and Services was approved.

Preliminary plans for publishing the committee's studies were discussed and it is expected the first publication will be ready in November. The executive committee will hold regular meetings every three months and at the June meeting Dr. Power is expected to report on his field observations and conferences with representatives of the broadcasting industry and of education and with civic groups and others who are directly in charge of studies sponsored by FREC.

Attending the executive committee meeting were Dr. Studebaker; Neville Miller, NAB president; Frank M. Russell, NBC vice-president; Frederic A. Willis, CBS; John Elmer, WCBM; Willard Given, secretary, National Education Association; M. V. Kiebert, as substitute for Andrew D. Ring, assistant chief engineer, FCC, and Dr. Levering Tyson, president of Muhlenberg.

St. Louis 630 Fight

A FREE-FOR-ALL by St. Louis stations seeking the 630 kc. channel is foreseen at the hearing scheduled for June 20 with the filing of an application April 21 by KWK for that frequency. Originally KXOK, St. Louis *Star-Times* station, filed for full-time on the channel and for new assignments for KFRU, Columbia, Mo., also owned by the *Star-Times*, and WGBF, Evansville, Ind., which now share time on the channel. Subsequently, KSD, operated by the *Post-Dispatch*, filed for the 630 kc. channel, suggesting that the FCC alter the *Star-Times* allocation proposal (BROADCASTING, March 15, April 1]. Some 30 stations have received notices of the hearing as respondents.

Wheeler Finds American Radio Better But Urges Improvement in Advertising

COMMENDING radio for the "great job" it has done, excelling anything accomplished in other countries, Senator Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, declared April 23 he felt there was still room for improvement, particularly in connection with commercials.

Participating in the *People's Platform* program on CBS, along with Edgar L. Bill, president of WMBD, Peoria, Dr. John W. Studebaker, U. S. Commissioner of Education, and Gertrude H. Bowling, head of the Instructed Visiting Nurses Assn., Senator Wheeler held that local advertising over independent stations, as opposed to the networks, generally speaking was too long and loud.

He warned against monopoly through excessive use of commercial radio by large advertisers as opposed to smaller independent competitors who could not afford to buy the time, but was sharply answered by Mr. Bill. The *Platform* was conducted from Washington and presided over by its regular chairman, Dr. Lyman Bryson, of the Adult Education Assn.

Advertising Problems

Asserting that NBC and CBS have done a "good deal toward trying to correct" advertising abuse, Senator Wheeler said that smaller stations in his opinion have too much advertising and too many announcements. Mr. Bill, however, brought out that on the average 65% of all programs are sustaining and only 35% commercial. He also pointed out that the NAB is forming a Code of Ethics for the industry, designed to eliminate commercial evils.

Senator Wheeler was inclined to blame this condition on the demands of advertisers and their agencies rather than stations, but Mr. Bill explained that both the agency and the broadcaster seek results. Too much copy will not do the job, he said.

When Senator Wheeler observed that particular manufacturers could dominate radio to the detriment of competitors, thus fostering monopoly. Mr. Bill said that the same difficulty exists in relation to other advertising media and that there is ample time available on the air for all who have the price to pay, provided they are legitimate.

Senator Wheeler defended the FCC and Chairman McNinch on the censorship issue. Declaring he had read articles that Mr. McNinch "wants to increase censorship over the radio", he said that in fairness to the Chairman he did not believe these statements were correct and "I think a great deal of propaganda has been put out which hasn't been fair to the Commission. I am sure that they do not want to censor the radio and certainly, I am sure that the American people do not want censorship."

Equality of time for discussion of all sides of all public issues was advocated by the Senator. When Mr. Bill asked whether stations should allow people to broadcast who incite religious and racial feeling, Senator Wheeler said he felt all sides should be presented and he believed listeners could make up their own minds. He expressed no fear of propaganda from dictator nations, doubting if it made any impression on other countries.

The roundtable ended when Dr. Studebaker projected the question of Government broadcasting stations in the international field by asking whether private operators could afford to spend great sums of money for maintenance of such stations on a noncommercial basis, explaining he did not suggest the Government ought to do it.

BONANZA (KENTUCKY) AIN'T NO BONANZA!

Bonanza (Ky.) is a real place—but it ain't exactly *the* place to look for bigger and better *sales!* Villagers there just cain't *buy* much of what you sell. But people in the Louisville Trading Area *do* buy—and the total is more than for all the rest of Kentucky, *combined!* . . . WAVE covers Louisville as well as *any* medium—and at the lowest possible cost. Write for the whole story—NOW!

An N. B. C. Outlet

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL
ATLANTA

NEW AND GREATER FACILITIES NOW AVAILABLE TO EVERY NATIONAL ADVERTISER

* Double Space Car Cards
* Trailers in Local and Outlying Theatres
* Illuminated Outdoor Signs
* 8 Full Time Production Men
* 5 News Circuits and 7 Full Time Newsmen
* Modern High Fidelity Transmission
* Daily Program Publicity
* An Abundance of Experienced Live Talent
* 50 Remote Service Lines Covering Cincinnati and Vicinity

and Many Others

WSAI

CINCINNATI'S OWN STATION

Represented by
INTERNATIONAL RADIO SALES

More Armstrong Tests

THAT the Stromberg-Carlson Co., radio set manufacturers and operators of WHAM, Rochester, intends experimenting in the field of frequency modulation as developed by Maj. Edw. H. Armstrong, was indicated with the filing of an application with the FCC for a new 2 kw. high-frequency station to operate on 40.3, 41.2, 41.6 and 41.8 mc. It is planned to conduct the experiments in so-called "staticless" transmission and reception in connection with WHAM.

SPECIAL temporary authority for 30 days to conduct frequency modulation experiments on 41, 41.25 and 41.5 mc. over station W2XDA at Schenectady was granted the General Electric Co. April 25.

WSYR

Lowest Cost per Listener .. Both RED & Blue NBC shows

SYRACUSE

Equipment

NEW-STYLE pack transmitter, containing receiving as well as transmitting facilities to enable the announcer to get his cues orally instead of visually, as was necessary with the old-style packs, will be used by WNYC, New York, to cover the World's Fair this summer. The station has received permission from the FCC to operate two of these transmitters, each with 3 watts power, on 2150 and 2058 kc. Pack sets were designed by James Berry, WNYC engineer, under the direction of Isaac Brimberg, chief engineer, and were built by Link Radio Laboratories.

WHK, Cleveland, is constructing a new facsimile studio in its large reception room. The studio, to be about 20 feet square, will house the scanning transmitter as well as several facsimile receivers. New studio will be enclosed in glass, and visitors may watch the entire process of sending and receiving the new facsimile newspaper.

THE projected new KWFT, Wichita Falls, Tex., has purchased an RCA 1-EA broadcast transmitter and associated equipment.

NEW RCA portable recording and new Fairchild permanent recording units have been purchased by WMT, Waterloo, Ia.

HYGRADE SYLVANIA Corp. has approved plans for a 50,000-foot addition to the Sylvania tube plant in Emporium, Pa. The new building will house advertising, sales, accounting, administrative and engineering offices.

FOUR Presto 6-D recording turntables, equipped with RCA cutting heads, have been installed in the NBC Hollywood studios.

TEACHING BY RADIO
A Great Idea, Westminster Students Decide

THREE out of four students of Westminster College, men's school in Fulton, Mo., see great possibilities for the use of radio in the classroom, according to results of a survey released recently by Dr. Franc Lewis McCluer, president of the college. Radio could be used most profitably in history, music and political science, the students indicated, although a large number also saw it as a boon to the study of foreign languages. Television was regarded as a means to study "real life activities in the classroom".

A great majority of answers stated that radio excels in bulletin reporting, but that newspapers excel in completeness and permanent record. The questionnaires recorded news reporting as radio's greatest value, with musical entertainment, dramatic entertainment, propaganda and sports reporting following in that order. The survey also indicated that of radio programs the Charlie McCarthy show "contributes most to a wholesome national sense of humor", although Jack Benny was found to be the most popular male radio star. Dorothy Lamour led as the most popular feminine star.

Columbia U. Designates Paul White to New Post

PAUL WHITE, director of the CBS department of public affairs, who has been lecturing on news broadcasting for the last year at Columbia University Graduate School of Journalism, has been appointed an assistant professor of the university for 1939-40. Dean Carl W. Ackerman, in announcing the appointment to strengthen the curriculum in radio news broadcasting, said it is becoming increasingly important to the journalist to "study the technical means by which the transmission and distribution of information are achieved, whether by the printing press or by radio, pictures, the screen, television or facsimile." Mr. White, who has been CBS director of public events since 1934, was graduated from the Columbia School of Journalism in 1924, and had wide newspaper experience, chiefly with United Press, before entering radio.

Radio AND Education

ASSIGNED full time to handle educational programs and cooperate with local civic and cultural groups, Irwin A. Johnson, instructor in romance languages at Ohio State U, and chairman of its Language-Arts Department, has been named director of developmental programs, a newly created post, at WBNS, Columbus. Mr. Johnson has been associated with the announcing staff of WBNS for six years.

CHICAGO Radio Council of the board of education announces a Radio Workshop June 26-July 21. Paul Douty, formerly of WBBM, Chicago, will handle instruction in radio production, while James Whipple, radio director of Lord & Thomas, Chicago, will handle the continuity classes. Miss Luella Hoskins of the Council staff will be in charge of the series on classroom utilization of radio.

MBS will cooperate with the Cincinnati College of Music in conducting a series of auditions from June 1 to July 1, to be used as the basis for 12 free one-year scholarships offered by the college and WLW. To enable students of music who otherwise could not participate in auditions held only in Cincinnati, MBS affiliates will hold elimination auditions and send recordings of the five winners to the final audition board.

PROSPECTUS of college and university radio plans for 1939-40, "The Texas State Network Lends a Hand", has been released to about 30 college and university presidents in Texas by the educational department of TSN. "Within the 22 cities served by TSN affiliated stations there are 25 universities and colleges from which we hope to draw talent and broadcast material for an extensive series of education features," Forrest W. Clough, educational director, has announced.

MRS. HARRIET HESTER, educational director of WLS, Chicago, has been appointed a member of the new Illinois committee on rural education by John Wieland, State Superintendent of Public Instruction.

JEFFERSON CITY, Mo., high school students go on the air each Sunday afternoon on KWOS with a program of vocal and instrumental music, debates, short talks and comment.

WFAA, Dallas, on May 11 will broadcast a 45-minute final examination, on which semester grades will be based, in a music memory course to 20,000 pupils in 45 Dallas public schools. The examination is to be staged in cooperation with the supervisor of music for Dallas schools, Miss Sadie L. Williams, who will preside over the test in the station studios, assisted by a WFAA announcer.

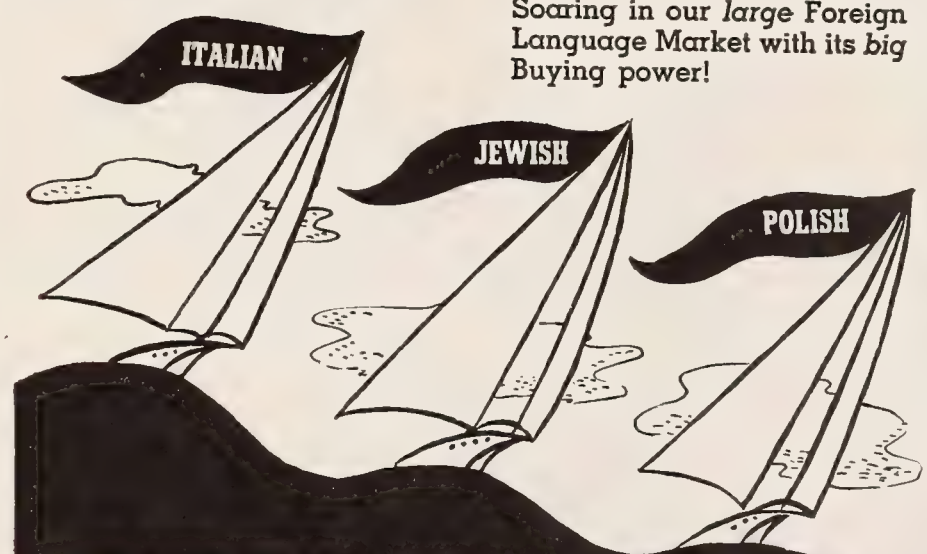
A NEW compilation of *Radio References: A Bibliography* has been issued as a 21-page folder by the Electrical Division, Department of Commerce, price 10 cents.

Start Summer SALE-ING

The weather is fine . . . so now is the time to advertise "The Triumphant Trio Way"

ITALIAN, JEWISH, POLISH

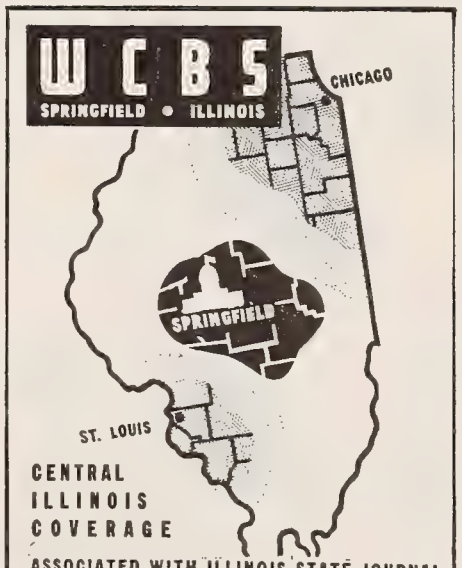
and start your Summer Sales Soaring in our *large* Foreign Language Market with its *big* Buying power!



WPEN PHILA. 1000 WATTS

WM. PENN BROADCASTING CO.

WCBS SPRINGFIELD • ILLINOIS



CENTRAL ILLINOIS COVERAGE

ASSOCIATED WITH ILLINOIS STATE JOURNAL

SEARS & AYER, INC • NATIONAL REPRESENTATIVES

MAKING BETTER AMERICANS . . .

There's showmanship in our foreign language programs. And more. There's an Americanization message that builds sincere loyalty. Do Chicago's foreign-speaking Americans (more than 2½ million of them) know YOUR products?

WGES is first in English programs, too!

WGES

In The Heart of Chicago

in the CONTROL ROOM

DR. PETER C. GOLDMARK, chief television engineer of CBS, on April 18 was issued U. S. Patent No. 2,155,126 covering a sound and television receiving system. He has assigned his rights to the Markia Corp., New York.

ALBERT CAPSTAFF, NBC Hollywood engineer, is the father of a girl born April 19 in Van Nuys, Cal.

FRED G. TAYLOR Jr., of the technical staff of KSL, Salt Lake City, was hospitalized in mid-April for a herniotomy.

TOM ROARK, former central engineer at KVOR, Colorado Springs, Colo., has joined the staff of Radio Productions, Denver, as recording engineer.

HILERY WAYNE BELLES, engineer of KGNC, Amarillo, Tex., recently married Jayne Ward.

DON CHASE, engineer of WTMJ, Milwaukee, recently qualified for a commercial pilot's license.

LEONARD SAYE, transmitter and studio engineer of KGKO, Fort Worth, married Wanetta Simpson on April 23.

CHARLIE BRANNON, chief engineer of WCLO, Janesville, Wis., is the father of a girl born recently.

OSCAR C. GRIFFIN has joined the engineering staff of WSIX, Nashville, succeeding W. Harold Walker, who left to become transmitter engineer of W4XA, new ultra-high frequency station in Nashville.

Zarephath Denial Urged

TENTATIVE denial of the application of the Pillar of Fire, operating WAWZ, Zarephath, N. J., for a new international broadcasting station in that city to operate in the high frequencies with 5 kw. unlimited time, was announced by the FCC April 17 in a proposed decision. The Commission's proposed findings and conclusions stated that while the applicant was qualified to construct the station, the need had not been established and no definite program of research had been formulated. Moreover, it held it was extremely doubtful that the proposed station would render satisfactory international broadcast service. Under FCC procedure all parties have 20 days in which to file exceptions and request oral argument.

New WHO Service

WHO, Des Moines, has formed the WHO Community Service to produce home talent shows patterned after the *Iowa Barn Dance Frolic*. Shows will be produced in Iowa and surrounding States, according to Manager J. O. Maland. In charge of the new service is Arthur MacMurray, for five years with WLS, Chicago, and formerly professor of public speaking and debating at Iowa State College. Miss Pat Griffith is secretary. The service is a division of WHO Radio Enterprises, which manages the WHO Artists Bureau, Golden Gloves tournament and other activities related to but not strictly a broadcasting function.

Heads Capitol PA

EUSTACE H. TAYLOR has been named engineer in charge of the sound system in the U. S. House of Representatives. He had recently been in charge of the audio laboratory installation at Capitol Radio Engineering Institute, Washington.



A SOUND cabinet that allegedly does everything but nurse the baby, has been inducted into service at WKY, Oklahoma City, the handiwork of Earl Hull, veteran chief engineer of the station. Given the honor of mixing the first sound was Dave Rubinoff (in foreground), famed violinist. Others (l to r) are Gayle V. Grubb, WKY, manager, Mr. Hull and John Shafer, WKY special events chief. The cabinet has instantaneous cueing facilities, four turntables, multiple volume control, and gadgets galore.

IBEW AFFILIATION APPROVED BY ABT

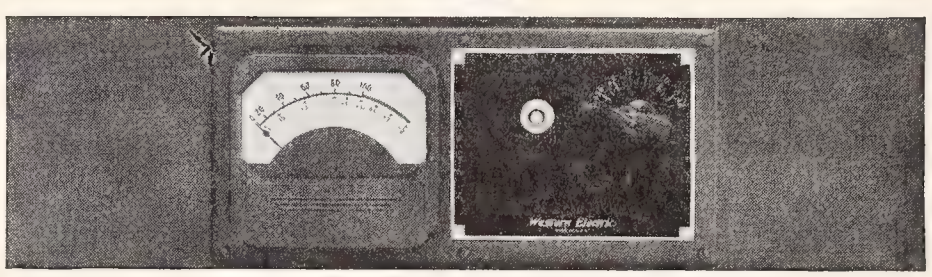
PLANS for the entry of the Associated Broadcast Technicians, independent union of engineers employed at CBS stations, into the AFL's International Brotherhood of Electrical Workers were approved by delegates representing all ABT locals at a convention held in New York, April 17-21. A convention agreement authorizing the move has been sent to the locals for ratification, according to Carl Whittlig, president of the New York local of ABT. When this ratification has been secured, he said, the next move will be to get CBS to agree to retain its present contract with ABT, which runs until 1942, as it now stands, but accepting the change from ABT to ABT locals of IBEW.

This is the second attempt of ABT members to affiliate with one of the major labor unions. In 1937, following the failure of ABT to secure its full demands from the CBS management, the New York and Washington chapters broke away from the parent group and almost 100% joined the American Communications Union, affiliated with the CIO. Hearings before the National Labor Relations Board, in which the ACA asked recognition of the technicians employed at WABC, and WJSV, Washington, resulted in a ruling that all technicians employed by CBS in its M & O stations should be considered as a single bargaining unit. Following an election held at all such stations, in which the ABT was victorious, most of the New York and Washington engineers rejoined ABT.

If the company agrees to recognize IBEW as representing its engineers in other cities, it will be bringing them in line with the technical staff of KMOX, St. Louis, where all stations employ only IBEW members.

ERNEST J. STREBA, 42, Bell Laboratories research engineer and authority on transmitting equipment, died in Asbury Park, N. J., April 24.

You need this new Volume Indicator for measurements in *VU



Western Electric 754A Volume Indicator and KS 8218 Meter —developed by Bell Telephone Laboratories.

SPECIFICATIONS

Type: **Copper oxide rectifier.**

Input Impedance: **7500 ohms with meter indicating zero VU. (Ideal for bridging on 600 ohm circuits).**

Range of Measurements: **Volume levels from + 4 to + 26 VU on circuits or program lines of 600 ohms impedance.**

Frequency Response: **Less than 0.2 db variation over frequency range from 35 to 10,000 cycles per second.**

Scale Readings: **Provided with type B scale for radio broadcast work—0 to 100 scale emphasized, lower − 20 to + 3 VU subordinated.**

Finish: **Aluminum gray. Photo-etched black satin designation plate with chromium trim.**

Mounting: **Standard type relay rack mounting panel 5¼″ x 19″.**

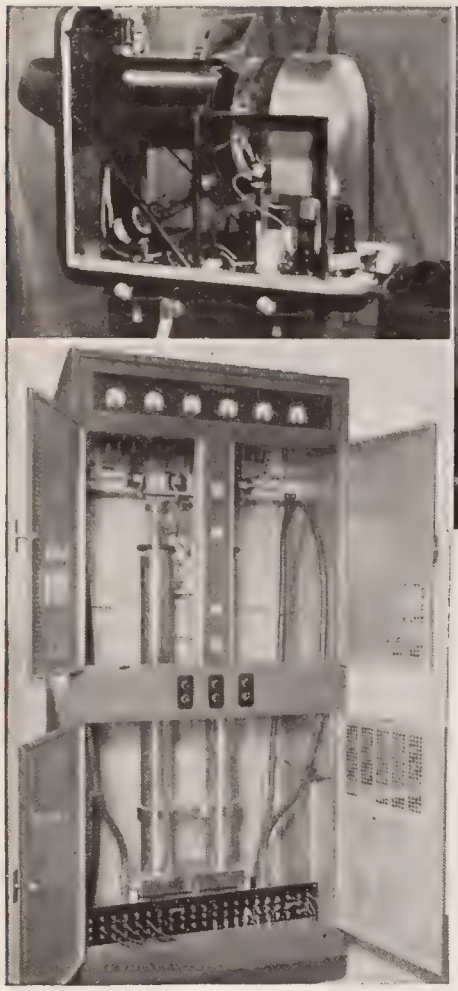
For further details, get in touch with Graybar.

Newly accepted network standard. "Volume Units"= db above 1 milliwatt when measured in the specified manner with meter having specified characteristics.

DISTRIBUTORS: Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Distributed by GraybaR ELECTRIC COMPANY

Western Electric
BROADCASTING EQUIPMENT





CROSLEY Corp. recently demonstrated its experimental television transmitting and receiving equipment, on the top floor of Carew Tower, Cincinnati, the city's highest building, where studios, control and observation rooms have been constructed. Broadcasts of experimental television are planned upon FCC approval of Crosley video applications, experiments thus far being confined to the laboratory. All equipment was built by Crosley enginers. If television is found moving into public acceptance, Crosley announces, the firm will be ready with a trained staff as well as equipment at popular prices. The factory has built a number of receivers but no production schedules have been made nor have marketing plans been decided. Here is a stripped view of the Crosley camera (top left), the transmitter (bottom) and a scene in the studio.

Second Article on Video Is Published by *Fortune*

SECOND article dealing with the development of television, covering the program side, is published in the May issue of *Fortune* Magazine. The publication, in its April issue, described the technical operation of visual broadcasting [BROADCASTING, April 1]. The current study investigates the television program prospects and "the staggering economic problem that will be faced as videcasts begin, as they will at the World's Fair".

"No one knows yet what a television program is, let alone who can pay for it," *Fortune* comments. "No one knows what kind of programs the people will like, or whether in fact they will like any programs well enough to buy sets. Advertisers will not buy television time until the public buys sets. So probably for a considerable time to come, the broadcasting companies are left holding the bag, in the sense that they must invest millions of dollars in television programs, in order to make the public want sets, in order to make advertisers put up the dough."

Vermont's ASCAP Law

THE ninth State Legislature to adopt a so-called "anti-ASCAP" statute is Vermont, whose Governor, George D. Aiken, on April 13 signed such a measure. The law provides for a "privilege tax" of 5% of gross receipts derived by the copyright owner from the sale or licensing of performing rights, to accrue to the State, with a provision that all such licensing agreements covering performing rights shall be filed with the Secretary of State and be open to inspection. Other States which have adopted similar statutes are Washington, Montana, North Dakota, Kansas, Tennessee, Wisconsin, Florida and Nebraska.

Chesebrough to Return

CHESEBROUGH Mfg. Co., New York (vaseline products), through McCann-Erickson, that city, has renewed the weekly half-hour *Dr. Christian* dramatic program on 58 CBS stations. New contract is effective in early October when the series resumes after a summer layoff. Current series, featuring Jean Hersholt and Rosemary DeCamp, which emanated from Hollywood, terminated April 11 after 26 weeks. Dorothy Barstow, agency producer of the series, has returned to her New York headquarters after several months on the West Coast.

RMA Promotion Fund

AN ADDITIONAL $5,000 toward the joint NAB-RMA promotional campaign was appropriated April 27 by the Radio Manufacturers Association at a meeting of its promotional committee held in New York. It previously had allotted $2,500 toward the project, and its new appropriation equals that made by the NAB. At the meeting, the RMA group expressed gratitude to the broadcasting industry for the energy displayed in the "National Radio Week" campaign and for the time and talent devoted to the job. They pledged manufacturers to a greater degree of cooperation through dealers and distributors.

Farm Market News

THAT 345 U. S. broadcasting stations are now carrying one or more daily programs of agricultural market information, securing their news for the most part from the Bureau of Agricultural Economics of the U. S. Department of Agriculture, is disclosed in a 78-page *Directory of Market News Broadcasts* just issued by the Bureau. The directory lists each station carrying such news, its wavelength and power and its precise schedule of market broadcasts as of Feb. 1. The foreword points out that 90 stations added this news during the last year, 160 during the last two years.

CBS SELECTS HOLE TELEVISION HEAD

LEONARD H. HOLE, formerly director of CBS program service department, has been appointed manager of the network's television operations, Francis C. Barton Jr., formerly Mr. Hole's assistant, has taken over program service supervision. A graduate of the University of North Carolina, B. A. '30, Hole came to New York to study business management at Columbia U. After a year in the advertising department of R. H. Macy & Co., he joined NBC's sales promotion staff, later going to Benton & Bowles as account executive on the Colgate-Palmolive-Peet account. Three years later Hole went with CBS as assistant to W. B. Lewis, now vice-president in charge of broadcasting.



Mr. Hole

Gilbert Seldes, CBS director of television programs, sailed for London April 21, to spend several weeks studying recent developments at the BBC. When he returns to New York on May 12 he will be accompanied by Donald H. Munro, television production manager of BBC, who will spend a month at CBS in an advisory capacity. With the installation of its transmitter nearing completion, CBS expects to start regular test telecasts some time in June.

AXTON-FISHER TOBACCO Co., Louisville, which has been testing the program *Captain Herne* on WGN, Chicago, for Twenty Grand cigarettes, has added KFRC, San Francisco, and KHJ, Los Angeles for 13 weeks. McCann-Erickson, New York, handles the account.

NITRAGIN Co., Milwaukee, Wis. (Legume inoculation), on May 3 starts thrice daily five-minute programs on WLS, Chicago. Western Adv. Agency, Rasine, Wis., handles the account.

Networks on Air Early for Hitler

ALL NATIONAL networks carried the speech of Chancellor Adolf Hitler before the German Reichstag April 28, along with interpretations during and after his answer to President Roosevelt's suggestions for world peace. Picking up the 2½-hour speech, which started at 6 a. m. (EST), direct from the Kroll Opera House in Berlin, all networks carried running translations, along with foreign and domestic commentaries. All network affiliates and other stations having permission to carry network relays opened their broadcast day early enough to carry the complete speech.

NBC began at 5:45 a. m. with a preview from Berlin by Max Jordan, NBC European representative, fading into the speech, and then picking up from Washington short comments from a group of Senators and Congressmen who were guests of NBC at a broadcast-breakfast in the Washington studios. It also carried short interviews with correspondents in European capitals, lead by H. R. Baukhage, NBC's Washington news commentator, who also interviewed other Congressional leaders and a group of Washington newspaper correspondents later in the day. At 10:30 p. m. the network broadcast a survey of editorial reaction to the speech appearing in the American press.

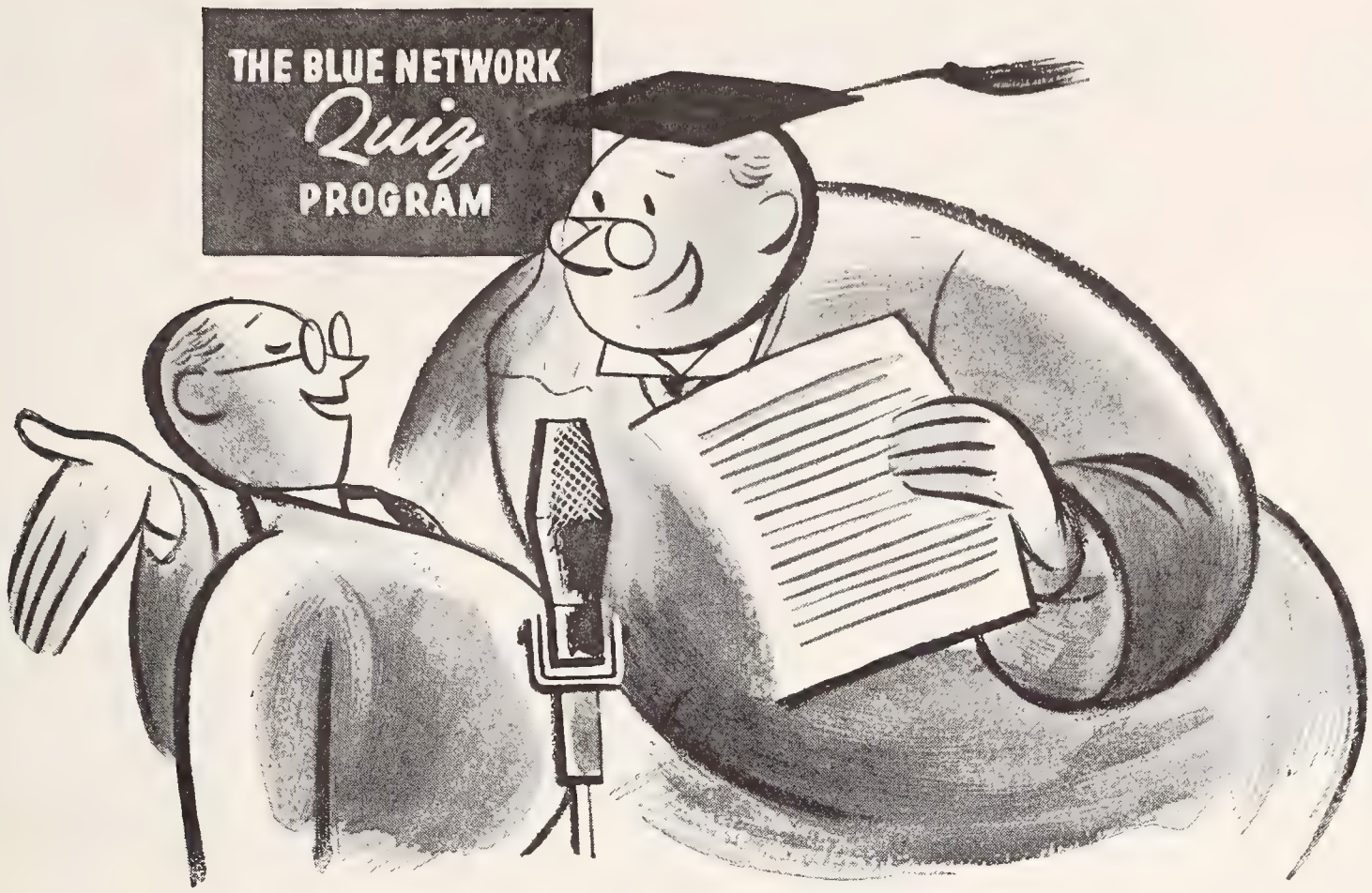
CBS furnished complete coverage of the Hitler speech, following the European relay with a half-hour English summary from Berlin and then a quarter-hour commentary by H. V. Kaltenborn. At 6 p. m. CBS carried a pickup from England, with Winston Churchill commenting on the English reaction, and at 7:30 two-way conversations between Kaltenborn and CBS representatives in London, Paris, Berlin and Washington. A consensus of editorial opinions in the American press was broadcast 11:30-12 to finish the day's schedule.

MBS coverage, in addition to the speech itself, included a brief commentary following the address by Raymond Gram Swing, along with a translated summary, and two British pickups through BBC arranged by John Steele, MBS European representative, interviewing English citizens and newspapermen.

Net Serials on Discs

TO INCREASE its clients' coverage in the New York area, Blackett-Sample-Hummert has announced that, starting May 8, eight daytime network serial programs will be repeated via transcription on WMCA, New York, Mondays through Fridays, during the two-hour period from 8 to 10 p. m., on a 52-week basis. Two of the programs are on CBS, and the other six are heard on NBC. The programs include (CBS), *The Romance of Helen Trent*, sponsored by Edna Wallace Hopper Cosmetics, and *Our Gal Sunday*, by Anacin Co.; (NBC) *Stella Dallas* and *Lorenzo Jones*, by Chas. H. Phillips Chemical Co., *Backstage Wife* by R. L. Watkins Co., *John's Other Wife* by A. S. Boyle Co. and Bi-So-Dol Co., *Just Plain Bill* by Kolynos Co. and Anacin Co., and *Young Widder Brown*, by Chas. H. Phillips Chemical Co. and Cal-Aspirin Corp.

ABSOLUTELY CORRECT, MR. JONES!



EMCEE: Contestant Number One is Mr. Jones . . . Now, Mr. Jones, can you give us the by-word in radio today?

MR. JONES: I believe it is "buy-word" and it is "Better Buy Blue."

EMCEE: You are correct, absolutely correct, Mr. Jones. Now, can you tell us why "Better Buy Blue" is the buy-word?

MR. JONES: Because many Blue Ribbon advertisers have found the Blue Network to be the low-cost high-return radio buy today.

EMCEE: Correct again, Mr. Jones. And now, let's see, can you list the Blue Ribbon accounts which have signed new or renewal contracts on the Blue in the past few months?

MR. JONES: I think so. They are Acme Paints, Alka-Seltzer, Anacin-Bisodol, Ballard & Ballard Biscuits, Brown & Williamson, Canada Dry, Fels-Naptha, Fendrich Cigars, G. Washington Coffee, Goodyear Tires, Gulden Mustard, Jergens-Woodbury, Lewis-Howe Company, P. Lorillard Company, Macfadden Publications, Mars Candy, Procter & Gamble, Ralston, Standard Brands, Sun Oil, Swift & Company, Time Magazine, Vanette Hosiery, Ward Baking Company, R. L. Watkins, Welch Grape Juice, Westinghouse, J. B. Williams Company.

EMCEE: Correct, absolutely correct. 100% for Mr. Jones.

• • •

So much for that. But . . . get the whole story on the Blue. Call your nearest NBC office for details, particularly on the new discount plan which helps you to "go National" on a modest budget.

BLUE IS THE BUY-WORD IN 1939

NBC Blue NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

CBC Gradually Lifting Restrictions on Networks

By JAMES MONTAGNES

WHILE no formal meetings have been held by the CBC and representatives of private broadcasting stations since the March 20 meeting at Montreal [BROADCASTING, April 1], it is understood that restrictions imposed last Dec. 1 are gradually being lifted by the CBC. A number of private networks have been approved for commercial programs in the last few weeks, and evening transcription restrictions have been eased for a number of stations applying to the CBC.

No policy has been formulated by the CBC Board of Governors following its meeting with the private broadcasters at Montreal, and it is not likely a new policy will be announced for some months, since no full meeting of the board is scheduled until summer.

Commercial networks, other than the CBC national and regional networks, are being approved for "legitimate" advertising which does not interfere with the CBC networks. It is not thought likely the CBC will change its policy regarding price mention, another restriction the broadcasters asked to be lifted.

SOON • • •

50,000 WATTS

A SHREVEPORT TIMES STATION

KWKH

Represented by THE BRANHAM CO.

SHREVEPORT, LOUISIANA

Restrictive Net Clauses Opposed

(*Continued from page 32*)

the networks' share, according to the exhibits, network operation accounted for $3,471,807, and network stations $5,279,457—$2,924,148 for nine key stations and $2,355,309 for the M&O stations.

Mr. Caldwell brought out on cross-examination that the networks, according to these figures, in the aggregate accounted for more than 80% of the amount of the net income of the 606 independent stations and regional networks.

Paul A. Porter, CBS junior counsel, also brought out on cross-examination that through lumping M&O and key stations in the exhibits a 20 to 25% differential was possible in figuring expenses of operation. Mr. Sutton declared that although the figures were valuable as a basis for determination, they were not completely reliable as an indication of network operation, particularly in the matter of figuring "expense".

Mr. Porter moved that the supplementary exhibits be stricken as being unreliable, susceptible to a "margin of safety" of 20 to 25%, and a repetition of material introduced earlier. The motion was overruled, however, and the exhibits admitted with amendments noting the treatment of key and M&O station items and a brief breakdown of the network independent station shares of net revenue.

Restraint on Renewals Or Extensions Requested

Commenting on the attitude of NBC and CBS counsel toward the exhibit, Mr. Caldwell said, "When these figures were accepted against the interests of independents at the June 6 hearing, they should be accepted now when they go against the interests of networks in this proceeding."

Mr. Caldwell tossed another bombshell into the proceedings a short time later when he interrupted testimony of Adrian Murphy, CBS director of developmental projects, to move that the FCC issue an order "in the nature of a temporary injunction" to prevent "any renewal or any extension of existing contract, agreement, or other arrangement for a period extending beyond Dec. 31, 1940" in order not to prejudice legislative recommendations by the Committee arising from testimony during the present inquiry.

Prefacing his motion, Mr. Caldwell outlined the conditions within the industry which he said provided an "analogous situation" to that in which an injunction could be issued. ". . . Evidence recently heard by the Committee and which, so far as I know, is undisputed, is to the effect that certain national network companies are in the course of attempting to secure renewals of their existing contracts with affiliated stations for a further period of five years," he began. "In most instances this means an extension of existing conditions until 1946 and leads to extreme danger of depriving this Commission of all power and jurisdiction to achieve any results from this long and expensive investigation or to remedy any evils that may have been developed by the evidence."

Principal problems of the network situation, he continued, included exclusivity, optioned time, long-term contracts and the situation where two stations in a single city are tied to a single network company. Observing also that time will be needed for FCC personnel to develop definite recommendations from the testimony in the record, he cautioned against "turning this whole investigation into a complete waste of effort and a farce by having the very subject matter or your inquiry taken from under you by the parties that are under investigation—as would be done, at least in part, if five-year renewals of existing contracts were to be permitted."

Opposing Counsel Object To Caldwell Motion

"It is an open question whether your power to adopt regulations concerning chain broadcasting is just as extensive with respect to existing contracts as it is with respect to future contracts," he declared. "No one really knows the answer to this until the courts have passed on it. No lawyer, however, would say with any confidence that your power with respect to existing contracts may not be successfully challenged, and, if this is so, they are obstacles to effective regulation until their dates of termination."

Mr. Caldwell's suggested regulation read: "No licensee of a standard broadcast station shall enter into a contract, agreement, or other arrangement with any network organization covering or dealing with the affiliation of such licensee's station with the network organization or into any renewal or extension of any existing contract, agreement, or other arrangement for a period extending beyond Dec. 31, 1940."

Judge Burns interrupted Mr. Caldwell's preliminary remarks, requesting that he read the motion in order to determine whether or not the Committee had jurisdiction to entertain it, but after a ruling from the chair Mr. Caldwell resumed his statement, which drew biting criticism from both CBS and NBC counsel.

Judge Burns, commenting on the "evidently self-serving statement of Mr. Caldwell," said:

"I would like to express amazement at the gall of counsel for Mutual in an investigation which was ordered by the Commission to state in effect that his conclusions must be the conclusions of the Committee and to ask for an order before a Committee who has under the terms of the order only the power to investigate. His whole statement, which as I indicated was an argument prior to a recommendation, was nothing more than a defense of Mutual's attempt to aggrandize itself at the expense of the other networks. I can imagine nothing more in the nature of a prejudgment than his statement that he had established that there were certain evils in the exclusivity clause.

"Apart from some hearsay evidence put forward by Mutual, which was not subject to cross-examination by the other networks, and which could hardly be given that kind of attention which credible testimony deserves, the evidence is very clear from both the networks themselves and the stations generally that the exclusivity clause is desirable and proper.

Recalls Purpose of Commission's Hearing

"Apparently counsel for MBS is assuming that which is in dispute, the legality of the existing contracts. I think that perhaps the Committee may have jurisdiction to receive a suggestion from Mr. Caldwell, and as to that I have no objection, but if it be given any formal status, as he tries to make it so, in the form of an injunction, I object and state that the Committee under the terms of the order is without jurisdiction so to act."

As the CBS counsel concluded these remarks, which came in the midst of Mr. Caldwell's, he also moved to strike "the remarks of counsel for Mutual on the ground that they are irrelevant and designed for the purpose of prejudicing the rights of other parties to the investigation." Both Mr. Caldwell's and Judge Burns' motions were taken under advisement by the Committee.

Judge Burns took up the cudgel once more after Mr. Murphy had

TRANSCRIBED 15 MINUTE PROGRAMS

VOICES OF YESTERDAY
BEAUTY THAT ENDURES
HOW TO PLAY PIANO BY EAR—By ED. EAST

5 MINUTE PROGRAMS for
LIFE INSURANCE
USED CARS
SAVINGS & LOAN ASSN.
BANK
PERSONAL LOAN
JEWELRY
FURNITURE
OPTICAL

LIVE 15 AND 30 MINUTE SHOWS

"THANKS!"

To our many FRIENDS who have made it necessary for us to move to larger quarters from 420 MADISON AVE. to 19 EAST 53rd ST. at MADISON AVE. where we now occupy the entire floor. We shall attempt to merit your continued patronage by presenting

NEW IDEAS IN RADIO

VISIT US WHEN YOU ATTEND THE "FAIR"

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

finished his brief testimony. In his second commentary he said:

"I would like to make an observation, if it please the Committee, regarding this amazing statement of counsel for MBS. I just looked at the order under which this Committee is hearing, and it is obviously a legislative order where the Commission is seeking to have information, and we have—I speak for CBS and I am sure it is true for Mr. Hennessey—come down here and tried to give the Commission all the information that is necessary for an understanding of the problem prior to making any legislative regulations on the part of the Committee.

"Now, for a network (counsel) to turn this into an adversary battle in order to advantage his particular client amounts to a distortion of the whole proceeding. It certainly does make one observation unnecessary—that in such an industry as this it is idle and false to make any charges of monopoly. However, I suggest that this reckless, and I might call it irresponsible, suggestion that this Committee or the Commission should upset contracts involving millions of dollars on the say-so of one party to a non-adversary proceeding is, to say the least, surprising.

"I would also like to make the observation that in the testimony on Mutual, if I recollect it aright, the Don Lee company, which is associated with them, had exclusivity clauses, so even on his own assumption he comes here with unclean hands.

"I make these observations in the hope that both because of counsel's lack of sense and lack of jurisdiction the Committee will report to the Commission that it received the contemptuous treatment that it deserves."

Mr. Hennessey, concurring with Judge Burns, declared: "NBC has regarded this proceding as one in which it was their obligation to make a complete disclosure of their own operations. We have attempted to do that. At no time in the course of the proceedings have I thought, or has anyone in speaking for NBC, to my knowledge, conferred with Commission counsel or with members of this Committee or with anybody on the Comission staff in an attempt to improve our competitive position." He also offered to produce evidence that allegations referred to in previous testimony that NBC was "currently endeavoring" to extend 88 contracts for five more years was untrue.

Explains Acquisition Of American Record Corp.

Mr. Murphy, whose appearance was interrupted by the Caldwell motion, testified briefly on the acquisition of American Record Corp. and World Broadcasting System by CBS. He said American Record Corp. had been purchased by CBS Dec. 17, 1938, when the network saw the home recording field as a business venture in which it could profitably and efficiently operate, since many of the problems of that business and radio broadcasting were similar. With the commercial transcription field in view, CBS saw an immediate need for both equipment and studio facilities, so preferred to purchase World "as going business" rather than building a new company "from the ground up".

He said that so far as he knew CBS had no intention of changing its present off-the-line recording policy, under which "almost any responsible concern" may transcribe CBS programs, although it may later study the possibility of making a service charge for making its facilities available.

Cross-examined by Mr. Funkhouser, Mr. Murphy said World, as a transcription firm, and CBS, as a network, competed now and doubtless would continue to compete even after acquisition was effected. He added that competition as between World and other transcription concerns would become increasingly intense after the acquisition. To his knowledge no plans are being made to fix prices to the benefit or detriment of either World or CBS, he commented, although he cited the possibility of price-fixing in a situation where transcription prices sunk so low that CBS might want someone to keep them at an equitable level.

Asked by Mr. Funkhouser, "How does the amount necessary for the purchase of studios and equipment which are necessary for the American Record Corp. compare with the purchase price of World?" Mr. Murphy estimated "of the order of 40%".

SPRING CLEANING
And Beautifying City Brings Five Accounts to KDYL

EACH spring KDYL, Salt Lake City, presents a participating program designed to appeal to paint-up, clean-up-minded citizens. This year a cooperative campaign has been worked out with the Salt Lake City Junior Chamber of Commerce.

Working with this civic group, George Snell, KDYL program director, has inaugurated a city-wide campaign of civic beautification. Each Tuesday, Thursday and Saturday at 11 a. m. KDYL airs an original quarter-hour program with five accounts participating. Each account has donated prizes for a contest involving the writing of a letter suggesting how best to beautify the city—a contest in which all citizens are invited to join.

KDYL has arranged for window displays of the prizes in prominent locations, and the Junior Chamber has enlisted the local fire department to aid in the campaign. The promotion is regarded as one of the most wide-awake ever conducted in the city, and has added five accounts to KDYL's program schedule.

Gilmore Circus Drops

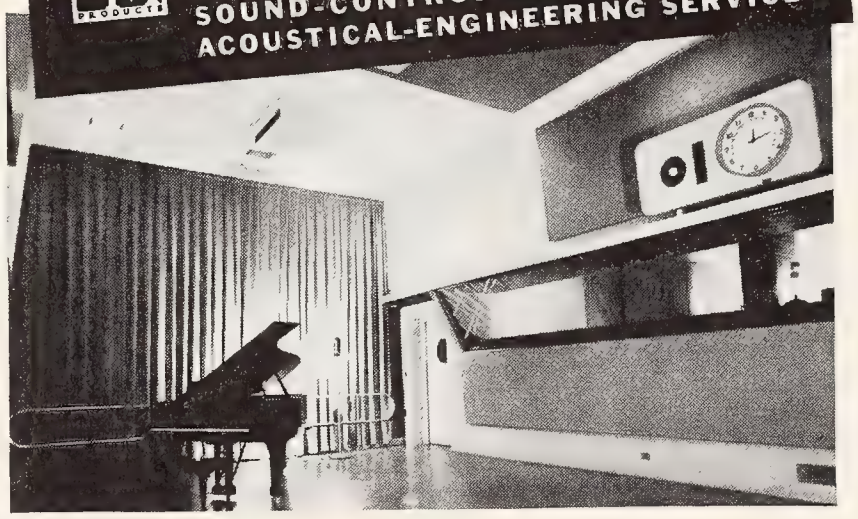
GILMORE OIL Co., Los Angeles (petroleum products), one of the oldest consistent users of radio time on the West Coast, will discontinue its weekly half hour *Gilmore Circus* on 6 NBC-Pacific Red network stations, following the May 12 broadcast. Firm has been sponsoring the *Gilmore Circus* on Pacific Coast networks for more than 10 years, the present series having started on NBC more than two years ago. It is expected the company will resume radio activities in fall. Present variety show is written and produced by Cliff Clark, with Felix Mills in charge of music. Ken Carpenter is announcer. Botsford, Constantine & Gardner, Los Angeles, is the agency.

PERFECT SOUND CONTROL
in Station KNX
for BETTER BROADCAST QUALITY

THE newest station in the CBS chain, KNX at Los Angeles is a typical example of Johns-Manville's service to modern broadcasting. Using J-M Sound-Control Methods and Materials, CBS Engineers, in conjunction with Johns-Manville, assured perfect acoustical conditions throughout the building. As a result, outside noises are kept off the air ... reproduction of every broadcast is true and faithful.

In hundreds of other stations throughout the country, J-M Engineers have prevented and eliminated harmful acoustical conditions . . . created finer broadcast quality. They will be glad to work out any sound-control problems you may have, in studios, control rooms, transcription rooms, etc. For details, write for Brochure AC-21A. Johns-Manville, 22 East 40th Street, New York, N. Y.

JM PRODUCTS JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE



TYPICAL STUDIO in the new CBS station, KNX, Los Angeles, Calif. Working with J-M Sound-Control Methods and Materials, CBS Engineers applied exactly the correct acoustical treatment for brilliant, high-fidelity reproduction.



NO "FEEDBACK" in KNX control rooms. Here, J-M Engineers duplicated studio acoustics . . . provided the right listening conditions that assure proper monitoring of every type of program.

Favor Labor Act Change

AMENDMENTS to the Fair Labor Standards Act reported favorably by the House Labor Committee include a provision exempting white collar workers who have guaranteed salaries of $200 a month or more from the maximum hours provision of the law. The least controversial of the amendments discussed by the labor committee in its recent sessions, little doubt is held of eventual house approval of the measure, which has the support of the Wage-Hour Administration and which will remedy a confusing condition in the broadcasting industry. Chairman Norton (D-N.J.) said she expected to get the amendment before the House shortly, probably under suspension of rules.

H. K. CARPENTER, vice-president and general manager of WHK-WCLE, on April 25 was elected president of the Cleveland Church Federation. Mr. Carpenter has been active in Cleveland ecclesiastical affairs and is the first lay president of the organization in many years.

Broadcasts Aid Newspaper Sales

(*Continued from page 12*)

this point had been considered in the preparation of the new NAB Code, which, on the subject of the handling of news broadcasts, insists not only on the identification of the source of all news presented on the air, but also on the broadcasting of the commercial parts of the program being given in a different voice from the one reading the news.

Radio Listings

Regarding publication of radio listings, most of the publishers were of the opinion that their recognized reader interest made them a matter of public service and therefore something to be printed by the newspapers, regardless of the fact that in so doing these papers might be aiding a rival advertising medium. The publishers also agreed that if every paper in America were to throw out its radio logs the immediate result would be the creation of a new medium, which itself would be advertising competition.

The opposite view was taken, however, on the subject of radio columns, with the publishers' objections mainly economic rather than as a matter of policy. The expense of a man to write a daily column of radio gossip and the cost of the newsprint are not justified by the reader interest of the average column, the publishers said.

The feeling was expressed that newspapers and magazines and radio have not only their individual problems in competing for the advertising dollar but that they also have the common problem of combating the growing criticism of advertising by consumer groups and others and that this joint committee of publishers and broadcasters should evolve an aggressive educational campaign on the social and economic value of advertising to America, with particular emphasis on what advertising means in the maintenance of freedom to both the press and radio.

This preliminary, informal discussion, the first of a series to be held by the two committees with the goal of producing better relations between publishers and broadcasters, was attended by: J. S. Gray, *Monroe* (Mich.) *Evening News*, chairman of the ANPA Radio Committee; Norman Chandler, *Los Angeles Times*; K. A. Engel, *Little Rock Arkansas Democrat* (KGHI); J. L. Horne Jr., *Rocky Mount* (N. C.) *Telegram;* J. R. Knowland, *Oakland Tribune* (KLX); W. E. Scripps, *Detroit News* (WWJ), and Mr. Stahlman, for the publishers. The NAB delegation was headed by Neville Miller, NAB president, and included Frank Mason, NBC; Paul White, CBS; Jack Howard, Scripps-Howard Radio; Clair McCollough, Mason-Dixon Radio Group; Paul Peter, NAB; Ed Kirby, NAB.

History Speaks

OFFER to furnish history quiz sheets free to teachers each week, made by the Joseph Horne Co., operator of a Pittsburgh department store, has made its radio program required listening for more than 40,000 boys and girls. Program, *History Speaks*, is a quarter-hour transcribed series produced by Harry S. Goodman, each episode featuring the voice of a famous person of about 50 years ago, re-recorded from early phonograph discs. Series is broadcast at 7:30 Friday evenings on WJAS, a time when the sponsor figures his audience includes most parents as well as their children.

Agency's Juvenile Division

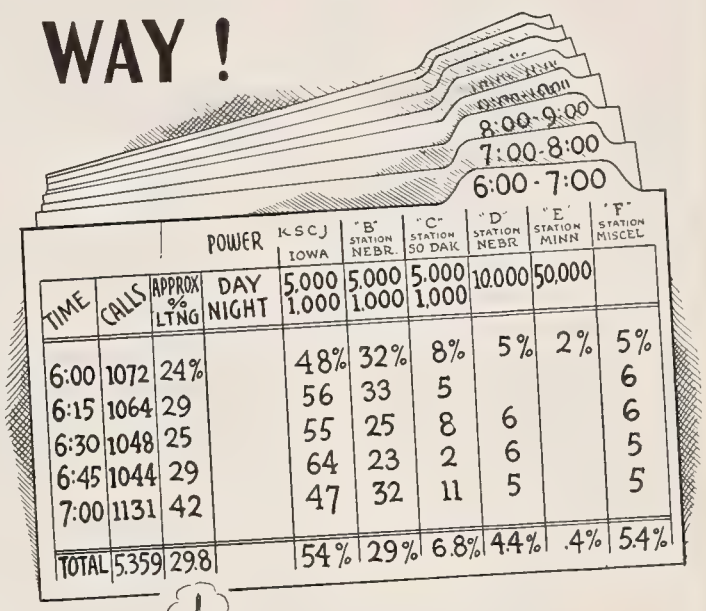
HAROLD S. CHAMBERLIN & Associates, St. Paul agency, announces the organization of a separate division for creating and making available for sponsorship special juvenile appeal programs. Mrs. Jerry Vessels will head it. First production was *Jean and the Bible*, sponsored for 20 weeks on KSTP by the St. Paul Federal Savings & Loan Assn. Another series in preparation is *Unseen Worlds*, in which children explore the worlds of birds, animals and insects.

STUDENTS of the radio class of the University of Maryland operated WJSV, Washington, for one day, April 29, as a climax of the term. For the second consecutive year students chose their favorite branch of radio and spent the day working in the corresponding department of WJSV. Of the 16 students participating last year, five now hold regular radio jobs.



The TRUTH and Nothing But..

The KSCJ PERPETUAL SURVEY WAY!



TIME	CALLS	APPROX % LTNG	DAY NIGHT	POWER	KSCJ IOWA 5.000 1.000	"B" STATION NEBR. 5.000 1.000	"C" STATION SO DAK 5.000 1.000	"D" STATION NEBR 10.000	"E" STATION MINN 50.000	"F" STATION MISCEL
6:00	1072	24%			48%	32%	8%	5%	2%	5%
6:15	1064	29			56	33	5			6
6:30	1048	25			55	25	8	6		6
6:45	1044	29			64	23	2	6		5
7:00	1131	42			47	32	11	5		5
TOTAL	5359	29.8			54%	29%	6.8%	4.4%	.4%	5.4%

Man, what a help the PERPETUAL SURVEY is to all of us. Take KSCJ, for example. The PERPETUAL SURVEY has guided its programming with nary a slip hour after hour for a year and a half.

Take KSCJ advertisers. Any of them. They'll tell you why they take the KSCJ PERPETUAL SURVEY Way. For the whole story, ask George Hollingbery or write to the station.

THE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"

Over 1,688,070 Listeners in KSCJ 0.2 Millivolt Area!



KSCJ
The JOURNAL
Sioux City, Iowa
Affiliated with C.B.S
Represented by GEORGE HOLLINGBERY · C.W. Corkhill, MANAGER

$22,500,000
Paid to Farmers Last Year for livestock brought into

WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.



THOSE DAYS ARE GONE FOREVER ...THANKS TO RADIO



AMBITIOUS music students draw inspiration from hearing the performance of the great maestros.

A few years ago only those in the largest cities could enjoy such experiences. Even then admission prices were often more than young students could afford.

How greatly radio has changed such conditions. No longer are music lovers, whether students or not, cut off from great performances, either by distance or lack of funds...The National Broadcasting Company sends out through the year a wealth of fine music performed by the world's leading artists. During 1938, 16% of all program hours broadcast by NBC, were devoted to opera, classical and semi-classical music.

This gift of music is a public service —just one contribution of NBC toward making this a better nation in which to live. It is the fixed intention of the National Broadcasting Company never to neglect its opportunities in this field.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

CAB Rural Radio Study Soon to Be Made Public

THIRD annual study of program popularity among rural families is nearing completion, according to the Cooperative Analysis of Broadcasting, which reports that the study, based on over 20,000 completed interviews made during a typical week, will be sent to subscribers in about 10 days. Interviews were divided equally between farmers and small town families located in 300 different communities within the basic network area. Towns averaged 800 in population, and while the average distance from station cities was 50 miles, some of the towns were more than 100 miles away.

In addition to reporting on relative popularity of network programs, the report will give comparable ratings for large cities, showing the variations in program appeal between rural and urban audiences. To maintain the same standards of field investigation as the regular reports meet, the CAB sent its own investigators into the rural communities.

Fishing Tackle Test

JAMES HEDDON'S SONS, Dowagiac, Mich. (fishing tackle), has started a series of 39 spot announcements on WISN WGY WCCO WFAA WJJD. Rogers & Smith, Chicago, is the agency.

NORTHERN TRUST Co., Chicago, on May 9 renews its Tuesday evening half-hour show The *Northerners* on WGN, Chicago, for 52 weeks. J. Walter Thompson Co., Chicago, is agency.

U. S. Tobacco's 5th Year

U. S. TOBACCO Co., New York, for Model and Dill's Best tobacco, on May 29 starts its fifth year on CBS with the largest number of stations it has used since the first broadcast of the half-hour series in May, 1935. The show has been heard every Monday night at 8:30 p.m. ever since. With each renewal, the company has added more stations and this year the contract calls for 54, five more than last year. Talent includes Tom Howard and George Shelton, the Eton Boys and Ray Bloch's orchestra. Arthur Kudner, New York, handles the account.

More for Morrell

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut hams), has added six quarter-hours weekly on WWJ, Detroit, and daily participations in a home economics program plus 12 weekly spot announcements on WJR, that city. Show on WWJ is titled *Sophis-to-cats*. Firm is also carrying a total of seven weekly five-minute spots on KNX, KHJ, KFI, Los Angeles; KDKA, WCAE, Pittsburgh; WBZ-WBZA, WNAC, Boston, and the Yankee Network, according to Frank W. Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

there is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Opportunity for man who can use radio effectively, promoting one of midwest's largest newspapers. Under 35, relatively low starting wage, hard work, write clean forceful copy, financially mature, loyal to a good newspaper, friendly and sincere with fellow workers. Good voice personality desirable. Enclose picture. Tell what sort of person you are and what you can do. Box A359, BROADCASTING.

National Radio Employment Bureau wants experienced salesman, announcers, operators and other employees, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Announcer — Ambitious, young, college graduate, desires Junior Announcing. Unusual sports record. Good voice. Box A338, BROADCASTING.

Does your station need a shot in the arm? 100 red-hot ideas available! Two aggressive, live-wire radio men, six years' experience, employed presently with prominent station in major Midwest city, desire taking over local station on percentage. Can supply personnel for general managing, programming, sales, announcing, promotion, continuity, office. Available two weeks' notice. Best references. Will go anywhere. Box A339, BROADCASTING.

Operator-Announcer. News and special events experience. Good continuity. College. Box A340, BROADCASTING.

Will manage or lease station—For past twelve years have earned as high as $14,000 annually selling radio advertising. Have been salesmanager of network and independent stations. Present connection worth only about $8,000 annually. Will consider position as salesmanager on percentage or stock basis. Box A341, BROADCASTING.

Station Manager, 7½ years experience all phases of radio, successful record. Has built and operated one of the finest small stations in the country. Unusual record as commercial manager. Desires connection with station where efforts and ability are recognized. Box A360, BROADCASTING.

Operator, wants position with university owned station. Can take charge. Interested engineering course. Now employed. Box A358, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Experienced announcer desires position with small station. Can write continuity and assist in selling. Audition recording available. Box A356, BROADCASTING.

Young Man, 20 years old seeks situation on sales staff of local station. 2 years college. Best references. Salary secondary. Box A357, BROADCASTING.

Chief Engineer, with ten-year background of experience and training. Experience includes allocation engineering and field strength surveys as well as station construction and maintenance. Graduate Electrical Engineer. Definite asset to any progressive station. Box A344, BROADCASTING.

Experienced Announcer at liberty. Available for interview. Write Box A361, BROADCASTING.

Situations Wanted (Cont'd.)

Woman Commentator, knows fashions, styles, cosmetics. Musical education. Sales and script writing experience. Has conducted own program on metropolitan station. Former feature writer and columnist. Best references. Box A345, BROADCASTING.

Salesman: Ten years experience selling radio advertising. Largest volume producer on chain station: Proven record. First class references. Billings averaging $1,000 weekly. Offers sound program idea to meet mass competition, provide a constant source of revenue and furnish worthwhile service to your community. Particulars, references, and photo in first letter. Box A346, BROADCASTING.

Announcer and Narrator with one year's announcing experience. Valuable background of education, travel and athletic coaching. Consider any offer. Box A347, BROADCASTING.

Do you need a competent licensed engineer? Desire better opportunity. Now employed at midwest network station. Available immediately. Address A348, BROADCASTING.

News Commentator. International background (U.S.A., London, Berlin), live-wire, interpretative, non-opinionative; keen sense news values; dramatic angles, humor. Excellent radio voice, delivery. At present columnist big eastern newspaper, broadcasting weekly. Seeks daily commentating job east, mid-south or mid-west. Transcription available. Box A349, BROADCASTING.

Experienced Radio Production Man under CBS production and writing heads desires position with progressive station or agency. Seven years' theatre training, including five with Paramount. Box A350, BROADCASTING.

Instructor-Announcer: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A351, BROADCASTING.

Junior Announcer—experienced, now available for southern, eastern, station. Personal audition. Box A352, BROADCASTING.

Sports Announcer wants Baseball assignment. Handle studio utility, references, recordings available. Box A353, BROADCASTING.

Experienced Newspaper Reporter, radio editor and broadcast news commentator, with excellent record of writing and producing continuities for leading agencies, networks, and stations, seeks place with station or agency. Knows radio from every angle, particularly Chicago and Middle West. Age 34, married, best of references. Box A354, BROADCASTING.

Recording Engineer. 5 years transcription and studio experience. Desires connection with station or transcription studio. Now employed. Graduate Radio Engineer. Box A355, BROADCASTING.

From $13,000 to $8,000—Quite a drop! That's why I am ready to quit. Been selling radio advertising for twelve years and have been the top salesman on all three jobs. Can you show me where I can make $10,000 and upward per year? Box A342, BROADCASTING.

For Sale—Equipment

For Sale—Presto 85E Recording Amplifier, 6D Turntable with three lead screws, Four Channel Mixer, Radio tuner, velocity Mike and Pre-amp—all associated equipment—no reasonable cash offer refused. Box A343, BROADCASTING.

Listener Checkup On Allen Repeat

NBC's rebroadcast of the Fred Allen program in the New York area at midnight to check the audience interest in programs other than dance music at that hour, was concluded April 26. For the previous seven weeks the program broadcast at 9 p. m. on the Red network (WEAF, in New York) had been repeated on WJZ in that city, which was hooked into the West Coast rebroadcast. But the advent of Daylight Saving Time, which moved the 9-to-midnight evening synchronization of WJZ and WBAL, Baltimore, up to 10-to-1, made it necessary to end the experiment.

A check of the April 12 broadcast, made the following evening by C. E. Hooper Inc., in which 4,415 calls were made in the metropolitan area, disclosed that 5.4% of the families called had been listening after midnight on April 12, about twice the national average for that time of night. Of this number, 11.5% had heard the Allen program, while 88.5% had listened to dance music; 19% knew that the Allen program could be heard at midnight and 28.6% reported having heard one or more of the late broadcasts.

Night Listening Figures

Of the total number of radio families interviewed, 10.1% said they frequently listen after midnight; 28.1% listen sometimes and 58.1% never after midnight. Of those with radios on after midnight on the night of April 12, 9.4% tuned off at 12:30; 44.1% by 1 a. m.; 25% by 2, and 1.5% by 3. Of all families interviewed, 13.7% had listened between 8 and 10 p. m. on April 12, and of these 38% had heard the 9 p. m. Allen broadcast.

Only publicity given the test repeat broadcasts by NBC was through announcements made at 10:45 a.m. and 3:45 p.m. on WJZ on February 22 and again on March 1. Since a commercial program would naturally be highly publicized, it might be expected that an advertiser using this post-midnight time for a regular series would receive a larger percentage of listeners than 5.4%, it was concluded.

YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:—

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

New Shortwave Rules

(*Continued from page 14*)

FCC Engineering Department probably will ask stations in particular cities to decide upon distribution of the four blocks of channels within a 30-day period, with the changes to be made effective some two months later. As this is done, the regular call letter assignments will be made.

In making the new allocations for high-frequency broadcast stations, approximately the same amount of space in the ether is allocated to frequency and amplitude modulation. In that fashion, it is felt that equal opportunity can be given each class of service for development. The amplitude-modulation channels are generally one-fifth the width of the frequency-modulation bands. Additional frequencies are set aside for the experimentation.

In adopting the new rules covering relay stations, the FCC specifies that such licenses will be awarded only to licensees of regular broadcast stations or networks. Moreover, in the case of a licensee having two or more standard broadcast stations located in different cities, the rule specifies the relay station must be anchored to the station or stations in conjunction with which they will be operated. The relay station will not be permitted to operate in conjunction with another standard station in a different city for more than ten days in any 30-day period.

Developmental Stations

A change in nomenclature, under which former "experimental" broadcast stations are to be called "developmental" broadcast stations was affected in the new rules. The purpose, it was explained, was to avoid confusion between such stations and others operating on a strictly experimental basis. Developmental stations will not be permitted to realize any pecuniary return and will broadcast programs only when they are necessary to the experiments conducted. No regular program service can be broadcast unless specifically authorized by the license.

Permissible frequency deviations of international broadcast and television stations are cut in half under the new rules. The tolerance specified for an international station is .005% and for a television station .01%. Other tolerances remain the same.

One-year licenses are specified for all classes of stations covered, with the expiration dates staggered. A new requirement governing ultra-high frequency stations is that a licensed operator shall be on duty and in charge of each transmitter.

Pending the outcome of the hearing on the application of Mayor LaGuardia of New York that WNYC, city-owned station, be permitted to rebroadcast international programs, the FCC retained in its new rules the prohibition against such rebroadcasts without written authority having first been obtained from the Commission.

Regulations governing television were kept intact, pending developments growing out of special studies being made by the FCC Television Committee. The only change was that setting up definite channels of 6,000 kc. each for television allocations. Seven such channels were issued in the group 44,000 to 108,000 kc. and 11 others in the group 156,000 to 294,000 kc. Under the action, each television station will be assigned only one 6,000 kc. band, which will accommodate both aural and visual carriers.

Non-commercial educational broadcast stations, formerly lumped in with high-frequency broadcast stations, were made a separate category in the new rules with the same 25 channels allocated for this service. A revised definition specifies that such stations will be licensed only to "a recognized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units." It is also specified that such stations shall not get the programs of other classes of broadcast stations "unless all commercial announcements and commercial references in the continuity are eliminated."

Symphony Goes On

QUICK thinking by Gerry Quinney, CJRM, Regina, control room operator, enabled Saskatchewan listeners to have a practically uninterrupted session with the New York Philharmonic Orchestra recently when network line trouble stopped the program coming into CJRM. Quinney took the selection the orchestra was playing from the station's transcription library, placed it on the turntable at the spot where the transmission had broken, and continued playing it for 13 minutes when the line trouble had cleared. There was no interruption on the change-over from recording to line, and listeners only had a break in the program during the minute it took Quinney to find the recording in the library and place it on the turntable.

URGING food buyers to assist in making possible a half-holiday for store clerks, wholesale and retail grocers, both independents and chains, are cooperating in a 13-week campaign on WCKY, Cincinnati, to educate housewives in the Cincinnati area to shop early on Wednesday, when stores close at 1 p. m.

RIGID TABOO against all hot swing music has been invoked by Manager Ovelton Maxey, of WRTD, Richmond, who calls it "barrelhouse cacophony".

Style Show Is Televised By Store in New York

TELEVISION already is being employed as a merchandising medium, with at least one New York department store — Bloomingdale Brothers—already having staged a fashion show. The Bloomingdale event, staged April 26, was described by I. A. Hirschmann, sales and advertising director, as a "peep into the future of merchandising". The event was promoted by display advertising in newspapers.

From a sixth floor studio in the store, a millinery fashion show was televised by wire from an American Television Corp. camera to four 7x9-inch "kinets" on the third floor. Mannikins wore suntan makeup, with eyes and lips painted deep blue.

The store plans to install "kinets" in various departments to induce multiple sales. For example, it was stated, a woman buying shoes could be looking at latest dress styles on a television screen.

Albert Gould Davis

ALBERT GOULD DAVIS, 67, patent lawyer, former vice-president of General Electric Co., and a former director of RCA, on April 24 died at his home in New York after a short illness. Mr. Davis spent more than 35 years with General Electric, first as manager of the patent department and for 14 years as vice-president. He became a director of RCA shortly after its incorporation in 1919, and resigned from the company with other directors of General Electric in 1932 at the direction of the court order dissolving the relationship between the two companies. He was in private patent practice at the time of his death.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

WBAL

means business in Baltimore

AFRA Acquires WLW, Negotiates in St. Louis

AMERICAN Federation of Radio Artists is carrying on negotiations with broadcasters on a number of fronts, according to reports from AFRA's New York headquarters. Emily Holt, executive secretary of the union, is in St. Louis talking with station managements about wages and working conditions for their staff announcers and other talent.

The contract with WLW, to which Mrs. Holt and James G. Shouse, station's general manager, tentatively agreed last week, is in the hands of attorneys for both parties and should be ready for the final signatures within the week. George Heller, assistant executive secretary, has been negotiating with NBC for contracts covering announcers employed at the network's M & O stations and for NBC sound effects men in New York, and reports both of these projects nearing satisfactory conclusions. The union is just starting to discuss contracts with WMCA, WHN and WNEW, New York, he said.

WNEW, New York, has arranged a tie-up with the *New York Journal-American*, whereby the newspaper supplies it with a quarter-hour program of daily happenings at the New York World's Fair directly from the press building at the exposition. The method is similar to that used by WNEW and the newspaper during the Bruno Hauptmann trial in Flemington, N. J. Three pre-opening broadcasts were heard on April 26, 27 and 28, and the programs are now heard six nights weekly, from 7 to 7:15.

ANPA Seeks Harmony With Radio

(*Continued on page 11*)

against a given audience to sell them thoroughly."

Mr. Hobler emphatically denied a statement made at a recent publishers' meeting that agencies prefer to use radio because they make more profit on their radio billings than they do on newspapers, stating that if there were any incentive for agencies to use one medium as contrasted with another, radio would not be used by many agencies.

"The facts of the matter," he said, "are that radio has increased the cost of operating an advertising agency and tends greatly to reduce the net profit of the agency business. I know of no first ranking agency that has been able to eliminate any of its copy, art, research, contact or overhead cost, because of radio.

"On the other hand, expensive departments handling radio have had to be added on top of these departments. Each year the majority of agencies belong to the AAAA's report in detail their operating costs and percentage of profit to their total billing. Since the advent of radio profits have been decreasing. There are, of course, other factors that have contributed to the decrease—high corporate income taxes, social security, old-age pensions, etc."

Radio As Shining Example

Radio was also held up to the publishers as a shining example by Harold W. Anderson, of the American Institute of Public Opinion, who contrasted the type of radio research that gives the advertiser accurate knowledge regarding the size of his actual, not potential, audience, while the average newspaper is still trying to sell circulation with no reference to readership. And the technique used by radio to secure this information, he added, is very similar to that developed earlier by Gallup in the publication field.

"Comparatively speaking," he continued, "there is no guess work in the minds of radio advertisers regarding the potential audiences that they may reach. They are not swept off their feet by the Charlie McCarthy and Major Bowes programs in the vain hope that their programs are reaching an equal number. They are getting figures on every program on the air and many of the figures are disillusioning, perhaps, but the information is serving to increase the confidence of an advertising agency that it can prepare or select a formula for a radio program that will do as well as the average and perhaps much better.

"The newspaper industry cannot kid itself about the factual information existing about radio programs and radio advertising and the subconscious confidence that this very information is breeding in the minds of advertising executives who are beginning to have the feeling of how to attract satisfactory audiences to their programs."

Lesson of Munich

"The dramatic Munich crisis last fall recorded a new high point of cooperation between radio, newspapers and newspaper press services," says the report of the ANPA Radio Committee, delivered Thursday by its chairman, J. S. Gray, *Monroe* (Mich.) *Evening News*. "As a result of such cooperation between the press and radio in the handling of transcendant news, domestic as well as international, the American public today enjoys a position unique in all time," the report continues, adding that "another and equally impressive result of cooperation between the newspaper press agencies and radio is the increasing scope and prestige of American news broadcasts to other countries. The volume, accuracy, interest and coverage of shortwave news broadcasts now going out to other countries is also without equal elsewhere."

The continued sale of radio time for sponsored news features is found "less assuring from the viewpoint of the press" by the Committee, which wonders "whether broadcasters eventually will come to share the newspaper view that advertising sponsorship of news reports constitutes a questionable practice adverse to the prestige and larger interests of the medium indulging in it. It seems apparent however, that the failure to date of broadcasters to accept presentation of the news as a public service purely, to be held separate from the sale of their time to advertisers, constitutes a weakness in their otherwise strong claim for greater institutional security, and for increased freedom from bureaucratic control."

Radio Program Listings

A "striking change in the attitude of newspapers" toward free publication of radio programs was found by an ANPA survey of program practices. In a similar survey last year, of 235 newspapers without radio affiliations who reported their policies regarding program publicity, only 33 (14%) excluded programs except as paid matter. This year 995 papers not affiliated with radio stations responded, of which 387 (37%) stated they publish radio programs only when paid for. In 1938, 9% of the papers reported publishing trade names in connection with programs, whereas this year only 3% so reported.

Discussing the present state of development of television and facsimile, the report states "it is of interest to note that whereas a year ago major attention was centered largely upon the future possibilities of facsimile broadcasts for home consumption, that interest seems to have lessened. On the other hand speculation as to the home possibilities of television broadcasting has come to the fore."

From NAB figures the report states there are now 732 licensed stations, of which 229 are newspaper owned or affiliated. Stating that "as yet no legislative formula is in evidence designed to guarantee to radio any great degree of statutory freedom from Government coercions, or of security against conflicting bureaucratic philosophies," and adding that "progress in this direction is disturbingly slow," the committee briefly describes 22 radio measures now before Congress.

Citing the 1938 gross time sales of $150,118,400 as evidence of radio's continued "aggressiveness as a competitor of the newspaper in the field of advertising," the report closes with this statement: "New factors less favorable to radio are appearing, however, according to reliable sources. Radio's talent costs are increasing and the domination of the best hours by a few advertisers is encouraging more and more advertisers to reappraise the values of media other than radio."

Cooperation Urged

The Committee recommends continued cooperation of newspapers and press services with radio in public service enterprise, study of constitutional and legislative principles applicable to radio "from the standpoint of the highest public interest", scrutiny of communications policies now in force and of legislative proposals, and "increased alertness on the part of our professional and business personne

WBRE

You Don't Have To Be A Magician

to increase sales and distribution in the Wyoming Valley. (500,000 population in our primary area.) Your advertising message over WBRE, Wilkes-Barre, will do wonders to up your products acceptance . . . but don't take our word for it — ask your local dealers and representatives.

For Sale—6:15-6:30 P.M. daily Transradio News Program. Spot established three years.

NBC Red and Blue

WILKES-BARRE *in the heart of the Anthracite* PENNSYLVANIA

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

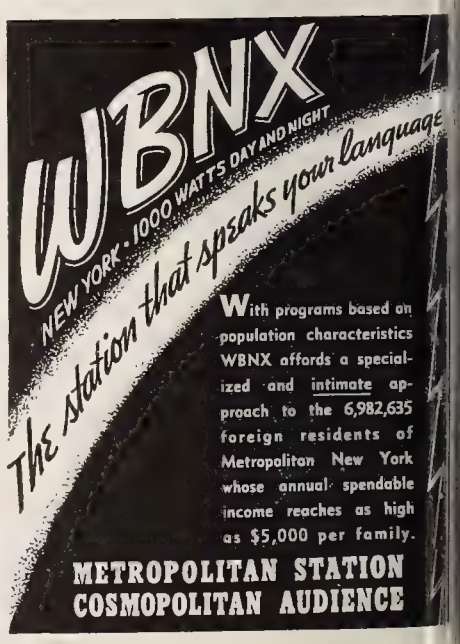
"The Quality Market of The Southeast"

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania You *MUST* Use

WFBG

Altoona • Pa.



toward all developments in the field of communications."

The Radio Committee's surveys on the use of radio programs were cited by J. M. Bunting, *Bloomington Pantagraph*, as evidence of the soundness of the plea he made at last year's convention to get newspapers to stop "giving away their space to a competitor". The 512 non-radio affiliated newspapers publishing radio programs without charge are, he charged, "contributing $2,282,000 yearly in national space to inform your readers when they may listen to advertising messages that pay someone else a profit." Since only about half of the country's newspapers replied to the questionnaire, he concluded that "publishers who have no connection with radio are annually donating $4,564,000 in national space to a competitor."

Mr. Bunting launched his discussion by observing that BROADCASTING, which he described as the "national radio trade paper", recently *'shouted* in a lead story: 'Gross Time Sales $150,118,400 in 1938—Gain of 4.2% over 1937 Despite Trade Recession'." He referred to the leading article in the Feb. 1 BROADCASTING.

"Previously," he continued, *Editor & Publisher*, newspaper trade paper, "had *whispered* * * * that newspaper national lineage had taken another walloping to the tune of 22.3%."

The use of short-wave radio to broadcast local sports events was discussed at this small newspaper session by Charles A. Stauffer, *Phoenix Republican* and *Gazette* (KTAR). Andrew W. Robb, *Halifax* (N. S.) *Herald* (CHNS), at the same meeting described his paper's experience in broadcasting news.

Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN), chairman of the Press-Bar-Radio Committee reported that radio was brought into the picture for the first time last year, when a meeting was held in Washington, attended by Mr. Bellamy, Giles J. Patterson of the American Bar Association and Neville Miller, NAB president, at which Mr. Miller agreed to send broadcasters a questionnaire to determine whether they have anything to propose to the press or bar or to make any changes in radio's coverage of court proceedings. Results of the questionnaire, sent out Feb. 24, are as yet inconclusive, the report states, so no further action on this line has been taken.

Gough Reenters Radio

EMILE J. GOUGH and J. Curtis Willson have reentered the field of radio after more than a year's absence by purchasing an interest in Tested Radio Features, sales organization handling programs that have been proved successful in individual markets. Mr. Gough, formerly vice-president and director of Hearst Radio, and Mr. Wilson, who was national sales manager of that firm, have been partners since leaving Hearst, and are at present actively engaged in the manufacture of a new type of fabric, operating as Tecron Inc. They will not take active part in the operation of Tested Radio Features, Mr. Gough stated. The company's first feature is *Calling All Cars*, which has been contracted for by 29 stations. Phil Fuhrmann is active head of the company.

Publisher-Radio Interests Represented at ANPA Meetings

Chas. A. Stauffer, *Phoenix Republic* and *Gazette* (KTAR, KVOA).
K. A. Engel, *Little Rock Democrat* (KGHI).
G. C. Hamilton, McClatchy Newspapers (KERN, KMJ, KFBK, KWG, KOH).
David R. Daniel, W. E. Duffy, Latham B. Howard, Francis S. Murphy, *Hartford Times* (WHTH).
J. H. Darcey, *Waterbury Republican American* (WBRY).
Samuel H. Kaufman, *Washington Star* (WMAL).
G. W. Papert, Fred Siebert, Marajen Stevick, *Champaign* (Ill.) *News Gazette* (WDWS).
John W. Park, R. R. McCormick, *Chicago Tribune* (WGN).
E. C. Hewes, *Danville Commercial-News* (WDAN).
Edward Lindsay, F. W. Schaub, *Decatur* (Ill.) *Herald & Review* (WJBL).
Russell Chapman, E. K. Todd, *Rockford* (Ill.) *Star & Register Republic* (WROK).
Ben H. Potter, *Rock Island Argus* (WHBF).
A. W. Shipton, W. W. Tracy, *Springfield* (Ill.) *State Journal* (WCBS).
F. A. Miller, *South Bend Tribune* (WSBT, WFAM).
Lee P. Loomis, *Mason City Globe Gazette* (KGLO).
H. J. Powell, *Coffeyville* (Kan.) *Journal* (KGGF).
W. A. Bailey, *Kansas City Kansan* (KCKN, WIBW).
H. S. Blake, *Topeka Capital* (WIBW, KCKN).
Milton S. Kimball, *Portland Press Herald* (WGAN).
George A. Mellen, Harold B. Morrill, *Lawrence* (Mass.) *Eagle-Tribune* (WLAW).
George F. Booth, *Worcester Telegram-Gazette* (WTAG).
A. L. Miller, *Battle Creek Enquirer & News* (WELL).
W. E. Scripps, *Detroit News* (WWJ).
Mrs. T. J. Dillon, James S. Milloy, *Minneapolis Tribune* (WTCN).
W. F. Johns, Eric Ridder, Herman H. Ridder, *St. Paul Dispatch-Pioneer Press* (WTCN).
George B. Longan, Earl McCollum, *Kansas City Star* (WDAF).
Dean Palmer, Arthur Burrowes, S. R. Douglas, C. M. Palmer, *St. Joseph Gazette* (KFEQ).
George M. Burbach, A. G. Lincoln, *St. Louis Post Dispatch* (KSD).
Elzy Roberts, John D. Roberts Jr., *St. Louis Star Times* (KXOK, KFRU).
Edson K. Bixby, T. W. Duvall, *Springfield* (Mo.) *News & Leader & Press* (KGBX).
Frank D. Throop, *Lincoln Star* (KFAB, KFOR).
A. J. McDonald, Henry W. Stock, *Albany Knickerbocker News*, (WABY).
Wm. O. Dapping, *Auburn Citizen-Advertiser* (WMBO).
Ed. H. Butler, W. V. McGrain, Louis W. Woelfel, *Buffalo Evening News* (WBEN, WEBR).
Victor H. Polachek, J. V. Connolly, H. W. Stodghill, Hearst Newspapers (WINS, WISN, WBAL, WCAE, KEHE, WACO, KNOW, KTSA, KYA).
James G. Blake, Ray A. Huber, John H. Sorrells, Scripps Howard Newspapers (WCPO, WNOX, WMC, WMPS).
Neal Murphy, E. R. Davenport, *Rochester Democrat & Chronicle* (WHEC).
Don S. Elias, *Asheville* (N. C.) *Citizen-Times* (WWNC).
Carl C. Council, *Durham Herald-Sun* (WDNC).
Gordon Gray, W. K. Hoyt, *Winston-Salem Journal* (WSJS).
Norman D. Black, H. D. Paulson, *Fargo Forum* (WDAY).
C. A. Rowley, D. C. Rowley, G. H. Leggett, *Ashtabula* (Ohio) *Star-Beacon* (WICA).
H. R. Schaffner, Joseph K. Vodrey, *Canton Repository* (WHBC).
J. A. Van Buren, *Cleveland Plain Dealer* (WCLE, WHK, WHKC, WKBN).
Harvey R. Young, *Columbus Dispatch* (WBNS).
R. F. Fletcher, *Portsmouth Times* (WPAY).
Joel H. Bixby, *Muskogee Phoenix & Times Democrat* (KBIX).
E. K. Gaylord, W. M. Harrison, J. I. Meyerson, *Oklahoma City Oklahoman & Times* (WKY).
P. L. Jackson, Donald Y. Sterling, S. R. Winch, *Portland Oregon Journal* (KOIN, KALE).
M. E. Holohan, *Portland Oregonian* (KEX, KGW).
C. C. Curtis, David A. Miller, Don Miller, J. A. Shumberger, *Allentown Call-Chronicle* (WSAN).
Walter W. Krebs, *Johnstown* (Pa.) *Tribune* (WJAC).
George F. Kearney, *Phila. Public Ledger* (WHAT).
M. F. Hanson, *Pittsburgh Post-Gazette* (WWSW).
H. E. Bradley, J. W. Flanagan, E. Tracy Sweet, *Scranton Times* (WQAN).
C. E. Pigford, Albert A. Stone, *Jackson Sun* (WTJS).
Leon E. Herman, *Memphis Press Scimitar* (WMPS).
Ted Dealey, J. Estes, *Dallas News* (WFAA).
B. N. Honea, J. M. North Jr., *Fort Worth Star-Telegram* (KGKO).
J. H. Butler, *Houston Chronicle* (KXYZ, KTRH).
Mrs. W. P. Hobby, *Houston Post* (KXYZ, KPRC).
K. M. Carpenter, *Salt Lake Tribune* (KSL).
C. P. Hasbrook, *Burlington News* (WCAX).
Raymond B. Bottom, *Newport News Press & Times Herald* (WGH).
W. T. Christian, W. Brydon Tennant, Tennant Bryan, *Richmond News Leader* (WRNL).
John D. Wise, *Richmond Times-Dispatch* (WRTD, WTAR).
Chas. H. Carson, Carl B. Short, *Roanoke Times* (WDBJ).
W. Guy Tetrick, *Clarksburg Exponent & Telegram* (WBLK, WCHS, WPAR).
Don Anderson, *Wisconsin Journal* (WIBA).
Irwin Maier, *Milwaukee Journal* (WTMJ).
H. H. Fris, *Milwaukee Sentinel* (WISN).
Andrew W. Robb, *Halifax, N. S., Herald & Mail* (CHNS).
F. J. Burd, M. E. Nichols, *Vancouver, B. C., Daily Province* (CKCD).
Samuel Cormie, *Vancouver Sun* (CKFC).
J. E. Chappell, C. B. Hanson, Jr., Victor H. Hanson, *Birmingham News & Age-Herald* (WSGN).
J. R. Knowland, Jr., *Oakland Tribune* (KLX).
William B. Pape, E. Robert Stevenson, *Waterbury Republican & American* (WBRY).
Geo. C. Biggers, John A. Brice, James R. Gray, *Atlanta Journal* (WAGA, WSB).
Basil Brewer, Geo. A. Riley, *New Bedford Standard Times & Mercury* (WNBH).

SPORTS

CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

K F E Q

ST. JOSEPH, MO.

"The Midwest Market Station"

ANNOUNCES:—

Two additional hours of nighttime broadcast service to St. Joseph, Missouri's third largest market, and its rich agricultural trade area.
6:00 A.M. to 9:15 P.M. Daily
680 KC

National Representatives

KELLY-SMITH CO.

New York Chicago
Detroit Atlanta

But, what NBC station in Des Moines will do the best merchandising job? *KSO of course!*



That's the logical wind-up of many a conversation on the Des Moines situation.

KSO *is* the NBC station in Des Moines that does the *best* merchandising job.

Your program on KSO is given the full force of the backing of Iowa's greatest newspapers—The Des Moines Register and Tribune, with which the station is associated. And a trade recognition based on consistent and effective dealer contact.

Billboards and outside car cards publicize your program.

Combine this soundly executed merchandising plan with the new KSO 5000-1000 watts power and your result is most economical sales to over 1,000,000 people in Iowa's largest single marketing area.

When you're planning on Iowa—it's KSO, of course.

** And, of course you can buy KSO in the WNAX-Iowa Network combination at an exceptionally low rate.*

KSO DES MOINES • NBC Blue-MBS • 1430 K.C.
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY

PROGRAMMED for maximum AUDIENCE in a major MARKET at minimum RATE

Borden's Success On Pacific Coast Credited to Radio

Local Angle Is Featured in Wide Use of News Programs

BORDEN'S DAIRY DELIVERY Co., San Francisco, a successful user of radio since February, 1937, recently expanded its radio activities so that now it is the largest user of locally-produced radio programs in the West.

Currently the company has 23 ten-minute programs in San Francisco; 18 10-minute programs in Phoenix, Ariz.; 12 quarter-hour programs in Seattle. All are news or news type programs. Sacramento and Fresno are tied in with the San Francisco newscasts of Borden's and other Western cities are now under consideration for still further expansion.

Borden's and its agency, McCann-Erickson, are convinced that news is a mighty effective medium to boost the sale of dairy products. All of the newscasts originating from San Francisco for Borden's are edited and presented by John B. Hughes. His broadcasts originate at KFRC.

Promotion Methods

Recently Borden's launched a new evening program titled *News in the Making*, which, although spotted between two newscasts, turns out advantageously inasmuch as it is entirely different from the others. Every day except Saturday and Sunday two KFRC special events men take their portable recording equipment and interview some newsworthy person or persons. Then, at 9:15 each night, *News in the Making* goes on the air with commercials for Borden's fluid milk products.

In promoting the new program Borden's used store display material, truck banners, broadsides and trade-journal advertisements to grocers and bottle hangers. In addition 300 retailers were invited to KFRC studios to help celebrate the company's third anniversary on the air.

It is the belief of Borden that the advertising of all dairy products is essentially a local problem. Thus Borden emphasizes the fact that its products are turned out locally and its radio advertising is designed to tie the company closer to the public's local interests and local prides.

A little more than a year ago Borden's decided to put its advertising emphasis on cream. Newscaster Hughes was built up as an authority on superlative eating. He urged his listeners to ask for his booklet, "John B. Hughes — His Book on Superlative Eating: A Practical Treatise on the 374 Uses of Cream." Some 100,000 copies of the booklet were distributed in six months. But more important, the sales of Borden's cream had gone up 10%. The average dairy products firm, planning special promotion for cream, anticipates a sales gain of from 5 to 10% in two or three years of advertising.

At the same time a special drive on buttermilk had boosted sales 39% in a single month.

Then Hughes began to put pressure on ice cream sales. "Four Star Fountain Service" was instituted. Dealers were signed up to make fountain goodies with Borden's ice cream, to Borden's formulas. Hughes described the formulas on the air. Borden dealer-service men kept a sharp eye on the cooperating dealers to make certain they cooperated accurately in using the formulas.

The result was that Government statistics show Pacific Coast soda fountain sales in 1938 were some 17% under 1937, but Borden's ice cream sales, to fountains which had handled the products for both years, showed a substantial increase.

Borden's advertising plan is divided into three divisions — fluid milk, ice cream and evaporated milk.

(U.P.)

THE MARK

OF ACCURACY, SPEED

AND INDEPENDENCE IN

WORLD WIDE NEWS

COVERAGE

UNITED PRESS

FCC Counsel Challenge Court's Power, Claiming It Acts as Super-Commission

CRACKING BACK at the U. S. Court of Appeals for the District of Columbia, the FCC on April 20 inferred that the tribunal has set itself up as a super-Commission and in effect was usurping the administrative duties delegated the board by Congress.

In plainly-worded petitions for rehearing and reconsideration in the so-called Pottsville and Heitmeyer cases, which the court decided the second time April 3, William J. Dempsey, general counsel, and William C. Koplovitz, assistant general counsel, served notice that the FCC was prepared to take the jurisdictional questions to the Supreme Court for final settlement. The appellate court, in its opinions on these cases, had sharply condemned the FCC for purported failure to carry out its mandates.

Simultaneously Schuylkill Broadcasting Co., intervenor in the Pottsville case, and also an applicant for a station in the Pennsylvania city, filed with the court a petition for reconsideration, asking revision of its opinion and alleging fundamental errors in its rulings as to the facts. The court had instructed the Commission to follow its mandate on the original record, without adding new parties to the hearings and declared that if it became necessary for the protection of the rights of Pottsville Broadcasting Co., it would grant writs of prohibition and mandamus within 30 days or by May 3.

Filing of the new petitions by the FCC and Schuylkill brought immediate rejoinders from the successful appellants. For Pottsville, Eliot C. Lovett and Charles D. Drayton, its attorneys, asked for denial of the petitions and the issuance of the necessary order which would force Commission compliance with the court's rulings. For Heitmeyer, former Senator C. C. Dill and James W. Gum, attorneys, called the Commission petition nothing more nor less than a revision and enlargement of contentions of the Commission.

Rehearing Is Asked

FCC counsel, in the light of this summary action, asked the court for a rehearing and reconsideration of its decision. In a 17-page petition it argued the decision was in conflict with applicable actions of the Supreme Court. Then the FCC counsel stated that in the event the court denied the petition or if after reconsideration it did not deny the Pottsville Broadcasting Co. petition for writs of prohibition and mandamus, it requested the court to enter its judgment and stay the execution pending the Commission's petition to the Supreme Court.

The FCC held the court cannot control the proceedings of the Commission by such writs and that the court reached the wrong conclusion by deciding that the Commission should not consider the Pottsville application along with other pending applications for the same city.

When the court decided the Pottsville case in the first instance on May 9, 1938, the Commission said the action did not dismiss or terminate the administrative proceedings. "It was still necessary for the Commission to determine whether the public interest, convenience or necessity would be served by granting the application of the Pottsville Broadcasting Co. The procedure to be followed by the Commission in arriving at its determination of this question was not and is not subject to the control by this court."

FCC counsel cited that in its April 3 action, the court had reverted to a practice which was lawful prior to 1930 when that tribunal actually sat as a "super-Commission". But the amendment of the law changed the function of the court from that of a supervisory administrative body to that of a judicial tribunal insofar as its jurisdiction over decisions of the FCC is concerned, it was argued.

Mistakes of Fact Claimed

For Schuylkill Broadcasting Co., attorneys Arthur W. Scharfeld and Philip G. Loucks asked the court to reconsider and modify its April 3 decision. Bringing out that it has pending before the FCC an application for a new station in Pottsville, it said this assignment is identical with that sought by Pottsville Broadcasting Co. They argued that the court's decision was based on "material mistakes of fact" since Schuylkill was a party to the original hearing on Pottsville's application, whereas the court said the Commission had ordered a hearing de novo, with new parties to combat. A number of other purported errors in the court's decision also were cited. The decision, the petition contended, deprives Schuylkill of its right to a full and fair hearing upon its application.

Unless remedial action is taken, Schuylkill contended, the court has placed the applicant "in a worse position than it occupied at the time of the original hearing and decision on appellant's application, and intervenor is being penalized for an error that the Commission may have made in taking action when it did on appellant's application."

In the Heitmeyer case the FCC asked the court to recall its opinion of April 3 and grant a rehearing. The case, which had its beginnings in 1936, involved the application of Paul R. Heitmeyer for a new station in Cheyenne. It has been in litigation both in the Appellate Court and in the U. S. District Court.

The court's action of April 3 in reversing and remanding this case to the District Court with instructions to dismiss the bill of complaint, was described as an invitation to further prolong unnecessarily litigation concerning matters which have expired by their own terms. The Commission contended that for the court to revise its judgment on the Heitmeyer appeal more than a year later was not only without precedent but clearly beyond its power, since the October 1937 term in which it decided that appeal, had expired. The action, it said, created an "extremely dangerous precedent."

Pottsville's answer to the FCC's petition was almost sarcastic in its condemnation. The challenge to a court's jurisdiction "has never been more truculently and dogmatically asserted—or on flimsier grounds than here," Messrs. Lovett and Drayton held. Charging the Commission with "contumacy" and "laches" for its failure to follow the court's mandate. They contended that the Commission wanted the court to close its eyes to the fact that the Commission "proposes to ignore the court's judgment and to carry out its own."

Declaring that "ignorance of the law is no excuse", Pottsville held that it is too late now for the Commission to go back to the original case and ask for modification of the judgment. After reciting the case history and the court's two decisions reversing the Commission, the attorneys stated the Commission still contends that it is actuated solely by consideration of public interest and "seeks to continue on that ground its contumacious flouting of the judgment of this court and its obdurate resistance to the just claims of this applicant." The Commission's contentions were called "reckless, loose and unwarranted."

The attorneys also answered the Schuylkill petition, declaring the court was correct in its ruling and that the decision did not deprive the Schuylkill of any rights either under law or Commission procedure. Schuylkill, they said, "has been accorded every right to which its dilatory filing entitled it.

Kimball's Folly

PROPRIETY apparently is only small worry to Ted Kimball, announcer of KDYL, Salt Lake City. Recently Announcer Kimball, in covering a transfer to a local church affair remote, attempted to liven a dead spot resulting from technical difficulties by directing the operator to play a fill. First platter at hand shortly began intoning, ". . . and now let's sow wild oats in the bushes at the bottom of the garden".

Sentiment for FCC Legislation Is Revived Again in Congress

Wheeler Indicates He May Start Hearings in May; Connery Raps FCC; McNinch Alters His Views

REVIVAL of sentiment for legislation reorganizing the FCC has developed in Congress, with prospects of hearings before the Senate Interstate Commerce Committee during May.

While Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, has not definitely scheduled hearings, it was indicated he hoped to get them under way this month and was anxious to inquire into the FCC's behavior as well as to appraise charges of monopoly in the broadcasting industry.

Although Senator Wheeler sponsored the McNinch-drafted bill (S.-1268) to reduce membership of the FCC from seven to three, he has declared he is not wedded to that idea but desires to use the measure as the basis for a fact-finding inquiry after which a revised measure could be drafted. Current sentiment appears to be in favor of a five-man Commission as opposed to the three-man idea and the White (S.-1520) 11-man proposal [BROADCASTING, March 1, 15].

The Wheeler committee also has pending before it the resolution offered by Senator White for a comprehensive inquiry into the FCC and the industry. Whether that resolution will be pressed as the basis for the inquiry remains questionable.

The Wheeler committee now is concluding consideration of several railroad bills. Best information is that it can dispose of these measures by mid-May. If it does, it is presumed the full committee then will undertake consideration of the FCC reorganization proposals. Otherwise, Senator Wheeler's present plan is to designate a subcommittee. With Congressional adjournment seen by July, leaders point out that time is of the essence if new legislation is to be enacted at this session.

Might Separate Radio

FCC Chairman McNinch, it is understood, now is inclined to lend his support to removal of common carrier functions of the FCC to another agency—probably an entirely separate commission. While he has made no formal pronouncement, he is believed to oppose the proposal of Senator White for a Commission which would embrace two autonomous divisions, one for broadcasting and the other common carrier.

In Congressional circles there is much criticism of the FCC, not only because of the constant internal strife, but also because of its mushroom "bureaucratic growth." Whereas the Radio Commission, in its last year in 1934, had a total personnel of only 233, its roster of 631 is viewed as an example of regulatory waste and extravagance. The Commission's questionnaire antics, fostered by its common-carrier trained Accounting Department of 100, has intensified this feeling.

Meanwhile, on the House side, Rep. Connery (D-Mass.) loosed another tirade against the FCC, the industry and all things radio April 26, capping it with a renewed plea for enactment of his resolution for a far-reaching investigation by a select committee of the House. He made particular capital of the fact that the House Appropriations subcommittee has not yet seen fit to propose funds for the FCC for the new fiscal year which begins next July 1 and that this itself showed the "great contempt" in which the FCC is held by the House if not by the entire Congress.

Connery Blasts FCC Again

Not one complaint has been made and not one voice raised on the floor protesting the failure of the committee to make the $2,000,000 appropriation requested, he said. Chairman Woodrum (D-Va.), of the Independent Offices Subcommittee, had announced that the appropriation was withheld in the light of the Administration-sponsored Wheeler-McNinch bill for reorganization of the FCC.

What smacked of an effort to tar members of the FCC with disorderly conduct, implying that the Television Committee in its visit to New York during early April had become involved in a "drunken brawl", developed during the Connery onslaught. Rep. Massingale (D-Okla.) said he had heard a rumor of a recent entertainment that took place in some "hot spot" in New York with members of the FCC present.

"They got into a drunken brawl, and in the brawl some woman was hurt—her arm twisted. I do not know whether it was the licensees who were giving the entertainment or whether it was members of the FCC or who it was. I wanted to ask the gentleman if he knew about that?"

Mr. Connery replied he had heard the report but that he had no verification. When Rep. Massingale asked whether the rumor ought to be followed up and an inquiry made to ascertain whether it was true, Mr. Connery replied "absolutely".

In a lengthy diatribe, during which he was frequently interrupted, Mr. Connery criticized the Federal Monopoly Committee for its failure to investigate the "radio monopoly". He cracked the FCC and charged that conditions on the Commission have not improved since McNinch became its head.

Charges Malfeasance

Alluding to the network-monopoly inquiry of the FCC, he spoke with noteworthy familiarity of what he described as disclosures during the proceedings. The two "monopolistic networks", he said, in reality control some 350 stations through "illegal contracts", and the networks "receive the vast profits in radio from radio advertising".

He charged members of the Commission with "apparent malfeasance in office" and asserted that the FCC to all intents and purposes "evidently is controlled by the big monopolistic owners of these radio chains." Asserting that the FCC had gone through the motions of conducting a so-called investigation, he predicted "it will end in the usual whitewash, for how can the Commission sincerely and honestly investigate itself."

Alleging gross mismanagement and abuse of trust among radio licensees, Mr. Connery said it may be necessary for Congress to enact legislation wherein small investors may or the Government shall delegate from the lists of such investors "representatives to participate in the management and protection of these enterprises." He charged that a total of only $1,600,000 in cash was invested in CBS, according to SEC records, and the company now possesses a property which he understood had a value of some $60,000,000 on the stock exchange.

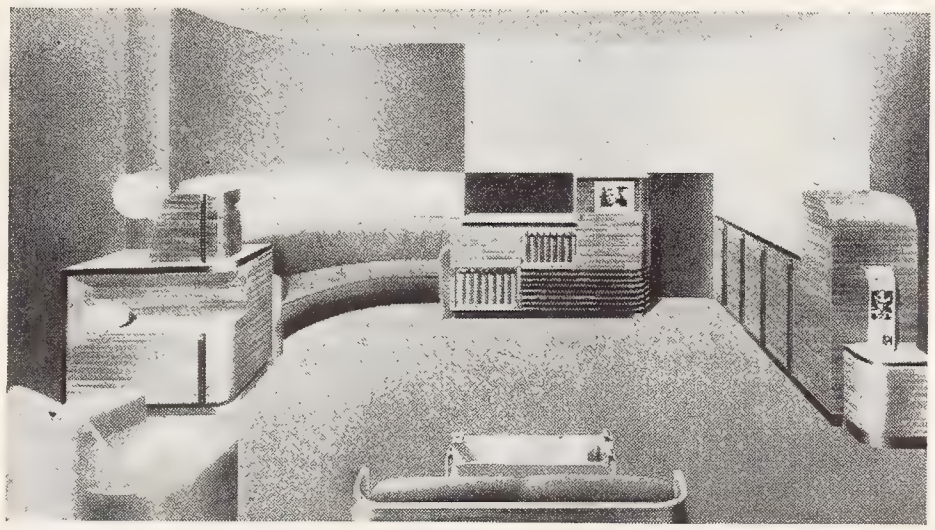
Opposes Booster Stations

Mr. Connery criticized at length the trend toward "booster stations", which he said meant the assignment of an additional station in another community and which provides practically no employment for those in the new community. It does, however, "succeed in diverting the advertising of that community from the local newspapers to those alleged radio stations," he said. Declaring such stations destroy the opportunities for expansion of newspapers, he cited the illustration of such an operation in his own Congressional district.

Asserting that some have asked him why the chairman of the Commission "seems so friendly to monopolistic networks", said he had no personal knowledge of the relationship and then alluded to the WPTF-NBC controversy—but made no mention of its recent amicable settlement.

Charging that "hypocrisy again prevails when one considers the chairman's public utterances and compares such utterances with what is actually happening," Mr. Connery vigorously attacked Chairman McNinch's stewardship. He said that a Congressional investigation of the FCC and the "radio monopoly" will show that the law "is openly, flagrantly and continually violated without any action or restraint on the part of the FCC."

In conclusion, Mr. Connery asserted that the "radio monopoly" is "about to unload upon an unsuspecting public television sets, the value of which at this time, according to the newspapers, competent radio engineers question." He inquired whether it was "not about time that the Congress, acting in the public interest, insisted upon a Congressional investigation of the entire subject?" He also alluded to the motion offered by Louis G. Caldwell, as counsel for MBS, in the network-monopoly hearing to enjoin networks from entering affiliate contracts beyond 1940.



RADIO LIVING-ROOM OF TOMORROW, as created by John Vassos, internationally famed industrial designer, for the RCA exhibit at the New York World's Fair contains a combination television and sound receiver with devices for recording and reproducing phonograph discs (center), a facsimile receiver (right) and a home movie projector (left) which utilizes the opposite wall as a screen. Dimming the florescent lights produces a "softly darkened interior, affording easy visibility of television," says RCA in describing the living room.

Air Conditioning Spots

AIR CONDITIONING & TRAINING Corp., Youngstown, O., starts a 26-week series of two to three daily five-minute transcribed announcements on 38 stations. On May 8, the training school will add the following 12 stations to the list now carrying its quarter-hour news programs: WDAY WNAX KRNT KSO WMT KSTP WTCN WEDC WHLB WMFG KATE KWNO. This group of stations will carry the programs 7-7:15 a. m. Mondays through Fridays, and 2 to 2:15 p. m., Sundays. Weill & Wilkins, New York, placed the account.

Johnson Substitutes

S. C. JOHNSON & SON, Racine, Wis. (floor wax), will replace its present NBC *Fibber McGee & Molly* series with a nine-week summer show starting July 4, Tues., 9:30-10 p. m. (EDST), while Jim and Marian Jordan vacation. Replacement will feature Alec Templeton, blind pianist. Billy Mills' orchestra will remain and Edna Odell, Chicago singer, is to be added along with a master-of-ceremonies. Cecil Underwood, Hollywood producer of Needham, Louis & Brorby Inc. will be in charge.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

APRIL 14, TO APRIL 28, INCLUSIVE

Decisions . . .

APRIL 14

MISCELLANEOUS — KGNO, Dodge City, Kan., applic. amended to 250 w 1 kw D, cancelled hearing date of 5-15-39; WKAQ, San Juan, denied consol. hearing on WKAQ, WNEL renewals; NEW, United Theatres, San Juan, granted consolidation hearings in Nos. 4610, 5298 involving applics. new stations; WHLS, Port Huron, Mich., granted intervention in Thumb Bcstg. Co. applic., Brown City, Mich.; WJBW, New Orleans, granted continuance hearing 60 days; WIBC, Indianapolis, granted dismissal without prejudice applic. mod. license to ltd.; NEW, Suffolk, Bcstg. Corp., Suffolk, Va., granted depositions for CP applic.; NEW, Gazette Co., Cedar Rapids, Ia., granted amendment applic. re antenna, studio, trans., and cancelled hearing date; NEW, Martin K. Calaway & Harry S. Hooper, Marysville, Cal., granted motion dismiss without prejudice applic. CP; Stenger Bcstg. Corp. Wilkes Barre, Pa., granted intervention & consolidation hearings on renewal and assignment WBNX license to petitioner, and continued hearing indefinitely; NEW, Sherman V. Coultas, Milton Edge, Hobart Stephenson, Jacksonville, Ill., denied leave to substitute name of Edgar J. Korsmeyer for Sherman V. Coultas, deceased, in applic.

APRIL 17

KPAC, Port Arthur, Tex.—Granted CP change 1260 to 1220 kc 500 w unl.

MISCELLANEOUS — WTIC, Hartford, granted CP directional N; KFWC, Vernon, Tex., granted CP increase D 100 to 250 w; WOSU, Columbus, O., granted mod. license N 750 w to 1 kw; WREC, Memphis, CP aux. trans. retired to closed files.

SET FOR HEARING—NEW, Neptune Bcstg. Corp., Atlantic City, CP 1420 kc 100-250 w unl.; WCOV, Montgomery, Ala., mod. license to unl.; NEW, Catawba Valley Bcstg .Corp., Hickory, N. C., CP 1370 kc 100-250 w unl.; WMFR, High Point, N. C., CP increase D to 250 w; KNEL, Brady, Tex., mod. license to 100-250 w unl.; WBIG, Greensboro, N. C., CP move trans., increase D 1 to 5 kw; NEW, Samuel M. Emison, Vincennes, Ind., CP 1420 kc 100 w unl.

APRIL 18

MISCELLANEOUS—WATR, Waterbury, Conn., granted license change trans. studio sites, change 1190 to 1290 kc 250 w unl.; WMFR, High Point, N. C., granted CP change trans.; KMMJ, Grand Island, Neb., granted license move station; WIBW, Topeka, granted license move trans., radiator; WSJS, Winston - Salem, N. C., granted license change trans., equip., radiator; KAST, Astoria, Ore., granted license new equip., radiator chnage 1370 to 1200 kc. increase to 100-250 w; WJBW, New Orleans, granted mod. CPP trans., studio sites, new equip., radiator.

APRIL 19

WTOL, Toledo—Granted mod. license to unl., 100 w 1200 kc.

WPRP, Ponce, P. R.—Denied temp. rebroadcast programs of W1XAR and W1XAL.

MISCELLANEOUS—NEW, Sentinel Bcstg., granted oral argument 511-39; NEW, Civic Bcstg. Corp., Syracuse, same; WHJB, Greensburg, Pa., same.

APRIL 21

MISCELLANEOUS—NEW, M. L. Medley, Cookeville, Tenn., Brown Co., Bcstg. Co., Brownwood, Tex., John R. Pepper, Greenville, Miss., and WREN, Lawrence, Kan., granted orders take depositions; NEW, Pawtucket Bcstg. Co., Pawtucket, R. I., granted acceptance late appearance in WQDM applic.; WICA, Ashtabula, O., granted continuance hearing; KTBS, Shreveport, La., denied dismissal without prejudice applic. change 1450 to 620 kc etc.; WCOU, Lewiston, Me., granted continuance hearing on CP change power; KLCN, Blytheville, Ark., granted amendment CP change equip.

APRIL 22

MISCELLANEOUS — KOB, Albuquerque N. M., rescinded action denying extension temp. auth. unl. 1180 kc. and granted same for 30 days; KEX, same, to operate unl. 1180 kc 5 kw 30 days.

APRIL 24

TEMPORARY RENEWAL — WBNX, New York, subject to action on renewal applic.

SET FOR HEARING—NEW, Clarence H. Fray and Robert O. Greever, Logan, W. Va., CP 1200 kc 100 w D; W9XAK, Manhattan, Kan., CP change video equip.; KRE, Berkeley, Cal., mod. license N to 250 w; KWOS, Jefferson City, Mo., mod. license N to 250 w; KGMB, Honolulu, renewal applic.; KHBC, Hilo, T. H., same; KUMA, Yuma, Ariz., issues raised in order revoking license, to be heard 5-22-39.

MISCELLANEOUS—WRKL, Rock Hill, S. C., closed records and deleted call letter at request of applicant; WHA, Madison, Wis., granted continuance hearing 90 days.

APRIL 25

MISCELLANEOUS—WLAW, Lawrence, Mass., granted CP change equip.; WREC, Memphis, granted CP aux. trans.; WILM, Wilmington, Del., granted move trans., change to Simul. D and Share N with WAZL; WLTH, New York, granted license change antenna; WMC, Memphis, granted extension temp. auth. 5 kw N to 6-3-39; KGCA, Decorah, Ia., granted extension temp. auth. remain silent 4-22-39 to 5-21-39, pending KWLC's compliance with Rule 131; WQDM, St. Albans' Vt., granted temp. auth. operate 5-6 a. m. during daylight saving time; WBEO, Marquette, Mich., granted temp. auth. operate daylight saving time instead CST; KGCA, Decorah, Ia., denied temp. auth. operate under license granted 3-6-39 for 30 days pending KWLC compliance Rule 131.

KTOK, Oklahoma City—Proposed findings of fact and conclusions of 3-20-39 adopted, and applic. granted.

APRIL 27

KTBS, Shreveport, La.—Dismissed with prejudice applic. CP change to 620 kc, increase D to 5 kw, etc.

APRIL 28

WMAQ, Chicago—FCC on own motion continued hearing on WMAQ renewal, and WHA request for facilities to 7-31-39.

MISCELLANEOUS — Oregon State granted pet. intervene KOY applic.; WBNX, New York, WHLB, Virginia, Minn., KCMO, Kansas City, granted orders take depositions; KTSW Emporia, Kan., granted continuance hearing; KFI, Los Angeles, granted pet. intervene KERN applic.; NEW, Moocacy Bcstg. Co., Rockville, Md., granted dismissal without prejudice CP 1140 kc 250 w D; KCMO, Kansas City, granted intervention WREN applic.; WREN, Lawrence, Kan., denied request subpoenas of witnesses; WSPR, Springfield, Mass., granted dismissal without prejudice mod. license to unl.; NEW, Harry Jackson, Harrisburg, Pa., granted continuance hearing to 5-31-39; Pulitzer Pub. Co. St. Louis, granted intervention applic. KXOK, WFRU, WGBF; WJHP, Jacksonville, Fla., denied request for information on profit and loss statements WMBR.

Proposed Decisions . . .

APRIL 17

WAWZ, Zarephath, N. J.—Proposes denial of applic. CP international station 5 kw.

Applications . . .

APRIL 15

WCNY, New York—License noncommercial educational station.

WNYC, New York—License new antenna, trans., etc.

WBAX, Wilkes-Barre, Pa.—Invol. assign. license to Stenger Bcstg. Corp.

WREC, Memphis—CP aux. trans.

WJMC, Rice Lake, Wis.—License new station.

KEUB, Price, Utah—Auth. transfer control to A. W. McKinnon, Jack Richards.

APRIL 19

W1XAR, Boston, License for international station.

NEW, Union Bcstg. Co., Scranton—CP 1370 kc 100-250 w unl.

NEW, Nebraska Bcstg. Co., Hastings—CP 1200 kc 100-250 w unl.

APRIL 21

WPRO, Providence—CP increase 500 w 1 kw D to 1-5 kw, change trans. site.

NEW, Herbert L. Wilson, New York, CP experimental.; WREC, Memphis, mod. license increase N to 5 kw, amended to Hoyt B. Wooten d/b WREC Bcstg. Service.

WSUI, Iowa City—CP new trans., antenna.

KWK, St. Louis—CP change 1350 to 630 kc, asks facilities KFRU, WGBF.

NEW, Lakeland Bcstg. Co., Willmar, Minn., CP 680 kc. 250 w ltd.

APRIL 26

WLAP, Lexington, Ky.—Exp. auth. rebroadcast WLW facsimile.

NEW, Opelika-Auburn Bcstg. Co., Opelika, Ala.—CP 1370 kc 100-250 w unl.

KDAL, Duluth—CP change trans., increase D to 250 w.

NEW, Bcstg. Corp. of America, Riverside, Cal.—CP 1270 kc 250 w unl., amended to 1390 kc 1 kw, asks facilities of KOY in case its freq. is changed.

KWJJ, Portland, Ore.—Mod. license to 1 kw, amended re hours.

APRIL 28

WMBO, Auburn, N. Y.—Mod. license N to 250 w.

WCAX, Burlington, Vt.—Mod. license change name to Burlington Daily News Inc.

WSPR, Springfield, Mass.—Mod. license to 1240 kc 250-500 w unl.

WHK, Cleveland—Mod. license to 1-5 kw.

WWL, New Orleans—Mod. exp. auth. 50 kw unl. to 8-1-39.

KVOS, Bellingham, Wash.—License for CP as mod. change equip., new antenna, move trans.



PLACED in operation only two weeks before at a cost of $30,000, the new 490-foot vertical radiator of WBBM, at Downer's Grove, Ill., crashed to the ground early in the evening of April 13 when a guy wire snapped during a sleet storm. NBC immediately offered the CBS Chicago key to the use of the former WENR tower nearby and WBBM began operating from it next day. Transmitter engineers Pat Paulson, Ben Wimberly and George Ralston escaped injury when the tower fell within eight feet of the transmitter house. According to Frank Falknor, WBBM chief engineer, a new site may be selected and a new tower will not be on the air for at least two months. The loss was completely covered by insurance. WGN, Chicago, was also off the air the night of April 13 for 40 minutes due to a short circuit in the line caused by a sleet storm.

Chavez Proposes Federal Station

Revives Hemisphere Proposal With Washington Location

WITH the switching of the location of the proposed station from San Diego, Cal., to Washington, D. C., as the sole major change, last session's bill of Senator Chavez (D., N.M.) providing for a powerful Government-owned broadcasting station was reintroduced in the Senate April 27.

The measure (S-2251) authorizes construction and operation of a station, sufficiently powerful to cover the nations of the Western Hemisphere, by the Navy.

The bill directs the appropriation of $3,000,000 for construction with $100,000 annually for operation and maintenance and indefinite appropriations for program production. The programs would be designed to cement cultural, political and commercial ties between the United States and South and Central American nations.

Private Service Improved

Similar bills were strongly opposed at the last session by the NAB through its then president Mark Ethridge, as the opening wedge toward Government ownership of broadcasting. Since then, privately-owned international stations have stepped up their operations. NBC, CBS, General Electric and Westinghouse are among companies which have revitalized their service and it is now felt in the industry that there is far less justification for a Government station. The House Naval Affairs Committee last session turned thumbs down on such proposals.

Programs would be selected by a council composed of the Secretary of State, the Secretary of Interior, the Secretary of Commerce, the Chairman of the FCC, and two other officers of the United States selected by the President. The call letters would be P-A-Z, the word "peace" in Spanish and Portuguese.

"The decision to change the location of the station was the result of technical testimony at hearings on my previous bill last session which showed that to locate the station in San Diego would result in excessive costs," Senator Chavez said.

He said he had talked with State and Interior Department officials and found them "very sympathetic" to the idea. "You can certainly say that the proposal has the support of Secretary Ickes," he said.

Senator Chevaz expects public hearings on the bill, which has been referred to the Senate Committee on Foreign Relations.

Still pending before the House Naval Affairs Committee is the measure sponsored by Rep. Cellar (D.—N.Y.) (HR-2721), similar to the Chavez bill. The two principal differences between the measures is that the Celler bill provides only $700,000 for construction cost and places the commissioner of education in charge.

Network Accounts

All time EDST unless otherwise indicated.

New Business

SEARS-ROEBUCK & Co., Chicago, on May 1 starts transcription show *Grandma Travels* on 23 Texas State Network stations for 52 weeks, Mon. thru Fri., 8:30-8:45 p. m. (CST). Agency: Blackett-Sample-Hummert, Chicago.

UNITED INSURANCE Co., Elgin, Ill., on April 16 started *Neighbors* on 17 Texas State Network stations for 13 weeks, Sun., 9-9:15 a. m. (CST). Agency: J. L. Stewart & Co., Chicago.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets), on May 2 starts for 52 weeks *Romance of Stamps* on 5 Don Lee network stations (KHJ, KFRC, KGB, KDB, KXO), Tues., Thurs., 5:30-5:45 p. m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

H. J. HEINZ Co., Pittsburgh (soups, trained goods), on May 1 starts *Irene Vicker* for 13 weeks on 8 Yankee stations, Mon. thru Fri., 5:15-5:30 p. m. Agency: Maxon, Inc., New York.

PROCTER & GAMBLE Co., Cincinnati (Teel and Drene), on May 21 starts *Knickerbocker Playhouse*, starring Elliott Lewis, on 52 CBS stations, Sun., 10-10:30 p. m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

EMERSON RADIO & PHONOGRAPH Co., New York, on May 1 starts Elliott Roosevelt's *Texas in the World News* on 23 TSN stations, Mon. and Fri., 5:45-6 p. m. (MT). Agency: Lightfoot Associates, New York.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on June 19 starts *Fred Waring's Orchestra* on 82 NBC-Red stations, Mon. thru Fri., 7:15 p. m. Agency: Newell-Emmett, N. Y.

FRANCISCAN FATHERS, New York, on April 30 started for 52 weeks *Ave Maria Hour* on 13 Yankee stations, Sun. afternoon half-hour. Agency: Donald Peterson, N. Y.

GENERAL MILLS, Minneapolis (Korn Kix), on May 1 for 52 weeks starts *Betty & Billy* on 16 NBC-Red stations, replacing *Jack Armstrong*, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Korn Kix), on April 30 started *Crouch Club* on 5 NBC-Red Pacific coast stations and added the following, making a total of 35 NBC-Red stations: KSD WSM WOW KSTP WDAF, Sun., 6:30-7 p. m., rebroadcast 9:15-9:45 p. m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

Renewal Accounts

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on May 1 renews for four weeks *Kate Smith's Monday Chats* on 14 CBS stations, Tues., Thurs., Sat., 12 noon-12:15 p. m. Agency: Benton & Bowles, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on June 21 renews for 13 weeks *Paul Whiteman's Orchestra* on 53 CBS stations, Wed., 8:30-9 p. m. Agency: Newell-Emmett, New York.

SME WHITE LEAD & Color Works, Detroit (paints), on April 27 renewed *Smilin' Ed McConnell* for 52 weeks on 36 NBC-Blue stations, Tues., Thurs., 10:30-10:45 a. m., marking the eighth year of the broadcasts. Network is to be considerably enlarged in the fall. Agency: Henri, Hurst & McDonald, Chicago.

P. LORILLARD Co., New York (Kent's Best and Model tobacco), on May 29 renews *Model Minstrels* and adds 5 CBS stations making a total of 54 CBS stations, Mon., 8:30-9 p. m. Agency: Arthur Kudner, N. Y.

Huskies Adds 8

GENERAL FOODS Corp., New York (Huskies), on May 1 adds eight stations to the list of ten now carrying the quarter-hour transcribed series *Young Dr. Malone* five times weekly. Stations added are WOW, WHO, WHAM, WFBL, WNBF, KFBK, WBT and KSD. Benton & Bowles, New York, handles the account.

BAYUK CIGARS, Philadelphia, on May 1 renews *Inside of Sports* on 17 MBS stations for six weeks. Program is broadcast Mon., Wed., Fri., 7:30-7:45 p. m., on WNAC WTIC WEAN WTAG; Tues., Thurs., Sat., 7:45-8 p. m., on WHK WOR WFIL WCAE WKBW WSYR; Mon. thru Fri., 7:45-8 p. m., on WLW; Mon. thru Sat., 7:45-8 p. m., on WGN KWK; Tues., Thurs., Sat., 11:15-11:30 p. m., on KHJ KFRC KGB KPMC. Agency: Ivey & Ellington, Philadelphia.

Network Changes

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on April 28 added KFRC and KHJ to *Captain Herne* making a total of 3 MBS stations, Mon., Wed., Fri., 7:15-7:30 p. m., and Tues. and Thurs., 7:30-7:45 p. m.

MANHATTAN SOAP Co., New York (Sweetheart soap), on May 1 shifts *Sweetheart Serenade* from 4 NBC-Red stations to 8 NBC-Blue stations, Mon., Wed., Fri., 10:30-10:45 a. m.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on July 4 replaces *Fibber McGee & Molly* with *Alec Templeton* on 73 NBC-Red stations, Tues., 9:30-10 p. m.

GENERAL FOODS Corp., New York (Sanka), on May 2 starts a repeat for Mountain and Pacific zones for *We, the People* on 64 CBS stations, Tues., 9-9:30 p. m. (reb. 9:30-10 p. m., MST., 8:30-9 p. m. PST). Agency: Young & Rubicam, New York.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on May 5 shifts *Burns & Allen* on CBS from Hollywood to New York for 8 weeks.

GILLETTE SAFETY RAZOR Co., Boston (razor blades), on April 3 renewed for 10 weeks 30 thrice-weekly participations in *Yankee Network News Service* on 17 Yankee stations. Agency: Maxon Inc., N. Y.

RIO GRANDE OIL Co., Los Angeles (gasoline), on May 1 shifts *Calling All Cars* on 3 CBS Pacific stations, from Sun., 8-8:30 p. m. to Mon., 9-9:30 p. m. (PST).

GULF OIL Co., Pittsburgh, on June 11 presents *Erno Rapee's* orchestra, *Jane Frohmann* and *Jan Pierce* on 63 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica, Minit-Rub), on July 5 replaces *Fred Allen* with Fred Uttal and Arlene Francis in *What's My Name* on 49 NBC-Red stations, Wed., 9-10 p.m. (reb. 12-1 p.m.) Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on May 8 moves *Eddie Cantor* from Hollywood to New York on 41 CBS stations, Mon., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

THE Chicago Cubs, National League baseball team, is sponsoring 22 evening quarter-interviews during the season on WGN. Agency is Neisser-Meyerhoff, Chicago.

Additional Cities Listed In Daylight Saving Time

SINCE publication [BROADCASTING, April 15] of the list of cities observing Daylight Saving Time during 1939, as compiled by the Merchants' Association of New York, the following additional communities have reported observance of the change in time:

NEW YORK—Akron (June 4-Sept. 10); Batavia (June 5-Sept. 4); *Geneva; Hamilton (June 23-Sept. 23); *Le Roy; Malone (June 17-Sept. 1); Ogdensburg (May 28-Sept. 3); Springville (June 1-Aug. 31); Westfield (July 2-Sept. 3); Syracuse.

INDIANA—Plymouth (April 23-Oct. 1).

PENNSYLVANIA—*Lebanon; *Palmyra; Warren (June 3-Sept. 4).

VERMONT—*Lake Bomoseen; *Lunenburg; *Winooski.

ONTARIO—Burlington (April 30-Sept. 10); Peterborough (May 20-Sept. 30)

QUEBEC—*Hull; Richmond (April 30-Sept. 23); Temiscoming (May 21-Sept. 10).

*April 30-Sept. 24.

NBC-BLUE BILLINGS INCREASE BY 175%

BILLINGS for the NBC-Blue network have increased 175% for the first three months of 1939 as compared with the corresponding period last year, which indicates success for the new sales policies inaugurated last November for the Blue, according to an NBC report. New and renewal business for this year totaled $3,537,602, an increase of $2,251,895 over 1938's total of $1,285,707. Breakdown for January, February and March of the two years follows:

	New	*Renewal*
1939		
Jan.	$ 76,570	$1,679,496
Feb.	410,384	428,272
March	610,784	332,096
	$1,097,738	$2,439,864
1938		
Jan.	$100,496	$587,553
Feb.	295,025	268,415
March	000,000	34,218
	$395,521	$890,186

Grocery Billings Up

GROCERY manufacturers have increased their purchases of CBS network time so greatly in the last four years that the 1938 total was nearly three times as large as that for 1935, the network reports. Advertisers of foods and food beverages, soaps and household supplies used time on CBS valued at $3,506,818 in 1935; $6,524,842 in 1936; $8,671,206 in 1937; $9,673,906 in 1938—the final figure representing a gain of 175.9% over the 1935 sum. The trend is likely to continue upward even more sharply this year, says CBS, with the first quarter of 1939 showing billings for these products 7.9% over 1938 and 29.3% ahead of 1937. A similar trend has been reported by NBC, with grocery manufacturers using time valued at $13,212,766 in 1935, and $18,935,145 in 1938, a gain of 43.3%. Billings for the same products during the first quarter of 1939 show an increase of 12.6% over 1938, the network reports, and 56% ahead of the same period in 1937.

CBS LOOKS AHEAD, 1ST QUARTER DOWN

STOCKHOLDERS of CBS were informed by President William S. Paley, at the annual meeting of the company April 19, that sales figures for the second quarter of 1939 will exceed those of the same period of 1938 and that profits for the first six months of this year will be at least as large as those of the comparable period last year.

Mr. Paley rendered the 1938 annual report of the company, which showed a gross income of $32,662,992 and net profit of $3,541,740 [BROADCASTING, April 15] and at the same time reported on the first quarter of 1939. For the 13 weeks ended April 2, gross income from sale of facilities, talent and wires, after the deduction of time discounts and agency commissions, amounted to $6,707,567, which compares with $6,998,773 for the same period of last year.

Net profit for the first three months of this year, it was reported, was $1,151,526, the equivalent of 67c per share of A and B stock, which compares with $1,494,980, or 87c per share, for the same period last year.

Net Spring Billings Up

REPORTING a reversal of the seasonal trend in radio advertising, CBS has announced that this May, the month when sponsors traditionally begin their summer retrenchments, new and renewed business on its network will add $35,675 weekly to its gross billings, representing 91.7% more new and renewal business than for May, 1938. Conversely, programs concluding their CBS series in May this year total only $22,890 weekly, 37.6% less business leaving CBS than in May of last year. Similarly, NBC announces that between Jan. 1 and April 15 of this year, it has signed business totaling $11,591,041, an increase of 78.5% over the same period of 1938, which was its all-time high year for network billings.

KIRK MEDICINE Co., Hollywood, is charged by the Federal Trade Commission with making misleading claims for its tablets. General Foods Corp., New York, has agreed to cease certain claims made for Diamond Crystal Salt.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

WHO (ALONE!) for IOWA PLUS!
DES MOINES 50,000 WATTS, CLEAR CHANNEL

Late Personal Notes

MARVIN W. SMITH, manager of engineering of Westinghouse E. & M. Co., was elected a vice-president of the company at the April 26 meeting of the board of directors. John R. Read was named president of the Canadian Westinghouse Co., succeeding Paul J. Myler, formerly chairman of the board and president, who continues as chairman. N. S. Braden, formerly vice-presdent of the Canadian company, was elected vice-chairman.

JACK BERTELL, former independent talent agent, has been appointed director of the newly created personal appearance department of Columbia Artists Inc., division of CBS. The department will specialize in television, cafes, night clubs and private parties.

WALTER MONROE Jr., for the last three years manager of the San Francisco office of Walter Biddick Co., station representatives, has resigned to join the advertising staff of the *Honolulu Star-Bulletin*, a position he held prior to joining the Biddick organization.

JOSEPH M. KOEHLER, who has been handling the promotion of Muzak's Sponsored Program Service, has resigned to devote his entire time to Radio Events, New York, of which he is president. Joseph D. R. Freed, vice-president and general manager of Muzak, has also resigned, and is succeeded by Peter Holland.

ERNEST B. FOOTE, recently in advertising in Detroit, and formerly with World Broadcasting System, has joined the Society of European Stage Authors & Composers, New York, as a field representative.

GEORGE HELLER, assistant executive secretary of the American Federation of Rado Artsts, is the father of a girl, born April 26.

CHARLES McMILLAN, formerly in the sales field, has temporarly joined the staff of WWL, New Orleans, to learn radio from all lines. Each day Mr. McMillan is placed in a different department to learn how it functions.

TRAVIS BARNES, a salesman of WTAR, Norfolk, is recovering from an appendectomy.

ED ALLEN, announcer of WGN, Chicago, has announced his engagement to Dolores Dyer; the wedding will be June 5. Verne Hansen, WGN announcer, has announced his engagement to Jane Wood; the wedding will be July 15.

BRAVEN DYER, Los Angeles sports columnist, has started a five weekly quarter hour sports program on KEHE, that city, under sponsorship of S. A. Scherer, (chain auto financing.

JIMMY DUDLEY, former sportscaster of WIND, Gary, has joined the sports announcing staff of WCFL, Chicago. He will assist Hal Totten of WCFL in the Texaco baseball broadcasts this season.

A. D. WILLARD Jr., manager of WJSV, Washington, is making two addresses as part of a George Washington U radio seminar conducted by Dr. Stewart Britt, of the Psychology Department. On April 27 Mr. Willard spoke on the qualifications and requirements for young men entering the radio field, and May 8 he will discuss "Radio's Influence on Public Opinion".

JOHN K. STRUBING Jr., formerly with Rohrabaugh & Gibson Agency, Philadelphia, on May 1 joins Compton Adv., New York, as account executive for Procter & Gamble Co.'s White Naphtha Soap.

BYRON OGLE has joined the production staff of KGNC, Amarillo, Texas.



YOUTHFUL executives of the junior division supervise production of a special event over W6XDA, the new CBS ultra-high frequency transmitting unit in Columbia Square, Hollywood. Left to right are Dick Haysel, technical director; Bob Barlow, special events; Bob Fisk, assistant program director; Bill Shaw, junior director of publicity and promotion.

CBS TRAINS NETWORK YOUNGSTERS

Hollywood Junior Division Members Learn the Ropes In Practice on KNX and W6XDA Facilities

By DAVID GLICKMAN

WITH approximately 60 younger members of the studio personnel receiving laboratory and lecture instruction, the first organized project for training future broadcast executives in the United States, has been launched at KNX, the CBS owned and operated Hollywood station.

Conceived by Donald W. Thornburgh, CBS Pacific Coast vice-president, the project encompasses a complete departmental organization, modeled after that of KNX, for the junior division with their own elected executives. This group functions as the personnel of a small network affiliate, thus gaining actual experience in writing, producing, announcing and other phases of station operation, Mr. Thornburgh said.

Elect Own Executives

New executives are elected from within the group each month. Norman Macdonnell, a KNX guide, has been elected program director for the coming month; George Johnston, in charge of Columbia Square tours, is production manager and Bill Van, publicity clerk, functions as continuity editor. Bill Shaw, also a guide, is in charge of publicity and promotion for the junior division. Similarly, other members have been assigned to writing, acting, news and special events. Still others are learning the engineering phase of broadcasting.

Each week CBS Pacific Coast department heads informally lecture to the junior members on specific subjects. To test the theory in actual practice, the RCA 100-watt ultra-high frequency transmitter, W6XDA, recently installed at Columbia Square studios, is utilized in training the junior members. In addition to the technical research in shortwave transmission carried on by the regular CBS Hollywood engineering staff over W6XDA, Mr. Thornburgh stated that under the plan developed, four hours weekly is given over exclusively to the junior group for broadcasting purposes. Although regular KNX programs are also broadcast over W6XDA while engineering experiments are conducted, one hour, from 1:30 to 2:30 p. m. (PST), on each of those four days is used to broadcast original programs developed by the juniors.

The hour selected is believed by CBS executives to be the best for coverage and is attested to by letters received from distant points telling of good reception. Not only is the mail response helpful in the shortwave technical research program, but it also expresses useful criticism for the production experiments of the junior staff, Mr. Thornburgh pointed out.

Specialized Network Training

A senior committee, consisting of KNX department heads, supervises and advises the junior executive staff in the solution of specific problems, but does not attempt to interfere with nor influence actual program selection or production. Don Forbes, KNX chief announcer, is coordinator for the junior and senior divisions.

"For many years networks have been confronted with the problem of bringing younger men into positions of responsibility", Mr. Thornburgh explained. "It has been a general practice for networks to refer inexperienced applicants to smaller stations to learn the business. But results of this practice are not always satisfactory because the methods of those stations, learned by radio apprentices, do not always fit into network techniques.

"At KNX we follow the policy of employing young people of good education for duties supervised by more experienced staff members so we can train them correctly in CBS methods. As vacancies occur in responsible positions, accordingly, it is possible to make a selection from a substantial number of employees who have no bad habits to unlearn after they are promoted."

Programs that have been successfully produced to date by the junior division include a series of original adaptations of Edgar Allen Poe's famous short stories by Norman Macdonnell, KNX tour guide; *Debutante Detective*, a comedy-drama serial written and produced by Ray Erlanborn, KNX sound engineer; a series of special events prepared by Edward Larkin, head of tour promotion for KNX, and John Rider, guide; musical programs originated by Kenneth Hodge, guide, and Margaret Francis of the KNX script department; news and sports commentaries written and delivered by Bob Fisk, Ralph Whitemore, guides, and Don Creed, sound engineer. *News by Short Wave*, a daily feature on W6XDA, is prepared by Jimmy Hale, head of the KNX mail room, and Dermott Kelly, guide, with co operation of the KNX News Bureau.

The Other Fellow's VIEWPOINT

More Fast Talk

EDITOR BROADCASTING:

I read with interest the story in your April 1, edition regarding fast-talking announcers . . . We have a man here who can go them all one better. He is Frank Silva, our sports commentator, who has been on WHAM and WBEN . . . I noticed that Mr. Grant [Peter Grant, WLW] covered a 15-minute period doing 2,600 words. I also noticed that the two men at WBCM, Bay City Mich., did better. Hub Jackson, sportcaster speiled off 2,585 words in 14 minutes and Jack Parker, newscaster, did 2,730, in 15 minutes. Frank Silva, over a 15-minute period, covers approximately 3,400 words, daily and consistently . . . He is willing to pit his skill against anyone in the country at any time. This appears to be an interesting phase of the game, inasmuch as NBC statistics show that regular announcers cover about 120 words a minute, or 1,800 over a 15-minute period.

HARLAND EVANS,
WSAY, Rochester, N. Y.

Goldwyn Reply

SAMUEL GOLDWYN and Samuel Goldwyn Inc. have filed answer in New York Federal Court to the suit of NBC, Chas. H. Phillips Chemical Co., and Blackett-Sample-Hummert against Air Features, Selwyn & Co., Olive Higgins Prouty, author, and Samuel Goldwyn over the radio rights to *Stella Dallas*. Plaintiffs claimed that in August, 1937, Blackett-Sample-Hummert had purchased the radio rights to the title from Air Features and Selwyn and subsequently the program was aired on NBC under the sponsorship of the Phillips Co. After the broadcasts had begun Mrs. Prouty and Samuel Goldwyn Inc. raised the claim that they held title to the story, and Mrs. Prouty then filed suit against NBC asking for an injunction against further broadcasts of the program. The Goldwyn answer claims ownership through purchase from Selwyn and Olive Prouty, and asks the court for an injunction and accounting.

TO THE RADIO INDUSTRY:

During the week of March 22nd through the 28th, 1939, after 21 days operation at 50 kilowatts, Ross Federal Research Corporation made 140,803 telephone calls of which 93,740 were completed in these thirteen cities: Cincinnati, O., Charleston, W. Va., Columbus, O., Dayton, O., Fort Wayne, Ind., Indianapolis, Ind., Lexington, Ky., Lima, O., Louisville, Ky., Muncie, Ind., Kokomo, Ind., Newark, O., Springfield, O. To the best of our knowledge this represents the most comprehensive study over the widest territory ever undertaken by a radio station. We believe that the industry generally will be vitally interested in the results of a study of this magnitude. Within the city limits of these thirteen cities alone live 2,056,719 people and in the general territory encompassed within the geographical limits of this arbitrarily defined area (representing only the heart of WLW-land) live some 5,680,095 people. The facts are so startling in themselves that to attempt to dramatize them would invite incredulity. WLW so dominates this territory that day in and day out during the entire week studied 48.3% of all radio homes were tuned to WLW.

The leading local station in each of these thirteen markets was able to attract only an average of 22.8%. It is true that this study, of necessity, does not reflect factual data with reference to the great rural audience in this part of the country . . . the rural audience being the subject of a new study already under way. We believe, however, that we are safe in assuming—and that the industry will readily grant—that our degree of domination of the rural audience is certainly not less favorable than Ross Federal have factually demonstrated it to be in the above cities. Complete breakdowns and analyses of this study are now available and are being distributed.

If you wish specific information immediately, please advise our Sales Department or Transamerican Broadcasting & Television Corporation.

THE NATION'S STATION

CINCINNATI

See the Crosley Building at the New York World's Fair

NEWEST RCA FIELD AMPLIFIER



Brings you every Feature you want for Field Broadcasts!

PRACTICALLY custom-built to your requirements! The new RCA OP-5 is what you've wanted for field broadcasts! A single unit field amplifier, it weighs only about 37 lbs. complete with batteries. And because of its small size you can carry it into all sorts of places with extreme ease. And it's ready for instant use at the flick of a switch.

Fidelity characteristics of studio amplifiers have little on the OP-5! With it you can broadcast practically anything—from baseball game to symphony concert. Frequency response is uniform within plus or minus 1 db (30-10,000 cycles), distortion below 1%, from 50-7,000 cycles. Noise level below minus 58 db. That's pretty good evidence that outside pick-ups sound *better* with the OP-5!

Other features of this instrument that you'll like include its 4 ladder-type variable mixers; an illuminated volume indicator meter which has a separate battery for the lamp; a potentiometer master gain control of rugged, noiseless construction which uses switch points and high quality fixed resistors. These features plus the many others shown at right, are proof that it will pay you to own the OP-5. Designed for you—it will make your field broadcasting problems simple. For further details write to the nearest district office.

- Light weight—small size—truly portable
- "Studio quality" transmission—high-grade components and feed-back circuit
- Dry-battery operated for assurance of program continuity—no AC failures
- Self-contained—no broken cables
- Flexible operation—4 ladder-type mixers
- Illuminated VI meter—also indicates battery voltages and plate currents. Medium speed or new standardized speed meters available
- Hinged chassis—unusual servicing accessibility
- New low voltage, non-microphonic pentode tubes
- Batteries cost only a few cents an hour
- Full sized—special shielded transformers
- Attractive appearance—streamlined knobs and meter, reversed-etched panel, gray wrinkle finished cabinet.

• • •

There is an RCA Tube for every purpose in broadcasting

RCA *Broadcast Equipment*

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 10

MAY 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

FRONT PAGE NEWS

BOB BETTS, INC., Advertising

DENVER, COLORADO

Insurance Exchange Bldg. *Telephone—Main 1206*

March 22, 1939.

Radio Station KLZ,
Shirley-Savoy Hotel,
Denver, Colorado.

Attention: Mr. Fred C. Mueller

Mr. Mueller:

You will be interested, I am sure, in the results secured thus far by our client, Bay Petroleum Corporation, from the 15-minute program broadcast on KLZ every Thursday evening at 8:45.

I should preface the good news by stating that this is the first general consumer advertising campaign, except for some highway bulletins, conducted for Bay Gas. . .Consequently, until this program started, the new brand name was little known in a highly competitive market. . .It might also be admitted that there are comparatively few Bay-identified stations, 30 in Denver and its metropolitan area and only 44 outside this territory within your coverage.

As you know, this program is built around a radio game which must be played on charts available only thru Bay stations - with cash prizes awarded to those submitting correct charts.

The first program, broadcast on March 9th, brought in 6,718 entries, extending from Wheatland, Wyo., and Scottsbluff, Neb., on the north to Pueblo and LaJunta, Colo., on the south. However, 86 percent of these came from the Denver metropolitan area, and here, as you know, we had the first charts delivered house-to-house to insure getting the stunt under way with a big opening audience.

The second program, March 16th, had no other promotion except the build-up it got thru the first program and the cooperation of Bay station attendants. So its results - 3,575 replies - were to us even more extraordinary than those of the opener.

From interest shown by new customers driving into Bay stations seeking the necessary charts - and buying Bay Gas - we confidently believe that the listening audience will increase steadily with each succeeding program.

Furthermore - and most important - practically all Bay stations report substantial increases in gallonage - and that's what makes us happiest about the whole thing.

Cordially,

for BOB BETTS, INC.

RJB-dh



CORRECTION!

It's Really NOT News Because It's An Old, Old Story at KLZ

MAIL RESPONSE TO OFFERS MADE OVER KLZ GIVE ADVERTISERS CONCLUSIVE PROOF OF ITS SUPERIOR PULLING POWER

DENVER, COL. (Special) — Radio advertisers in the Denver-Rocky Mountain area are constantly having their eyes opened by KLZ's ability to produce results, measured in box-tops, bottle-caps or in over-the-counter sales.

March, 1939, brought three instances of KLZ's standing as a power gauge for mid-western sponsors. First: KLZ produced more than 6,500 replies to a single fifteen minute broadcast for Bay Petroleum Company, Denver. Next: On a hundred-word spot announcement for White King Soap Company, Los Angeles, KLZ outpulled the other major Denver station and ranked seventh in mail count among the fifty-six stations on the schedule. Third: When the Consumers Cooperative Association, Kansas City, tabulated the results from a schedule of fifteen five-minute programs broadcast over seven dominant mid-western stations, KLZ stood second in number of inquiries.

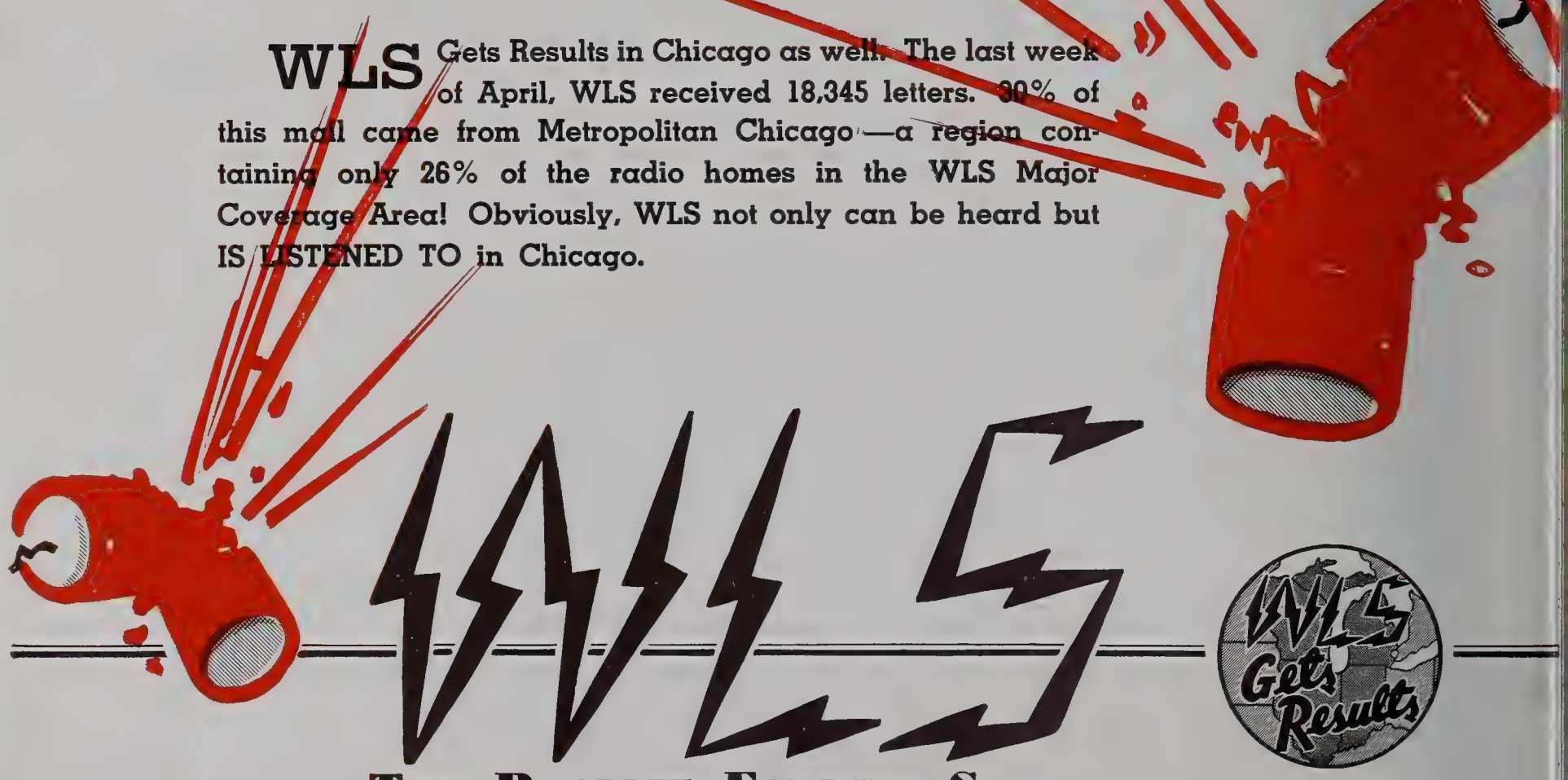
Such response reflects the coordination of men, methods and machinery at KLZ . . . makes KLZ and the results it produces the standard by which sponsors judge all stations in their mid-western hook-ups.

It's 4th of July already at WLS!



WLS in four months has completed more than half of 1939, the 10th year of its goal of ONE MILLION letters a year. At the end of April, WLS had received more than 500,000 letters—a total that should not be expected until after the Fourth of July! Total mail through April 29 was 526,281 letters! We've said it before and we say it again: WLS Gets Results!

WLS Gets Results in Chicago as well. The last week of April, WLS received 18,345 letters. 30% of this mail came from Metropolitan Chicago—a region containing only 26% of the radio homes in the WLS Major Coverage Area! Obviously, WLS not only can be heard but IS LISTENED TO in Chicago.



WLS

WLS Gets Results

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

Represented by JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, Los Angeles, San Francisco*



Take on the Pilot to New England's Major Markets

MANY trade channels must be followed if you would reach all the huge and busy markets in the New England territory.

The direct, sure course is through the facilities of The Colonial Network.

This network, comprising 17 popular local stations, provides low-cost, New England-wide coverage, extending from the populous and highly industrialized areas of Rhode Island, Connecticut and Massachusetts to the large and prosperous agricultural regions in northern counties of New England.

Use of The Colonial Network by many of the larger and more successful advertisers, year after year, is convincing evidence of its effectiveness and importance in selling New England.

17 STATIONS

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport New Haven	WLLH	Lowell Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston Auburn
WBRK	Pittsfield		

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL
NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

CORRECTION...

In a recent advertisement inserted by WLW the following statement was made . . .

> **"WLW so dominates this territory that day in and day out during the entire week studied, 48.3% of all radio homes were tuned to WLW."**

In this same advertisement Louisville, Ky., was listed as one of the cities included in the "territory" and readers might quite naturally assume, in the light of the unqualified statement quoted above, that this percentage represented the WLW coverage in Louisville and in all of the cities listed in the ad.

LET'S LOOK AT WLW's OWN FIGURES . . .

(We quote from their "Analysis") Week-Days

	WLW % OF LISTENING AUDIENCE	LEADING LOCAL STATION % OF LISTENING AUDIENCE (WHAS)	LOCAL NBC STATION % OF LISTENING AUDIENCE (WAVE)
CINCINNATI.....	53.6%	?	?
LOUISVILLE, KY.	11.4%	52.3%	21.8%

We feel it our duty to call attention to these figures which will correct any impression that may have been conveyed to purchasers of radio time that adequate coverage of Louisville or of the area surrounding Louisville can be delivered by any station other than . . .

WHAS is Owned and Operated by the Courier-Journal and the Louisville Times • Represented Nationally by Edward Petry & Company

WHAS



WEEI's *open house entertains* 2,000 *guests a day!*

If you'd like a lot of solvent Yankees hanging on your gate, WEEI can arrange it for you.

Last month our announcers, speaking into our microphones, invited listeners to come *see* us. They're being *heard,* those same announcers, from Cape Cod to Canada.

We were kept mighty busy the week of April 16th, from 7 in the morning until 10 at night, extending our welcome to 150 friends an hour.

We point to this as an index of the power over people WEEI has been exerting for 16 years—16 years of entertaining thousands of guests in our studios and millions of guests in *their* homes.

If you would loosen some of New England's stern and rock-bound dollars in return for your goods and chattels, you'd better have a talk with us. Or with Radio Sales.

WEEI 182 Tremont Street, Boston

Operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York • Chicago • Detroit • St. Louis Cincinnati • Charlotte, N. C. • Los Angeles • San Francisco

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

A Salesman with SEVEN LEAGUE BOOTS for Thirty Bucks a Week!



Just because WSM is big don't get the idea that it costs a mint of money to buy.

It doesn't. WSM has one of the lowest clear channel rates in America. For instance, you can buy a fifteen minute early morning program on WSM once a week for the *unbelievably small sum of thirty dollars.* And this, mind you, on one of America's most effective sale mediums.

The station that stands on the threshold of the New South and its gigantic program of expansion—the station that sends, *and sells* north, west and east, as well.

Check your maps. You'll find WSM near the American population center. Check your business expansion charts. WSM dominates America's most active region. Check the places that show the biggest increases in electrical consumption. You'll find the best of the South and almost all the TVA region within WSM's primary listening area. Then listen to the economists. They will tell you that the economic future of America lies in this same land where WSM can do a really effective selling job.

May we show you how little it will cost to put the WSM seven league salesman to work for your product in America's most promising market?

WSM
NASHVILLE, TENNESSEE

National Representatives,
Edward Petry & Co., Inc.

SERIOUSLY, NOW...



WE WONDER if you ever look at the sales results of WOR sponsors and envy them? Do you ever sit moodily at home, in your office, wondering helplessly why YOUR program isn't doing a job like other programs are doing for their sponsors; why it isn't sending people shuffling down the aisles of your dealers' stores shouting "gimme! gimme!", moving goods from shelves, keeping clerks fretfully asking for more — and more? Sometimes we think it requires more than just a GOOD program to do things to people who listen. It requires a station with experience, years of it, the best technical equipment that money can buy, and good brains to back it. It requires days and weeks and hours of work to give the people in more than 4,250,000 radio homes in seven states programs which make them STOP and make them LISTEN and remember and understand and believe — day after day and week after week. Is it really worth your while to plan and prepare and pay for any other kind of station? Seriously now, wouldn't you give the shirt off your back for earnest and scrappy response to the sound for which YOU pay? At a reasonable cost? Quickly? We've been doing this for years at 1440 Broadway in New York.

WOR



"We use the Network theory!"

Of course you *can* select one program, one hour, one rigid list of stations to carry your program — if you want to. But isn't there a better system?

F & P think there is, and have *proven* it to quite a number of our customers. Working hand-and-glove with twenty-four top-flight stations in strategic markets, we can help you lay out a plan that will make your program a *favorite* in one *or all* these markets — help you get the *time* that is most productive in each market — help you get the most for your money, regardless of the amount. . . .

F & P are spot radio specialists. If you are thinking of radio, we'd like to tell you all the ways in which we can be of assistance. Our six offices are listed below.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 10 WASHINGTON, D. C., MAY 15, 1939 $3.00 A YEAR—15c A COPY

Centralized Federal Radio Activity Seen

By SOL TAISHOFF

President Orders Shift—International Stations To Get Right to Advertise Goods Sold in Foreign Trade

RADIO'S growing importance in the nation's domestic and international affairs is given more than cursory attention in President Roosevelt's Government reorganization plan, with the ultimate outlook for centralization of Federal radio operations in the White House itself and in the U. S. Office of Education of the new Federal Security Agency.

In the second phase of the President's plan for regrouping of governmental functions, submitted to Congress May 9, the National Emergency Council as such is abolished, but its functions, except for its radio and motion picture divisions, will be absorbed by the White House. The Office of Education, headed by Dr. John W. Studebaker, will absorb radio, presumably supplementing the radio educational projects it has carried on for the last five years with WPA funds. Nominally, at least, it will become the Federal coordinating agency for educational and "factual" Government programs.

Internationally, an equally significant development is about to occur, it is learned in informed circles. Lifting of the non-commercial ban on international stations, under which they would be permitted to sponsor programs commercially where the product is sold in foreign trade, has been tentatively approved, it is learned, and awaits only formal FCC ratification.

A New Incentive

Such a step, which could be taken only with the Administration's endorsement, would give the licensees of the 14 international stations new incentive in building programs especially designed for international broadcasting as a means of offsetting propaganda of totalitarian nations, notably aimed at South America. It also should serve as an effective deterrent against legislative efforts to set up Government owned international stations. The Chavez Bill (S-2251) and the Celler Bill (HR-2721), now pending in Congress, propose construction of Government stations for that purpose.

While no formal pronouncements have been forthcoming from official quarters as to the Administration's plans regarding broadcast operations, the fact that President Roosevelt himself lauded radio as opposed to the press in a transcribed NEC broadcast May 9 [see story on this page], tended to confirm the view that he favored expansion of Governmental use of the medium. Lowell Mellett, executive director of NEC and former executive editor of the Scripps-Howard Newspapers, has devoted considerable attention to building up the Government's use of broadcast time.

NEC, created by the President early in his first administration, has functioned as a public relations and information agency for the New Deal. With the transfer of its primary functions to the White House, the "council" operations as such would cease. However, the 40 state offices maintained under Mr. Mellett's direction presumably would be kept intact as "branch offices" of the White House. In his message, the President advised Congress that the activities of NEC "would be administered in the manner best designed to give the President the information he requires from all parts of the country." The Council has a payroll of nearly 300. Its primary operations have dealt with press intelligence and radio programming, though it has not functioned as a publicity agency.

In one quarter speculation centered around Mr. Mellett's selection as a presidential assistant, under legislation recently enacted authorizing a Presidential secretariat of six. In view of the abolition of NEC and absorption of its functions by the White House, it was felt this was a likely move.

Should that develop, it is regarded as a foregone certainty that Mr. Mellett will be the chief press information officer for the Federal Government, responsible directly to the President. Whether his duties also will encompass radio, as they did under the NEC operation, remains to be determined.

Proposed Transfer

In sending to Congress May 9 his second major reorganization plan, the President pointed out that he proposed to transfer to the Federal Security Agency, for administration in the Office of Education, the radio and film functions of the National Emergency Council.

"These are clearly a part of the

Roosevelt Praises Radio, Raps Press

Untruths Are Overtaken He Says, Starting Federal Discs

THE ROOSEVELT Administration's increased reliance upon radio as a means of keeping the populace informed, growing out of antipathy toward the bulk of the nation's newspapers, has taken on a new aspect with the pronunciamento by President Roosevelt himself that the New Deal looks upon radio as the means of overtaking "loudly proclaimed untruths or greatly exaggerated half-truths."

This statement came from the President in opening May 9, via transcription, the new National Emergency Council series, titled *United States Government Reports*, placed non-commercially on some 165 non-network stations. In launching the series, marking the first time the President's transcribed voice has been presented on a "spot" basis, the Chief Executive was interviewed by Lowell Mellett, NEC executive director and former executive editor of the Scripps-Howard Newspaper Alliance [BROADCASTING, April 15].

In characteristically pungent language, the President praised radio and inferentially cracked newspapers. He declared that except for such controls of its operation as are necessary to prevent "complete confusion on the air", radio in all other respects "is as free as the press".

Federal Aid to Press

During the 15-minute recorded interview, the President used as his theme the right of the citizenry to have first hand information on government. He frequently used the press-radio analogy, and mentioned that aside from the "financial assistance in the form of less-than-cost postal rates" accorded the press, the Government has supported the medium "chiefly by protecting its freedom".

After observing, in response to Interviewer Mellett, that he liked the idea of keeping the transcribed broadcasts entirely factual in character and the effort to answer the questions in the minds of the people, the President observed it should be possible through these broadcasts "to correct the kind of misinformation that is sometimes given currency for one reason or another". Then he added:

"In some communities it is the unhappy fact that only through the radio is it possible to overtake loudly proclaimed untruths or greatly exaggerated half-truths. While, to be sure, the people have learned to discriminate pretty well between sober facts and exciting fiction, they have a right to expect their Government to keep them supplied with the sober facts in every possible way."

Because the bulk of daily newspaper circulation has been preponderantly anti-New Deal, it has long been an open secret in Washington that radio more and more was being relied upon to disseminate Administration views. The crusade for divorcement of newspapers from broadcast station ownership, now nominally being led by Chairman McNinch of the FCC, had its inception because of this editorial opposition to the Administration and purported coloring of news.

The turn toward transcriptions to sell the whole Governmental establishment to the people on a factual basis is an innovation in Federal procedure. The *Reports* series will be broadcast each Tuesday on independent stations, averaging three per State. It is a projection of regional broadcasts on a "live" interview basis conducted through NEC regional offices since last September, under the direction of Robert I. Berger, NEC radio director, and former radio director of the Democratic National Committee. The development is seen as a poss-

(*Continued on page 62*)

educational activity of the Government and should be consolidated with similar activities already carried on in the Office of Education," said the message.

In his first reorganization message, in which he proposed creation of the Federal Security Agency, the President provided for transfer of the U. S. Office of Education under Commissioner Studebaker, to that agency. The radio division functions of NEC, which have been administered by Robert I. Berger as radio director, would be transferred to the new Federal Security Agency under the Commissioner of Education.

The first plan, under the legislation authorizing it, would take effect June 24. The second plan would become effective July 2 unless joint action is taken by Congress cutting down the 60-day period as already has been proposed, or unless Congress vetoes the second plan. The first already has been approved and Congressional leaders expected speedy approval of the second.

The legislation provides that no functions shall be abolished under the reorganization. The radio coordinating functions of NEC presumably will be absorbed bodily by the Office of Education. Mr. Berger, former radio director of the Democratic National Committee, has booked time for Federal officials over networks and independent stations and also has developed the *U. S. Government Reports* series currently running by transcription over about 165 stations [BROADCASTING, April 15].

Foreign Stations

In the international field, there has been functioning intermittently for the past year the President's Interdepartmental Committee on International Broadcasting, which has gone deeply into the matter of international broadcasting by American stations as a means of combating foreign propaganda. Chairman Frank R. McNinch of the FCC has headed this committee, which has never made a formal report.

It may well be, it is thought in informed circles, that the plan of the FCC to permit commercialization of international stations provides the preliminary solution of this problem. At present, the licenses of the 14 existing stations have not been in a position to realize any monetary returns on their investment or operating overhead. In the case of European nations carrying on such activities, Government subsidies are provided since in each instance the Governments themselves own and operate the facilities.

It is felt the new regulations will specify that only programs having international interest may be broadcast commercially. Products sold in foreign trade, such as heavy industry materials and manufactured and trade-name consumer goods, presumably would fall in the permissible category. In other words, the present practice of broadcasting regular domestic programs over international stations would be curtailed unless the program itself were attractive to the foreign audience and the commercials restricted to goods sold in foreign trade. Broadcasts aimed toward South America would have to be announced and identified in Spanish as well as English.

Shifting to White House?



LOWELL MELLETT

Power Provisions

To procure maximum service from the international stations, the new regulations are expected to specify a minimum power of 50,000 watts and use of the most modern equipment and beam antennas. Thus, additional heavy investments in such stations would be necessitated, since all save a few of the stations now are using less than that power. General Electric for one of its transmitters in Schenectady is using power of 100,000 watts, while Crosley has a construction permit for 50,000 watts for its international station.

Ten years ago efforts first were made to have the non-commercial ban on international broadcast stations eliminated, with Dr. Frank Conrad, then chief engineer of Westinghouse, testifying in that connection before the old Radio Commission. The proposal was rejected, however, and efforts since that time also proved futile.

Projection of the American plan of private enterprise in the foreign field on a commercial basis, is regarded as a logical forward step since at present private companies gain no pecuniary return from this activity. By restricting such commercial operations to products sold internationally, it is felt that station licensees will be in a position to realize sufficient return to defray most of their operating costs and improve the service.

Ford Renews *Hour*

FORD MOTOR Co., Dearborn, Mich., has renewed its *Sunday Evening Hour* on CBS from 9 to 10 p. m. In 1937 Ford continued a full-hour program through the summer, but substituted a program of lighter music, *Universal Rhythms*, for the symphonic music customarily broadcast. The nature of this summer's programs has not yet been decided. N. W. Ayer & Son, New York, handles the Ford account.

International Broadcasting Stations

Of the United States

(Authorized by FCC as of May 15, 1939)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W9XAA[1]	Chicago Federation of Labor *Transmitter:* York Township Ill.	6080, 11830, 17780	500
W2XE[2]	Columbia Broadcasting System *Transmitter:* Near Wayne, N. J.	6120, 6170, 9650 11830, 15270, 17830, 21570	10,000
W8XAL[3]	The Crosley Corp, *Transmitter:* Mason, O.	6060, 9590, 11870 15270, 17760, 21650	10,000 CP50,000
W2XAD[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9550, 15330, 21500	25,000
W2XAF[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	6190, 21590, 9530	100,000
W6XBE[4]	General Electric Co. *Transmitter:* San Francisco, Cal.	6190, 9530, 15330	20,000
W4XB[5]	Isle of Dreams Broadcasting Corp. *Transmitter:* Miami, Fla.	6040	5,000
W3XAL[6]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	9670, 21630	35,000
W3XL[7]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	6100, 17780	35,000
W3XAU[8]	WCAU Broadcasting Co. *Transmitter:* Newtown Square, Pa.	6060, 9590, 21520 25725, 15270	10,000
W1XK[9]	Westinghouse E. & M. Co. *Transmitter:* Millis, Mass.	9570	10,000
W8XK[10]	Westinghouse E. & M. Co. *Transmitter:* Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
W1XAL	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	6040, 11730, 11790, 15130, 15250, 21460	20,000
W1XAR	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	11730, 15130	20,000

[1] Also licensee of WCFL, Chicago.
[2] Also licensee of WABC, New York City.
[3] Also licensee of WLW and WSAI, Cincinnati.
[4] Also owner of WGY, Schenectady, and KGO, San Francisco.
[5] Also licensee of WIOD, Miami.
[6] Also licensee of WJZ, New York City.
[7] Also licensee of WJZ, New York City, N. Y.
[8] Also licensee of WCAU, Philadelphia.
[9] Also owner of WBZ-WBZA, Boston-Springfield.
[10] Also owner of KDKA, Pittsburgh.
CP—Construction permit only.

SARNOFF TO APPEAR AGAIN AT INQUIRY

FOLLOWING a month-long recess after adjournment subject to the call of the chair April 19, the FCC Network-Monopoly Inquiry Committee will meet for a short windup session starting May 17 to hear cross-examination of David Sarnoff, president of RCA, and Mark Levine, assistant to George Engles, NBC vice-president and managing director of the NBC Artists Service, and receive several new exhibits developed by the FCC accounting department. The reappearance of Mr. Sarnoff, originally scheduled for May 11, was postponed a week at the request of Phillip J. Hennessey Jr., NBC chief counsel for the inquiry, due to the absence of the RCA head on a business trip.

Mr. Sarnoff was the first witness called when the inquiry opened Nov. 14, and following presentation of his direct testimony, in the form of a prepared statement, he was excused subject to recall for cross-examination [BROADCASTING Dec. 1, 1938.] Mr. Levine, manager of the NBC concert division, will substitute for Mr. Engles, who also had been dismissed subject to recall for cross-examination after being taken ill during his appearance last fall.

Since these two are the only witnesses called in what is definitely the final stage of the inquiry, it is expected the record will be closed and the inquiry permanently adjourned after their appearance. William J. Dempsey, FCC general counsel, plans to conduct the cross-examination of Mr. Sarnoff and Mr. Levine, assisted by George H. Porter, assistant general counsel and S. King Funkhouser, FCC special counsel.

NBC Plans Second Beam For Its Latin Program

W3XAL, NBC's transmitter at Bound Brook, New Jersey, is now transmitting a more powerful signal to Argentina than any other United States station operating in the 9500 kc. area, according to information just received from Buenos Aires by Frank E. Mason, vice-president in charge of NBC International Division, as a result of the installation of the network's new international antenna which was put in operation April 19. As a result of observations made by Argentine radio experts, the transmitter's effective power at Buenos Aires is found to be 600,000 watts or a gain of 2400% over that provided by the old antenna. The new antenna, developed by NBC Radio Facilities Group under the direction of Raymond F. Guy, is equipped so that a mere press of a button will change the direction of the beam through an angle of 2[illegible] degrees.

Because the 9670 kc. band is effective only for evening and night broadcasts to Latin America, NBC is now building a second steerable antenna system for use on the 21630 kc. band to carry W3XAL daytime programs. Also near completion is another new 25,000-watt transmitter for this frequency so that stronger service may be provided at all hours of the day and night.

Chrysler Moving Used Cars by Air

Using 125 Stations in Drive; New Car Season Near End

RADIO is coming in for a lion's share of the substantial appropriation being spent by Chrysler Corp. in a nationwide used car drive which began earlier in May and will continue for an indefinite period.

Approximately 125 stations were scheduled for spot announcements in the first phase of the campaign. Announcements over this list averaged around 27 per week for the most part.

Dealer Cooperatives

In addition dealers were being asked to back up the factory campaign by doing advertising of their own locally, and indications were that this localized drive would considerably augment the factory spending. It was reported that $500,000 was to be used by the factory, a large share of which was evidently going into radio.

Placing of the time was through J. Stirling Getchell, whose Detroit office is the agency for Plymouth and DeSoto advertising.

From all indications, this about marks the end of the automotive advertising season where both radio and other mediums are concerned. The model year is coming to a somewhat premature ending, it was said, due to the large stocks of cars in the field. As a result of these oversize field stocks factories are preparing to shut down in the near future to allow digestion of the cars by retail customers. Most of whatever advertising appears between now and new model time, which will come early this fall, will be in the nature of assistance to the field stock cleanup.

Stanco's Two Series

STANCO PRODUCTS, New York, which has been sponsoring two transcribed quarter-hour programs five times weekly on seven stations in the interests of Mistol and Nu-, on May 15 starts promoting it on the two programs for the summer months and adds seven stations to the list. One program, *The Career of Alice Blair*, is heard on WOR WCAU WCAE WBAL KDKA WW WLS WOW WJR WMBD WBK. The other, *Meet Miss Julia*, is broadcast on WNAC WIP WTIC KHQ. McCann-Erickson, New York, handles the account.

Illinois Baking Test

ILLINOIS BAKING Corp., Chicago (ice cream cones), has started a series of daily one-minute announcements and daily station break announcements on WGN, that city. The series may be extended following a successful test, according to Haan J. Tyler, radio director of John H. Dunham Co., Chicago agency which recently received the account.

CLAIMED to be the oldest woman in radio is "Aunt Em" Lanning, 83-year-old star of *Everybody's Hour* on WLS, Chicago. She was graduated in dramatics from the Chicago Musical College at 69, entered radio in 1935 when

Studebaker Renews

STUDEBAKER Corp., South Bend, Ind., during the week of May 8 renewed its disc series for its new Champion automobile on 74 stations, reducing the series from thrice to twice weekly, shifting a few stations, and renewing for 13 times. The renewal list includes WBBM WJR WDAF KTRH KYW WCAU WMAQ KOA WICC WTIC WRC WQAM WSB WMBD WIRE WSBT WHO KFNF WHAS WWL KWKH WFBR WNAC WMAS WTAG WOOD WEBC WCCO KMOX WOW WABY WBEN WOR WHAM WFBL WLW WTAM WBNS WSPD WKY KVOO WCAE WBRE KOY KFI WJAR WMC WSM WFAA WOAI WMBG WCHS WWVA WTMJ KFBK KVI KFSD KPO KGW KOMO KHQ WAPI WBRY WFLA WBOW WOC KYSM WIBX WBIG WKBN WLEU WHP WGBI WDBJ, according to N. J. Cavanaugh, radio director of Roche, Williams & Cunnyngham, Chicago.

Kate Smith to Shift

GENERAL FOODS Corp., New York, which is discontinuing the *Kate Smith Hour* for Swansdown and Calumet during the summer, will shift the program when it returns this fall to the Friday evening spot on CBS, 9-10 p. m., which is being vacated June 2 by the *Campbell Playhouse*, sponsored by Campbell Soup Co. Although program popularity polls during the past year have proved that Kate Smith has successfully bucked the competition offered on her usual Thursday evening spot on CBS, it has been decided to move the hour to Friday merely as a better time for the program. No summer substitute has been decided upon for the Friday spot, although it is rumored that Kellogg may move *The Circle*, now heard Sunday evenings on NBC, to the CBS 9-10 p. m. hour for the summer. Young & Rubicam, New York, is the agency for General Foods, and Ward Wheelock Co., Philadelphia, handles the Campbell Soup account.

WSOC's Politicos

JOHN WARD, special events director of WSOC, Charlotte, N. C., was elected to the City Council during the recent municipal election. He has been with WSOC since the station was founded six years ago. The campaign was his first political venture. Re-elected Charlotte mayor for the third time was Ben Douglas, who announces sports and special events on both WSOC and WBT.

Woodbury Stays

JOHN H. WOODBURY Co., Cincinnati (cosmetics & soaps), will continue its weekly half-hour NBC *Woodbury Playhouse* through the summer with Jim Ameche and Gale Page in the leads. Charles Boyer, present lead, will take a 13-week vacation in Europe after the June 25 broadcast, returning in the fall. Harry Sosnik continues as musical director and Lew Crosby will remain as announcer. Format of the show continues the same under direction of Mann Holiner, radio director of Lennen & Mitchell.

Gulf Replacement

GULF OIL Corp., Pittsburgh (oil products), has decided on a musical program as a summer replacement for its CBS *Screen Guild* show when the latter is discontinued for 13 weeks with broadcast of June 4. Erno Rappe will direct the 35-piece orchestra and vocalizing will be shared by Jane Froman and Jan Peerce. Backup chorus of 16 voices will also be used. Program will originate from New York. *Screen Guild* is scheduled to return in fall. Agency is Young & Rubicam, New York.

WTSW, Emporia, Kan. local which recently began operation, on May 8 was authorized by the FCC to operate unlimited time in lieu of its previously authorized daytime operation with 100 watts on 1370 kc.



Drawn for BROADCASTING by Sid Hix

"He's Trying to Figure Out How All Four Stations in Bigtown Can Have Over 60% of the Audience."

Radio Reporters In Capitol Form Permanent Group

Fulton Lewis Jr. President; White House Grant Rights

HAVING procured gallery facilities in both houses of Congress, as well as recognition at the White House and all other Federal Government agencies, radio reporters and news gatherers covering Washington on May 11 set up the Radio Correspondents Association as a permanent organization.

Fulton Lewis Jr., Washington commentator for MBS and prime mover in the recognition drive, was elected president. Albert L. Warner, former Washington correspondent of the *New York Herald-Tribune* and now Washington commentator for CBS, was elected vice-president. William McAndrews, who is editor of NBC stations WRC and WMAL, was named secretary, and Frank Morrison, Congressional correspondent for Transradio Press Service, was elected treasurer.

The officers, who will constitute the executive committee, were elected for one-year terms. The executive committee also will serve as the Standing Committee of Radio Correspondents to govern eligibility and admission of qualified radio reporters to the radio galleries of the Senate and House.

Rules of Admission

Immediately following both Senate and House action approving gallery facilities for radio reporters, Mr. Lewis, as the head of the temporary organization, made arrangements with Stephen T. Early, White House secretary, to grant equal rights to radio reporters at White House press conferences. Similar privileges promptly were given radio reporters by all other Governmental agencies.

The new organization adopted formal rules governing admission of radio correspondents to the Congressional press galleries. Persons desiring admission must make applications to the Speaker of the House and the Senate Rules Committee, as required under Congressional rules. The rules generally correspond to those in force for the press galleries relating to qualifications and prohibited activities. The station, network or news-gathering agency which the applicant represents must certify in writing to the Radio Correspondents Association that the applicant is qualified. Persons engaged in occupations other than reporting for radio will not be entitled to admission to the radio galleries. Future editions of the *Congressional Directory* will contain a list of radio correspondents.

Charter members of the association and the radio galleries are:

Transradio Press — Macon Reed, Fred Harman, Robert More, Harvey Roessler, Theodore Noun, Fred Morrison, Howard Lampman, John Reddy, Gertrude Chestnut.

NBC—Tom McAndrews, Carleton Smith, H. R. Baukhage, Tom Knode, Rex Lampman, Charles Barry, Earl Godwin.

CBS—Albert L. Warner, Ann Gillis, James Hulbut, William Slocum, John Charles Daly.

MBS-WOL—Fulton Lewis jr., Stephen McCormick, Frank Blair, Walter Compton.

Montana Network—Ed Cooper.

NBC Sales Staff To Be Revamped

Dyke, Showerman Principals In Promotions Slated Soon

ON THE HEELS of the May 1 shifts of executive assignments at NBC [BROADCASTING, May 1], under which all vice-presidents and department heads report directly to Niles Trammell, executive vice-president, a reorganization of the sales and sales promotion departments is about to be effected.



Mr. Dyke

Ken R. Dyke, eastern sales manager, is slated to assume charge of all sales promotion activities for both the network and its owned and managed stations. I. S. Showerman, Mr. Dyke's assistant, is slated to become eastern sales manager, the entire New York network sales force operating under him.

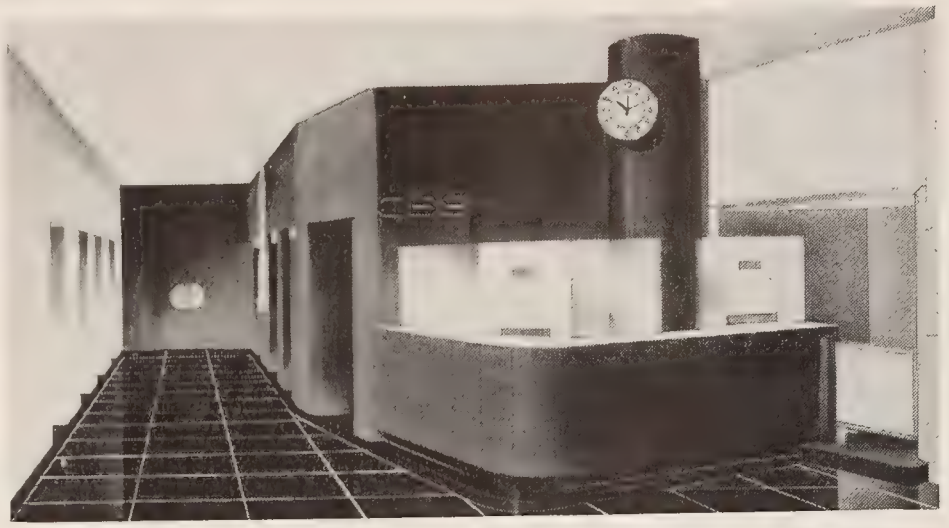
Coordinating Functions

Mr. Dyke's activities will include the coordination of promotion, merchandising, research and statistics. E. P. H. James, promotion and merchandising manager, will report to him, as will Victor van der Linde, research director, and Hugh M. Beville Jr., statistics head.

The handling of NBC institutional promotion, which has been under the direction of Clay Morgan as head of the publicity department, is also being discussed, with the probability that it will remain with Morgan, who was appointed "an assistant to the president for special public relations and institutional promotion assignments", according to the official order.

Long a prominent figure in advertising, Mr. Dyke is former general advertising manager of Colgate-Palmolive-Peet Co. He joined NBC two years ago as eastern sales manager after his return from a six-month trip to the Orient. Before joining Colgate he was sales promotion manager of Johns-Manville Corp. He was chairman of the board of the Association of National Advertisers, while with Colgate, and director of the Advertising Research Federation and Advertising Federation of America.

New Lobby of CBS New York Quarters



WITH plans and contracts approved, and construction work already begun, expansion and redecoration of the main floor lobby of CBS headquarters at 485 Madison Ave., New York, to be completed during the summer, will look like this architect's sketch. The floor will be of black Terrazo marble, divided by stainless steel strips, with walls of buff Terrazo marble and a royal red Italian marble supplementing the decorative theme by framing one set of elevators and the information booths which are being installed on the ground floor for the first time to facilitate calls on the upper floors. At one side of the lobby will be a private waiting room, and the entire lobby, from the new entrance marquee and doorways of Herculite glass, to the new elevators at rear, will be widened.

Movie, Press Officials Asked To Speak at NAB Convention

Stahlman Accepts, Hays Hopes to Join Debate On Self-Regulation; Music, Ethics Listed as Topics

RADIO, press and the movies—three major instruments of public service—will be represented through their industry heads at the NAB convention in Atlantic City July 10-13, according to preliminary convention plans.

Will Hays, motion picture industry czar, and James G. Stahlman, Nashville publisher and retiring president of the American Newspaper Publishers Assn., have been invited by Neville Miller, NAB president. to address the convention in off-the-record discussions of self-regulation as a means of avoiding Government restraint and interference.

Mr. Stahlman, a strong advocate of freedom of the radio as a necessary corollary of freedom of the press, already has agreed to speak at the convention July 11. Mr. Hays will attend if he can reconcile previous engagements on the Pacific Coast, and it is expected he will be on hand July 12 to discuss experiences of the motion picture industry in self-regulation.

A nationwide broadcast, in which Messrs. Hays, Stahlman and Miller would participate, is tentatively planned for the evening of July 12 during the annual banquet. Thus, the heads of the press, movies and radio, for the first time from the same rostrum, would address the nation on public service.

A Day of Copyright

While details have not yet been worked out, convention plans contemplate formal opening of the general sessions Tuesday, July 11, with the entire day devoted to copyright. At that time President Miller and his Copyright Committee will report on negotiations with ASCAP and individual industry groups regarding the most desirable type of performing rights contract, to succeed existing contracts which expire Dec. 31, 1940. Several alternative propositions probably will be advanced. More than likely the general convention will be recessed to permit the 17 district groups to convene separately for discussion of the music situation, which has caused more strife in the industry than any other single business issue.

Program Self Regulation

The July 12 sessions will be turned over to the program self-regulation issue and the approval of the enlarged Code of Ethics for the industry covering program practices. Fraught with controversy because of actions of organized groups, particularly in connection with children's programs and length of commercials, drafting of the code has been in process for several months by the NAB Self-Regulation Committee, which President Miller heads. The proposed code will be sent to NAB member stations in early June for their scrutiny at least a month prior to the convention.

While drafting the proposed code has entailed much work, the most difficult aspect reposes in enforcement methods. The committee is expected to recommend creation of a new department within the NAB to enforce the code provisions and handle all complaints. The details

(*Continued on page 64*)

Miller and Paine Confer On Radio and Copyright

PURSUING his plan of exploratory conversations on copyright, NAB President Neville Miller May 10 conferred for two hours in New York with John G. Paine, general manager of ASCAP. Mr. Miller asserted the conference covered all phases of the ASCAP problem but there was no effort to reach any determination.

Pursuant to NAB board action, Mr. Miller is seeking to get all possible data on the copyright issue for consideration of the NAB Copyright Committee which will report to the annual convention in Atlantic City July 10-13. It is likely that several alternative propositions will be advanced for membership action, after which negotiations will be undertaken for definite contracts to become effective when existing performing rights contracts expire at the end of 1940.

AAAA Names Billingsle As President at Annu Convention in New Yor

ALLEN L. BILLINGSLEY, pre dent of Fuller & Smith & Ro Cleveland, was elected chairman the board of the American Ass ciation of Advertising Agencies the association's 22d annual me ing at the Waldorf-Astoria, N York, May 11-13. Other office elected include: William Reyd vice-president, Newell-Emmett C New York, vice-president; Guy Smith, executive vice-preside Brooke, Smith & French, Detrc secretary; E. DeWitt Hill, vic president, McCann-Erickson, N York, re-elected treasurer. Pre dent John Benson continues in fice, having been elected in 19 for a four-year term. Frederic Gamble continues as executive s retary.

The general business session, a the roundtable meetings on co management, media, radio a screen on May 11, and the sessi with the ANA May 12, were closed and no information w given out on either talks or d cussions. At the open session M 12, the topic "What Interests Pe ple—and Why" was discussed Billy Rose for amusements, Ma garet Bourke-White for photogr phy, Larry McPhail for spor Louis B. Seltzer of Scripps-Howa for news, and William J. Rapp *True Story* for life.

Gilbert Kinney, vice-president, Walter Thompson Co., and chai man of the board of the AAA and Hon. Bruce Barton, preside BBDO, and Congressman fro New York, were the main speake at the banquet the night of M 12. Saturday, May 13, the conve tioneers visited the World's Fa

Latham Quits Pall Mall

JOHN R. LATHAM, since la year president of the Americ Cigar & Cigarette Co., New Yor makers of Pall Mall cigarettes a a subsidiary of the American Tobacco Co., May 12 announced his resignation. He has not disclosed future plans. Mr. Latham was director of spot radio for Young & Rubicam, Inc. until October 1937, when he became assistant George Washington Hill Jr., vic president of American Tobacc He is well known in the broa casting industry as one of the ear est users of tested local progra for national spot advertisers.



Mr. Latham

Publisher Buys KWOC

ESTABLISHED in May, 193 KWOC, 100-watt daytime stati on 1310 kc. in Poplar Bluff, M will be sold to new interests hea ed by J. H. Wolpers, published the *Poplar Bluff American Repu lic* if the FCC authorizes a tra fer of ownership for which app cation was made May 12. The st tion was founded by Don M. Lide ton and A. L. McCarthy, electric appliance dealers, as partne They propose to sell it for $15,0 to Mr. Wolpers in partnership wi Mr. McCarthy and O. A. Tederic local attorney.

House Bill Would Ban Beer on the Air

Drastic Plan Sponsored By Federal Alcohol Administration

IMPETUS was given the drive to bar all liquor and beer advertising from radio when Rep. Doughton (D-N.C.) on May 8 introduced, at the request of the Federal Alcohol Administration, an amendment to the FAA Act forbidding holders of basic permits from sponsoring radio programs or having their names mentioned on the air in connection with sponsored programs.

Mr. Doughton insisted the bill was the creation of the FAA and said that, to date, it had neither the support nor that of the Committee on Ways & Means to which it was referred and of which he is chairman.

"This entire bill was drawn up by the FAA and I introduced it at their request," he said, explaining that no member of the committee has had an opportunity to study the measure.

He added that he could not say whether he would support the bill after he had studied it, but declared, he could see no prospect of early hearings due to pressure of other legislation before the committee.

Seeks Early Action

It was recalled that at hearings on the bill sponsored by Senator Johnson (D-Col.) in the Senate Interstate Commerce Committee, FAA Administrator W. S. Alexander and Phillip Buck, FAA counsel, supported the drive to deny the broadcasting industry the right to broadcast liquor or beer advertising as outlined in the Johnson Bill [BROADCASTING, April 15, May 1].

As the FAA moved to ban the advertising of alcoholic beverages from the air, Senator Johnson said he would press for early action on his bill, which would bring about the advertising ban through amendments to the Federal Communications Act.

"I intend to call up this bill at the first opportunity," he said. "I realize that since there is a minority report it cannot be considered during the call calendar, but hope to work out with Majority Leader Barkley some arrangement whereby the bill can be made the unfinished business of the Senate."

Senator Johnson said he had heard reports that amendments would be offered to his measure extending the ban to newspaper advertising in order to defeat it. He said he would oppose such an amendment and added that, aside from the danger to the bill, he was personally opposed to the extension of the ban to newspapers.

Admitting he was faced with a hard fight in the Senate, Senator Johnson nevertheless said he was confident of obtaining passage this session. Broadcasting and labor groups, as well as brewers and distillers, are opposing the bill.

Senator Johnson's opinion regarding the desirability of amending the bill to definitely exempt arguments and discussions of the liquor question from the ban is unchanged. He previously had stated that he saw no need for the exemption and said he would only consent to its inclusion if strong sentiment for it was apparent in debate.

Still pending before the Senate Interstate Commerce Committee with no date set for hearing is the measure of Senator Arthur Capper (R.-Kan.) which would prohibit liquor and beer advertising in all advertising media.

Labor Attitude

Michael J. Flynn, legislative delegate of the American Federation of Labor, declared May 2 that the printing trades unions had not espoused enactment of the Johnson Bill and had taken no position one way or the other in connection with it. He added, however, that his group opposed the Capper Bill, which would prohibit advertising of alcoholic beverages in printed media as well as on the radio. His efforts, he said, were therefore directed openly against consideration of the Capper Bill at that time and proved successful in that this measure, which was to have been considered simultaneously, was not called up at the same time. An agreement was procured on this with committee members, resulting in the laying aside of the bill at least temporarily, he said.

NBC LIQUOR POLICY RECEIVES APPROVAL

NBC reports that it has received more than 2,000 letters from housewives, parent-teachers associations, college presidents and churches endorsing the company's recently announced policy of prohibiting the advertising of all types of alcoholic beverages over its networks.

The new policy, an extension of NBC's long-standing ban against liquor advertising on network programs, prohibits the advertising of beer and wines on any Red or Blue network broadcast. It does not, however, determine the policy of individual stations insofar as local broadcasting is concerned. Of the 172 stations associated with NBC, the company has a voice in the local broadcasting policies of only the 15 which it owns or programs completely. Liquor advertising even for local broadcasting is not accepted on any of these stations.

In explanation of the company's acceptance of local beer programs on some stations, Niles Trammell, NBC executive vice-president, stated that "certain subjects may be acceptable to listeners at one time of day, where they would be unacceptable at other times. If a program is a network one, it follows that it must be acceptable no matter what the hour or what the part of the United States it reaches. Subjects which, because of their inherent nature, we believe do not meet this need, are ruled off the network and then each station has the right to decide for itself whether it will carry such programs as a local matter during hours in which it has no obligation to carry network programs."

A Lone "Fluff"

WITH three discs turning for each program, Jimmy Leonard and Del King, announcers of WLW, Cincinnati, recently completed 26 recordings in two days for Brown & Williamson Tobacco Co.'s Big Ben and Bugler tobaccos, making only one "fluff" in handling the assignment. Three studio engineers, three recording engineers and a master control engineer kept things in order while the 78 discs were being made. Leonard, as m.c., was heard on all 78 transcriptions, as well as doing commercials on the series of 26 for Bugler, while King handled the commercial patter for Big Ben's 26. Commercial spots on the remaining 26 were left blank. The quarter-hour recordings were made through Russell M. Seeds Adv. Agency, Chicago.

WABC Gross Sales Up

GROSS TIME sales of WABC, CBS key station in New York, for April were 327% ahead of the same month last year, according to an analysis just released by CBS. While the sponsored baseball broadcasts are responsible for a part of the rise, yet even without this item WABC's sales for the month are 194% over April, 1938. First four months of this year stand 127% better than last and the first week in May is up 210% from the same week a year ago. For the year of 1938, first year that WABC had its own sales staff instead of being represented by Radio Sales, the station's billings were 49% ahead of 1937. This, plus the fact that WABC's rates are the highest in the country—$1250 per evening hour—makes the increases for this year even more spectacular, says CBS. Arthur Hull Hayes is head of the WABC sales force.

WEAF-WJZ Spot Up

SPOT billings for April on WEAF and WJZ, New York, were 27% ahead of the same month last year and current bookings for May are 55% ahead of May, 1938. Bookings for NBC-managed stations by the Eastern Division for the month of April were 50% ahead of last year, according to sales manager Maurice M. Boyd, who is also in charge of spot business on WEAF and WJZ. Accounts booked on those two stations since Jan. 1 include: B. F. Goodrich Co.; Modern Process Food Co.; Morris Plan Banks; Harvey-Whipple Co.; American Chicle Co.; W. L. Douglas Shoe Co.; Reid's Ice Cream; Fifth Avenue Coach Corp.; Crawford Clothes; J. B. Williams Co.; Breakstone Bros.; Zonite Products; Gruen Watch Co.; Axton-Fisher Tobacco Co. and West Disinfecting Co.

LEO FITZPATRICK, executive vice-president of WJR, Detroit, has announced that with the first quarter's business in 1939 "far in excess of 1938", a 40c dividend has been declared on each share of WJR stock.

Television Is Seen As New Salesman

ANA Told by Dr. Baker That It May Revise Retailing

PICTURING television as an "electronic peddler" which may shortly revolutionize the entire technique of retail merchandising, Dr. W. R. G. Baker, director of radio and television of the General Electric Co., told members of the Association of National Advertisers, meeting at the Westchester Country Club, Rye, N. Y., May 10-11, that the ability of this new medium to bring an animated daily presentation of a store's wares to housewives might seriously affect the department store revenue of newspapers.

Preceding Dr. Baker's talk, which was made the evening of May 10, the gathering watched NBC's studio telecast on several television receivers.

A Lure to Advertisers

"No one can estimate at this moment just how rapidly television will develop, or precisely how it will progress, but it is here, even if on a very limited scale," Dr. Baker said. "And no business executive—certainly no advertising man—can afford to overlook the tremendous potentialities of this new science. For the present it is largely an entertainment medium, but its end result will be that of a peddler.

"Advertising men know to what extent advertising funds have been diverted in recent years from magazines, newspapers, and billboards into radio," continued Dr. Baker. "As soon as the ownership of television receivers becomes sufficiently widespread to constitute a mass audience for advertisers, we may expect a new shifting of budgets to accommodate this new medium.

Dr. Baker's address was the only discussion of radio during the two-day meeting, which opened with a session on "Evaluating Complete Campaigns." Topics of other sessions were "Using and Evaluating Direct-by-Mail Advertising," "Evaluating the Coordination of Sales and Advertising," "Evaluating Industrial Advertising" and "Factors in Modern Marketing." All sessions were closed to non-members. On May 12, the ANA joined the AAAA convention in New York City for a joint meeting, banquet and trip to the World's Fair.

New Yeast Series

NORTHWESTERN YEAST Co., Chicago (Maca baking yeast), on May 22 starts a varying schedule of from three to six weekly participations in local women's programs on WLS, Chicago; WCCO, Minneapolis; WJR, Detroit; WKY, Oklahoma City; WOWO, Fort Wayne; WMT, Cedar Rapids; KSO, Des Moines. The series will be expanded to 15 or 20 stations from the Midwest to the Pacific Coast in the near future, according to Evelyn Stark, radio director of Hays MacFarland & Co., Chicago agency handling the account.

RUDY VALLEE, conductor of Standard Brands' *Variety Hour* on NBC, was reelected May 10 to the American Federation of Actors council for a four-year term.







WHEN Omaha went the whole hog in decking itself out in '69 regalia to celebrate Golden Spike Days and the world premiere of the Cecile B. deMille movie, "Union Pacific," April 26-29, radio folks in the city did their share in making the celebration a roaring success. Here are Lyle DeMoss (left) WOW production manager, and John Gillin (right), general manager of WOW, posturing in the apparel and manner affected to recreate the spirit of pioneer Omaha at the time of the completion of the U.P. line. Between them is a picture of the crowds gathered around the "Opery House" set up as a special studio on the courthouse lawn in the center of the city by KOIL, and from which both KOIL and KFAB, Lincoln, originated a number of regular broadcasts. During the four-day celebration KOIL carried 39 special programs on Golden Spike activities all over the city—all sponsored by the Omaha National Bank.

OMAHA CELEBRATES GOLDEN SPIKE DAYS

OMAHA, along with other Nebraska cities and towns observed the biggest civic spree in years in connection with the Golden Spike Days celebration, commemorating the seventieth birthday of the Union Pacific. An important advertiser over WOW, the railroad backed the celebration, with W. M. Jeffers, railroad president, and Cecil B. DeMille, producer of the epic *Union Pacific,* participating along with a troupe of stars.

WOW reports it covered the event over a 2,000 mile front, using transcriptions made by Foster May, whose trip to the West Coast was sponsored by Union Pacific, the Iten-Garmettler Biscuit Co. (man-on-the-street sponsor) and the general Golden Spike Committee. Some 20,000 Omahans grew beards for Golden Spike days, and double that number of women wore gay crinoline dresses.

During the celebration every member of the WOW staff was dressed in costume, including General Manager Johnny Gillin, who was spruced up as an 1869 dandy. More than 300,000 visitors were drawn to Omaha during the four-day event.

Almost before the event was over 25,000 Shriners moved into Omaha for the convention of the Central States Shrine Assn. Head man was Harvey Beffa, president of Falstaff Brewing Co., St. Louis, who made several broadcasts. Falstaff is the leading beer radio advertiser in Omaha.

In North Platte, home town of Union Pacific's President Jeffers, KGNF threw open its facilities for the Golden Spike Days, broadcasting numerous special events.

Junket Placements

CHR. HANSEN LABORATORIES, Little Falls, N. Y., has started a series of five weekly spot announcements for these products on these stations: Junket Danish Dessert, WJAR, Providence; Junket Rennet Powder, WTMJ, Milwaukee; Junket Quick Fudge, WRC, Washington, and WTIC, Hartford. Mitchell-Faust Adv. Co., Chicago, handles the account.

New Summer Interval Method Is Offered Advertisers by NBC

Vacations of Varying Length in Proportion to Network Business Offered Evening Sponsors

By BRUCE ROBERTSON

AN "NBC Interval Plan" by which evening advertisers may suspend their NBC broadcasts for layoff periods without losing their places on the air, was announced May 3 by Roy C. Witmer, NBC vice-president in charge of sales. Like the CBS "Hiatus Policy" [BROADCASTING, March 15], to which it is an answer, the "Interval Plan" applies only to programs broadcast between 7 p.m. and 11 p.m., New York time, and provides for vacations of varying lengths, each advertiser's allowed layoff being in proportion to the amount of business he places with the network.

Unlike the CBS plan, which increased the discount for 52 weeks of consecutive broadcasting from 10% to 12½% of gross billing, decreasing the weekly discounts by 2½%, NBC's new policy does not change its established structure of rates, discounts and rebates, but instead makes a charge for time taken off.

The rate for large advertisers (whose total expenditure for NBC time is $1,200,000 or more annually) for each interval week is 28% of the gross billing for facilities during the last week preceding the interval. Billings for the interval period are subject to agency discount only, no other discounts being allowed.

Smaller Advertisers

Advertisers spending less than $1,200,000 annually will continue to earn their weekly discounts up to 15%, while the annual rebate of 10% will be given only for 52 weeks consecutive broadcasting.

"However," Mr. Witmer stated, "to eliminate any discrimination in favor of the larger advertisers, smaller advertisers with facilities under contract for 52 consecutive weeks (including the interval within the fiscal year) may receive 10% of the total number of weeks of regular broadcasting service as no-charge interval weeks. The 28% rate will then apply only to the additional remaining weeks available under the Interval schedule." The schedule follows:

Gross Weekly Billings of 13 Week Resumption Cycle			Available Interval Weeks
Hour Programs	*Half Hour Programs*	*Quarter Hour Programs*	
$13,000 or over	$ 7,800 or over	$ 5,200 or over	4
14,000 " "	8,400 " "	5,600 " "	5
16,000 " "	9,600 " "	6,400 " "	6
18,000 " "	10,800 " "	7,200 " "	7
20,000 " "	12,000 " "	8,000 " "	8

Advertisers with more than one program on NBC who wish to take a longer layoff than allowed in the Interval schedule may borrow additional weeks from a second program, provided that the second program remains on the air at least until the end of the first program's 13-week resumption cycle and that the length of the layoff does not exceed 13 weeks.

For Large Advertisers

How this works out for the large advertiser is shown by NBC in the following example:

(a) Assuming an advertiser broadcasts a full one-hour program at a gross weekly facilities billing of $18,500, orders an Interval and a Resumption cycle of at least 13 weeks and the gross weekly billing of the Resumption cycle facilities will be the same—$18,500—this advertiser is thus entitled to a 7-weeks Interval. (See Interval Schedule). In this case the rate for each Interval week will be 28% of $18,500, or $5,180. However, had the gross weekly billing during the last week of regular service before the Interval been $18,500 and the gross weekly billing of the Resumption cycle $20,000, the advertiser would be entitled to an 8-weeks Interval. The 28% rate, however, would still apply to the $18,500, or $5,180 per week.

(b) Assuming that in this case a 7-weeks Interval is insufficient, and that the same advertiser broadcasts a half-hour program weekly in another period between 7 p.m., and 11 p.m. (New York time) and that the gross weekly billing of this program's facilities is $9,800. As a half-hour program it would be entitled to a 6-weeks Interval and its total gross billing for those 6 weeks would be $58,800. But the gross weekly billing of the one-hour program facilities in the Resumption cycle will be $18,500 hence $58,800 divided by $18,500 provides a maximum of 3 additional Interval weeks for the one-hour program, or a total of 10 weeks. Inversely, Interval weeks may be borrowed from one-hour programs and transferred to half-hour programs, etc.

Except for the foregoing provisions, advertisers with gross annual billings of $1,200,000 or more continue to earn 25% discounts.

For the small advertisers, the Interval Plan works as follows:

Assuming an advertiser is broadcasting a half-hour program regularly with a gross facilities billing per week of $11,000 and wishes to order an Interval with a 13-week Resumption cycle at the same gross billing per week; in accordance with the Interval Schedule that amount of billing provides a 7-week Interval. Applying the 28% rate to the above 7 weeks at $11,000 per week equals $21,560. However,

(a) If the facilities for such a program have been under contract 52 weeks including the Interval, or 47 weeks of regular broadcasting, 10% of those 45 weeks, or 4.5 weeks become available at no-charge. Thus in such case the 7 Interval weeks are available at $21,560 less the 28% rate on the 4.5 no-charge weeks ($13,860) or a balance for the entire 13 weeks of $7,700.

(b) If the facilities for such program have been under contract for less than 52 weeks including the Interval, or say 26 consecutive weeks prior to the Interval and then are recontracted for 13 Resumption cycles

(*Continued on page 66*)

P & G in French

PROCTER & GAMBLE Co., Cincinnati, on May 8 started sponsoring a quarter-hour French Canadian program, *La Pension Velder,* for Ivory soap on CBV Quebec; CBF, Montreal, and CB Chicoutimi, Quebec, Monday through Fridays at 7 p. m. For Barsalou soap, the company is sponsoring another French program *Quelles Nouvelles* on the same Canadian stations five days a week at 10:3 a. m. Compton Adv., New York handles the account.

Lehn & Fink Spots

LEHN & FINK Products Corp. New York, on June 5 will start an eight-week campaign of one to three spot announcements daily for Hinds Honey & Almond Cream on stations WHN WEVD WIN WMCA KSTP WJR WFAA WBAP WHAC WWL WMA KFO KFI. Wm. Esty & Co., New York, handles the account.

PROPOSING to broadcast "message of peace" throughout the world from her new Temple of Truth, a marble mansion at Swannonoa, atop Grand Mountain on Virginia's famous Skyline Drive, Mrs. Lois H. McGuire, of Washington, announced May 10 that she has applied to the FCC for an international shortwave station licens

Radio—A Bank's First Line of Offense

From Timid Start, Bank Grows to Fourth Largest in the City

By C. W. GROVE

President, Second Federal Savings & Loan Association, Cleveland

STARTING from scratch five years ago, the Second Federal Savings & Loan Assn. of Cleveland has grown into the fourth largest banking institution operating in the city, according to C. W. Grove, president. And take it from Mr. Grove, the Second Federal is singing hearty praises for WGAR and radio advertising, to which it gives much credit for its rapid rise. Although to all intents and purposes the Second Federal's programs violate many of the canons of good programing, since they are loaded with commercial continuity and little else, they do the work, as President Grove tells in these columns.

EVEN THOUGH we violated most of the principles of good radio advertising, the Second Federal Savings & Loan Association of Cleveland, with the aid of consistent radio advertising has grown from a small beginning five years ago to an institution that is close to 4 million dollars in total assets. Of the five years the Second Federal has been in business, it has used radio four. Most of that time the Association has used consistently, two five-minute programs per week, scheduled near the dinner hour.

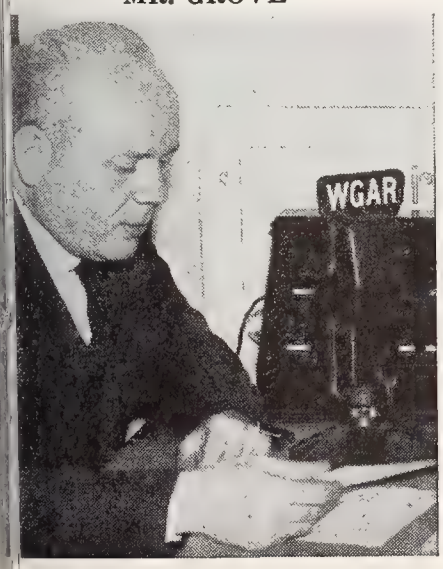
At the present time, the programs contain no form of entertainment, are strictly commercial, are all talking for full five minutes, violating all sound tradition of radio advertising, and yet they continue to produce results.

Success Factors

The necessary factors for the success of our type of broadcasting seem to be three. First, that the spot selected for our five minute program be well chosen, at a time when we probably would have an audience which should or could be interested in our services. Second, the subject matter should be carefully prepared, so it has a broad interest, and each individual program should be so arranged as to attract the attention of listeners at the beginning, and in a clear, concise way explain the advantages of doing business with the sponsor. Third, the program should reflect, both in the introduction and conclusion and in the main part of the broadcast, the true sincerity of the institution and the men who compose it.

For several months, we have used five minutes Tuesday and Thursday on WGAR, Cleveland, following a ten-minute sport broadcast and preceding a five-minute column on the air sponsored by a local brewery, bringing news and comments of the entertainment and entertainers in Cleveland. Each of our programs consists of a 30-second introduction by a station announcer, followed by a four-minute talk by an officer of the Association, and concluded with a half-minute signoff, also handled by the announcer.

MR. GROVE



Day by day prospective customers come to our Savings Department to open accounts ranging all the way from $1 to $5,000. It is not an unusual experience to have a customer come to the Savings Department and say, "I have been listening to your radio program for the past two years." Not long ago, a woman said she recalled hearing Second Federal on the air as long ago as February, 1935. The interviewers in our Mortgage Loan Department report that frequently in discussing mortgage loan payment plans prospective customers say, "Yes, I heard that plan described on your radio program."

The continuity of the Second Federal Savings & Loan Assn. has gone through an evolution in the course of the past four years. In the early days of 1935, we used several 15-minute programs to discuss our purposes, our charter, and Federal examination and supervision, and other details of our organization. In June, 1935, we began a series of programs called *What's the Answer* at a time when the quiz program was practically unknown. On this type of program, the announcer asked three questions of current or popular interest, then introduced an officer of the Association for a three-minute talk, and gave the answers to the three questions in concluding the broadcast. We continued this type of program for a year and a half.

For the Young Folks

Then, for some time, we used a similar type of program expanded to 15-minute length on Sunday afternoon each week. At a later period, we sponsored for a short time a news summary on Saturday morning. Commencing last August and concluding in November, we sponsored a five-minute program twice a week, called the *Safety Savers Club* for boys and girls, and received several hundred names of children who want to live and save safely.

Following the conclusion of that series, we returned to the five-minute program in which one of our officers at each period goes on the air to explain to the Cleveland public the desirable features of Second Federal savings and home financing plans. The time of these programs has varied from 4:30 in the afternoon to 6:45 in the evening, but we have always kept them close to the dinner hour, arranging with the program department of WGAR to schedule our twice-weekly broadcasts immediately following a program of genuine interest. In most cases, we have either followed or preceded a popular five, ten or 15-minute sports broadcast.

The obvious question may be asked as to what results we have secured from our consistent radio advertising. We make frequent analyses of results. Here, for example, are illustrations on a report of source of new savings accounts from Jan. 1 to April 30, 1936. From that report, we find radio produced 31.3% of all new accounts, with advertising of all types producing 41.4%. An examination of all accounts produced by radio advertising showed that within five months these accounts increased their balances slightly more than 20% from the initial balance. From the same report, we determined the fact that if we should charge the entire cost of radio advertising during the period, that is from Jan. 1 to April 30, 1936, to the volume of business produced by radio advertising in that same period, the percentage of radio cost to the volume in dollars of savings accounts produced by radio was .7 of 1%.

At present, due to the fact that a satisfactory volume of savings business is flowing into the institution, we are devoting our entire radio schedule to the promotion of home loans. It is much more difficult to trace the source of loan applicants than it is to determine the source of savings business. However, as indicated above, a great many new customers coming to our Mortgage Loan Department remark during the course of an interview that they have heard our home financing plan discussed on the radio.

Federal Aids Described

The mere fact that we have not been off the air for one week since the early part of 1935 indicates our satisfaction with the results which radio advertising has produced.

In conclusion, it might be well to explain that we believe one of the reasons why our radio advertising has been effective even though entirely commercial is that in this community, particularly, the public seems to welcome a full and complete explanation of the new and interesting safeguards provided for savings and home mortgage loans through the Federal form of charter, Federal examination and supervision, Federal insurance of accounts, and membership in a national reserve system for savings and loans, namely, the Federal Home Loan Bank System. All these new conditions require considerable explanation. Most thinking people are glad to know about the new conditions, and therefore are willing to listen to clear explanations conversationally presented.

Advertising has played an important part in the development of the Second Federal Savings & Loan Association from a new, unknown institution in 1934 to the fourth largest in the city today, and radio has been one of the most, if not the most important, advertising mediums we have used.

Borden Starts 15 Shows Weekly on KOIN-KALE

BORDEN MILK Co., Portland, in one of the largest radio contracts in the Northwest, recently signed for 15 shows a week on KOIN-KALE, Portland, Ore. The milk company started May 1 sponsoring *Breakfast Bugle*, with Lem Harkins, Tuesdays, Thursdays and Saturdays at 8 a. m. on KOIN, along with UP and INS newscasts each week day at 1:30 and 4:30 p. m. on KALE.

As part of its radio promotion, Borden's is featuring a "dollar ditty" contest, awarding 15 one-dollar prizes each week for limericks pointing out the merits of Borden's evaporated milk. Before launching the shows a party was held in the KOIN studios April 29 for company officials and their wives. Preview programs, with studio audiences, were carried by both stations calling attention to the new Borden shows. A four-page edition of the *Borden Bugle*, similar to the publication distributed weekly as promotion for the radio program, also was passed out at the party.

Bank Sponsor in Denver

AMERICAN NATIONAL BANK of Denver, on May 17 starts sponsoring Fulton Lewis Jr., Washington news commentator for MBS, on KFEL-KVOD, Denver. Mr. Lewis is currently heard on a cooperative sponsorship basis on 64 MBS stations.

Television at Fair Impresses Public

Stores Report Interest But Few Sales of Receivers

By BRUCE ROBERTSON

THE RESPONSE of the public to the siren call of television has been overwhelming, according to the managers of the RCA, Westinghouse, General Electric and Crosley exhibits at the New York World's Fair.

Admitting they had hoped their television displays would attract the attention of passers-by, they nevertheless confessed they had been totally unprepared for the crowds that have engulfed the exhibits of this new broadcasting art.

New York department stores also have received a steady stream of eager visitors to their television departments and report high interest among the spectators, but they report there are only a handful of instances in which this interest has been translated into a sale.

Public Prospects

That the public is ready for television, and that the high cost of the sets, in comparison to sound receivers, is the only limiting factor, was shown by a nationwide survey conducted by the American Institute of Public Opinion just prior to NBC's inauguration of regularly scheduled telecasts coincident with the opening of the New York Fair. Despite the fact that television will for some time be exclusively a large city service, the Institute estimated that approximately 4,000,000 families throughout the country, or one family in eight, consider themselves good prospects for home television sets.

The debut of the new art, a telecast of President Roosevelt speaking from the Fair on April 30, did nothing to dampen this ready-made ardor. "Amazement and then unbounded enthusiasm marked the start of what will be a semi-weekly feature from now on," reported the *New York Herald-Tribune* the following morning. Continuing that newspaper said:

"Many to whom television had been only a name admitted afterward that the demonstration exceeded anything they had thought possible. At receivers all over the city and in New Jersey representations of the Fair grounds, the images of the President and of other dignitaries at the exercises were witnessed almost as clearly as they could have been seen on the spot. The added comfort of a soft armchair provided an advantage of its own."

The *New York Times* stated that "reports from receiving outposts scattered throughout a 50-mile radius of New York indicated that the spectacle by television was highly successful and that a new industry had been launched into the World of Tomorrow. It was estimated that from 100 to 200 receivers were in tune and that possibly 1,000 persons looked in on the pageant brightened on the screens by a sun described by the camera men as ideal for telecasting."

Television's "first night" on May 3, when NBC telecast the first of its regular studio programs, was equally successful. The program was a variety show with Broadway stars, a "Donald Duck" animated cartoon and a newsreel produced by NBC especially for its television service, originating in the Radio City studios. There was also a switch to the Fair grounds for telecast interviews with visitors, who, when asked about the Fair and television, unanimously agreed that both were "great". In its report May 4, the *New York Times* said:

Striving for Variety

"Observers noted that the showmen are striving for variety as the means of drawing the public's interest to pictures through the air. Last night's performance followed the pattern of a vaudeville show as the acts unwound their routines on the stage, never holding the attention of the electric cameras for more than 15 or 20 minutes. In addition, the observers remarked at the mobility of the cameras in handling the close-ups and long-shots of the acts, bringing out the high spots in the performances. Three cameras were used during the show."

At the New York World's Fair countless visitors have testified by word and action that television is the exposition's outstanding feature. Officials at the RCA Bldg. on the grounds were forced to close their doors twice during the first day of the Fair, so great were the crowds wanting to witness the telecasts. While such precautions have not been necessary since, whenever a program is on, each receiver in the building is surrounded by a capacity crowd. The big "flask" set with its glass cabinet that permits full visibility of every operation is by far the most popular exhibit in the building, executives report.

Other Exhibits Popular

At the General Electric exhibit television has created a major traffic problem. Here visitors are interviewed and televised in a small glassed-in studio, and across the building is a darkened room just large enough to accommodate 75 persons, the maximum number who can comfortably watch the image.

(*Continued on page 65*)

Television Chieftains Tell What They Have Learned . .

TWO WEEKS ago NBC brought television out of the laboratory and into full view of the public. In this brief period, while the public has learned that this new kind of radio for the eye as well as the ear is all it had expected and more, the television crews at NBC have also been learning. Asked by BROADCASTING to summarize briefly the results of this first fortnight of actual operations, the men in charge of television at NBC replied as follows:

ALFRED MORTON, vice-president in charge of television: "Great progress has been made. We are learning something with each show. Particularly interesting has been the remarkable success of the interview type of program, which seems to capture the fancy of all, even the most sophisticated.

"As for the immediate future, we are going to try all sort of material until we find an answer to the peculiar problem of television, the problem that is raised by the necessity of holding the interest of a man in the quiet of his own home, sitting in front of a screen 7½ by 10 inches in size. In judging the success or failure of any of our shows, I find, we must always start from the screen and proceed back to the studio."

O. B. HANSON, vice-president and chief engineer: "The results have been most gratifying. Speaking from a technical standpoint, we are highly pleased. Our apparatus has proved itself reliable over long periods of time and comparatively stable in operation. This justifies the developmental work done during the field test period that has extended over nearly three years.

"Considerable credit goes to the engineering staffs that have been engaged in this work and who have been responsible for the present performances of the last two weeks. In particular I would single out the mobile unit crew for their excellent work. The mobile unit has been given us excellent performance under extremely difficult conditions."

THOMAS H. HUTCHINSON, manager of the television program division: "After two weeks on the air we have found out that television can do a lot of things other entertainment media cannot do. There are also some things other media can do that we cannot do at the present time. For instance, we can't show the full stage that the theatre does. Television is an intimate art, not a circus and television shows must be built with that fact in mind. Detail is at present much more important to us than the overall picture. We must use an intimate approach in telling our story rather than a cavalcade attack.

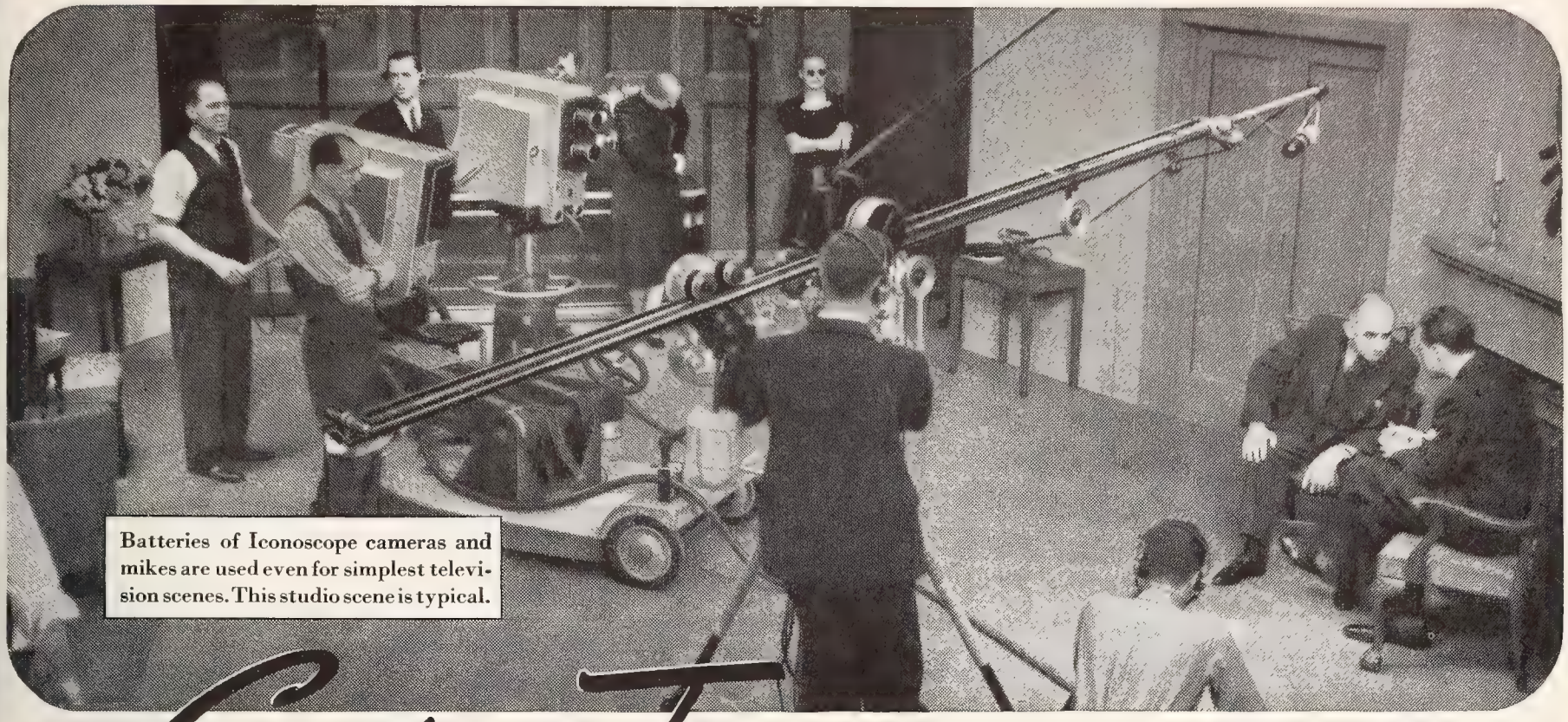
"I believe that with proper production, however, there is nothing that we can't do in television. The response we have had from the NBC audience, small as it is, and the comments heard in radio shop demonstrations show that we are on the right track."

C. W. FARRIER, television co-ordinator: "The most significant thing about our two weeks of operation is the amazing success of the sidewalk interview type of program. At my home the other night I had, as my guest, the blase critic of a local theatrical paper. He was extremely critical as long as the studio stuff continued; he was comparing it with the more finished productions of the movies and stage, I suppose. But the moment the pickup from the World's Fair flashed on the screen and ordinary human beings began to talk, his guard was down. From that point on he leaned back in his chair and enjoyed the show—studio stuff and all. I believe that tells the story better than any comment I might make.

"The set sales, I understand, have been entirely satisfactory as far as the industry is concerned. And the listener reaction we have had from points in Westchester, Long Island and New Jersey indicate that our efforts to put on shows has been at least passable. It is still too early in the game, however, to look very critically at the shows. We know they can be improved and we are going to do it as soon as we can."



HISTORY WAS MADE when President Roosevelt was televised April 30 as he formally opened the New York World's Fair. In his inaugural program of the RCA-NBC television service, the television camera was focused on the President (A) from a point (B) about 50 feet distant. Thousands of New Yorkers at exhibits at the Fair and in department and radio store demonstrations in the down town district, more than eight miles away, saw and heard the historic telecast—the first in which a chief executive of the nation has appeared. Because the scanning had to be done over an exceptionally long distance, detail was not as good as closer-up scanning might have made possible under the prevailing conditions.



Batteries of Iconoscope cameras and mikes are used even for simplest television scenes. This studio scene is typical.

Curtain Time

FOR A NEW AGE OF ENTERTAINMENT



NBC Mobile Television Unit for outside pick-ups—The equipment is carried in two 10-ton trucks.

Programs by NBC to match the progress of Television

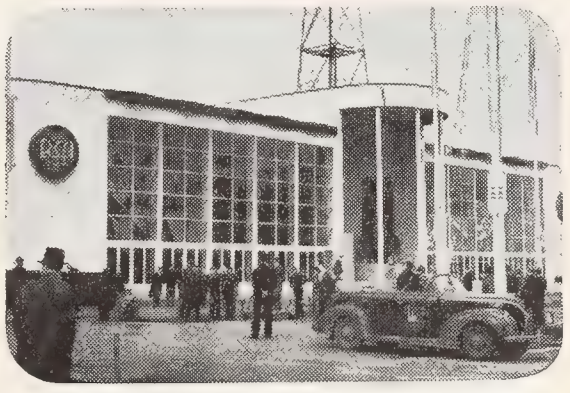
While RCA has concentrated on the technical aspects of television, NBC has studied another phase, the programming of television.

To produce television programs calls for intricate techniques. Practices are unique, and differ from those of radio, the stage or the movies. Progress has had to be largely by the trial and error method. NBC has devoted great effort, much time and a large outlay in money to the development of programming.

NBC pioneered many of the program forms which are today accepted standards of radio broadcasting. The same spirited leadership will characterize the further activities of the National Broadcasting Company in the new art of television.



This miniature model of a small city being built in NBC studios, will appear full-size when televised.



RCA Building at New York World's Fair. Visitors will see all the services of RCA including television.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service

Accent on Youth On Pacific Coast

Ad Club Honors Young Sextet; NBC's Training Classes

LOS ANGELES Advertising Club combined its annual observance of National Youth Week and tribute to the radio industry by turning over the May 2 Biltmore Hotel luncheon meeting to junior members of NBC and CBS.

Six speakers, three from each network's guest relations staff, gave brief talks on the industry as an advertising, educational and entertainment medium. Jack Samways, NBC, spoke on radio and its effect on the consumer. Robert Barlow, CBS, outlined consumer coverage in metropolitan and outlying areas. Harold Haklik, NBC, told how audiences are surveyed for an accurate check on listener's habits. Robert Fisk, CBS, showed that radio can make a market for the high priced article just as it does for those in the lower priced division.

The five-minute talks were rounded out by George Volger of NBC and Richard Haysel of CBS. The former brought out facts showing that radio advertised products are the first to be found in the home. Haysel sketched the American system of broadcasting and pointed out that freedom of the air was the keynote of the industry.

Will Go To Convention

Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., and president of the Southern California Broadcasters Assn., presided. Sydney B. Gaynor, commercial manager of KHJ, Los Angeles, served as host. Don E. Gilman, NBC western division vice-president; Donald W. Thornburgh, CBS Pacific Coast vice-president, and Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System were among Southern California radio executives attending the meeting.

So impressed was the Ad Club membership that plans are under way to send the six lads to the Pacific Advertising Clubs Assn. convention to be held in Oakland, Cal., June 25-29 inclusive, to participate in the radio departmental meeting.

NBC Training Classes

To equip junior members of the organization with a thorough general knowledge of broadcasting and the workings of NBC, Don E. Gilman, western division vice-president of the network, has inaugurated a series of weekly training classes at Hollywood Radio City. Open to members of the guests relations and maintenance staffs as well as young men from other departments, the classes include instruction in sales, sales promotion, program building, sound effects, announcing, continuity writing and technical work.

"Practical experience as well as theory is included in the various courses, fitting these junior members of the NBC Hollywood staff for better positions as they occur in the various departments," Mr. Gilman said. "These classes will also serve as a means to prepare them for positions with NBC affiliated stations."

Andrew Love, in charge of western division literary rights, reads and edits all continuities submitted by the junior students. Harry Saz, sound effects engineer, instructs in his department. Sales classes are conducted by Tracy Moore, account executive and Charles Brown, western division sales promotion manager, instructs in the workings of his department. Walter Bunker, program manager, is in charge of the program building class.



TAKING a bow following their talks on radio at the Los Angeles Advertising Club luncheon meeting are two members of the guest relations staffs of CBS and NBC, with club officers. Left to right are Robert Fisk, CBS guide; Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., and chairman of the joint Radio Day and National Boys Week meeting of the Club; D. D. Durr, president of the Ad Club and Harold Haklik, NBC guide. The youths made a favorable impression.

Removal of 'Public Interest' Provision Urged as Cure for Censorship Problem

REVISION of the Communications Act of 1934, "omitting the word 'interest' and thus instructing the Commission to assign and renew licenses as 'the public convenience and necessity requires' ", was recommended by Merrill Denison in an article appearing in the May issue of *Harper's Magazine* as the simplest means to define and limit the censorial powers of the FCC. "The deletion of the single word would remove the most dangerous feature of the Act without impairing any of its essential virtues, the most important of which is the right of recapture," declared Mr. Denison, radio script and magazine writer, in his article, "Freedom, Radio, and the FCC."

History of Regulation

Recalling the sinking of the *Titanic* in 1912 as the incident responsible for enactment of America's first radio law, the article traced the development of the Commission into "probably the most powerful regulatory body ever created by Congress during peacetime; for to it and it alone have been granted powers which can be used to establish censorship or to invalidate the right of freedom of speech". The most dangerous phenomenon in connection with the FCC lies in "the widespread confusion as to what its functions and powers really are," Mr. Denison commented, adding that "the adoption of the licensing system so common to municipal government, in lieu of the Federal practice of the perpetual franchise . . . is both directly and indirectly responsible for most of the troubles of the FCC."

"Considering the unprecedented problems involved, both the Radio Act of 1927 and the 1934 Act have been far more successful pieces of legislation, particularly from the point of view of the public interest, than the incessant criticism they have provoked would lead one to suppose," the article commented. "While it is true that the apportionment of the too few licenses is placed in the hands of a small group, politically appointed, this is a necessary evil imposed by the broadcasting medium itself.

Abuses Are Possible

"It is true also that any license system opens the way to abuses. The only protection against such abuses lies in the honesty and integrity of those who issue the licenses. Despite the rumors of favoritism and graft in the administration of the Communications Act, it seems entirely improbable that such practices ever were or ever could become general. If they have occurred they must have been the exception rather than the rule, for it would be impossible for graft to exist in connection with the renewal of 1,400 licenses annually without knowledge of the fact coming out into the open.

"On the surface it would appear that Congress had adopted a system of broadcasting regulation that was practical and in the American tradition. Furthermore, the Act has been well administered. Despite the complicated factors involved, the Commission has discharged its primary function of covering the country with strong, clear radio signals so well that 90% of the population and 62% of the land area receive more than reasonably good radio reception.

"That this intricate pattern of radio emanations should have been established and maintained suggests an excellent technical job on the part of the original Radio Commission and its successor, the FCC. It must be remembered too that broadcasting regulation and supervision is but a small fraction of the present Commission's activities. In other fields of jursdiction — telegraphs, telephones, and all the other 26 phases of radio—the F has an excellent record for com tent administration.

"Why then, one may reasona ask, should the Commission be t object of successive waves of cri cism of its supervision of comm cial broadcasting? The answer that question seems to lie in t apparently innocent phrase the public convenience, intere and necessity requires'. Includ by Congress as a kind of gu which would both assist and strain the Commission on its v age out into the uncharted seas radio regulation, the famous util phrase has proved unreliable, a far from serving to restrain, op avenues of limitless power to t Commission.

Meaning Ambiguous

"In addition to serving less a compass than a weather vane, t phrase has given rise to such bewildering plethora of admin trative problems that most of t time of the seven commissione has been devoted to commerc broadcasting, although this it represents but one twenty-sixth one-third of the FCC's regulato responsibilities.

"To the original framers of t Act the meaning of 'the pub convenience, interest and necessi was probably clear and reasona explicit. They used it in its utili sense and expected that it wo receive the same application in t quasi-utility field of broadcastir Instead, both its meaning and t limits of its application ha turned out to be entirely ambig ous. No one knows for instar whether the Commission sho apply the standard of 'the pub interest' to the physical aspects broadcasting only, or also to t programs which are broadcast.

"Such an amendment (omitti 'interest') would restrict the Co mission's jurisdiction to technic and engineering matters and violations of existing statut This simplification would great lessen the Commission's duties connection with commercial broa casting and would go far towa removing the friction between t industry and the regulatory bo With the elimination of the intere requirement, the need (or excus for reviewing a station's progra would vanish and with it the ne for preparing exhaustive and co ly biannual briefs."

Heinz on Yankee

H. J. HEINZ Co., Pittsburgh, May 1 started a 13-week test ca paign for soups, Junior foods a strained foods presenting Iree Wicker, formerly known as *T Singing Lady*, on eight stations the Yankee network. The progra heard five times weekly from 5: to 5:30 p.m., features songs a stories for children, with Mi Wicker acting the varied cha acters and Bill Adams announcin Stations are WNAC WEAN WIC WCSH WLBZ WFEA WLL WTHT. Maxon Inc., New Yo placed the account.

PLANS of the Canadian Broadcasti Corp. to build two broadcasting cente costing $800,000 each in Montreal a Toronto are being held up. No offic word can be obtained as to when co struction will start, though a site h been bought in Toronto.

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"But I thought the East was the radio center of America!"

(ANOTHER OLD IDEA EXPLODED!)

We realize 'tis Spring, and that you, dear reader, are racked by the soft sweet fevers of the vernal season. But nonetheless, 'tis time for you to read page 127, Section IV of the F.C.C.'s "Report on Proposed Rules Governing Standard Broadcast Stations and Standards of Good Engineering Practice".

Issued on April 7, one of the most interesting items in this Report is that *DES MOINES has more radio advertising sales in proportion to population than any other city in the Nation* — has *five times* the national average for metropolitan districts! Local sales in Des Moines amounted to $1.02 per capita — net sales amounted to "the rather astounding total of $6.86 per capita". (Cincinnati was second in the Nation, with only $0.39 and $5.27, respectively!)

This is pretty good confirmation of all the things we've been telling you, all these years—that Iowa *must* be one of the best and most productive radio markets in the U. S. — that WHO is, conservatively, one of the biggest and most productive stations in the Union. This latter point is confirmed too by the fact that WHO *regularly* pulls mail from 45% to 55% of all the Nation's 3,070 counties . . . . May we send you further facts?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

NBC Net Profits In 1938 Drop to $3,434,301 Total

Labor Costs, Television Caused Decline; CBS Led Rival

THAT NBC networks earned a net profit of $3,434,301 during 1938, was disclosed by David Sarnoff, RCA president and NBC board chairman, in answer to a stockholder's question at the company's annual meeting in New York May 2.

While ordinarily RCA does not break down its subsidiaries' gross or net incomes in its annual reports, Mr. Sarnoff revealed that manufacturing represented a net of $3,597,207 while communications represented $648,006. The parent company's gross for 1938 was $99,-968,109.

The NBC net, Mr. Sarnoff declared, compared to $3,700,000 for 1937, down 7% despite a 6% rise in gross income. Increased labor costs under agreements with AFM and AFRA accounted largely for the decreased profits, with television experiments also contributing. NBC expenditures for musicians rose from $1,250,000 in 1937 to $1,800,000 in 1938.

Similar increased costs accounted for the decrease in the net of CBS, which was $3,541,740 in 1938 as compared with $4,297,566 in 1937 [BROADCASTING, April 15].

First Quarter Business

Net earnings of $1,448,110 for the first quarter of 1939, $10,-309 more than the $1,437,801 earned in the same period of 1938, were reported also by Mr. Sarnoff, but no breakdown for NBC was given for the period. Earnings on common stock, after preferred dividends were deducted, equalled 4.6 cents a share, as compared to 4.5 cents for the first quarter of 1938.

Gross income for the quarter was $25,004,989, more than $2,000,000 above the $22,630,568 grossed in the same period last year. But the cost of goods sold, operating, development, selling and administrative expenses also increased by more than $2,000,000, totaling $22,-178,676 to date in 1939 as compared with $19,810,021 for the first quarter of 1938.

Interest, depreciation, amortization of patents and provision for federal taxes totaled $1,378,203 this year as against $1,382,747 last. Preferred dividends were $805,309 this year and $806,093 in 1938. Balance for common stock for the first quarter of 1939 totaled $642,-801 as compared to $631,708 for the same period of 1938.

Pointing out that with the opening of the New York World's Fair two days before RCA had "made good" its promise of six months previous that it would put television on the market the day the Fair opened, Mr. Sarnoff said that more than 12,000 visitors had witnessed the opening day ceremonies on television receivers in the RCA Exhibit Building at the Fair.

"It is of course too early to draw any conclusions as to the retail market demand for television receivers this year within the limited area and with the limited program service now available," he said, but added that as more television stations are erected and program service is increased "it should eventually prove profitable both as a new medium for advertising and through the sale of a new line of instruments."

Continuing that the growth of television will provide employment for thousands of workers, he said public introduction of television "exemplifies the type of contribution to our national economy that is most needed to help recovery and to restore prosperity." In conclusin, Mr. Sarnoff stated that the greatest need of business—and of the world—is "the assurance of lasting peace so that men and industry may plan for a future which they can face with certainty. Radio in 20,000 planes may have great powers for war, but radio in 20,000,000 homes has greater powers for peace," he said.

Major Networks' Increased Time Sales Bring Best April Business in History

BEST April from the standpoint of billings in network history was reported by all coast-to-coast networks last month. Their combined gross billings for the month totaled $6,677,636, an increase of 12.7% over the $5,924,230 combined billings for April, 1938. Cumulative combined billings for the year to date are $27,671,025, beating the $26,373,248 billed in the first four months of 1938 by 4.9%.

Individually, each of the three networks showed higher billings than for April of last year. CBS, which had shown losses from the previous year's figures for 12 consecutive months, came up with a 17.7% increase for April, 1939, as compared with April, 1933. This April increase was enough to bring the CBS cumulative total for the year to date to $10,995,309, only 0.2% below the total of $11,018,777 for the same period last year.

NBC's total of $3,560,984 for the month is divided into $2,731,133 for the Red network and $829,851 for the Blue. Cumulatively for the first four months of 1939, Red billings total $11,722,973 and Blue billings $3,791,458. The combined cumulative Red and Blue totals make $15,514,431 for NBC as a whole for the first third of the year, 7.7% above the $14,408,905 total billings for the same period of 1938.

MBS, which for the last 12 months has set new records for billings for each calendar month, showed this April a 38.6% rise from last year's mark. For the year to date, MBS has billed $1,161,-285, or 22.8% more than at the same time last year, when the cumulative total was $945,566.

Gross Monthly Time Sales

	1939	*% Gain over 1938*	*1938*
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
MBS			
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545

RCA Prints Newspaper By Facsimile at the Fair

A FACSIMILE newspaper, *The Radio Press*, is being published by RCA in cooperation with the *New York Herald-Tribune* at the RCA Building at the New York World's Fair. Edited by John Bogart, radio editor of the *Herald-Tribune*, and Whitelaw Reid of the newpaper's editorial staff, the paper publishes four editions daily—an early morning edition devoted entirely to World's Fair news and three "spot" news editions using Associated Press service.

The paper is made up and put through the facsimile scanning, transmission and reproduction processes in full view of Fair visitors, with copy being prepared on a Coxhead Vari-typer, an electric self-justifying typewriter with interchangeable fonts of type. The editors paste up this copy and the pictures on prepared sheets of paper which the radio facsimile operators will transmit. Copy is not broadcast, but is sent by wire from the scanner to the home-type facsimile receivers in this and other rooms of the exhibit building for the demonstration.

NBC, McClatchy Revise Net Affiliation Contract

REVISION of the affiliation arrangements of stations of McClatchy Broadcasting Co. with NBC under which KMJ, Fresno, becomes a basic member of the Pacific Coast Red Network effective May 15, while KFBK, Sacramento, KWG, Stockton, and KERN, Bakersfield, become optional to the Pacific Coast Red and Blue Networks, was announced May 3. The revised arrangements were worked out by Guy C. Hamilton, McClatchy general manager, with Niles Trammell, NBC executive vice-president, and other NBC officials in New York. It supersedes an arrangement in force during the last three years and will run for the remaining two years of the five-year contract.

KMJ, as a basic Red outlet, will command an evening rate of $120 per hour. KFBK will be basic Blue but also an optional Red outlet, and will be offered, along with KWG and KERN, at the combined rate of $160 per evening hour, the latter two stations being in the nature of bonus outlets. The fifth McClatchy station, KOH, Reno, is a CBS outlet.

Prudential on CBS

PRUDENTIAL INSURANCE Co. of America, New York, on May 29 will start a new dramatic serial entitled *When a Girl Marries* to be heard five times a week on 50 CBS stations. The quarter-hour program was written by Elaine Sterne Carrington, author and radio writer. Benton & Bowles, New York, places the account.

PUBLISHED reports that Richard C. Patterson, assistant Secretary of Commerce, would resign from that post to reenter private business in New York, were formally denied at the Commerce Department May 10. Col. Patterson was formerly executive vice-president of NBC.

Mullen Supervises RCA Fair Exhibit

Takes New Duties Following His Election as a V-P

FRANK E. MULLEN, recently appointed vice-president in charge of advertising and publicity of RCA has also taken over the supervision of all RCA exhibits at the New York World's Fair, assuming the duties in this connection that were formerly handled by Leno R. Lohr, NBC president.



Mr. Mullen

Mr. Mullen has appointed J. d Jara Almonte as RCA's executiv representative at the Fair an Joseph D'Agostino as exhibit man ager, in charge of personnel an operations at the RCA Bldg. on th exposition grounds. Both of thes men were drafted from NBC fo Fair duty, Mr. Almonte being no mally an assistant to the presider and Mr. D'Agostino a member o the engineering department.

A Radio Veteran

Mr. Mullen's promotion to vic president of RCA was announce by David Sarnoff, president, fo lowing the last board meetin Since 1934 he has been manager o the company's department of info mation and prior to that he ha served NBC as Chicago manag and as director of the *Nation Farm & Home Hour*, which he o ganized in 1928. A journalis graduate of Iowa State Colleg Mullen's first newspaper assig ment was covering radio news ar in 1923 he started the first broa casting service for farmers in th country, sponsored by the *Nation Stockman & Farmer*. He was t first announcer to give agricultur reports on the air, in programs f this paper on KDKA, and when h joined NBC in 1926 his first ta was the organization of its agricu tural service at the old KFK Hastings, Neb.

Horton Heath, assistant to M Mullen, has been promoted to ma ager of the department of info mation, which continues under M Mullen's direction. Mr. Hea joined RCA in 1936, coming fro the *New Yorker* editorial sta Formerly he had been a partner the Michaels & Heath and t United advertising agencies.

Met. Life Adding

METROPOLITAN LIFE INSU ANCE Co., New York, on May started Edwin C. Hill as narrat and m.c. on a program entitl *Stop, Look & Listen With Edw C. Hill* on WOR, Newark, Mo days through Fridays from 9:15 9:30 p.m. A transcribed version the program is rebroadcast the f lowing day on WNEW, New Yor from 7 to 7:15 p.m. The program set for 52 weeks, present dram tized case histories from the fil of the company and are also d signed to promote the life insuran industry. Metropolitan is al sponsoring Mr. Hill on another i surance advisory program WNEW, New York, which start April 18. Further broadcasts New York stations are planne Young & Rubicam, New Yor handles the account.



A TRANSCRIPTION series of dramatic musical sketches based on he ballads and folk-lore of the southern ountain settlements. Do not think of his unique feature as being in the ordnary hill-billy class of entertainment. is something far more than that, far perior and of vastly greater appeal. There is a charm and simplicity bout the programs which is at once ptivating, and appealing and cern to win and hold a wide and apeciative audience.

These programs are of proven value. They have previously delighted and entertained network audiences for years. In this new series, the stories of Ethel Park Richardson, noted authority on folk-lore and music of the hills, are portrayed by a cast of outstanding artists and singers.

Each episode is a complete story and ample time is allowed in each fifteen-minute program for a commercial message of suitable length. Audition samples are available.

For further information regarding availability, rates, etc., write—

Electrical Transcription Service

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

FCC Approves Two More Hearst Sales

Grants Authority to Transfer Stations KNOW and WACO

TWO MORE Hearst-owned stations have been authorized to go into the hands of new owners as a result of FCC decisions May 8. Without the usual hearing, the FCC granted voluntary assignments of the licenses of KNOW, Austin, and WACO, Waco, both Texas locals, to the Frontier Broadcasting Co. They were sold for $50,000 each.

Frontier is headed by E. S. Fentress, publisher of the *Waco News-Tribune*, as 50% stockholder, with S. W. Richardson, rancher and capitalist, and Charles F. Roeser, oil man, each holding 25%. Mr. Richardson and Mr. Roeser are chief backers of Elliott Roosevelt's Texas State Network.

The only other Hearst station in Texas remaining to be disposed of is KTSA, San Antonio, sold last year to the *Amarillo Globe & News* group headed by O. L. Taylor, who operate KGNC, Amarillo; KFYO, Lubbock, and KRGV, Weslaco. A hearing was held on this application, but action has not yet been taken.

Of the various sales deals involving Hearst stations [BROADCASTING, May 1], the only other one to be approved by the FCC was that of KOMA, Oklahoma City, also transferred without hearing to William T. Griffin, principal owner of KTUL, Tulsa.

Status of WINS

E. N. Stoer, Hearst Radio comptroller in executive charge of station operations, advised BROADCASTING May 2 that the Hearst stations which are under sales contract, pending FCC action, are being managed and operated directly by the Hearst organization. With particular reference to WINS, New York, under contract for sale to Milton F. Biow, advertising agency executive, Mr. Stoer asserted that the station is not in any wise being managed by Mr. Biow and that he is not consulted in connection with any of the station policies.

"He has nothing to do with the station in any way, shape or form," Mr. Stoer said. "Nor is he consulted in connection with the policy of the station." Mr. Stoer's statement was made in refutation of the report published in the May 1 issue of BROADCASTING that Mr. Biow currently is operating the station under a management contract pending FCC action. He added that the strict policy of the Hearst company was to operate the stations completely and in every detail until such time as FCC approval is forthcoming on those stations which are under contract for transfer.

WPRO Power Boosted

WPRO, Providence, on May 8 was authorized by the FCC to increase its day power from 1,000 to 5,000 watts and its night power from 500 to 1,000 watts. The station, operated by Cherry & Webb Broadcasting Co. and a CBS outlet, will move its transmitter site locally and install new equipment. A directional antenna will be used at night on its 630 kc. channel.



A HAPPY BIRTHDAY was Kate Smith's 29th, on May 1, which was also the eighth anniversary of her CBS debut. Gift of her sponsor, General Foods Corp., was a three-year non-cancellable contract, with options thereafter to run indefinitely, for her Thursday evening variety hours on CBS. Kate was also guest of honor at a birthday party at The Ambassador, New York, attended by representatives of General Foods, Young & Rubicam, CBS and the press. Above (l to r) are Clarence Francis, president, General Goods Corp.; Gabriel Heatter, commentator; Ted Collins, Kate's manager; Miss Smith; William S. Paley, CBS president, and Chester LaRoche, president, Young & Rubicam.

Seeks to Buy WIBC

H. G. WALL, Detroit attorney and counsel for George B. Storer, Detroit industrialist and broadcaster, is disclosed as the principal in the proposed acquisition of control of WIBC, Indianapolis, 1,000-watt daytime station on 1050 kc., which went on the air last November. In an application for transfer of control filed with the FCC, Mr. Wall, whose wife already owns all of the preferred stock and 49% of the common stock of the licensee corporation, Indiana Broadcasting Corp., seeks authority to purchase the remaining 51% common for a consideration of between $10,000 and $15,000. The station is now controlled by Glenn Van Auken, Indianapolis attorney, who founded it. Mr. Wall, it was stated, proposes to buy the remaining common stock as a personal investment and is not acting for Mr. Storer, who controls WSPD, Toledo, and WWVA, Wheeling, among other radio holdings.

Buying WALR Control

WEST VIRGINIA Broadcasting Corp., licensee of WWVA, Wheeling, in an application filed with the FCC, seeks to acquire the 40% interest in WALR, Zanesville, O., held by Ronald B. Woodyard, manager of the 100-watt outlet on 1210 kc. Controlled by George B. Storer, Detroit industrialist and broadcast station owner, the corporation alreadys own 50% interest in the station. Mr. Woodyard is said to have agreed to sell his holdings for approximately $13,000. The other 10% is held by Frazier Reams, Toledo attorney, who controls WTOL in that city.

WBCM Sale Approved

TAKING action without a hearing, the FCC on May 8 authorized the sale of controlling interest in WBCM, Bay City, Mich., to Harley D. Peet, head of the local Peet Packing Co. James E. Davidson, owner of the station and Republican national committeeman for Michigan, last November applied to the FCC for authority to sell 3,332 out of 5,000 shares of common stock for $100,000. WBCM operates with 500 watts night and 1,000 day on 1410 kc.

WITH KYA dropping its affiliation with the California Radio System, KSAN became the San Francisco outlet for the network on May 4.

WAR RADIO CONTROL DENIED BY BRITISH

REPORTS that the British Government on July 7 will take over control of the British Broadcasting Corp. [BROADCASTING, May 1] have been characterized as "entirely erroneous". Felix Greene, BBC representative in New York, on May 8 quoted the Government's denial of a story first appearing in the *London Daily Mail* April 22, and declared "there is no foundation for the report that the Government is contemplating the adoption of any special measures of control over the BBC."

When the *Daily Mail* story appeared American correspondents cabled interpretations to newspapers and press associations which indicated that control was to be exerted as a war measure. The stories were vague, however, as to the exact nature of the steps to be taken, except that they indicated tighter control of news broadcasts was in prospect.

Meanwhile, the BBC, Government-owned but operated like a private enterprise under royal charter, indicated its amenability to Government influence May 8 when it failed to carry the peace speech of the Duke of Windsor from Verdun. French and many other European stations carried it and the NBC networks relayed it to this country, the first speech by the former monarch since his famous abdication broadcast of Dec. 11, 1936.

Heads 2 in California

STANLEY PRATT, one of the group recently authorized to acquire KHSL, Chico, Cal., and KVCV, Redding, Cal. [BROADCASTING, April 15], has been named manager of the stations, succeeding Harold Smithson. Both stations on May 10 became units of the Don Lee-Mutual network, which with the recent addition of KWLK, Longview, Wash., now numbers 31 Pacific Coast outlets. The two stations were purchased for $55,000 from a group headed by Mr. Smithson by a group comprising the late Ray McClung, publisher of the *Merced* (Cal.) *Sun-Star*, also part owner of KYOS, holding 150 shares; Horace E. Thomas, publisher of the *Marysville* (Cal.) *Appeal-Democrat*, 75 shares, and Mr. Pratt, 75 shares.

NAB WILL OPPOSE ECONOMIC REPORT

COINCIDENT with postponement of the due date for filing of exceptions to the proposed new rules and regulations to govern broadcasting it was learned May 5 that the NAB will interpose opposition specifically in connection with portions of the FCC committee's report relating to social and economic factors.

With Commissioner Craven presiding, the FCC May 5 granted petitions of several parties for extension of time in the filing of exceptions from May 6 until May 15. The Crosley Corporation and CBS specifically asked for the extension and were joined by NBC and the NAB.

Philip G. Loucks, former NAB managing director and counsel for the Association at the time the original hearings on the rules were held last year, will file the pro forma exceptions and seek oral argument in the NAB's behalf.

The NAB decided to file exceptions not because of serious opposition to the proposed new rules themselves or the more important phases of the engineering standards but primarily because of comments of the three-man committee dealing with social, economic and competitive phases of broadcasting [BROADCASTING, April 15]. Regarded as most important was the reference to possible legislation to protect newspapers from unlimited radio competition.

Generally speaking, it is expected that the exceptions filed by parties in interest will be of a routine nature with the real issues to be raised at the oral arguments, probably to be scheduled during June. Presumably the oral arguments would be supplemented by filing of briefs.

WAAB Power Boost

WAAB, Boston, Colonial Network key station, on May 1 was authorized by the FCC to increase its power from 500 watts at night and 1,000 watts daytime to 1,000 watts unlimited time on its 1410 kc. frequency. The Commission found that WAAB is providing a meritorious program service and that granting of the application will permit those programs to be heard by additional persons as well as provide a signal strength 40% greater.

ORIGINALLY authorized for construction last year as a 250-watt daytime outlet on 1200 kc., the new WENY, Elmira, N. Y., on May 1 was granted 100 watts night by the FCC and was given an extension of commencement and completion date. The station is now being constructed by the *Elmira Star-Gazette*, a Gannett newspaper, which also operates WESG, Elmira, under lease from Cornell University.

FULLTIME operation on 710 kc. with 1,000 watts nights and 5,000 days is sought by KMPC, Beverly Hills, Cal., in an application filed with the FCC. The station now operates with 500 watts limited time on 710 kc. Transmitter would be moved to Culver, Cal.

THE FCC, without a hearing, on May 1 authorized the transfer of ownership of KVGB, Great Bend, Kan., 100 watts on 1370 kc., from Ernest Edward Reuhlen to Miss Helen Townsley, local businesswoman. The purchase price was $22,353.

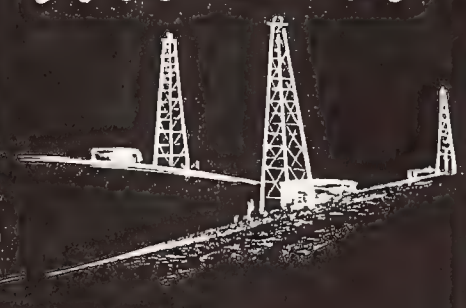
50,000 WATTS

SOON

Approximately Aug. 15th.

. . . in America's *Most Receptive Market*

TWO MILLION ABLE
TO BUY PROSPECTS



A SHREVEPORT TIMES STATION

KWKH

Represented by THE BRANHAM CO.

Shreveport · CBS · *Louisiana*

Compilation of Market Figures For Entire Nation Is Published

Department of Commerce Handbook Provides 82 Series of Figures as Aid to Business

UNDER the title *Consumer Market Data Handbook, 1939 Edition,* the U. S. Department of Commerce May 12 published a 464-page compilation of marketing information covering every State, county and each of the 3,165 cities of 2,500 or more population, to be available for distribution this month.

The compilation will be obtainable from the Superintendent of Documents, Washington, D. C., for $1.75 or from district offices of the Bureau of Foreign & Domestic Commerce.

The studies form part of the Department's "aids to business" program and were prepared by the Marketing Research Division of the Bureau of Foreign & Domestic Commerce.

Brought together in one volume are all available significant county and city data bearing on the marketing of goods produced for use by American consumers. Secretary of Commerce Harry L. Hopkins describes the handbook as "one of the most valuable compilations of consumer information ever issued."

New Data Revealed

Never published before are 28 series of data, including information on magazine circulations, total income tax returns classified by income classes, and especially prepared indices of local popularity of different kinds of retail stores.

In all, the handbook offers 82 series of marketing data as determined by a large group of businessmen to be of major importance in analyzing marketing possibilities. The group was composed of sales managers, distributors, trade paper editors, advertising agents, trade association executives and other marketing specialists.

Besides the 28 new series of data, the 82 groups contain statistics drawn from some 800 tables in 18 individual volumes and 49 separate studies already published.

Two series of data list families with radios in 1938 and the number of radios per 100 families. In a foreword, Alexander V. Dye, Director of the Bureau of Foreign & Domestic Commerce, makes acknowledgment to the Joint Committee on Radio Research for its radio data. The handbook was prepared under general direction of N. H. Engle, Assistant Director, and under the supervision of Wilford L. White, Chief of the Marketing Research Division, and Ada Lillian Bush, Chief of the Consumer Market Section. Ben P. Haynes and Guerry R. Smith, of the Marketing Research Division are listed as the actual compilers.

The introduction offers hypothetical cases to show how businessmen can use the data in establishing sales quotas and determining marketing possibilities for particular geographic areas.

The first group, headed "Population & Dwellings" for 1930, contains latest available data on total number of persons; % white; % U. S. total; total number families; % owning homes; total number dwellings.

"Volume & Type of Business and Industry," 1935, includes retailing, total number of stores and sales; % U. S. total; sales per capita; wholesaling, total number of establishments and sales; manufacturing, total number of plants and value of products; farms.

"Employment and Pay Rolls, 1935" covers total employes (Censuses of Business and Industry) and wages paid, total amount retailing, number of employes and wages paid; wholesaling, number of employes and wages paid; manufacturing, number of employes and wages paid; mining, number of employes and wages paid; farming, number of persons on farms; gainfully employed, 1930; unemployed, number reporting, 1937.

Distribution Figures

"Retail Distribution" for 1935, contains data on food stores, number and sales, index of place in local sales; eating and drinking places, number and sales, index of place in local sales; general stores (with food), number and sales, index of place in local sales; general merchandise group, number of stores and sales, index of place in local sales; apparel group, number of stores and sales, index of place in local sales; automotive group (except filling stations), number of stores and sales, index of place in local sales; filling stations, number of stores and sales, index of place in local sales; furniture, household group, number of stores and sales, index of place in local sales; lumber-building-hardware, number of stores and sales, index of place in local sales; drug stores, number and sales, index of place in local sales; other retail stores, number and sales.

"Related Indicators of Consumer Purchasing Power" includes individual income-tax returns, 1934, total number classified by income classes; individual income-tax returns, 1935, total number and number per 1,000 persons; passenger automobiles registered, number and number per 100 families; families with radios, 1938, total number and number per 100 families; residential telephones, 1935, total number and number per 100 families; domestic electric meters, 1930, total number and number per 100 families; circulation of 12 national magazines, 1937 (American, Collier's, Cosmopolitan, Liberty, Saturday Evening Post, Time, Good Housekeeping, Ladies Home Journal, McCall's, Pictorial Review-Delineator, True Story, Woman's Home Companion); circulation of six general magazines, 1937, and circulation of six women's magazines, 1937; farms, 1935, value and value per farm.



CLASSY CUSTODIAN of women's activities is Jane King, who conducts the streamlined *For Women Only* domestic series on WIP, Philadelphia, and who is advanced by WIP as its entry in the "most beautiful" sweepstakes. A broadcasting veteran of nine years, Miss King's background includes bounteous travel, continental schooling, and experience in the drama and on the lecture platform. Born in Portland, Ore., after traipsing all over the world with her family and finishing school she took her first whack at radio with WOKO, Albany, then continued at WTIC, Hartford, and finally gravitated to Philadelphia as a free-lance artist, where she later affiliated with WIP.

The first group indicates the number of purchasing units within a particular marketing area. The second indicates to some extent the principal wealth-producing activities in a given area by showing the number of establishments and the volume of business by various trades and industries. The third group shows the number of workers and their actual wage incomes by industries, as well as total wage income figures for all industries on which data are available, representing about 37% of the estimated national income in 1935. The fourth group presents figures showing the number of stores and volume of sales by kinds of business, as well as a new index indicating the relative importance of each kind of store as an outlet for consumer goods in the particular locality. The fifth group presents data giving many indications of consumer purchasing power.

Plotting Sales Programs

In the introduction to the handbook it is stated that "although some individual businesses have prospered greatly without the use of external facts and figures, most authorities agree that sales plans are more likely to be free from serious error when based upon all significant facts. Marketing statistics are used principally as a basis for establishing sales policies, planning for sales, and as a check on the effectiveness of existing sales practices.

"In general, the figures indicate where the consumers live, how many there are, the type of community in which they live, the kinds of stores they tend to patronize, and their ability to buy. Use of this and similar information in formulating marketing plans should go far toward enabling businessmen to distribute their goods and services more economically and efficiently."

In suggesting uses to which the data may be put, the handbook explains that primarily, "evaluations of markets and trading areas are made to ascertain the answer to the following question: What parts of the total United States market should be covered to obtain the most sales at the highest degree of efficiency?

"In arriving at the answer to this question, analysis will develop information which will serve as bases for setting up sales quotas; considering expansion of operations; delineating sales territories; selecting distribution methods and channels of distribution; determining the efficiency of selling efforts; locating branch offices, warehouses and distributive outlets; evaluating specific consumer-goods markets; determining needed changes in direction of promotional effort; establishment of operating budgets."

Training in Radio For Child Advised

"TEACHING children to appreciate good radio programs—whether in the form of music, dramatic sketches or news broadcasts, does not differ greatly from teaching them other things," according to Dr. Ernest Osborne, of Teachers College, Columbia University, under whose direction the WPA of New York City has prepared a pamphlet entitled *Children & the Radio,* one of a series on parent-child relations.

"The radio brings up new questions and new problems for parents to face," continues Dr. Osborne, "but some of these problems are merely old ones of home guidance and may be solved, not as radio program problems, but in terms of the relationship of members of the family to each other and adjustment of home routine."

It is important for parents to realize the power they can exert through pressure to obtain the type of program they desire for their children, says Dr. Osborne, who points out how, in recent years through criticism and boycott of poor programs, many stations have been forced to discontinue such broadcasts.

Parents who want their children to listen to the best radio programs should so raise their own standards of good taste that as a natural result the children will choose the good programs rather than the trashy or sensational type of broadcasts, the pamphlet states.

The pamphlet concludes: "At all times we want to bear in mind that the radio is today a powerful force in our lives. And for this reason we should not minimize the problems which it raises, and which we should try to solve."

Children & the Radio is one of 40 pamphlets developed by Teachers College and the WPA for distribution to parents throughout the country. During the last year 75,000 questionnaires were sent out to the same parents asking them to send in the most pressing problems encountered in relationship to their children. The outstanding problems form the material for the pamphlet series.

DEPENDABILITY

THE following inscription from Herodotus is carved on the New York Post Office: "NEITHER SNOW, NOR RAIN, NOR HEAT, NOR GLOOM OF NIGHT, STAYS THESE COURIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROUNDS."

This might well be the motto of the Hooper-Holmes full-time inspectors, for our clients have learned that regardless of conditions, this Bureau delivers its full quota of reports on the day they are promised.

On the very day we recently started a survey in Wisconsin the newspapers carried the story of an unexpected blizzard with drifts 10 to 15 feet deep. In part of the state 197 inches of snow fell—breaking all records. But, we delivered to our client his full quota of reports.

About the same time one of our men wired from Utah that about 30% of the homes in one county he was assigned were quarantined for Mumps, Chicken Pox and Whooping Cough. But again we did not disappoint our client.

And, from northern Georgia another man reported that he had to be hauled out of ditches twice in one day. Heavy rain had complicated the job.

Hooper-Holmes keeps all promises of completion of field research surveys because our men are constantly getting information as a matter of routine and are always available.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Radio's Service to



NATIONAL BROADCASTING COMPANY, INC., NETWORK FACILITIES AS OF APRIL 17, 1939.———Red Network.– – – – Blue Network.———— Supplementary Groups WEAF and WJZ New York • WRC and WMAL Washington • Westinghouse Stations WBZ and WBZA Boston and Springfield, KYW Philadelphia, KDKA Pittsburgh • General Electric Station WGY Schenectady • WTAM Cleveland • WENR and WMAQ Chicago • KOA Denver • KPO and KGO San Francisco.

Typical Activities of NBC Stations

★

BUSY STAFFS with aid of ticker services see to it that NBC listeners get the vital local and national news quickly.



RCA

Radio Corporation

the United States



IN the United States there are about forty-one million radio sets in use, many of them products of RCA Victor. All who have access to these are able to enjoy entertainment of higher quality, more variety and greater quantity than are radio listeners in any other country.

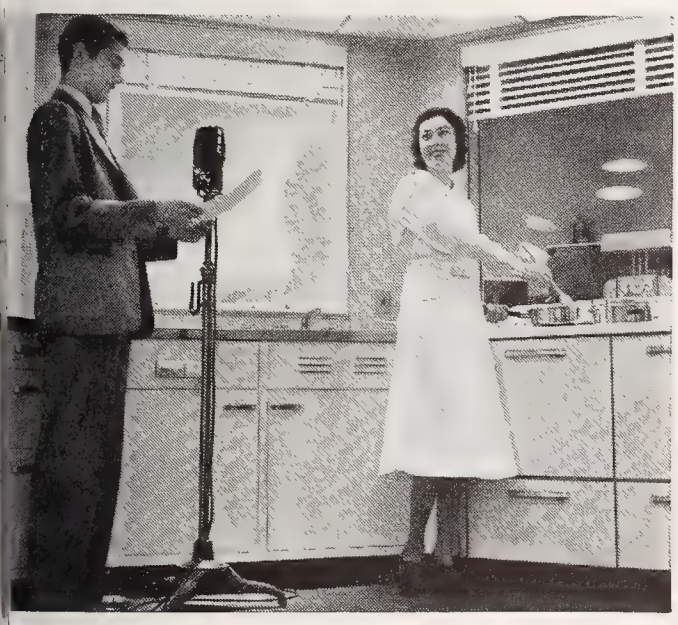
Radio is able to provide so richly for its listeners because of the American system of network broadcasting. Obviously many stations combining their efforts can afford talent that would be impossible for any single station. But the nation-wide excellence of NBC programs depends also on the man-power and equipment of its two groups of stations. These are the 15 that are the basis of the NBC Networks (shown in large letters on the map), and the 156 affiliated stations of the Red and Blue Networks. Vital in the activities of their local communities are the managers and staffs of these stations. All network stations perform a dual function. They carry network programs, and in addition they serve their local communities in many and notable ways.

The swift progress of radio has been due in large part to the work of RCA Laboratories. Station owners have shown their willingness to be of service by quickly adopting improvements. For they realize that unless the station is operated in keeping with modern practice, it matters not how well the show is put on.

Other members of the family of the Radio Corporation of America also have made great contributions to radio. High fidelity RCA Broadcast and Test Equipment—superb RCA Victor* Radios and RCA Victrolas* for the home help millions to enjoy radio more. The world-wide facilities of R.C.A. Communications, Inc., bring programs from the far corners of the earth, keeping Americans abreast of latest developments everywhere. And these are but a few of the ways RCA works in every field of radio towards an even greater radio service for all.

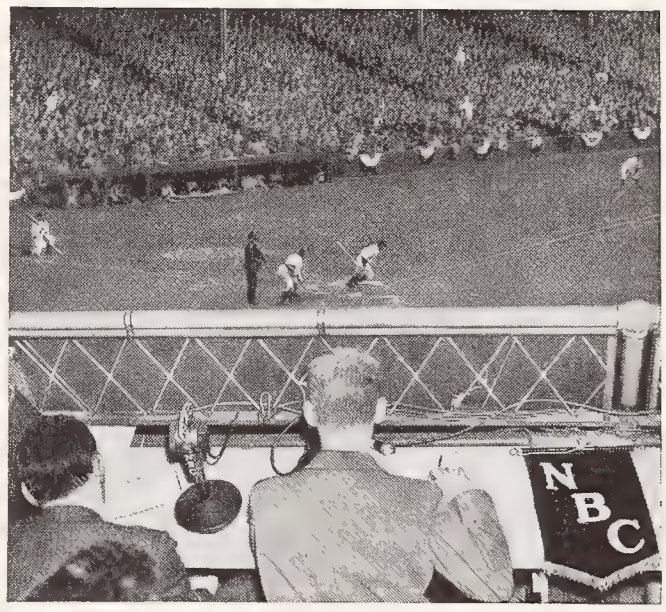
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*Trademarks "RCA Victor," "Victrola," Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



FOOD FACTS HOT OFF THE GRIDDLE — NBC insists on facts. Case in point is information about cooking and other women's interests. Photo shows announcer giving "play-by-play" account of recipe which the home economics expert is preparing in the kitchen studio.

"THERE HE GOES"—The interests of baseball fans are widely served by NBC stations, both in the broadcasting of local games and in reports of the World Series. Virtually every other sport is also ably reported by the skilled announcers of various NBC stations.



of America

RADIO CITY
NEW YORK

National Broadcasting Co.
RCA Manufacturing Co., Inc.
Radiomarine Corporation of America
R.C.A. Communications, Inc.
RCA Institutes, Inc.

Songwriters Ask New Record Pact

Assign All Mechanical Rights In Music to the SPA

POSSIBILITY that the makers of transcriptions and recordings may have to deal with the songwriters instead of the publishers after June 1 to obtain permission to record popular music was raised by the recent action of the 600 members of the Song Writers' Protective Assn. in assigning to the SPA all mechanical rights to their music.

These rights, which cover all recordings, transcriptions and synchronizations, heretofore have been handled by the Music Publishers Protective Assn., but for several years have been disputed between the composers and the publishers. Likelihood, however, is that the SPA will use the assignment as a major argument in negotiating a new contract with MPPA for the control of these rights and will not itself assume administration of them unless the attempt to secure better terms from the publishers' group fails to do so.

Seek Higher Minimum

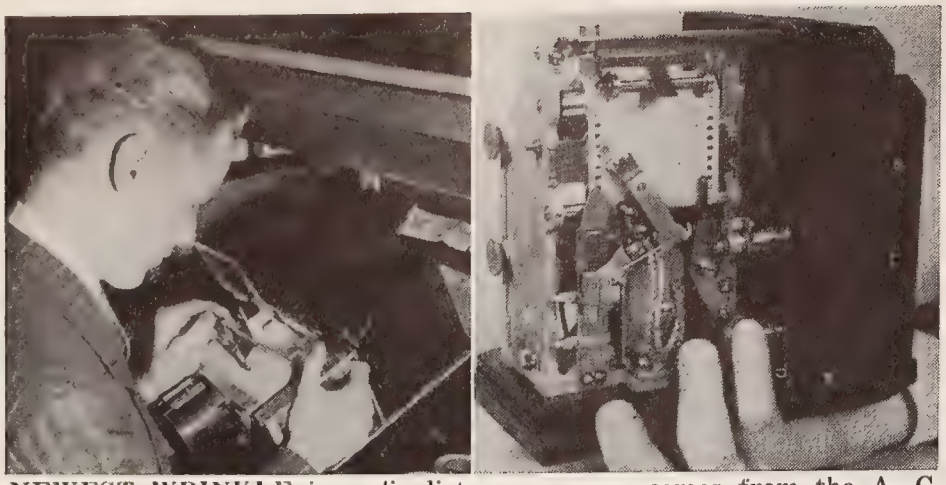
New assignment of mechanical rights, negotiated by the SPA attorneys, Hays, St. John, Abramson & Schulman, has been approved by the entire membership and "offers no ground for legal contest by the composers", according to a statement released by the SPA, which calls the assignment "a major triumph for the composers". All contracts entered into between the composers and publishers after June 1 will be subject to this assignment, which continues for two years.

Purpose of the assignment, according to an SPA spokesman is to enable the association to obtain a higher minimum for the writers from the publishers. A large number of publishers already pay the 50% minimum desired by the composers, but there are many who pay only 33 1/3%, it was said, and the writers hope through their new assignment to force these publishers into line.

The SPA has no desire to take over the administration of the mechanical rights, it was said, but it will do so if the publishers do not meets its terms. Another point the songwriters want included in the new contract is a ban on bulk licenses, whereby a publisher gives to a recorder the rights to his entire catalogue for a lump sum. This, according to SPA, makes it virtually impossible for the writer to learn whether or not his tunes are being used.

Walter Douglas, president of the MPPA, said that the publishers were inclined to be sympathetic with the writers' viewpoint and added that he and his organization would be glad to send a committee to meet with the SPA committee at any time. He expressed a belief that a satisfactory contract could be worked out without too much trouble, leaving the administration of the mechanical rights in the hands of the publishers.

NEW YORK State Senate on May 3 gave legislative approval without debate of the Condon Bill under which broadcasts of fights and wrestling bouts will be subject to a 5% tax to be collected by the New York State Department. The bill is now being considered by the Assembly.



NEWEST WRINKLE in radio listener surveys comes from the A. C. Nielsen Co., Chicago, which has perfected and is now testing its Audimeter in 200 homes in the Mid-West. The Audimeter mechanism (right), which is atttached to the receiver and starts operating as soon as the set is turned on, consists of a moving tape, actuated by clockwork, on which a stylus records the precise time and duration of listening and the listened-to station. At left an analyst in Chicago headquarters uses calipers to translate the recorded arcs into figures of time and call letters preparatory to compiling listening data for the Nielsen Index.

ANALYZING LISTENER HABITS

Nielsen Audimeter Survey Around Chicago Covers 100,000 Hours of Set Operation

RESULTS of the initial survey for the Nielsen Radio Index, covering 40,000 square miles in and around Chicago, and using 200 of its Audimeters in continuous operation since October, to check listening time and station preference, indicate a wide variation between listening in telephone and non-telephone homes, an inadequacy in telephone surveys, and a vital difference between the winter and summer listening problems of broadcasters, according to the A. C. Nielson Co., Chicago market research firm which has perfected the Audimeter survey system.

Hugh L. Rusch, executive vice-president of the Nielsen company, said the Audimeter, in addition to providing an accurate average, shows the total number of individual families tuned to a particular program, along with a minute-by-minute net audience count that indicates which sections of a broadcast are most popular.

Costly Experimenting

The basic principle of the Audimeter is relatively simple, although the Nielsen firm estimates it has spent more than three years and $100,000 in developing and perfecting the instrument and overcoming operating problems. The apparatus includes a paper tape, moved by a clock drive, on which a stylus begins marking when the radio set is operated. The position of the mark on the tape longitudinally indicates the exact time of listening, and with the movement of the tuning dial swinging the stylus across the tape, the position of the lateral line indicates the station to which the set is tuned. The resulting curve supplies an accurate chart of time and station frequencies. The entire unit is enclosed in a compact case which can be connected to practically all types of receivers.

Since the installation in October of the 200 Audimeters in homes throughout the survey area, a field staff has made monthly calls to pick up and replace used tapes. The one-thousandth tape, recently received from the field, represented an aggregate 741 hours and 50 minutes of recording time, about 30,000 days of radio listening, or 100,000 hours during which receivers were tuned in, according to Mr. Rusch.

In selecting the cross-section of homes for the test, the Nielsen organization employs a technique based on previous experience in sampling retail markets in the drug, food and liquor fields. Predetermined numbers of the 200 instruments were installed in native white, colored and foreign-born homes; in telephone and non-telephone homes; in homes classified by family size, income class and other controlling factors.

An important phase of the Nielsen survey is the detailed inventory of products used in each home, obtained by the field man each month during his regular calls. With a record of programs listened to and the inventory of brands used by the household, an index of the selling power of programs can be determined.

NEWS SPONSORSHIP UNDECIDED BY AP

NO ACTION on the resolution passed by the Associated Press membership at the annual AP meeting on April 24, requesting the board of directors to consider the sale of news for sponsored broadcasts [BROADCASTING, May 1], has been taken and none will be until the meeting of the board's executive committee on May 24, according to W. J. McCambridge, AP assistant general manager. Ever since the convention, he said, members of the committee have been studying the question and collecting the views of AP publishers as to the best method of inaugurating such a service.

Irresistible on 2

IRRESISTIBLE Inc., Jersey City (cosmetics), on May 7 started sponsoring Mutual's cooperatively sponsored program *Show of the Week* on WGN, Chicago, and WHK, Cleveland. Wesley Assoc., New York, handles the account.

NEW YORK ENACTS RADIO LIBEL BILL

THE BILL introduced by Assemblyman Abbot Moffat and Senator Frederic Coudert Jr., both New York Republicans, which gives radio stations and speakers the same protection against actions for libel or slander as newspapers and newspapermen in reporting public or official proceedings, was signed on May 8 by Gov. Herbert Lehman of New York. The bill becomes Chapter 415, laws of 1939, and amends the Civil Practice Act in relation to libel suits.

Specifically, the new law provides that "an action, civil or criminal, cannot be maintained against a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting station, facility or system for the publication therefrom by radio broadcasting apparatus of a fair and true report, oral or written, of any judicial, legislative or other public and official proceedings, or for any title or head note to such a report which is a fair and true title or head note thereto."

P-R Still in Business, Says Barrett; UP Quits

DESPITE the removal by United Press of its printers from the Press Radio Bureau April 30, the Bureau "is still in business", according to its manager, James Barrett. Mr. Barrett declined to amplify his statement and would not disclose either the source of his news nor the stations to whom the Bureau is rendering service.

Action of UP, which occurred at the conclusion of the term agreed to at the 1938 convention of the American Newspaper Publishers Assn., which at that time recommended the Bureau's continuance for another year, follows a similar withdrawal of facilities from the Bureau by the Associated Press last December and by International News Service some time previous to that. CBS and NBC, which for more than four years had broadcast two five-minute periods of news from the Bureau daily on a sustaining basis, stopped using the service last December [BROADCASTING, Jan. 1]. In February of this year the AP began furnishing its news to NBC on a similar "public service" basis, without charge and for use only as sustaining material, and subsequently extended the same service to WOR, WQXR and WBNX, all in New York [BROADCASTING, Feb. 15, March 1, April 15].

Tums on 106 Red

LEWIS-HOWE Co., St. Louis (Tums), on Sept. 30 starts *Horace Heidt* on 106 NBC-Red stations Saturday, 10-10:30 p.m. Including all optional and Red supplementary stations, the network is one of the largest ever used for a regular weekly program. Dudley Rollinson of the sales staff of NBC-Chicago handled the sales details, while the account was placed through Stack-Goble Adv. Agency, Chicago. It is understood that spot radio placements and black and white will remain with H. W. Kastor & Sons Adv. Co., Chicago.

ONE of the three towers of WTAR, Norfolk, was destroyed after midnight of May 4 when a guy-wire snapped, and the station is now rebuilding the 280-foot pole while operating without interruption from the others.

B-D Chooses KVOO



Brown-Dunkin, DOMINANT SOUTHWEST DEPARTMENT STORE, CHOOSES KVOO TO EXECUTE THE GREATEST RADIO PLAN IN THE STORE'S ENTIRE HISTORY!

Bringing Brown-Dunkin To You" . . . 15 minutes, six lays weekly . . . finds Dorothy McCune, Eddie Coontz nd Roch Ulmer talking to Brown-Dunkin sales-people *ight over the sales counters* . . . at the store! Brown-Dunkin is using radio to do what *radio alone* can do . . . *sell personality.* With that done, selling merchandise is easy. But it *takes* personality to *sell* personality! That is why Brown-Dunkin chose KVOO!

Brown-Dunkin, Tulsa's Dominant Department Store, is interested in the rich market within a radius of 75 miles of Tulsa. This area contains 40% of Oklahoma's population, furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! *Cover Oklahoma's Greatest Market with KVOO!*



25,000 WATTS

BOTH N.B.C. NETWORKS

EDWARD PETRY & COMPANY

National Representatives

Radio's Progress Is Noted by Weld

Tells C of C of New Means Of Measuring Markets

RADIO'S "sensational" rise as an advertising medium in the last ten years has already and will continue to play an important part in the function of advertising in general in broadening the markets for industry's products, L. D. H. Weld, director of research for McCann-Erickson and member of the Joint Committee on Radio Research, told delegates May 2 at the 27th annual meeting of the U. S. Chamber of Commerce in Washington. Describing advertising as "a cheap way of producing demand and sales", as compared with other forms of salesmanship, he stressed the importance of newly-developed market-testing techniques.

Referring to the growth of new media among the "important improvements" in merchandising processes, Mr. Weld commented: "The most sensational has been the rise of radio. Ten years ago it was hardly a factor. Last year about $160,000,000 was spent for time on the air and for talent. In 1938 the total expenditure for radio was greater than the amount spent in magazines, for the first time. It should be mentioned that the radio expenditure includes local advertising, as well as national."

Based on Research

"Market research has come to be recognized as a necessary function of advertising agencies," he continued. "No advertising campaign is planned except on the foundation of research. We have developed better technique in our research methods, and we have more trained men. We have established scientific methods for determining size of sample, and for distributing it, so that it represents an adequate cross-section. We can get more accurate results today from a sample of 10,000 (or less) than we could formerly get from 30,000.

"In radio research we have made tremendous strides. We have means of checking the popularity of programs through telephone calls, and there is now being developed a recording device which can be attached to the radio, and which reports the actual stations being listened to. Through the Joint Committee on Radio Research we have made estimates of the number of radio homes in each county, and we have developed a plan for determining listening areas, so that we shall know what territory every station covers."

Bruce Barton, president of BBDO and member of Congress, also spoke at the C. of C. sessions.

Bireley's Selections

BIRELEY'S Inc., Hollywood (bottled orange, grape and tomato juices), through Raymond R. Morgan Co., that city, on June 1 will start a ten-week spot announcement campaign, five a week, on 20 or more stations nationally with dealer tie-ins. Stations include WNAC WDRC WNEW WCCO WGAR WCAU. Daily newspaper ads will be used and more than 2,000,000 contest throw-aways will be distributed as tie-ins with the campaign.

Educators Discuss Radio at Columbus, Award Prizes to Outstanding Programs

AWARDING of prizes to selected network and station programs featured the Tenth Institute for Education by Radio, held May 1-3 at Ohio State University, Columbus. With educators, broadcasters and other interested groups represented, the Institute went into all phases of radio education, with open discussions being held.

Presiding at general sessions was W. W. Charters, Institute director. A round-table discussion on The Place of Radio in a Democracy opened the session. Other topics were Agricultural Broadcasts, School Broadcasts, Radio Courses in Colleges and Universities, Research in Radio Education, Educational Uses of Facsimile, Ultra-High Frequency Stations and Recording, Broadcasts for General Education, and Broadcasting by Community Service Organizations.

Specific radio studies under auspices of various colleges, along with general problems were taken up in discussions on the second day. The third day included talks on listener attitudes, British radio training and studies of listeners by schools.

The Institute's program awards included:

I. Network, National Organization, or Clear-Channel Station

a. For general use: Lecture, talk, speech.

1st Award — Raymond Gram Swing, WOR, Czechoslovakia.

Honorable mention—Understanding the Orient, "The Roving Prof.", University Broadcasting Council, Allen Miller.

Honorable mention—New York Philharmonic Intermission Talks; New York Philharmonic, CBS, Sterling Fisher.

b. For general use: Demonstration or participation program.

1st Award—"Steel Worker", Americans at Work; CBS, Sterling Fisher.

1st Award—"Wilberforce University Anniversary Program", WLW Education Department, Joseph Ries.

c. For general use: Dialog, round-table, conversation, interview, debate, question and answer.

1st Award—"Do We Have a Free Press", America's Town Meeting of the Air; Town Hall, New York, Franklin Dunham.

Honorable Mention—"The Bull Session"; University Broadcasting Council with WBBM and CBS, Allen Miller.

d. For general use: All forms of dramatization.

1st Award—"Hell on Ice", Mercury Theatre; CBS, Sterling Fisher.

1st Award—"They Fly Through the Air With the Greatest of Ease", Words Without Music; CBS, Sterling Fisher.

Honorable Mention—"Jews in America", Americans All—Immigrants All; Radio Division, Office of Education, Department of the Interior, Wm. D. Boutwell.

Honorable Mention—"Trojan Women", Great Plays; NBC, Franklin Dunham.

e. For use in school by primary children (approximately Grades I-III).

1st Award—"The First Hat", Once Upon a Time; Educational Department WLW, Joseph Ries.

Honorable Mention—"Horns That See", Backyard Adventures; Educational Department WLW, Joseph Ries.

Honorable Mention—Elementary Class, Series A and B; NBC Music Appreciation Hours, Franklin Dunham.

f. For use in school by elementary children (approximately Grades IV-VI).

1st Award—"Honk the Moose", Tales from Far and Near; American School of the Air; CBS, Sterling Fisher.

Honorable Mention—"Rhythm in Music", I Like Music; Educational Department WLW, Joseph Ries.

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

1st Award—"Housing", Frontiers of Democracy; American School of the Air, CBS Sterling Fisher.

1st Award—"A Visit to a Coal Mine", The Wheels Go Round; Educational Department WLW, Joseph Ries.

1st Award—"A Drop of Water", And So It Happened; Educational Department WLW, Joseph Ries.

1st Award—"Robert Louis Stevenson", Adventures in Reading; NBC, Franklin Dunham.

II. Local and Regional Station or Organization

a. For general use: Lecture, talk, speech.

Honorable mention—"Assemblyman Biemiller Defends the WPA"; The Legislative Forum, WHA, University of Wisconsin, H. B. McCarty.

b. For general use: Demonstration or participation program.

1st Award—"Meeting the Boss", Your Job Outlook; WHA, University of Wisconsin. H. B. McCarty.

c. For general use: Dialog, round-table conversation, interview, debate, question and answer.

1st Award — "Maternity Discussions", KFI-KECA, Earle C. Anthony Inc., Los Angeles

Honorable Mention—"Youth and Unemployment", American Youth Speaks; WHA, University of Wisconsin, H. B. McCarty.

d. For general use: All forms of dramatization.

Honorable Mention — "Cyrano de Bergerac", Hour of Drama; WHA, University of Wisconsin. H. B. McCarty.

e. For use in school by primary children (approximately Grades I-III).

1st Award—"The Sleeping Beauty", WHA Storybook Players, WHA, University of Wisconsin, H. B. McCarty.

f. For use in school by elementary children (approximately Grades IV-VI).

1st Award—"Dust Storms; Our National Heritage"; Ohio School of the Air, Ohio State U., Gordon G. Humbert.

1st Award—Christmas Concert; Rochester Civic Orchestra; Rochester School of the Air, Paul C. Reed.

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

1st Award—"Fall of the House of Usher;" Short Story Time; Wayne University Broadcasting Guild, Garnet R. Garrison.

Special Class—Children's Programs

1st Award—"Pinocchio", Once Upon a Time; WOR and Radio Division of Federal Theatre Project.

1st Award — "Alice in Wonderland", Ireene Wicker's Musical Plays, NBC, Franklin Dunham.

Honorable Mention—"Robinson Crusoe", Chimney House, NBC, Franklin Dunham.

Cover Soviet Flyers

WLBZ, Bangor, Me., on April 30, in an exclusive 45-minute broadcast, picked up the arrival on American soil of the two Russian fliers, Brigadier General Kokkinaki and Major Gordienko, when they landed at Bangor Airport for custom clearance and refueling en route from New Brunswick to Floyd Bennett Field, New York. The broadcast was also picked up by WRDO, Augusta, Me., and WAGM, Presque Isle. During the last nine hours of their 3800-mile flight from Moscow, the fliers used WOR, Newark, as a guide, and also received from the station identifying call-letters and weather reports in Russian.

Bermuda Station

BERMUDA Volunteer Engineers, Wireless Section, is planning to construct a powerful radio transmitter, capable of reaching the United States and most of the world, at Smith's Hill, Hamilton, it has been announced. Plans are being made for Bermuda news broadcasts thrice-weekly, with the possibility of extension to daily programs. It is expected transmitter construction will be completed within two months. Plans call for operation on an amateur license.

WITHOUT BENEFIT OF PRESS

KGO-KPO Turn to Other Means of Acquainting Public With Programs and Talent

By MILTON SAMUEL
NBC, San Francisco

WHEN San Francisco newspapers eliminated radio columns last year the KPO-KGO press department turned to and poured their energies into two new activities — display publicity and special radio news programs. Radio dealers have been glad to get art which would focus attention on air entertainment.

The press department lined up choice empty store locations which were dressed up with radio art. Recently it started using new devices in the windows — moving units, or continuous slide projectors depicting broadcast scenes and studio shots on black and white as well as colored film.

A tie-up has been arranged with the Leo J. Meyberg Co., RCA distributors on the Pacific Coast, for the distribution of 200 two-sided window cards placed in attractive 14x22 wooden easel frames. These are being placed by five Meyberg salesmen in radio stores in California from the Oregon border to Bakersfield in the southeastern portion of the State.

In Department Stores

Major department stores use a generous assortment of the KPO-KGO pictures in their radio departments, with emphasis on small single-picture frames placed atop sets. Some have used complete street window layouts. Others have permanent KPO-KGO art displays.

We believe that we have a new slant in the success of pictures in stores which have no connection with radio. The San Francisco office of the Waterman Pen Co. has on several occasions turned over two of its large windows, subordinating its own merchandise to NBC pictures. In a letter to NBC, C. F. Riordan of the Waterman company wrote: "This display really stopped the crowd and we believe it was helpful to both you and ourselves. At the first available opportunity we would be glad to tie up with you again and put in another display." Waterman has never used radio. But a picture of the display is to be used in the Waterman house organ.

Spaulding Bros., sports store, has a big KGO display playing up the fact that KGO is one of the leading sports broadcasters in the area.

Displays thus far have been varied. However, we are now adopting the principle of having a unifying idea around each display, so that spectators will come away with one dominant idea. In some cases all pictures are built about a single outstanding program. In others, related programs are linked.

At the University of California Book Store in Berkeley, programs and personalities in which students are especially interested were featured.

Two daily 15 minute programs, *Let's Listen* and *On the Air* are broadcast over KPO and KGO. During the nine months these features have been on the air approximately 200 individuals have been interviewed by Ira Blue, either radio personalities or persons having some story about how radio affects their lives or business.



Who knows but what Your Program may need a Zimbaphone ...?

Who knows but what it may need an Assyrian Choir ...?



YOU DON'T KNOW...
WE DON'T KNOW...
SO WE HAVE MEN WHO DO KNOW

Somewhere, in the complicated World of Harmonics, there is a perfect musical set-up for your product. Maybe hot; maybe sweet. Or, maybe symphonic.

Your spot broadcast may thrive, or again, it might flop ... depending on just how its music is handled.

The Musical Director, at each of the 15 NBC Programmed Stations, is not just content to wave his baton. His specialty is in turning Sounds into Sales. His experience and his library are at your disposal.

NBC Spots are Harmonically Sound

BOSTON-SPRINGFIELD
WBZ & WBZA 50,000-1,000 Watts (990 KC)

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts (1,070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D. C.
WMAL 500-250 Watts (630 KC)
WRC 5,000-1,000 Watts (950 KC)

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE • WORLD'S GREATEST BROADCASTING SYSTEM

Purely PROGRAMS

PLUGGING sports apparel for a local department store sponsor, *Hole-in-One Tournament* on KMO, Tacoma, each week recounts the progress and actual play of contestants in a month-long hole-in-one contest being held on a local golf course. Contestants pay an entry fee and whack away at the pin on a 115-yard hole for a first prize Buick sedan. The broadcasts present announcers at both the tee and green who describe the crowds and flights of each contestant's ball. The tournament itself is protected by Lloyds of London, in case of a deluge of holes-in-one.

* * *

Wives in Their Lives

WHEN *1001 Wives,* a new Friday evening half-hour sustainer on NBC-Blue network originating in Chicago, goes on the air May 19, four top-notch script writers will begin their regular contributions to a dramatic series. They include Fayette Krum, author of *Girl Alone;* Al Barker, writer of *Don Winslow of the Navy;* William Hodapp, author of *Jane Arden,* and Sandra Michael, creator of the *Affairs of Anthony.* The new series is designed as character studies of different types of wives.

* * *

Thoughts of the Times

NEW SERIES of *What Do You Think* broadcasts featuring discussions on current world problems by well-known authorities with public reactions gleaned from a panel composed of students, businessmen and housewives is conducted weekly on WMCA, New York, and associated stations of the Inter-city System, under the direction of Maurice Dreicer.

* * *

'Bull Session'

UNIVERSITY Broadcasting Council, Chicago, on May 6 expanded *Bull Session* to a full CBS network, Saturdays, 12:30-1 p. m. (CDST). The sustaining show features informal discussions by university students. The students' discussions of current events are picked up by a hidden microphone so that the informality of a typical collegiate bull session is assured.

* * *

"Hometown Chronicle"

TITLED *The Hometown Chronicle,* a mythical small-town newspaper in the *Hometown* serial heard Friday evenings on WLS, Chicago, ceased being mythical May 12 when a special listener edition was run off as a give-away. Complete with pictures of the program cast, the newspaper carried a front-page story of an operetta written by Larry Kurtze, of the WLS Artists Bureau, for production on the show.

* * *

For Expectant Papas

DESIGNED to instruct young parents in prenatal care, a new Monday evening series has started on WENR, Chicago, titled *Your Health* and given under auspices of the American Medical Assn. The programs dramatize a school for expectant fathers, includes talks by leading Chicago physicians.

* * *

Travel Quizzer

SUSTAINING quiz show, *What & Where,* conducted on WWJ, Detroit, by S. L. A. Marshall, travel editor of the *Detroit News,* endeavors to stump contestants with questions on travel and geography.

Wrong Sponsor

DURING a recent *Question Box* man-on-the-street program of WFAA, Dallas, Earle Kalusche and Bill Karn interviewed a bystander who turned out to be a Shirley Temple press agent. After spending about three minutes on the air plugging a current film of the dimpled darling, the chattering agent thanked the pair "and your sponsors, Western Auto Supply Stores" for letting him talk. The program happened to be sponsored by Babcock Auto Supply Stores, a rival chain!

Names and Songs

MUSICAL MEMORIES, weekly half-hour audience participation program on KEHE, Los Angeles, combines new and old features of a novel nature. Ruby Lloyd, organist and George Irwin, announcer-producer, conduct the program working in conjunction with the Southern California Chamber of Commerce. Featured is a spelling bee, with words peculiar only to Southern California (names of cities, streets, historical points of interest and well-known names). Participants who mis-spell a word deposits a coin in the box on the stage. This money is turned over to the Braille Institute each week. A community sing is also conducted as part of the program, with old time songs featured.

* * *

Diamond Queries

NEW BASEBALL quiz game, *Hit That Ball,* started May 12 on MBS with big league players, umpires, writers, coaches and managers meeting on a theoretical studio diamond and Stan Lomax, sports commentator, umpiring. Two three-man teams meet and attempt to score runs by answering queries on baseball. If a player misses, he "strikes out," the team with three outs finally losing the game.

* * *

Right from the Site

E. JOHNSTON NEAL, president of the Home Owners Corp. and WRAL, Raleigh, N. C., have launched a campaign on WRAL in conjunction with the National Small Homes Demonstration of Washington, D. C. Six 15-minute programs per week are offered, three devoted to home modernization, and three to home building ideas and Raleigh's demonstration homes. All broadcasts originate at homes under construction.

* * *

Tate's Tattler

FIRST MOVIE gossip show in Chicago has started on WCFL, that city, featuring Hal Tate in a five-weekly quarter-hour morning series, *Movie Tattler.* Movie stars traveling through Chicago will be interviewed and films criticized. Tate recently concluded a 28-week series of radio gossip on WBBM, Chicago, for Evans Fur Co.

Number Choosers

IN THE NEW *Sidewalk Interview* of WLAW, Lawrence, Mass., the announcer asks a member of the sidewalk audience to choose a number from 10 to 100, another to choose one from 1 to 20. Then referring to a telephone book, and using the first number as page denotation and the second as position of a name from the top of the selected page, the announcer broadcasts the name listed. If that person phones the station within five minutes, he receives a dollar check. The idea also is adapted to include the street audiences, with prizes accumulating until the indicated person happens to be in the audience. The show is sponsored by a local radio appliance firm.

* * *

An American Theme

WHAT it means to become an American citizen is the theme of a program to be heard May 21 at 12:30 p. m. (CDST) on NBC-Red network, as 1,200 young men and women of Manitowoc, Wis., become citizens. Dr. Clarence Dykstra, president of Wisconsin U., and Chief Justice Marvin B. Rosenberry, of the Wisconsin Supreme Court, will be featured speakers.

* * *

Janesville Bulletins

SPONSORED by a local bakery, *Bamby Bulletin Board* on WCLO, Janesville, Wis., announces dates of special meetings and events in the city without charge to sponsoring organizations. The announcements are left with any Bamby bread retailers and then gathered together and broadcast, along with music, by Pat Allan on the daily program.

* * *

Learning Their Words

ANNOUNCING staff of WELI, New Haven, gathers each Friday afternoon to be quizzed on the meanings of words selected at random from a dictionary on a new program of the station. The show is completely unrehearsed and informal.

* * *

About Books

LIBRARY HOUR, presenting hints on reading, caring for, filing and handling books, is a regular weekly feature of KWOS, Jefferson City, Mo. The station is presenting a series of eight shows staged by the Library Association.

Blower of Matches

THAT old argument of whether a studio performer can blow through a microphone and put out a match held before a listener's loudspeaker reared its head last week at WLS, Chicago. On its Saturday night *Barn Dance,* m.c. Pat Buttram blew and blew and listeners as far away as Niles, Mich., said he blew out their matches. A Chicago listener said his match only flickered, while several out of State listeners said the trick failed completely.



CHIEF KNOTHOLER of the WDAY - Fargo - Moorhead Twins Knot Hole Gang is El Prough, sportscaster of WDAY, Fargo, N. D. Already numbering in the neighborhood of 500, the members of the Gang, which includes boys and girls from 7 to 15, will see all the Twin's home games free of charge. Each week they will gather at Barnett Field to attend a baseball school presided over by Jack Knight, manager of the Twins.

KANSAS' BIGGEST
Network Carries Ceremony For New Cruiser

BIGGEST NETWORK of Kansas stations ever to broadcast one program simultaneously on April 30 carried the ceremonies attendant to the presentation of a silver service by the City of Wichita to the command of the new heavy cruiser, *USS Wichita* in Houston, Texas. The broadcast, originally planned as an independent remote pickup by KANS, Wichita, finally was carried by KANS, as originating station; KFH, also in Wichita; WIBW, Topeka; KTSW, Emporia; KFBI, Abilene; KSAL, Salina; KCKN, Kansas City; KOAM, Pittsburg, and KWBG, Hutchinson.

The half-hour program, originating aboard the cruiser, was announced by Herb Hollister, manager of KANS, and included short speeches by Wichita civic officials and a 10-minute commentary by an 84-year-old Kansas pioneer. Capt. Thomson, commander of the vessel, accepted the silver service and made a brief speech of thanks.

* * *

Sidewalk Stooges

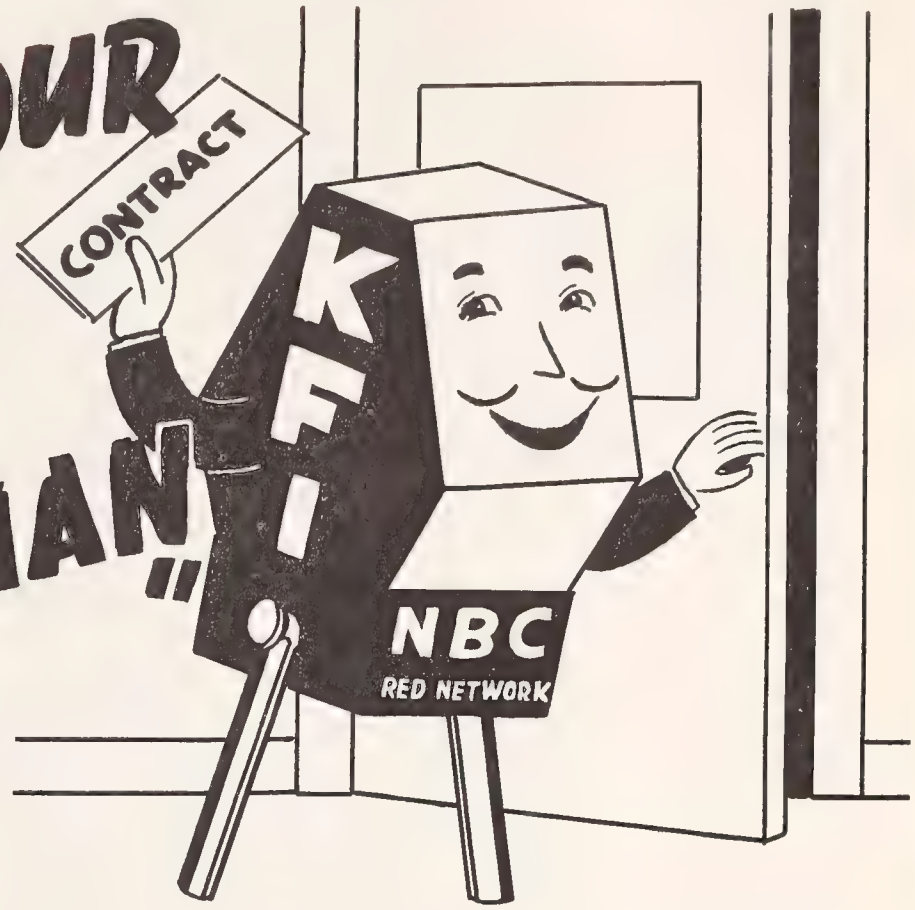
WORKING IN a pair of stooges on his street broadcast for Wyandotte Furniture Co., John Corrigan, program director of KWOS, Jefferson City, Mo., temporarily abandons his role as questioner and permits listeners to quiz him. If he can't answer their posers, he turns to Stooge No. 1, Doc Hull. If Hull also is at a loss, the operator in the studio plays a recording of "Ya Got Me". The feature is reported as a good laugh-getter.

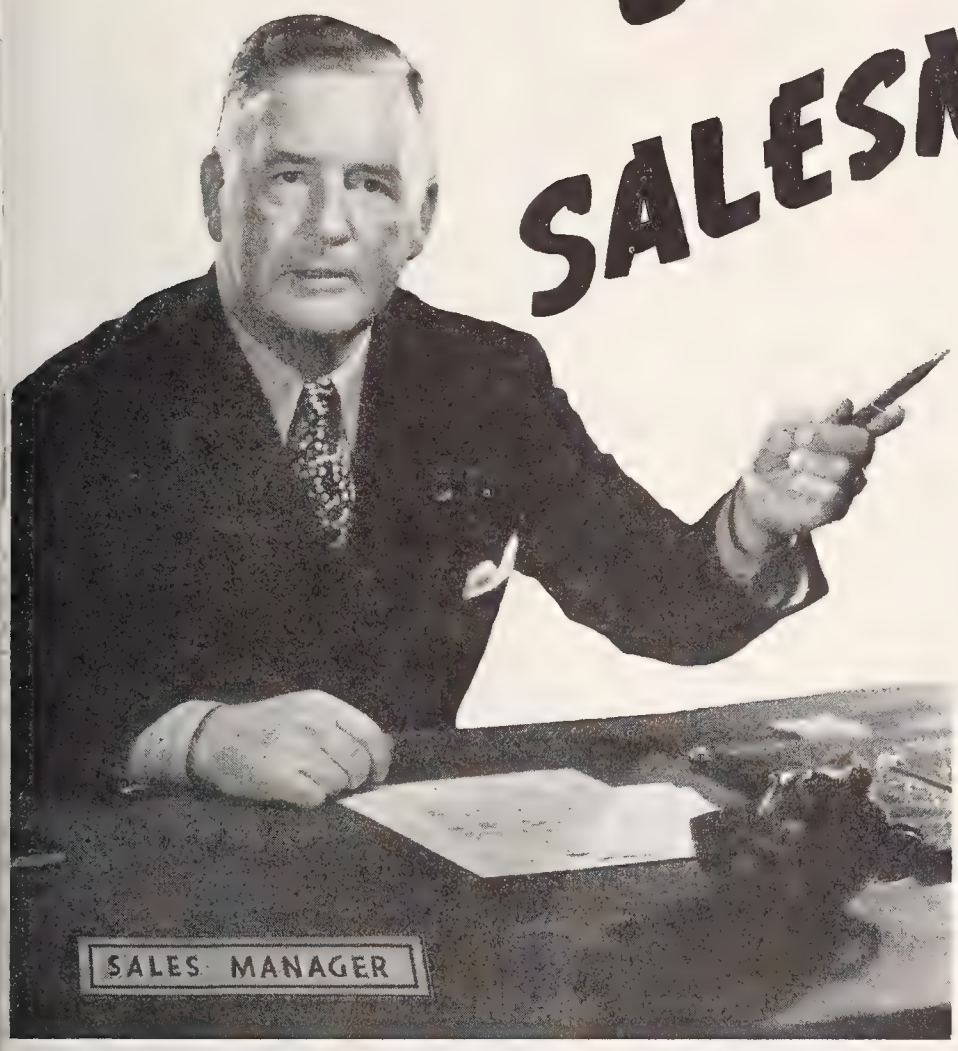
* * *

All Americans

DESIGNED to interest Italians in American history, institutions and traditions, and to solve problems of citizenship affecting the welfare of the immigrant population is the new program, *We Are All Americans,* heard weekly on WOV, New York.

"THERE GOES OUR BEST SALESMAN"





Purely imaginary conversation. Yet it could be said by scores of salesmanagers who have found the way into the hearts and purses of "The State of KFI" by the use of this super powered station in this super market. Superlatives, you see, come easy in this country—and we're not a bit bashful about using them because the sales superlatives of today become the sales successes of tomorrow—in the Billion Dollar Third Major Market.

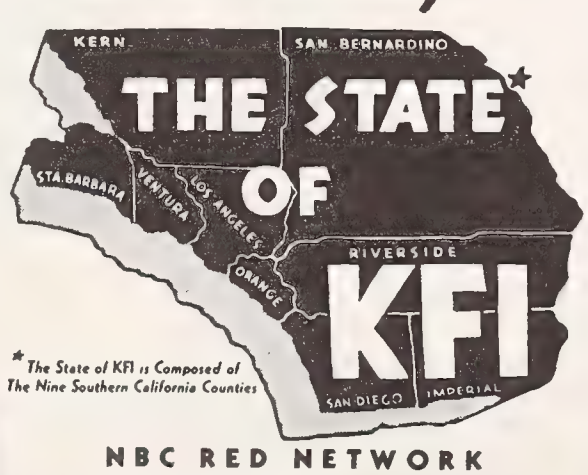
"Yes sir, I'm sleeping nights again since we put this KFI fellow on the job in Southern California. Like a lot of Eastern salesmanagers, I sort of let that territory take care of itself. It was given whatever was left after our New York, Philadelphia, Detroit, Chicago, Boston and St. Louis branches got their appropriation.

"Funny how you will put off the Coast territory. It's a long way West and the market is a tough one to cover.

"But my waste paper basket tipped me off. Yes sir, my eye caught a phrase on a folder, "THE THIRD MAJOR MARKET —SOUTHERN CALIFORNIA," that I had evidently considered waste basket fodder. I retrieved it, read the story of three million people, a billion dollar market, the KFI 50,000 watt NBC outlet, all wrapped up in a neat package and it solved my problem. Now 3% of the population in Southern California is taking 10% of our output."

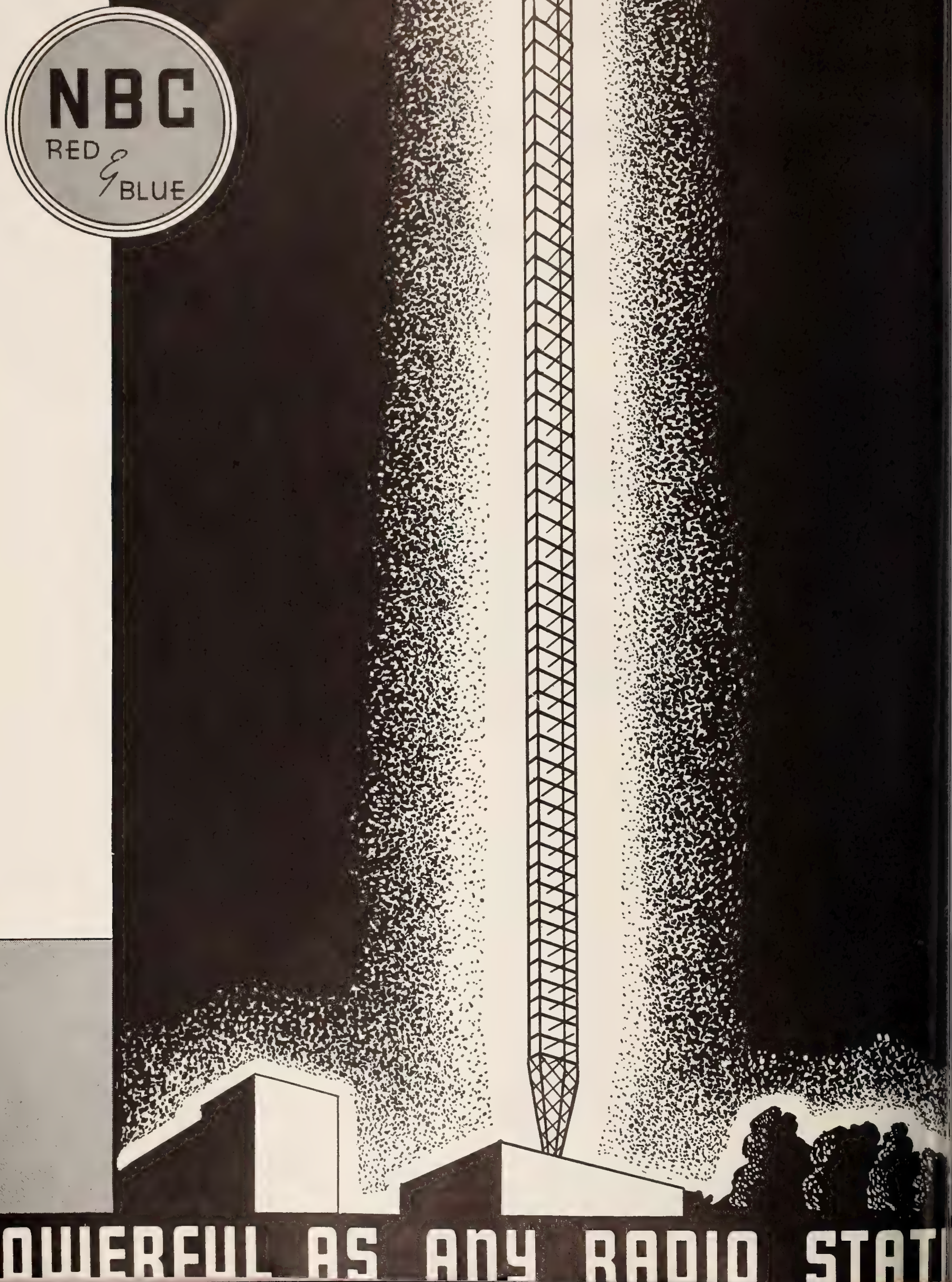
Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

The Best Buy is



NBC RED NETWORK
50,000 WATTS 640 KC

EDWARD PETRY & CO. • *National Sales Representative*

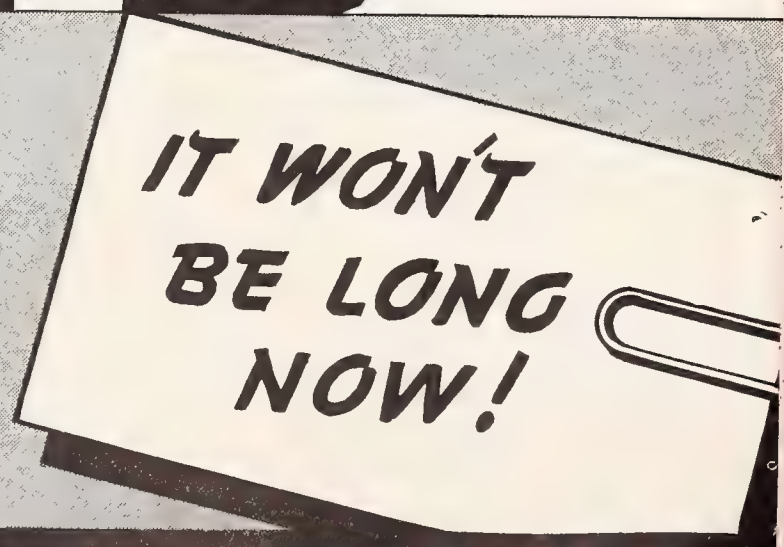

NBC
RED & BLUE
POWERFUL AS ANY RADIO STAT

BLASTING FIFTY THOUSAND WATTS, DAY AND NIGHT, WITH THE FINEST QUALITY SIGNAL ANYWHERE IN THE WHOLE WIDE WORLD.

58% OF THE POPULATION OF THE UNITED STATES WITHIN THE ONE-HALF MILLIVOLT NIGHT-TIME COVERAGE—McNARY & CHAMBERS, ENGINEERS—WASHINGTON, D. C.

L. B. Wilson

WCKY



IN THE ENTIRE UNITED STATES

FCC Nearly Out Of Current Funds

WITH ONLY some $25,000 left of its appropriation for the current year, the FCC is running dangerously close to insolvency and may find it necessary to curtail its operations between now and June 30 when the fiscal year ends. Congress has not yet considered the FCC's new fiscal year appropriation of more than $2,000,000 and considerable concern is being expressed at the FCC over its financial plight.

The House appropriations subcommittee early in the session declined to recommend an appropriation for the FCC in the Independent Offices Appropriations Bill because of the Administration-endorsed plan for reorganization of the Commission. Since then both the first and second deficiency bills have gone through with no provision for the FCC and the third deficiency measure, now under preliminary consideration, as yet does not include an appropriation for the agency.

Chairman McNinch, the FCC executive officer, has been absent from the Commission since April 29 due to recurrence of an old illness. He is not expected to return until toward the end of the month. As chief administrative officer, he has been in direct charge of appropriation and congressional matters. He is represented as being of the opinion that it is up to Congress to provide funds for the FCC and that the industries regulated under the Communications Act have upon them the duty of assuring the appropriation in order to prevent regulatory chaos.



REPUTED to be one of the best horses on the Pacific Coast is the three-gaited mare, Maraposa McDonald, in the stables of C. Roy Hunt, general manager of KOIN, Portland, Ore., shown up. The thoroughbred has been undefeated since it was purchased by Mr. Hunt in California last summer, and in its latest appearance at the Portland Civic Horse Show won a three-foot gold trophy and a $250 cash stake. Mr. Hunt, who owns several blooded horses, values Maraposa at $6,000.

FCC Plans Hearing on Whole Question Of Radio vs. Wire Line Distribution

THE WHOLE issue of use of radio, in lieu of telephone line facilities, for network program distribution will be brought into the open June 7 at a hearing before the FCC committee designated to consider the petition of Mayor LaGuardia of New York for amendment of regulations to permit rebroadcasting of programs of international broadcast stations.

The committee, comprising Commissioners Payne, chairman, Case and Craven, on May 5 released the bill of particulars covering the hearing, and made it all-inclusive insofar as the radio versus land line issue is concerned, even though the LaGuardia proposal was restricted to rebroadcasts of international stations engaged in non-commercial, non-profit operations. Mayor LaGuardia had petitioned the FCC to amend its rules on behalf of WNYC, municipally-owned station which desired to rebroadcast programs of international stations in this country.

Bill of Particulars

The bill of particulars sets up 11 different issues upon which the Commission will seek information. Interwoven are the technical questions of feasibility of using shortwave channels for program distribution purposes as well as the competitive factor of permitting non-commercial, non-profit stations to use these facilities while commercial stations under the proposed rules would be excluded.

Mayor LaGuardia, it is understood, was interested in picking up the programs of W1XAL, Boston, operated by the World-Wide Broadcasting Corp., of which Walter Lemmon is the head. This company is declared to be endowed by the Rockefeller Foundation and consideration has been given to a means of having its programs, primarily of an educational character, rebroadcast by educational and non-commercial stations in this country on a "wireless network" basis. Because the international stations are designed for "ambassadorial" service, question has arisen as to the feasibility of their use for domestic rebroadcasting.

LaGuardia Raises Issue

Mayor LaGuardia had sought FCC authority to waive the rules permitting rebroadcasts of W1XAL's programs but was refused, with the result that the formal petition for amendment was filed. The allegation has been made that the FCC regulations, in effect, require use of established telephone facilities when radio channels could be used for these purposes.

Technically, there is very serious question, according to engineers, as to the feasibility of using shortwave relays of the character proposed for network program distribution. Moreover, the FCC has established the policy of not authorizing the use of radio facilities where other facilities are available to render the same service because of the scarcity of available channels. Engineers claim that linking of stations by shortwaves for domestic program distribution is utterly impracticable without the use of a half-dozen frequencies and possibly four stations which automatically could be selected to provide continuous service. All these matters will be raised at the hearing.

The bill of particulars was in the nature of a blanket invitation to all licensees and applicants for regular broadcast stations and the 14 licensees of international broadcast stations to appear at the hearing, if they so desired. Moreover "other interested parties" were invited.

Changes in Rules

In setting up the issues, the committee stated that it will seek to determine whether Rule 177.1 should be amended to permit rebroadcasting of programs of international broadcast stations by regular broadcast stations "whose licensees are universities, other educational institutions, municipalities, or other governmental agencies, or other non-commercial, non-profit making organizations; whether the rules should be amended so as not to require authority from the FCC to rebroadcast such programs; whether there is basis for distinction between the non-profit licensees and regular commercial licensees; whether the proposed amendment would "affect the operation of commercial stations as to program service and listening audience"; whether the amendments would be inconsistent with the purposes of international broadcast stations; whether in view of the long distance characteristics of such stations and the unreliability of their shortwave or national service, they should be permitted to be used to assist in the building of programs for regular stations; whether in view of the limited number of frequencies available for international stations and in view of the position taken by this country at international conferences that such stations should be used exclusively for international programs, the amendment should be authorized; whether the proposed amendments would be consistent with international agreements or treaties entered into by this country; whether the Commission should change its basic policy of not authorizing the use of radio facilities where other are available; to what extent a sufficient signal can be delivered by international stations throughout the United States to permit a satisfactory rebroadcast service and any other material evidence which any party may desire to present.

All parties desiring to be heard, under the bill, within 15 days of May 5, must file notices of their intention to be present and participate.

FCC Meetings

EFFECTIVE May 16, the FCC returns to its regular schedule of Tuesday meetings on broadcast cases from which it deviated last November coincident with the opening of the Network-Monopoly Inquiry. The established broadcast decision day is Tuesday of each week. Under the temporary schedule, meetings had been held on Mondays.

FCC Far Behind On Pending Cases

Orders Summer Recess So It Can Catch Up With Work

SWAMPED with pending cases which already have gone to hearing, the FCC will suspend formal hearings from July 15 to Sept. 5 for its customary summer "hiatus." Only such hearings as may be specially ordered will be held during that period.

Simultaneously it became known that the new procedure pertaining to conduct of hearings, inaugurated by FCC Chairman Frank R. McNinch last November, has not accomplished its purpose of expediting FCC operations. The records reveal that since the change in procedure, under which examiners as such were abolished along with examiner's reports, about 75 hearings have been held on approximately 110 separate applications.

Five Proposed Findings

Proposed findings, in lieu of examiner's reports, have been issued only in five cases, all of which generally were in the uncontested or not vigorously contested sphere. In addition, some 60 cases are on the permanent docket, scheduled for hearing prior to the July 15 recess, while a substantial number of cases have been designated for hearing with no dates set and presumably will be heard following the recess.

The records show that the only cases thus far handled under the new procedure, on which proposed findings first were issued, are those granting a new local in Ocalo, Fla., to John T. Alson; authorization of an increase in daytime power to 250 watts for KTOK, Oklahoma City; granting of a renewal of license and assignment involving WBBZ, Ponca City, Okla.; granting of fulltime and 250 watts daytime power to WTOL, Toledo local, all of which subsequently became actual decisions, and proposed denial of the application of the Pillar of Fire for an international broadcasting station at Zarephath, N. J.

In announcing the changed procedure, together with the abolition of the Examining Division of the Commission on Nov. 9, Chairman McNinch said that while the new procedure would place additional work on individual commissioners, he felt it would expedite handling of cases and make hearing procedure fuller and fairer to all parties.

In its brief announcement May 6 the FCC said the July to September recess "can well be used in accelerating the disposition of pending cases."

Film Premiere on MBS

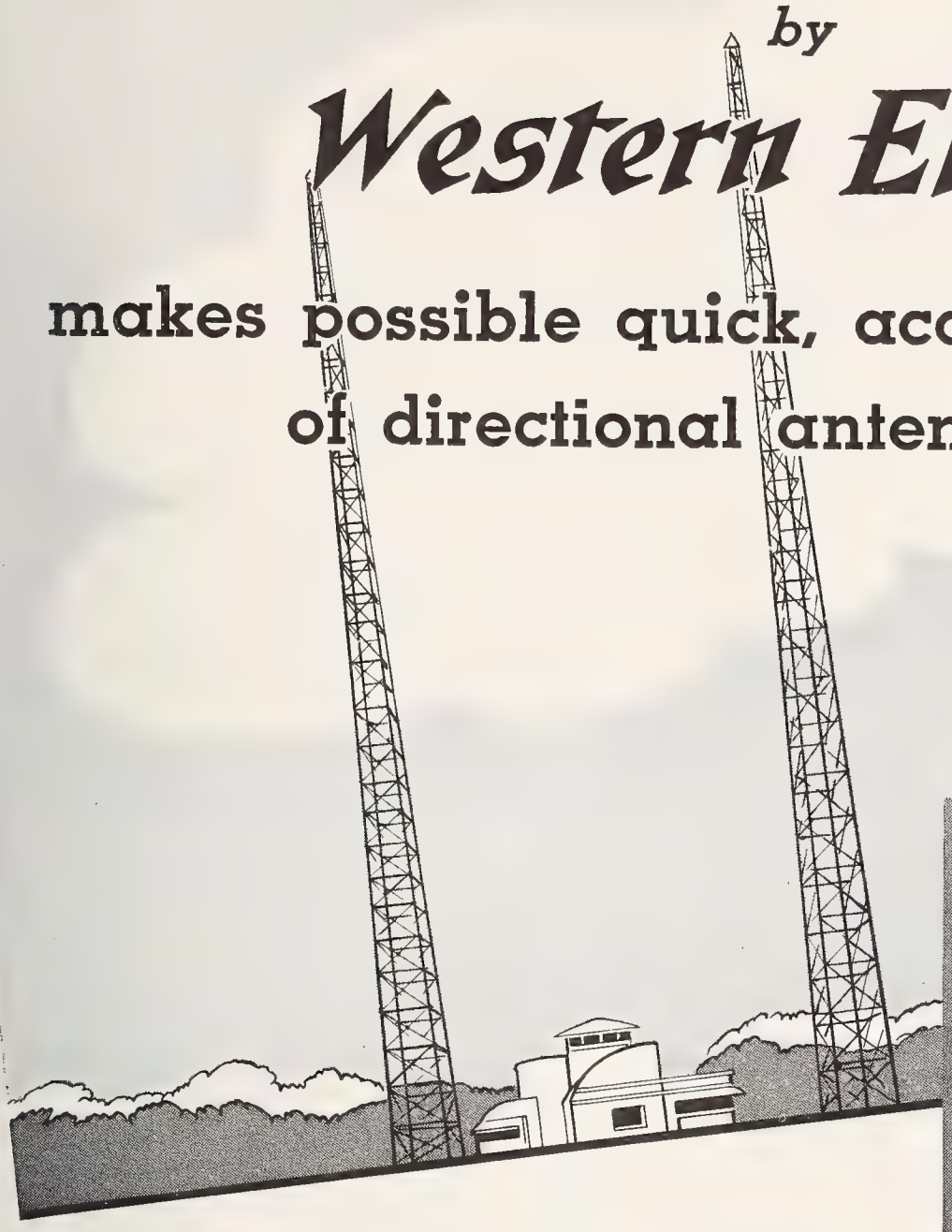
TWENTIETH CENTURY FOX FILM Corp., New York, on May 30 will sponsor the world premiere showing of its latest production *Young Mr. Lincoln* from the Fox-Lincoln Theatre, Springfield, Ill., on 70 MBS stations, 10-10:30 p. m. Marian Anderson, contralto, will be guest singer on the broadcast, which will also present stars from the picture, Gov. Horner of Illinois and other political figures. The picture, starring Henry Fonda, is a Darryl F. Zanuck production, and will be released nationally on June 2. Kayton-Spiero, New York, is the agency in charge of the account.

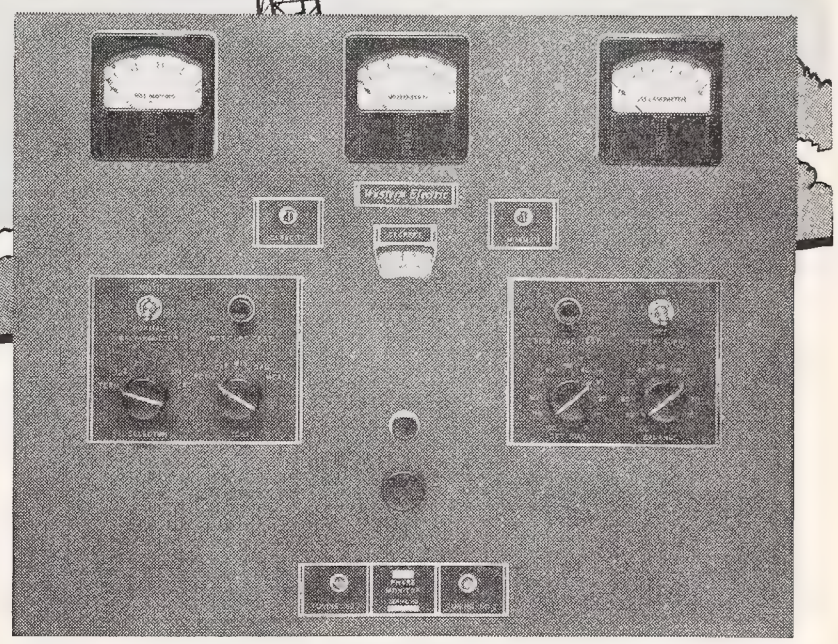
NEW PHASE MONITOR

by

Western Electric

makes possible quick, accurate adjustment of directional antenna arrays





YOU'LL FIND this new *precision* instrument quickly solves what has long been a troublesome problem.

Installed in your station, it accurately measures the phase and amplitude relations of the currents in your antenna elements. It enables you to: (1) make your initial adjustments more readily; (2) maintain adjustment through periodical check readings. The 2A Phase Monitor contains radio frequency meters which indicate the amplitudes of currents in remotely located towers.

Write to Graybar for your copy of Bulletin T-1593, which gives full details.

Distributed by Graybar Electric Company

DISTRIBUTORS: Graybar Electric Co., Graybar Building, New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Characteristics of 2A Phase Monitor

Electrical

Frequency Range	550 to 1600 Kilocycles
Phase Angle Range	0 to 360°
R. F. Input Impedance	65 ohms
Rated Frequency Input Power	Minimum 1/5 watt
Power Supply	105—125 volts, 40 to 60 cycles
Power Consumption	40 watts
Tube Complement	1—283A, 2—259A and 1—274A Western Electric

Mechanical

Height	Approximately 15-3/4"
Width	Approximately 19"
Depth	Approximately 7-1/2"
Weight	Approximately 43 lbs.
Direct Reading	360° dial

ASK YOUR ENGINEER

BROADCASTING

Broadcast Advertising

RADIO MARKET ATLAS

and JULY 1 NAB Convention Issue



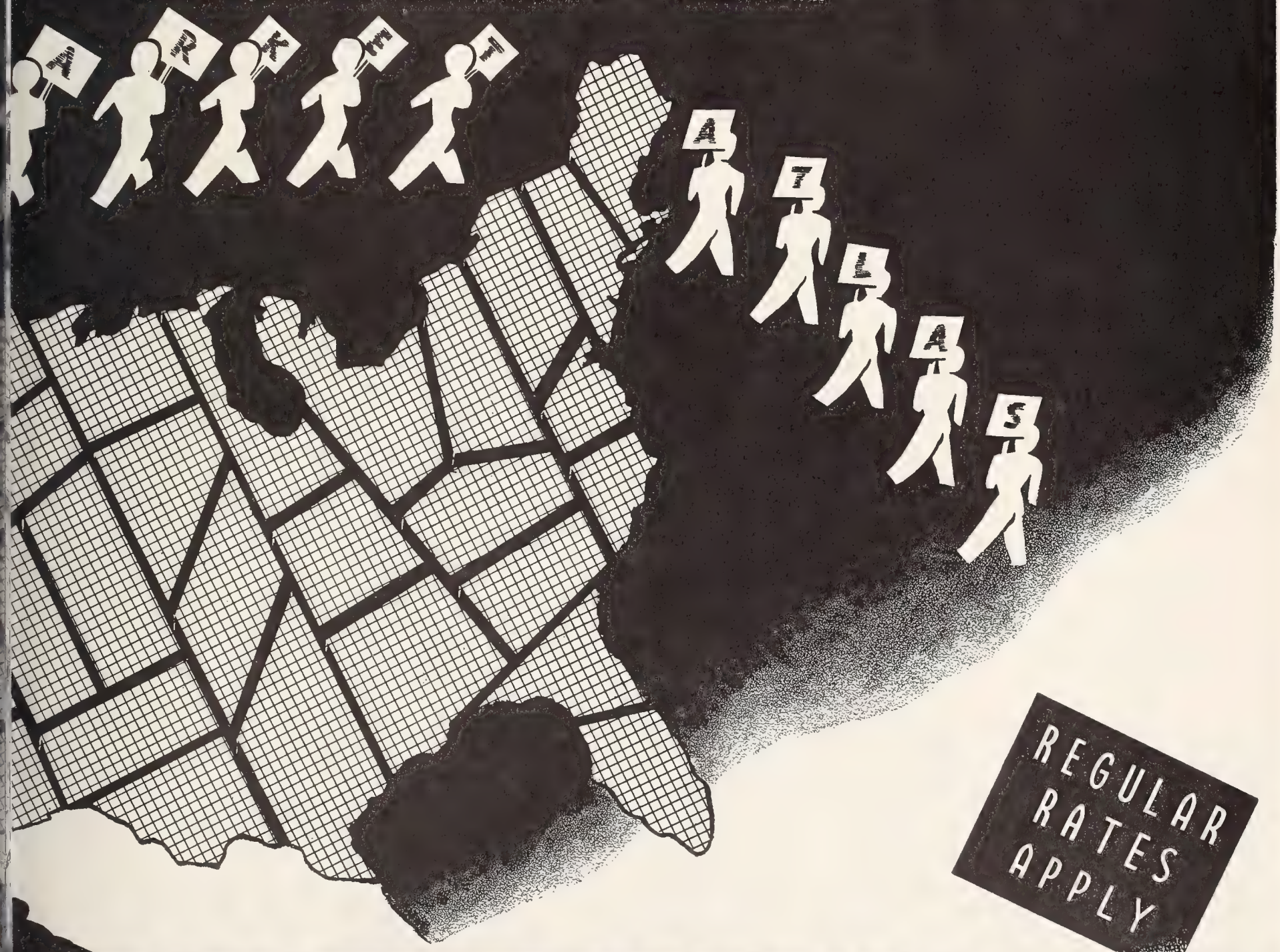
FORMS CLOSE JUNE 1..

popular demand

PRIDE of BROADCASTING'S July 1 NAB Convention Edition are two score copyright-free regional maps, amazing in their wealth of basic radio market data; meeting a formula recommended by a representative group of agency radio executives; pre-tested by time buyers.

The Radio Market Atlas feature answers a long existent need wherever time is bought or sold. Its outstanding utility presages its adoption as a standard tool of the time buying field.

Other good things fill the Convention issue, also. For example, up-to-date station logs by states, frequencies and call letters. Complete and accurate, too, will be BROADCASTING'S coverage of pre-Convention news.



REGULAR RATES APPLY

RESERVE SPACE NOW

Merchandising & Promotion

Heinz in Northeast—Disc Histories—WHO's Who—Stanco Watches—Babbitt Hosiery

HELMS BAKERIES, Los Angeles (home delivery), a consistent user of Southern California radio since 1932, through Martin Allen Adv., that city, on May 8 started for 52 weeks, participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood, and in addition a six-weekly early morning quarter-hour series titled *Helmsman of the Air*, which features Fletcher Wiley. More than $35,000 is involved in the two contracts. The firm also is using five-weekly participation in *Norma Young's Happy Homes* on KHJ, Los Angeles.

Helms is merchandising its programs through 900,000 package wrappers, 600,000 inserts in bread packages, advertisements on the radio and women's pages of all Los Angeles metropolitan dailies, in addition to similar space in 31 out-of-town newspapers. Side-signs announcing the programs are also being used on the firm's 355 house-to-house delivery trucks. During the first week of the KNX programs, 10,000 telephone calls were made to homes calling attention to the shows. In addition 7500 postcards were mailed.

* * *

Yankee Grams

FOURTEEN THOUSAND "Yankee Network Radiograms" have been sent out by the network to promote the new H. J. Heinz Co. juvenile half-hour featuring Ireene Wicker, which starts on a five-weekly basis May 1 on nine Yankee stations. "Grams" have been sent to 8,100 grocers throughout New England, 3,000 persons from the select housewife's listener's list of Gretchen McMullen, Yankee household director, and an additional 2,700 from the list of women's clubs furnished by Estelle Marsh, Yankee director of women's clubs programs.

* * *

Wesson's Bowls

WESSON OIL & Snowdrift Sales Corp., New Orleans, sponsor of *Hawthorne House*, is offering listeners the Wesson Salad Bowl booklet containing photographs and salad bowl recipes of six famous persons. *Hawthorne House* is heard over NBC-Pacific Red.

* * *

Promoted on Remotes

BLUE ARMBANDS, with call letters in large white letters, are being worn during remote programs by Lionel Baxter and Maury Farrell, special events announcers of WAPI, Birmingham, Ala.

Fu and Bottle

STUMPED in figuring out a die to cut the figure of Dr. Fu for some book matches to be used in promoting *The Shadow of Fu Manchu*, Radio Attractions, which produces the transcribed mystery thriller, finally discovered that by putting a drooping mustache, a skull cap and a toga on a milk bottle—there was Dr. Fu!

More WBS Successes

SUPPLEMENTING its recently issued "50 Case Histories", World Broadcasting System is distributing a second collection, "Case Histories—II", outlining 21 new examples of successful use of World Program Service by local advertisers. Indexed according to type of sponsor, the supplementary collection may be inserted in the original compilation.

* * *

Theatre Tie-in

WBBM, Chicago, has arranged a news tie-in with the local northside movie theatre, Esquire. Twice each evening and once Saturday afternoons, WBBM broadcasts two-minute news flashes on a wire which the theatre has installed. Buck Weaver, head of the WBBM newsroom, is in charge of the series.

* * *

WOAI's New Resumes

INSTEAD of including merely chronological schedules of programs for the day, the daily program resumes of WOAI, San Antonio, have been revised to give a brief synopsis of previous action on the individual commercial programs, along with a general description.

* * *

WHO's Pix

FOUR EDITION of the "WHO Picture Book" has been published by WHO, Des Moines. The illustrated fan-book, which sells for 25 cents, pictures station personnel and activites as well as network artists and programs heard on the station.

Watches For Words

STANCO Inc., New York, will award 104 Gruen watches to winners of two contests now being conducted in connection with *Career of Alice Blair* on WMBD, WJR and KFBK and *Meet Miss Julia* on WNAC, WHP, WTIC and KHQ. Each program is a five-a-week, quarter-hour transcribed serial advertising Flit. Listeners are asked to write a six-word inscription to be engraved on a watch presented to Alice Blair by Richard in one story, or to Miss Julia by her boarders in the other. Programs are placed through McCann-Erickson, New York. Contests are handled by Radio & Publication Contests Inc., New York.

* * *

Mother's Day Cards

SILVER FINISH card, bearing a picture and non-commercial Mother's Day verse of Grace Noll Crowell, "American Mother" of 1938-39 and well-known poetess of Dallas, was offered listeners to the Mrs. Tucker's Shortening programs on WFAA, Dallas, by Inter-state Cotton Oil Co. The free cards were plugged by 100-word announcements on twelve *Mrs. Tucker's* programs and newspapers advertising, and more than 13,000 requests were received.

* * *

Cups for Farmers

TO Future Farmers of America chapters in Montana, Z-Bar Net is offering a silver loving cup for the best FFA and vocational education broadcast on KGIR, Butte, or KPFA, Helena, and another from Senator B. K. Wheeler for the best broadcast of that type over any station in the State.

* * *

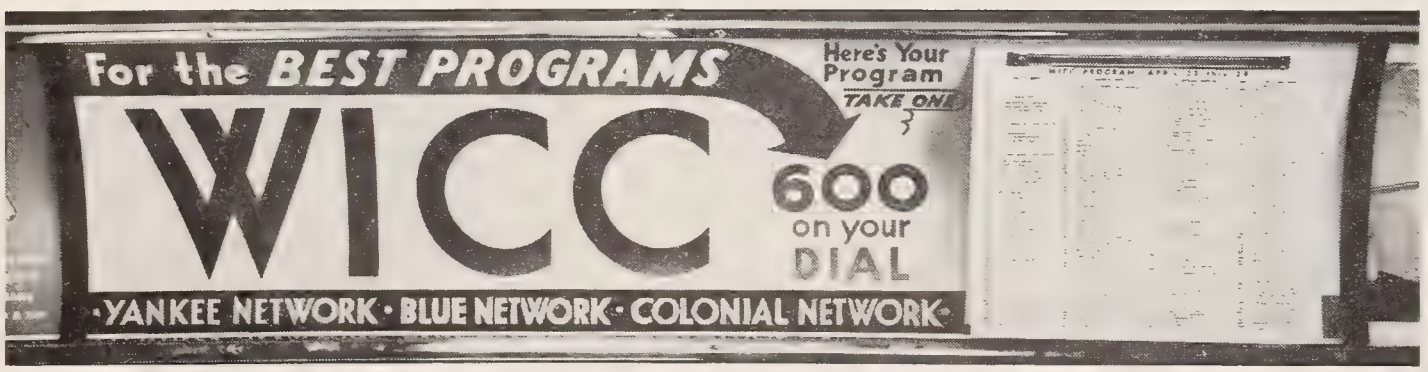
Agency Invitation

INVITATIONS, printed on a vellum stock, to simulate a social invitation, are mailed out by Lee Ringer, Advertising, Los Angeles, inviting the recipient to tune a special broadcast sponsored by its client, The Broadway Department Store.

* * *

Hose From Harum

B. T. BABBITT Co., New York, sponsor of the transcribed strip *David Harum*, is offering a pair of stockings in exchange for each Bab-O label and 25 cents.



CAR-CARDS used by WICC, Bridgeport-New Haven, to stir up the commuting public's interest in the station's programs include, at the right of the big-lettered plug, a pad of 25 tear-off weekly programs. The blue and yellow strips have been installed in 266 streetcars and buses serving a daily average of 106,367 commuters in the New Haven area. Programs are changed each Sunday and refills are made as often as needed.



BALLYHOOING the initial broadcast of Hearn's Department Store's *Children's Theatre of the Air* on WHN, New York, this juvenile band with its march through metropolitan streets recently stirred up so much interest there were not enough seats in the store auditorium to accommodate the crowds.

BROCHURES

WMAQ, Chicago: "They Stay Where It Pays" brochure with a "crowded street scene" theme, describing the success of a three-year Wieboldt department store sponsorship.

WENR, Chicago: "Beat the Heat", colorful two-tone brochure with theme of using WENR to "Beat the Heat That Slashes Summer Sales."

WRC-WMAL, Washington — Three-color coverage folder, "It's one thing to claim superiority—another to prove it".

CBS: Robin's-egg blue brochure promoting "economical coverage" of Columbia Pacific Network.

WBAL, Baltimore: Reprint of full-page ad in *Baltimore News-Post* with individual pictures of 50 members of the station personnel.

WCAE, Pittsburgh: Offset printed spread, "The Big Swing that Started a Jam Session", outlining station's listener response to its Monday night *Big Swing* broadcasts.

NBC: Black-and-red promotion folder, "Extra! Bird Salts Own Tail", boosting morning programs of WEAF, New York, with illustrations by Dr. Seuss.

WIBW, Topeka, Kan.: Unique plastic-bound 4x15 inch color brochure announcing WIBW's new $70,000 transmitter, complete with coverage data and pictures and a return postcard.

WHK-WCLE, Cleveland: Mail-file containing testimonials from sponsors of baseball broadcasts on the stations, including Socony-Vacuum Oil Co., General Mills, Atlas Electrical Appliance Store, and Gordon Vlchek Adv. Agency for Tip Top beer.

WCCO, Minneapolis: Pictorial broadside of WCCO artists, "If You Were a Piccolo Player in the Northwest, Where Would You Go?", promoting the station through its artists bureau.

KGIR, Butte, Mont.: Twelve-page covered promotion booklet, "They Didn't Have Radio", with typography and illustrations in Gay 90's style.

UNITED PRESS, New York: Large illustrated brochure listing chronological U.P. "firsts" in the 1938 news and U.P. correspondents in action all over the world, with emphasis on radio news promotion.

CBS: Eight-page pictorial brochure with an "Annie Oakley" theme, promoting CBS sports coverage.

WKRC, Cincinnati: Salmon-pink folder promoting WKRC's *Woman's Hour*.

NAB, Washington, D. C.: Booklet explaining the organization and operation of NAB, and "what it means to the future of American radio", along with outlines of the Association and each of its departments.

KOY, Phoenix, Ariz.: Offset printed pictorial "Family Album", showing station and program personnel, for distribution to listeners.

CBS Finds Clients More Than Double Billings Since They Started on Network

THE almost universal practice of national advertisers in increasing their expenditures for radio as they continue on the air is graphically illustrated by an analysis of the weekly gross purchases of time on CBS by its current advertisers, who are now spending 104.6% more than when they first started on the network. Of 41 clients listed, 34 have increased their time purchases, four are spending the same as when they started and only three have decreased their expenditures.

"This more-than-double advance," says CBS, "reflects the whole picture of successful broadcasting. Advertisers may enter radio tentatively, but resultant upward sales curves prompt them to expand their investments with additional programs on additional stations. Greater investments bring greater returns and radio budgets are revised steadily upward."

Tabulation of current CBS clients, showing starting dates and weekly grosses, weeks on CBS and current weekly grosses, follows:

	Started on CBS	*Original Weekly Gross*	*Total Weeks on CBS*	*Current Weekly Gross*
American Home Products	July, 1931	$ 942	384	$ 15,373
American Oil	Sept., 1932	1,577	40	8,939
American Tobacco	May, 1936	17,720	156	31,971
Beneficial Mgm't Co.	Oct., 1936	4,326	77	8,025
Campana Sales	Sept., 1932	3,548	65	8,670
Campbell Soup Co.	Oct., 1934	15,850	229	46,275
Chrysler Sales Corp.	April, 1932	8,203	164	18,675
Colgate-Palmolive-Peet	Jan., 1936	35,947	167	46,492
Continental Baking Co.	May, 1933	2,553	214	11,700
Cudahy Packing Co.	Oct., 1930	1,796	226	7,050
DuPont	Oct., 1935	5,867	163	8,730
Ethyl Gasoline	Jan., 1939	12,840	15	12,840
Ford	Feb., 1934	16,927	265	17,817
General Foods	Sept., 1932	5,430	218	66,916
Griffin	April, 1938	6,570	26	7,095
Gulf	May, 1933	6,516	272	7,715
Hawaiian Pineapple	Jan. 1939	9,575	15	9,575
Hormel	Nov., 1930	1,536	88	4,240
Household Finance	June, 1933	982	69	5,265
Int'l Cellucotton	April, 1935	7,545	95	12,825
International Silver	April, 1932	1,177	78	5,695
Kellogg	Nov., 1932	3,515	53	14,809
Lady Esther	Oct., 1933	4,667	281	8,430
Lambert	Dec., 1927	2,060	95	8,790
Lever Bros.	July, 1935	12,652	179	64,351
Liggett & Myers	Jan., 1932	39,286	328	24,130
Lorillard	Feb., 1929	8,500	233	10,830
McKesson & Robbins	Sept., 1929	2,994	78	4,875
Philip Morris	April, 1935	2,940	137	8,820
Nehi Corp.	March, 1939	9,780	6	9,780
Noxzema	June, 1931	1,880	51	7,725
Pet Milk	Nov., 1933	3,040	286	13,300
Procter & Gamble	June, 1929	3,806	230	40,277
Pure Oil	Sept., 1938	1,245	11	5,580
R. J. Reynolds	June, 1931	25,206	304	23,385
Sealtest	May, 1939	7,520	1	7,520
Sterling Products	June, 1934	4,808	398	5,807
Texaco	Sept., 1936	11,090	107	19,700
U. S. Rubber	Jan., 1938	12,110	38	11,580
U. S. Tobacco	June, 1935	6,525	204	8,445
Wrigley	Dec., 1928	3,350	361	23,985
Total		$334,401		$684,002

CRASH IS FATAL
Memphis Plane Wreck Kills Pilot, Passengers

THE portable mobile 40-watt airplane transmitter (WAIB) of WMC, Memphis, was totally demolished May 2 when the Cessna monoplane owned by the *Memphis Commercial Appeal* crashed while attempting to land at Grenada, Miss. The plane's pilot, George Stokes, and two passengers, John Crump, prominent young Memphis business executive, and Ted Northington, *Commercial Appeal* reporter, were killed instantly. Fire completely destroyed the ship and all its equipment.

It was practically a new ship, used by the *Commercial Appeal* for photography and emergency news coverage and by WMC for broadcasts from the air in stunt pickups and disaster coverage. The crash was caused by attempting to land on too short a field at too slow a speed against a cross wind.

The plane was traveling with several others in a good-will tour of Mississippi cities inviting attendance to the Memphis Cotton Carnival which opened May 9.

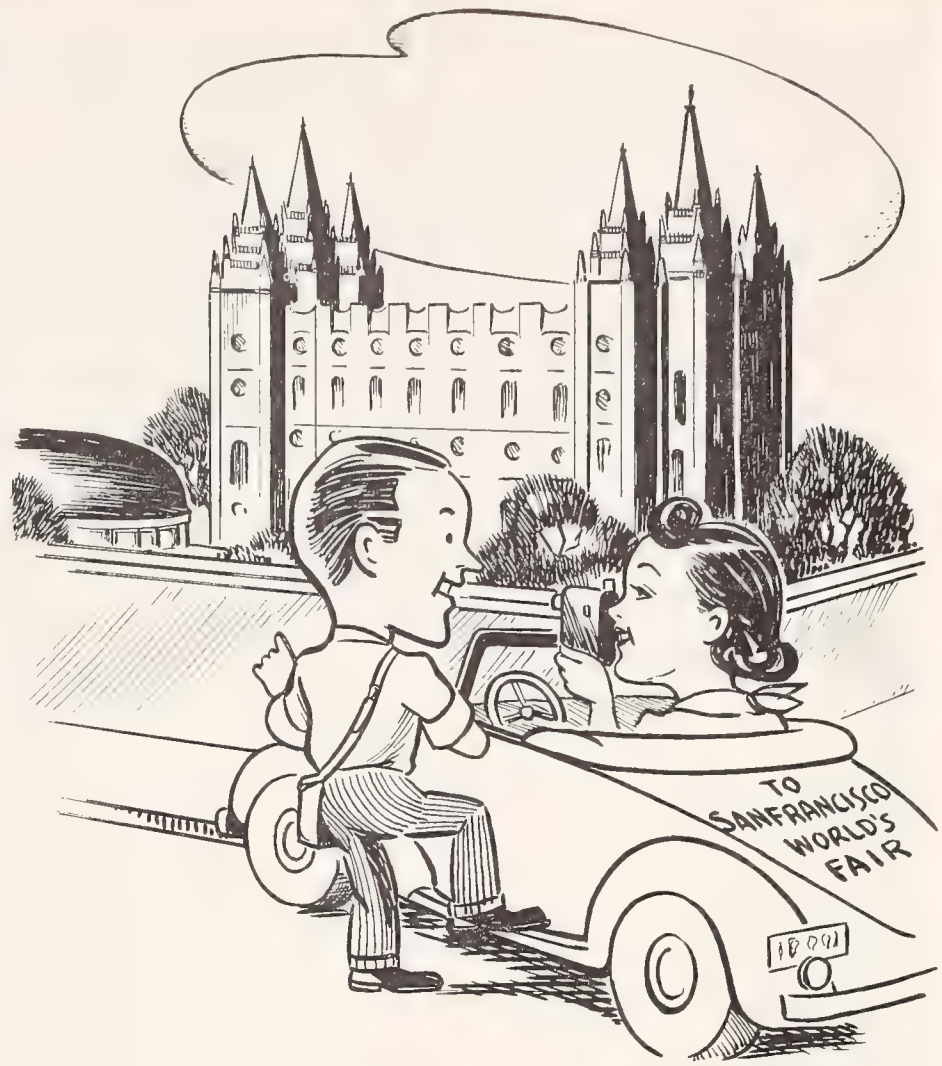
WITHOUT a sponsor only four days during a decade of announcing, John Harrington, announcer of WBBM, Chicago, on May 12 completed 10 years of sportscasting and news commenting.

Davis Vitamin Spots

DAVIS VITAMIN CORP., Hollywood (proprietary), in a 30-day prize contest to name a race horse, started May 1 using an average of 47 weekly five and 15-minute transcribed programs on 30 stations and will increase the list to approximately 100 nationally during the campaign. Stations include WCFL KWEW WFTC WDSU KJBS KOCA KEUB WHBL KFNK KFRU KGFJ KITE KOAM KOBH KOVC KUTA KWOS WGIL WIBW WIBX WTMT KGBX-KWTO and XERA. Series was produced by Standard Radio Inc., Hollywood, and placed thru Reuben H. Donnelly Corp., Los Angeles.

Roi-Tan on 38

AMERICAN TOBACCO Co., New York, on May 7 started a 26-week campaign of nine spot announcements weekly for Roi-Tan cigars on WSFA WIBW KPRC WREC WWL KOMO WAVE KGGM WDBJ KLZ KMBC KGW KOIN KSFO WHO KSO WNAX WMT WRVA WMBD KSD KTBS WFAA KRLD KFH KANS WSM WLAC KTUL KVOO WPTF WOW KOIL WOAI WKY KOMA KFI and WBRC. Lord & Thomas, New York, handles the account.



They Stop . . . Visit . . . and Spend
in SALT LAKE CITY

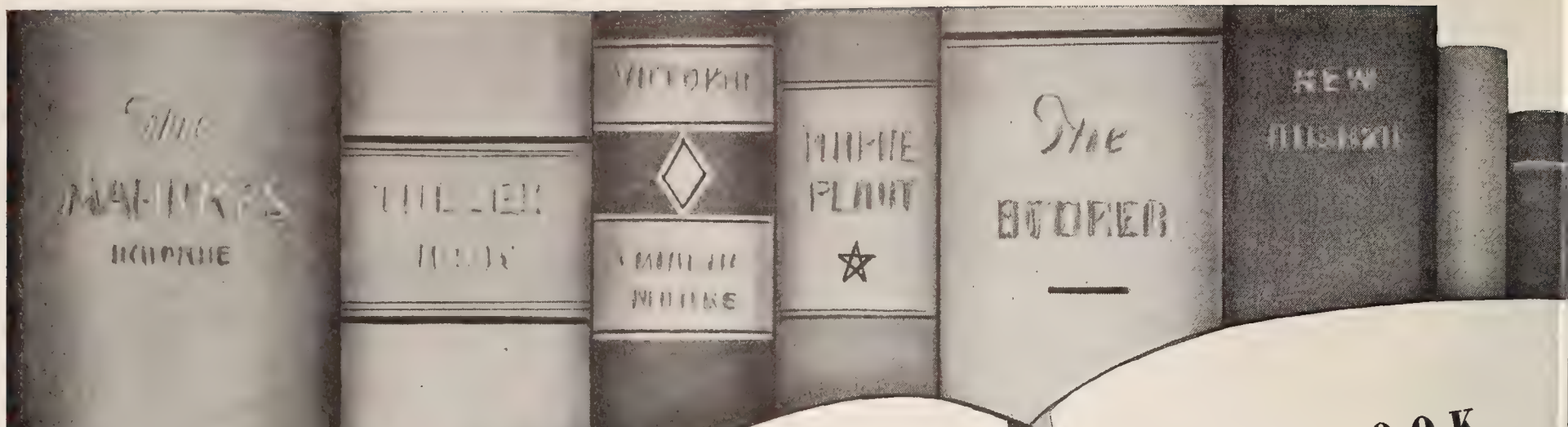
In a normal year, tourists spend about $36,000,000 in the Salt Lake Market Area. This year is *above* normal, with the San Francisco World's Fair stimulating travel through Salt Lake City. It means *extra millions of dollars* in the cash registers of Salt Lake business firms . . . extra *buying power* for residents of this market.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

And residents of this market listen to KDYL. For years, KDYL has been the leading intermountain station in showmanship, in listener popularity, in getting results for advertisers.

KDYL
THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK



BROADCASTERS' World Program

ALABAMA
WHMA . . . . Anniston

ARIZONA
KOY . . . . Phoenix

ARKANSAS
KELD . . . El Dorado
KARK . . . Little Rock
KUOA . . . Siloam Springs

CALIFORNIA
KPMC . . . Bakersfield
KIEM . . . Eureka
KGER . . . Long Beach
KHJ . . . . Los Angeles
KLX . . . . Oakland
KGB . . . . San Diego
KFRC . . . San Francisco
KDB . . . . Santa Barbara
KSRO . . . Santa Rosa
KHUB . . . Watsonville

COLORADO
KFEL . . . Denver
KFXJ . . . Grand Junction
KGHF . . . Pueblo

CONNECTICUT
WTIC . . . Hartford
WELI . . . New Haven

DIST. OF COLUMBIA
WJSV . . . Washington

FLORIDA
WRUF . . . Gainesville
WQAM . . . Miami
WDBO . . . Orlando
WTAL . . . Tallahassee
WJNO . . . West Palm Beach

GEORGIA
WAGA . . . Atlanta
WRDW . . . Augusta
WMAZ . . . Macon
WRBL . . . Columbus
WAYX . . . Waycross

IDAHO
KIDO . . . Boise
KRLC . . . Lewiston

ILLINOIS
WGN . . . Chicago
WDAN . . . Danville
WJBL . . . Decatur
WTAD . . . Quincy
WCBS . . . Springfield

INDIANA
WTRC . . . Elkhart
WGBF-WEOA . Evansville
WIRE . . . Indianapolis
WLBC . . . Muncie

IOWA
WMT . . . Cedar Rapids
WOC . . . Davenport
WKBB . . . Dubuque
KMA . . . Shenandoah

KANSAS
KFBI . . . Abilene
KVGB . . . Great Bend
KWBG . . . Hutchinson

KENTUCKY
WLAP . . . Lexington

LOUISIANA
WJBO . . . Baton Rouge

MAINE
WLBZ . . . Bangor

MARYLAND
WBAL . . . Baltimore
WTBO . . . Cumberland
WFMD . . . Frederick

MASSACHUSETTS
WEEI . . . Boston
WCOP . . . Boston
WTAG . . . Worcester

MICHIGAN
WHDF . . . Calumet
WJR . . . . Detroit

MINNESOTA
KATE . . . Albert Lea
KVOX . . . Moorhead
KROC . . . Rochester
KSTP . . . St. Paul-Minneapolis

MISSISSIPPI
WFOR . . . Hattiesburg
WAML . . . Laurel
WQBC . . . Vicksburg

MISSOURI
KWOS . . . Jefferson City
KWK . . . St. Louis
KMBC . . . Kansas City

MONTANA
KGCX . . . Wolf Point

NEBRASKA
KFAB-KFOR . . Lincoln
KOIL . . . . Omaha

NEW MEXICO
KGGM . . . Albuquerque
KICA . . . . Clovis

NEW YORK
WOKO . . . Albany
WGR-WKBW . . Buffalo
WESG . . . Elmira
WOR . . . New York City (Newark)
WINS . . . New York City
WQXR . . . New York City
WHAM . . . Rochester
WFBL . . . Syracuse

NORTH CAROLINA
WBIG . . . Greensboro
WEED . . . Rocky Mount
WSTP . . . Salisbury
WAIR . . . Winston-Salem

NORTH DAKOTA
KDLR . . . Devil's Lake
KRMC . . . Jamestown
KLPM . . . Minot

BLUE BOOK Service Subscribers

OHIO
WJW . . . . Akron
WHBC . . . Canton
WCKY . . . Cincinnati
WHK . . . . Cleveland
WHKC . . . Columbus
WSMK . . . Dayton
WKBN . . . Youngstown

OKLAHOMA
KADA . . . Ada
KBIX . . . Muskogee
KOMA . . . Oklahoma City
KVOO . . . Tulsa

OREGON
KFJI . . . Klamath Falls
KOIN . . . Portland

PENNSYLVANIA
WCBA-WSAN . Allentown
WFBG . . . Altoona
WKBO . . . Harrisburg
WCAU . . . Philadelphia
WIP . . . . Philadelphia
WCAE . . . Pittsburgh

RHODE ISLAND
WJAR . . . Providence

SOUTH CAROLINA
WAIM . . . Anderson
WCSC . . . Charleston

TENNESSEE
WOPI . . . Bristol
WDOD . . . Chattanooga
WREC . . . Memphis
WLAC . . . Nashville

TEXAS
KGNC . . . Amarillo
KGKO . . . Dallas-Ft. Worth
WBAP . . . Dallas-Ft. Worth
KRLH . . . Midland
KPDN . . . Pampa
WOAI . . . San Antonio

UTAH
KDYL . . . Salt Lake City

VERM
WCAX . .
WNBX . .

VIRG
WSVA . .
WRVA . .
WDBJ . .

WASH
KXRO . .
KIRO . .
KMO . .
KUJ . .

WES
WHIS . .
WBLK . .
WCHS . .
WPAR . .

WEAU
WHBY
WKBH
WIBA
WISN
WSAU

KHB
KGM

CF
CJ

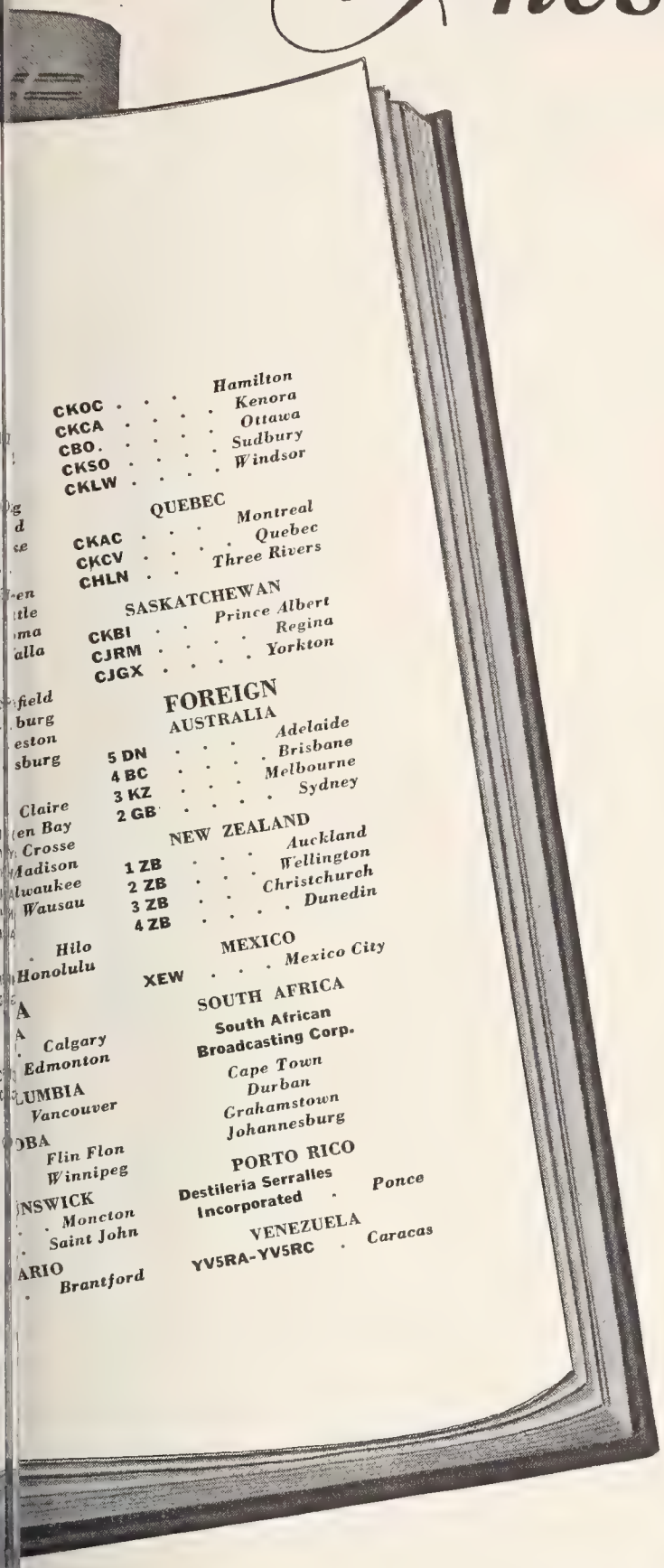
C

Trans

WORLD PROGRA

WORLD BROAD

These stations picked



WORLD QUALITY

TO GIVE ADVERTISERS A SUPERIOR SERVICE

The stations of World Program Service are interested in serving their audiences with the finest program material. Loyal audiences and thriving sponsors are their objectives.

World helps member stations attain these objectives in three ways—first, by granting exclusive contracts, one station to a city; second, by supplying the greatest repertory of music ever recorded for radio; and third, by furnishing this never-ending stream of musical selections by means of the famous World vertical-cut Wide Range transcriptions.

With program quality consistently superior, stations attract and hold their audiences. Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations.

To Stations—If your city is not listed here, we shall be glad to consider your application. Write World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York.

ion Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

S E R V I C E . . . *a Service of*

STING SYSTEM

BROADCASTING
and
Broadcast Advertising

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"Free as the Press"

A SIGNIFICANT transition in the Federal Government's public relations, with radio in the dominant role, is taking place. First, with the avowed purpose of getting the complete uncolored story to the people, President Roosevelt and his official family have turned to the radio. And on the heels on that, the President's Government reorganization plan transfers direct to the White House the major functions of the National Emergency Council, which has been a sort of press-radio public relations bureau for the Administration.

The President, as reported in this issue, expressed his views in clear terms. In so many words, he said (via transcription over 165 stations) that the Government is using radio as an additional means of diffusing factual knowledge concerning its operations. And in passing he observed that only through radio is it possible to overtake "loudly proclaimed untruths or greatly exaggerated half-truths".

The President's remarks are profoundly important in other respects. He made it clear that, as far as he is concerned, the Government's regulatory functions over radio are restricted to technical policing. To use his own words, he said the Government has set up "such controls of its operations as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."

Certainly that expression does not imply censorship, or threaten interference with freedom of the radio and the other dire motives which have been ascribed to the Chief Executive. Especially should his words be heeded by those who regulate radio, who more than once have resorted to backdoor methods to tailor a regulatory straightjacket for the industry.

It will be recalled that the Hon. Hugo Black, upon his return from a European vacation after his sensational appointment to the Supreme Court, declined to talk to ship reporters but asked instead for a microphone. He then observed that by radio he could talk to the people without the "interpretation" and color that would be given any statement for publication. In essence, the President now has made the same statement—and at a time when radio has received recognition on an equal footing with the press in Congress, at the White House and at all Government departments thanks to the persistent efforts of MBS commentator Fulton Lewis Jr.

Turning to another aspect of the New Deal's public relations operations, we find much merit in the idea, just gathering momentum, of centralizing all Government radio program operations in a single agency. Today networks and stations are besought separately by most of the some 120 governmental agencies for time. To comply with all requests would be bad radio and worse economics. But to have all such placements cleared through one source, professionally handled, and with due regard to time limitations and program balance, certainly would ease the burden and otherwise conduce to more effective programming.

As for the new *United States Government Reports* transcription series, so long as they are kept factual and free of controversy or party propaganda, they have a rightful place over independent stations. Once they invade the "spot news" field, or become controversial or advocatory, they do not belong on transcriptions—at least not on their present basis as sustainers.

Good Neighbor Radio

NEW RULES are about to be promulgated which will lift the non-commercial ban on U. S. international broadcasting stations. Products sold in foreign trade, under the plan awaiting FCC approval, will be sponsorable over shortwave stations heard throughout the world, particularly in Latin America.

By this move the Federal Government proceeds sympathetically along the path decreed for American radio from its inception—namely, that it be conducted by private initiative and enterprise. The 14 U. S. stations already engaged in serving foreign audiences, which latterly have concentrated in particular on furthering Uncle Sam's Good Neighbor policy, will at long last be in a position to realize at least a modicum of return to help defray their operating costs. More than that, they will be in a position to improve service because the expense will not be entirely out-of-pocket.

The totalitarian states in recent years have literally been bombarding the world, especially Latin America, with their radio propaganda on the evident theory that trade and ideologies follow not merely the flag but the words and music of the wavelengths. Some of our impetuous statesmen, concerned over efforts to undermine traditional American friendship and trade by this method, have proposed that the Government itself erect and operate shortwave stations to counteract this propaganda by the same means. This obviously was not the American way, and cooler heads have prevailed thus far to permit the privately owned stations to assume the task.

They did so willingly, and are doing a noteworthy job—doing it so well, in fact, that observers returning from Latin American in recent months have reported that the European propaganda is actually boomeranging because of it obvious speciousness as compared with the factual and unobtrusive type of broadcasting done by our stations. So far as private operators of international stations here are concerned, they ask of the Government only that it give them a free hand to continue their present work. Thus far the impelling motive has been patriotism and an admitted conviction that they can do the job so well that the Government would have no cause to go into the broadcasting field on its own. And even Government, eager to develop foreign markets, can hardly begrudge these stations an opportunity to earn at least part of their upkeep while at the same time extending the institutional and sales power of radio to the field of foreign trade.

Blue Sky Video

THE BIG impetus given television through its introduction at the World's Fair and the initial marketing of visual receivers has brought forth the inevitable crop of parasites who seek to capitalize on the publicity wave.

While the comparatively new Securities & Exchange Commission operations will in some measure check the blue sky operators, we suspect that many an individual already has been taken in on "ground floor" propositions dealing with this new "billion dollar industry". The unfortunate part of such schemes is that radio itself may be held responsible, because to the public television is part and parcel of broadcasting.

Broadcasters would not be making a mistake if, from time to time, they advised their listeners, through responsible civic spokesmen, or in "house talks", to beware of those who are peddling "Get-Rich-Quick Wallingford" schemes built up around television. They should advise their listeners to consult Better Business Bureaus, bankers or attorneys before investing. In that way, the broadcaster not only will perform a public service but will be taking steps to ward off possible future assaults upon the industry itself.

The RADIO BOOK SHELF

THE TRUTH about shortwave propaganda from Europe to Latin America is that it is falling largely upon deaf or indifferent ears, according to an analysis of a recent address by Philip L. Barbour, handling foreign press and station relations in the NBC international division, published in the March 13 *Export Trade & Shipper*. While the United States leans over backwards in its effort to avoid propaganda of any sort, Germany, Great Britain and France are still engaged in propaganda of one sort or another, says the article. Italy and Japan are poor runners up—and in fact reports indicate that Italian propaganda has "diminished startingly in the past few months".

We Pay Our Respects To —



FULTON LEWIS jr.

A CITY of traditions, customs and habits; a center of all that is old and hallowed—

In such an atmosphere was reared the most noted of the fourth generation of District of Columbia Lewises—Fulton Lewis jr., Mutual Network's commentator on Washington affairs, the man who singlehandedly smashed the barriers that kept radio reporters out of the press galleries of Congress and who led the successful fight to obtain equality for radio reporters at White House press conferences and in the Government departments.

Deserved tribute has come to Fulton Lewis jr. ("and don't write it with a capital J") for his lone-wolf fight to gain Congressional recognition for radio as a full-fledged news gathering and disseminating medium. And characteristic of the Lewis procedure was the fact that he obtained separate gallery facilities for radio in the Capitol rather than a poor-relative admission to the newspaper galleries.

The narrative of his gallery fight best tells the Lewis life and habits. It was hardly 18 months ago, shortly after he joined Mutual, that his sense of justice was offended by the decade-long spurning of radio reporters by press gallery occupants. Too busy at the time to do much about it, he gathered his news by telephone and personal contacts, with occasional sittings in the public galleries of Congress where no notes may be taken.

He might have adopted the purportedly common strategy of affiliating himself with a small-town newspaper to obtain press gallery privileges, but that isn't the way he operates. Instead he set about last autumn to get radio its own Congressional galleries. First, of course, he had to get an official rejection from the Standing Committee of the Press Galleries, where he had been told radio wasn't allowed in and never would be.

"Try it," he was challenged. And try it he did. When Rep. Dempsey of New Mexico formally introduced in the House a resolution to give radio its own galleries, the newspapermen chuckled at what they deemed a publicity stunt. But when the House Rules Committee took the matter seriously, the press galleries demanded a hearing. The hearing was held, and Fulton, flanked by Transradio's Herbert Moore, stated the radio case.

Meanwhile he had contacted all members of both the Senate and House Rules Committees, and the Senate group had named Senator Gillette of Iowa and Senator Barbour of New Jersey to investigate. At this hearing Fulton was supported by President Neville Miller of the NAB, along with representatives of Transradio and the networks.

The details of the story are too voluminous for narration here, but the crux of Fulton's argument throws light on another of his traits—a habit of foraging for pungent facts. In typical fashion he had probed into Senate and House regulations, uncovering a forgotten Senate rule that each daily newspaper was entitled to one seat in the press gallery. That rule contained no provision for news services such as the Associated Press, United Press and International News, each of which have many reporters in the galleries, nor did it justify the presence by many newspapers of two to 20 reporters each.

Thus it was that the House approved a radio gallery resolution April 20, the Senate five days later. In a few months Fulton Lewis jr. ("remember, a small J") had accomplished what timid broadcasters had for years fondled as a dream never likely to be realized.

All his life Fulton has ignored sacred rights and traditions. When he played the organ for a movie during his University of Virginia days, he ignored the cue sheets that came with the pictures and

(*Continued on page 48*)

Personal NOTES

BILL ANDERSON, for three years with CBS in Hollywood, is the new director of sales promotion and publicity for KOMA, Oklahoma City, the appointment recently having been made by Neal Barrett, general manager. Albert M. Snook, formerly of Barron G. Collier, Inc., has joined the KOMA sales department. Mr. Anderson was in production, sales and sales promotion for CBS. Mr. Snook during the last year was in charge of Oklahoma activities for Collier.

LINCOLN P. SIMONDS, formerly New York representative for International Radio Sales, has joined Texas State Network as traveling sales representative. Simonds for five years was with John Blair & Co., Chicago, and before that represented Scripps-Howard newspapers in New England.

COMDR. E. M. WEBSTER, FCC assistant chief engineer for telegraph, will attend the meetings of the subcommittee of the Third World Conference of Radiotelegraph Experts for Aeronautics to be held at Cracow, Poland, May 19-22, as the FCC representative.

FRED SHAWN, assistant manager and program director of WRC and WMAL, Washington, has announced his engagement to Audrey Sieber, Washington actress and mistress of ceremonies. The wedding is scheduled for Aug. 5 in Washington.

THOMAS S. LEE, president of Don Lee Broadcasting System, Los Angeles, is in New York on a three-week business trip relating to television.

GEORGE DEITRICH, of the sales staff of WGN, Chicago, will join the New York sales staff of WGN May 22.

WARREN A. SOMMERVILLE, formerly with *Dun's International Review* and recently in radio, has joined Broadcasting Abroad Ltd., New York, in charge of time and program sales for the metropolitan territory.

WELLS CHURCH, in charge of radio for the Republican National Committee, delivered an address on "The Use of Radio in Political Life" at a dinner for new Republican members of the House of Representatives, held in Washington, D. C., at the Army & Navy Club May 3.

ROBERT SMITH, salesman of WOR, Newark, is the father of a boy born April 25.

FRANK JAFFE, formerly in the promotion department of the *Des Moines Register & Tribune*, where he had charge of the newspaper's radio activities promotion, has joined KMA, Shenandoah, as promotion manager.

REG DAGG, chairman of the advertising and sales bureau of the Vancouver Board of Trade and commercial manager of CKWX, Vancouver, was host to the members of the local Junior Advertising Club recently at the CKWX studios.

JAMES McEDWARDS, of the sales promotion staff of NBC-Chicago, is the father of a girl born April 23.

CARL A. NIELSEN, formerly with Long Adv. Agency and S. L. Kay Adv. Agency, San Francisco, joined KYA, San Francisco, May 1 as account executive.

HUME A. LETHBRIDGE has been named manager of the new station of the *Nelson Daily News* in Nelson, B. C.

BASIL P. COOPER, FCC attorney, on May 2 married Dorothy Gould Fowler of Washington, at Manassas, Va.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System and Harry R. Lubcke, television director of that organization, are scheduled to return to their West Coast headquarters on May 20 from Washington, where they conferred with FCC executives on the establishment of television standards. While in the east they also were to inspect television equipment of RCA, General Electric, Philco, Farnsworth and DuMont.

WARREN J. BINKLEY, formerly in advertising and newspaper work and with WAAW, Omaha, has joined KGFW, Kearney, Neb., as commercial manager.

DON E. GILMAN, NBC western division vice-president, Hollywood, will be the principal speaker at the Graduate School of Business of Stanford University, Palo Alto, Cal., on May 20.

HOWARD L. CHERNOFF, manager of WCHS, Charleston, W. Va., and assistant general manager of West Virginia Network, addressed the Charleston Rotary Club May 5 on "Comparing the American and British Systems of Broadcasting".

MERIDETH STANLEY RUNCK, director of market research of WLW-WSAI, Cincinnati, is to marry Marian Regina Bayston Aug. 19.

LEIGH SILLIPHANT, account executive of KRKD, Los Angeles, has resigned to go to New York.

CHET PETERSON has joined the sales staff of KFOX, Long Beach, Cal., having resigned from KRKD, Los Angeles.

L. N. PFEIFFER, secretary-treasurer of Recordings Inc., Hollywood, has resigned.

DICK HEDRICK, formerly of KSAN, San Francisco, has resigned to become advertising manager of Fred Benioff Fur Co., San Francisco.

ROBERT SMITH, salesman for WOR, Newark, is the father of a nine-pound boy born recently.

EDWARD A. LARKIN and John Ryder, KNX, Hollywood page boys, have been transferred to the sales department and made account executives.

JERRY JULUM, salesman of WOAI, San Antonio, who wrote the song, "All Is Forgiven", several years ago while a member of the Minneapolis Symphony Orchestra, recently heard it broadcast for the first time during *Saturday Night House Party* on WOAI.

BILL DEAN, who joined WDAY, Fargo, several months ago after an affiliation with KABR, Aberdeen, S. D., has been named publicity and promotion director of the station.

CHARLES V. BOYD, formerly of the sales department of KFRO, Longview, Texas, has joined WSLI, Jackson, Miss.

ED KIRBY, NAB public relations director, will address the June 6 session of the Business-Consumer Relations Conference on Advertising & Selling Practices under the auspices of the National Association of Better Business Bureaus in Buffalo June 5-6.

J. P. ROGERS, formerly vice-president of the Crosley Corp., recently was elected vice-president and treasurer of the Farnsworth Television & Radio Corp., Fort Wayne, Ind. Mr. Rogers was previously treasurer of the Associated Simmons Hardware Co., and secretary and treasurer of the United States Radio & Television Co.

ODIN RAMSLAND, salesman of KDAL, Duluth, will be married in Minneapolis May 20.

FIN HOLLINGER has been appointed commercial manager of CJLS, Yarmouth, Nova Scotia. Previously a sports announcer and program producer at CJKL, Kirkland Lake, Ont. and Toronto stations, he has been in Canadian radio since 1934.

MARK WOODS, NBC vice-president, was one of the 15 new members elected on May 2 to the board of directors of the National Better Business Bureau, New York.

WILLIAM T. WELCH, president of WSAR, Fall River, Mass., returned in May from a trip to South America.

JAMES CARLISLE has been appointed manager of the new CBC 50-kw. station, CBA, Sackville, N. B.

FRED F. LAWS, formerly assistant sales manager of KSTP, St. Paul, has been named assistant to President Stanley E. Hubbard.

H. W. WILSON, president of KGTM, Wilson, N. C., on June 21 will marry Mary Ida Blackburn, daughter of Dr. and Mrs. C. L. Blackburn of Wilson.

GEORGE BARRINGER, salesman, has been loaned to KHUB, Watsonville, Cal., by KWLK, Longview, Wash., for a special sales job.

DAVID S. GREENFIELD, formerly with Alliance Distributors, New York, has joined G. Krueger Brewing Co., Newark, as advertising manager.

ED WOODS recently joined the sales staff of KFRC, San Francisco.

DANIEL M. WELDON, formerly of NBC, San Francisco, KYA and KROW, has joined the sales department of KSRO, Santa Rosa, Cal.

O. C. BENJAMIN, formerly of KWBG, Hutchinson, Kan., has joined the sales staff of KBIX, Muskogee, Okla.

ROBERT CROWELL, formerly in the printing business has joined the sales staff of KRE, Berkeley, Calif.

THOMAS DURKIN and Rod Coupe recently were added to the San Francisco sales staff of KROW, Oakland, Cal.

HARRY W. BUCKNELL has joined the sales staff of NBC in San Francisco, replacing Chester Blomsness, who resigned recently to join the sales staff of KYA, San Francisco, along with Holland F. Davis, formerly in Southern California radio.

WAYNE VARNUM, of KSO-KRNT, Des Moines, is the father of a girl. Mrs. Varnum was formerly assistant radio editor of the *Des Moines Register & Tribune.*

WILLIAM O. TILENIUS, of NBC's New York spot sales department, is the father of a daughter, Irene, born recently.

HARRY MARTIN, head of Harry Martin Enterprises, Chicago program firm, is the father of a girl born April 13.

SIDNEY FLAMM, assistant to the president of WMCA, New York, recently became the father of a girl.

WALLACE G. WALKER, formerly statistician of CBS and previously with the Advertising Checking Bureau, New York, has joined the MBS sales promotion staff as a statistician to work with Robert Schmid, sales promotion manager of Mutual.

E. I. HEATON, formerly of Radio Advertising Corp., Chicago representative firm, has joined the sales staff of KFNF, Shenandoah, Ia.

Claire Mellonino

CLAIRE MELLONINO, 44, nationally known concert pianist and for nine years staff pianist of KNX, Hollywood, died at Good Samaritan hospital, Los Angeles, on May 1 following a two-month illness. Mrs. Mellonino was born in New Bedford, Mass., and made her debut as a concert pianist at the age of 17 with the Boston Symphony orchestra. At the time of her death she was a member of the Los Angeles Philharmonic orchestra. She is survived by her husband, Pierre Mellonino.

Ray McClung

RAY McCLUNG, 48, California radio and newspaper executive, died May 8 at Palo Alto (Cal.) Hospital from a heart ailment. At the time of his death he was president of the *Merced* (Cal.) *Sun-Star* of which he was part owner. With his brother Hugh, also an executive of the newspaper, he operated KYOS, which was owned by the *Sun-Star.* Mr. McClung, in association with Horace E. Thomas, publisher of the *Marysville* (Cal.) *Appeal-Democrat,* and Stanley R. Pratt Jr., formerly manager of KHUB, Watsonville, Cal., took over operation of KHSL, Chico, and KVCV, Redding, Northern California stations, in early May, acquiring title of the Golden Empire Broadcasting Co. In addition to his brother and mother, he is survived by his wife, Mrs. Marjorie McClung.

Edward S. Rogers

EDWARD S. (Ted) ROGERS, president of CFRB, Toronto, and prominent Canadian radio manufacturer, died May 6 after a severe internal hemorrhage. He was 38 years old. Well-known as a radio engineer and executive, Mr. Rogers started radio as a hobby when a youth and in 1921 was the first Canadian amateur to successfully broadcast a transatlantic signal. His original amateur station, 3BP, grew into the present CFRB, and his early receiver construction efforts into Canada's largest radio and tube plants. He is credited with having developed the first commercial light-socket radio receiver in 1925. His widow and a son survive.

Bottomley on KWK

JIM BOTTOMLEY, former first-baseman for the St. Louis Browns, has joined the sports staff of KWK, St. Louis, assisting Johnny O'Hara in the KWK broadcasts from Sportsman's Park. As the station's baseball analyst, Bottomley is heard between innings, explaining plays and diagnosing the game as it progresses, with O'Hara handling the play-by-play description of the games.

KGKO Promotions

JACK KEASLER, formerly merchandising manager of KGKO, Fort Worth, was promoted to commercial manager May 1, along with Elbert Haling, who advanced from publicity-continuity to merchandising-publicity director, and Howard Carraway, from the announcing staff to continuity-traffic management, according to an announcement by George Cranston, assistant general manager.

DAVID SARNOFF, president of RCA, and chairman of the board of NBC, was one of three Americans of foreign birth recently honored with the annual awards of the National Institute of Immigrant Welfare for "significant contribution to American life."

H. V. KALTENBORN, CBS news analyst and commentator, on May 8 lectured on *The International Situation* before the War College in Washington.

BEHIND the MIKE

CHARLES PENMAN, production manager and television program director of Don Lee Broadcasting System, Los Angeles, has resigned to free lance. Jaime del Valle, who formerly was television program director of W6XAO, has returned to that post. He recently has been producing *Phantom Pilot* and *News Pictorial,* both sponsored on the Don Lee network by Langendorf United Bakeries. Sam Pierce has now taken over production of these programs.

JIMMY BURTON, KHJ, Los Angeles, announcer-producer, has been named assistant to Van C. Newkirk, program director of Don Lee Broadcasting System.

RICHARD N. CHINDBLOM, formerly assistant program director of WBBM, Chicago, has been named program director of WAAF, that city, according to William E. Hutchinson, manager of WAAF.

HENRY GLADSTONE, announcer of WHN, New York, is the father of a girl born recently.

GEORGE McCAUGHNA, manager of CBS Hollywood theatres, is the father of twin girls, born May 7.

STERLING FISHER, CBS director of education and radio talks, has been named a life member of the American Museum of Natural History, New York, by action of its board of trustees at the spring meeting.

TONY MORSE, announcer at KFBK, Sacramento, on May 1 became the father of a boy.

VARNEIL PARTLOW, formerly with the United Press, has joined KFBK, Sacramento, Cal., as announcer-producer.

BETTY GOODWIN, NBC's first television girl and former fashion editor, in private life Mrs. Bernard Goodwin, is the mother of a boy born May 3.

Meet the LADIES



PAULINE SMYTH HARDINGE

ONLY lady broadcasting station manager in Canada is Mrs. Pauline Smyth Harding, of CKTB, St. Catherines, Ontario, here revealed as the "F. Pauline Smyth" whose signature might otherwise hide her sex. Mrs. Hardinge is one of the Canadian Association of Broadcasters' most active and astute members. At its conventions, she is usually the only woman present.

CHARLES LAMMERS, producer of *Boone County Jamboree* and other shows on WLW, Cincinnati, left recently on a five-month round-the-world tour, sailing from the West Coast May 19 on a trip that takes him to Honolulu, Japan, China, the Philippines, Straits Settlements, Ceylon, India, Egypt, the Holy Land, Italy, France, Switzerland, Germany, Holland, Belgium, Ireland and England. He plans to use the tour as the basis for a series of programs on WLW next fall built to educate travelers in the best methods of traveling on a small budget.

GRACE HEGGER LEWIS, former wife of Sinclair Lewis, and former member of the staff of *Vogue* magazine, has joined WFAA, Dallas, where she will do three afternoon programs a week, *Dear Mrs. Listener,* featuring short informal talks on current subjects of interest to women.

FRED HOEY, well known New England baseball announcer, has returned to WBZ-WBZA, Boston-Springfield, to begin a new series of six-weekly sports programs.

THOMAS DI MATTEO, in accordance with the new plan to advance into other departments members of the guest relations staff of NBC who have been with the network more than two years, has been promoted from the television guide staff to the statistical division.

WILLIAM GORDON BEAL, continuity chief of KDKA, Pittsburgh, and Cynthia Cate, whose engagement was announced during the winter, are to be married July 1.

NORRIS WEST, assistant program director of WCAU, Philadelphia, has resigned, as of May 15, to accept a newly created assistant manager's post with the Philadelphia Orchestra Assn.

HUGH BEAUMONT and Isleta Gayle, both formerly artists of WWL, New Orleans, are in Hollywood as winners in the New Orleans division of the *Gateway to Hollywood* talent competition. Beaumont, participating in the first 13-week elimination series and runner-up in the finals, now is in radio work in Hollywood. Miss Gayle appeared on the April 30 *Gateway* broadcast.

BRADFORD ANSLEY, senior at Emory U, recently was added to the announcing staff of WSB, Atlanta, succeeding John Tillman, now in New York.

MARCUS BARTLETT, musical director of WSB, Atlanta, recently was awarded a fellowship by the Rosenwald Foundation for a six-month study of radio in education.

ALBERT J. SOUTHWICK, musical director of KSL, Salt Lake City, accompanied by Richard Keddington of the KSL staff, went to Baltimore May 13 to direct the noted Orpheus Club, Salt Lake City male chorus, before the convention of the National Federation of Music Clubs.

RICHARD HICKOX recently joined the announcing staff of WLAW, Lawrence, Mass.

JOHN FRANKLIN, formerly of WIP, Philadelphia, has joined the announcing staff of WCAU, Philadelphia.

ANNE MAE FITZPATRICK, of the program department, and Byrum Saam, sportscaster of WIP, Philadelphia, have announced their engagement.

LINDLEY A. JONES has been appointed recording division musical director of Cinematone Corp., Hollywood transcription and film production concern.

LILLIAN FISCHER, who conducts the weekly *Gal About Town* on WPEN, Philadelphia, is to marry Sidney Fruchbom, provisions merchant, on June 4.

EARL W. KURTZE, head of the artists bureau of WLS, Chicago, left May 12 for a three-week business trip to Hollywood to confer with officials of Republic Pictures concerning appearances of WLS artists. Larry Kurtze, of the WLS artists bureau, will leave for Hollywood June 1 to relieve Dan Wadhams, manager of the WLS West Coast office, while Wadhams vacations for a month.

TED BAUGHN, KMPC, Beverly Hills, Cal., announcer, is the father of a boy born May 3.

ALICE BARROW, of the secretarial staff of NBC-Chicago, has been transferred to the office of S. N. Strotz, manager of NBC-Chicago, as assistant to his secretary, Helen O'Connor. W. L. Ensminger, new to radio, has joined the guide staff of NBC-Chicago.

BOB WHITE, of the production staff of NBC-Chicago, is the father of a girl born April 28.

AUSTEN CROOM-JOHNSON, formerly in the production department of NBC and recently assistant to Philips Carlin, head of the network's sustaining division, has been transferred back to the production department as director of light musical programs.

AL STEVENS, news commentator of WFIL, Philadelphia, is the father of a girl born recently.

ROGER KRUPP, formerly of WBBM, Chicago, has joined the announcing staff of KMTR, Hollywood. He succeeds Robert McReynolds, resigned.

CHARLES SERVICE, new to radio, has joined the announcing staff of WPIC, Sharon, Pa.

HAL WEBB, new to radio, has joined the sports department of KLRA, Little Rock, Ark., as assistant to Dave Banks, KLRA sports announcer.

NELSON OLMSTED, special events announcer of WBAP, Fort Worth, is the father of a girl born recently. Mrs. Olmsted is a member of the WBAP dramatic staff, known professionally as Alma Rae.

KING HARMON, formerly of KDAL, Duluth, has joined the production department of KGVO, Missoula, Mont., and Bud Blanchette and Don Hopkins have been added to the KGVO announcing staff.

TRAFTON ROBERTSON, formerly of WTAR, Norfolk, Va., and KVOO, Tulsa, has joined the announcing staff of WBT, Charlotte.

BOB GREGORY, for the last five months on the announcing staff of WBT, Charlotte, has resigned.

PAUL SNIDER, formerly of KITE, Kansas City, has joined the announcing staff of WJJD, Chicago, Lee Lawson, formerly of WCPO, Cincinnati, has also joined the WJJD staff.

BILL STULLA, formerly of KOA, Denver, has joined the announcing staff of KFI-KECA, Los Angeles.

DON CLARK, KHJ, Los Angeles writer, is the father of a boy born recently.

DOREEN CHAPMAN, formerly doing feature and dramatic work with Iowa stations, has joined WDAY, Fargo, as home economist.

DON STEWART, formerly of WMEX, Boston, has joined WEEI, Boston, as assistant to Jay Wesley, sports announcer.

JOE MALONE, KNX, Hollywood, continuity writer, has announced his engagement to Maxine Gulley of Glendale, Cal. A fall wedding is planned.

FLO BALLOU, secretary to Joe Lopez, of WICC, Bridgeport, Conn., sailed May 10 on the *Queen Mary* on a European tour. She is to return June 8. John Reilly, graduate of Fordham U, has replaced Bill Dukeshire as assistant news editor at WICC's New Haven studios.

CRAIN ROGERS, traffic chief of KDYL, Salt Lake City, is recovering after an emergency appendectomy. John Woolf, formerly with several Northwest stations, has joined the KDYL announcing staff. George Snell, KDYL program director, has been notified that his historical novel, "And If Man Triumph", has been selected as required reading by the Utah State Educational Assn.

COLE McMARTIN, formerly an actor on New York network shows, has joined the announcing staff of KSO-KRNT, Des Moines. Edmund Linehan, KRNT-KSO program director, and Doris Zastrow have announced their coming marriage.

WILLIAM GUILD, formerly in charge of continuity at CKOC, Hamilton, Ont., has been named production manager. Phil Clayton, formerly of CKCR, Kitchener, has joined the CKOC announcing staff, and Dave Robbins, former newspaper man, has joined CKOC as news editor and publicity chief.

DICK CARLSON, at one time with WELI, New Haven, has returned to the announcing staff of that station.

ED ALLEN, announcer of WGN, Chicago, and MBS, and Dolores Dyer have announced their engagement and coming marriage June 5.

Garfinkel Contest

THE third annual radio announcers' contest, which is conducted under the auspices of the Sidney Garfinkel Adv. Agency, San Francisco, opened May 8 and continues through May 29. A Victory Trophy will be awarded to the commercial announcer deemed the finest in San Francisco. Diction, sincerity and effectiveness will be the points on which the contestants are judged. The contest is limited to local staff announcers whose participation in radio programs and spot announcements is confined to handling commercial announcements. Last year the trophy was awarded to Joe Walters, of KSFO, San Francisco.

WALTER W. WALRATH is announcing a daily summary of baseball scores sponsored on WICA, Ashtabula, O., by Forest City Brewing Co., Cleveland.

GEORGE MAYER has been signed by WTAR, Norfolk, to handle the play-by-play accounts of Norfolk Tars games in the Piedmont League, sponsored by General Mills and the local Sears, Roebuck store.

VICTOR CAMPBELL, of WGR and WKBW, Buffalo, has joined WGY, Schenectady, in charge of production, succeeding Radcliffe Hall, now on the NBC, New York, announcing staff. Al Zink, formerly of WBRK, Pittsfield, Mass., has joined the WGY announcing staff.

H. ROONEY PELLETIER, CBC program executive, has returned to Canada after six months in England on an exchange with the BBC, where he staged a number of productions, some of which were relayed by short wave to the CBC.

BOB ROGERS, announcer of WSAL, Salisbury, Md., is to marry Carmella Dennis on June 3.

RODNEY MAYS, CBS Hollywood continuity writer, is the father of a boy born May 2.

DON CARNEY, known as *Uncle Don*, conductor of a popular children's program on WOR, Newark, April 29 married Ellen Alberta Marsh of Pittsburgh. The radio favorite celebrates his ninth year under the sponsorship of the Greenwich Savings Bank, New York, on May 15, at which time his contract is renewed for another 52 weeks.

The First Radio Daily Newspaper in the World



This exhibit shows the method of producing the Post-Dispatch radio daily newspaper—first in the world. The Post-Dispatch Daily Radio Edition has been on the air daily since December 7, 1938. This exhibit is in the Missouri Building.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

GUILBERT GIBBONS, formerly radio director of Lord & Thomas, Chicago, has joined the production staff of the NBC Central Division, filling a vacancy created by the promotion of Wynn Wright to managership of the department and Lloyd G. Harris to the assistant managership.

GORDON WILLIS recently left the production staff of KSAN, San Francisco, to enter the insurance business.

HAROLD KIMMEL, formerly of KGKO, Fort Worth, and recently program director of KFDM, Beaumont, has rejoined KGKO as m.c. of Universal Mills' six-weekly noon feature, relieving Charlie Willhoite, who is now giving full time to his position as Universal Mills sales manager.

CLAY McDANIEL, formerly production manager of KYOS, Merced, Cal., has joined the Golden Empire Broadcasting Co. as production manager of KHSL, Chico, and KVCV, Redding.

HUGH WEDLOCK Jr. and Howard Snyder, Hollywood writers, after several weeks in New York, have returned to the West Coast. They are writing comedy for the CBS *Tuesday Night Party*, sponsored by Lever Bros.

PARLEY BAER, formerly on the dramatic staff of KSL, Salt Lake City, has been transferred to the production department, and Ralph W. Hardy from production to continuity and promotion.

BILL ROBBINS, announcer of WLW, Cincinnati, is compiling a list of phonetic pronunciations of the names of operas, composers and artists for the aid of announcers. He plans to put the list in book form.

TERRY MOSS, program director of KWTO-KGBX, Springfield, Mo., is the father of a girl, and Les Kennon, salesman, of a boy born recently.

BOB FERRES, CBS page boy, recently was promoted to the network's Artist Bureau in New York.

BUD VANHAFFTEN, formerly of KADA, Ada, Okla., has joined the announcing and news staff of KOB, Albuquerque, N. M.

ERNEST NEATH, of KPFA, Helena, Mont., recently conducted the choir of St. Paul's Methodist Church in his own composition, an anthem entitled "Hope".

NBC Press Shifts

EARL MULLIN, former Chicago newspaperman who last year joined NBC as a member of the president's office staff, has been transferred to the department of information, recently created by combining the former publicity and international departments into a single department under Vice-President Frank E. Mason. The position of press division manager, left vacant by the resignation of J. Vance Babb, will not be filled, its duties being divided between Wayne Randall, director of publicity, and Edward Curtin, news editor.

Majestic Name Revived

MAJESTIC Radio & Television Corp., new firm recently formed in Chicago, announced May 15 the election of Ross A. Lasley, noted management consultant, as president and director. At the same time it disclosed that arrangements have been completed with DuMont Laboratories, Passaic, N. J., to enter the television field under the latter's patents. The firm has been licensed under RCA and Hazeltine patents to produce a complete line of radio receivers, including video sets.



BRASS BAND met Roy C. Witmer, NBC vice-president in charge of sales, when he arrived in Chicago the other day, all because of a remark the retiring Mr. Witmer once made to S. N. Strotz, manager of NBC-Chicago, that his arrivals were too quiet. On hand for the noisy reception were (l to r) Roy Shields, music director of NBC-Chicago; Jules Herbuveaux, program director of NBC-Chicago; Bernardine Flynn, Sade of *Vic & Sade*; Lenox R. Lohr, NBC president; Mr. Witmer; Sidney N. Strotz, manager of NBC-Chicago, responsible for taking the hint.

Fulton Lewis jr.

(*Continued from page 45*)

improvised his own background music, with no notes to follow. When he entered George Washington University in 1924 to become the fourth generation of legal Lewises in Washington, he found the pennant march of the local baseball team more interesting. By the time the Worlds Series was over his law career also was over and he discarded family tradition to get a job as a cub reporter on the *Washington Herald*.

His first radio contact came in 1927-28 when he was stuck with the dreaded assignment of reading *Herald* news flashes nightly on WMAL. In 1928 he joined the Capitol bureau of Universal Service and was with that news agency until it was dissolved in 1937. Long before that he had been mulling over with his teammate Alice (Mrs. Lewis) the idea of ditching the newspaper business, radio's rapid rise during the '30s having caught his fancy.

His chance came in 1936, and as was the case with all his other opportunities—he created the opportunity himself. Arthur Reilly, *Washington Herald* Globe Trotter, heard nightly on WRC, was due for a vacation, so he offered to fill in free. The idea was agreeable to Reilly, and here was the break Fulton wanted—a chance to try out some radio ideas he had been hatching for months.

Main idea was the introduction of novel features into the middle of the news programs, such as the pickup from a State Department office of cabled code messages describing the dramatic evacuation of Americans from Madrid. The broadcasts were so well handled that Martin Codel, the publisher of BROADCASTING, while on a fishing trip with Manager William B. Dolph of WOL, Mutual's Washington outlet, remarked that here was a comer in radio and suggested he be tried out as a commentator on fishing.

A few weeks later found Fulton Lewis jr., expert fisherman, conducting a popular fishing program on WOL. The program lasted into December. That was that in the Lewis radio career until Oct. 28, 1937, a day of days in his biography. Just as he was cooling his heels in the bosses' office while waiting to resign from International News Service and leave the newspaper business, a phone call came from WOL. It was an invitation to do a local news program. He accepted gleefully, and soon was being fed to the entire Mutual Network.

Born April 30, 1903, in Washington, Fulton has lived all his life there except his college days. Consequently he has no politics, and has no prejudices to stifle. As a commentator he takes seriously his duty of acting as Washington representative for millions of Americans. He tells them in clipped phrases what is happening and what it means. He talks that way all the time—and he is quite a talker. In fact he'd just about as soon talk as fish, for he loves people and loves to exchange ideas with them. His radio style is his own, because he seldom listens to other commentators. In fact, he admits he has never heard Edwin C. Hill, and has heard Lowell Thomas only once.

A lover of home and family, he spends every possible hour with his wife, the former Alice Huston, and two children, Alice Elizabeth, 7, and Fulton III, 3. He is essentially a reporter—a "leg man"—and his newspaper career was studded with famous scoops such as the air mail irregularities in 1931 and the discovery of the operations of Comdr. John S. Farnsworth later convicted of being a spy. For years he wrote a Washington column, "The Washington Sideshow" syndicated by King Features to some 60 papers.

His hobbies besides angling include music, in which he spent 14 years of study, including piano voice and composition. His greatest thrill, he says, is to hear a band at a football game play his "Cavalier Song", after which the Virginia U athletic teams are named. He often composes sketches for National Press Club and other newspaper gatherings in Washington. Affiliations include the Sigma Nu fraternity, Cosmos Club, National Press Club, Chevy Chase Club and the exclusive honorary J. Russell Young School of Expression which includes President Roosevelt and 33 other notables.

Ford's billings

FORD BILLINGS, sales manager of WOWO-WGL, Fort Wayne, Ind., wins top honors for the appearance of his name more often than anyone else's in radio trade papers. He hadn't thought much about it until one day his little daughter (who also is inclined toward radio) happened to be reading his copy of BROADCASTING, and piped to her parents: "Mama, you know, Daddy's name is in this book an awful lot of times. But why do they always spell it with a small 'b'"?

CBC Picks Announcers To Cover Regal Journey

THE CBC has appointed 14 commentators under CBC Special Events Chief R. T. Bowman to handle the broadcasts of the Royal Visit May 15-June 15. They are divided into two working groups, who will go leap-frog style across the Dominion to prepare at each city for the broadcasts. While one group reports the arrival at Quebec, the second prepares at Montreal, and so across the Continent and back.

The commentators, recruited from all parts of Canada, are Gerry Wilmot, CBC Montreal studios; J. J. Fernand Leclerc, CBC bilingual announcer from Montreal; William J. O'Reilly, formerly with CKCH, Hull, Que., now with CBC Toronto studios; H. Rooney Pelletier, CBC program director at Montreal, bilingual commentator; John S. Peach, CBR, Vancouver; Edward Briggs, CBC Halifax studios; T. O. Wiklund, assistant CBC special events director, formerly with CKOC, Hamilton, Ont.; Reid Forsee, CBC Toronto studios; Pat Freeman, CFAC, Calgary; Herbert Walker, CBC senior announcer and studio supervisor at Toronto; Robert E. M. Anderson, formerly commercial manager CFQC, Saskatoon, senior announcer CBO, Ottawa; John Kannawin, CBC production chief at Winnipeg; R. T. Bowman, CBC special events director, formerly with BBC.

Royalty Radio Plans

THE major networks have issued additional schedules of broadcasts covering the visit of King George VI and Queen Elizabeth of England after they leave Canada and enter the United States June 7. Bob Trout will cover the Washington broadcasts for CBS; Fulton Lewis jr. and Tony Wakeman for MBS, and Carlton Smith for NBC. Events scheduled for broadcast to date are: June 8, arrival in Washington; June 9, trip to Mount Vernon aboard the *USS Potomac* and visit to Arlington Cemetery; June 10, official visit to New York City and the World's Fair. These are additional broadcast events to those in Canada starting May 15 and listed in the May 1 BROADCASTING.

in the CONTROL ROOM

ROBERT L. COE, chief engineer of KSD, St. Louis, was in New York early in May supervising the first broadcasts of the *St. Louis Post-Dispatch* daily facsimile newspaper at the New York World's Fair. Facsimile transmission and reception facilities have been established, and a regular daily radio edition of the *Post-Dispatch* is demonstrated for Fair patrons.

MORTON WIEBERS, formerly chief engineer of KYOS, Merced, Cal., has joined the Golden Empire Broadcasting Co. as chief engineer of KHSL, Chico, and KVCV, Redding.

LYMAN SWENDSON, engineer of WCCO, Minneapolis, was elected president of Associated Broadcast Technicians at the ABT convention in New York in April.

PAUL BERG, engineer of WJJD, Chicago, on May 13 married Alma Bunge.

BOB FETTERMAN, engineer of WIBG, Glenside, Pa., is to marry Betty White May 31.

NORBERT RICHARD, of the control room staff of WISN, Milwaukee, is the father of a girl born recently.

O. B. HANSON, NBC vice-president and chief engineer, on May 10 lectured on technical problems of television at Columbia University, New York.

ROY CAHOON, CBC special events engineer, has been placed in charge of the new 50 kw. CBK, Watrous, Sask., scheduled to go on the air about July 1.

ROBERT LINGLE, transmitter engineer of WGY, Schenectady, was assigned to operate the 50-watt shortwave transmitter aboard the Union Pacific transcontinental train bearing members of the cast of the Cecil B. DeMille movie, "Union Pacific", on a personal appearance tour.

CHARLES KOCHER, formerly of WJJD, Chicago, has joined the transmitter engineering staff of WMAQ, Chicago, as a vacation relief engineer. James F. Mehren, new to radio, has joined the engineering staff of WENR, Chicago, in a similar capacity.

WILLARD DOAN, formerly of KFPW, Fort Smith, Ark., has joined the transmitter engineering staff of KGKO, Fort Worth, Tex.

GLEN LESH, new to radio, has joined the engineering staff of KGFW, Kearney, Neb.

E. K. COHAN, CBS director of engineering, launches his new 30-foot yacht *Electron* June 1.

JOHN KRIZEK, engineer of WBBM, Chicago, married Dorothy Vasek May 6.

MATTHEW BRACIC, new to radio, has joined the engineering staff of WPIC, Sharon, Pa.

LEONARD T. ROBINSON, KRKD, Los Angeles engineer, on April 9 married Beth McIntyre.

CLAUDE GREY, engineer of WAPI, Birmingham, recently married Sarah Hastings, WAPI home economist.

DON KASSNER, chief of transmitter operations at WMT, Waterloo, Ia., is the father of a boy born recently.

T. G. ROUNTREE, engineer of WBAP, Fort Worth, recently married Miss Jessie Piatt, of Forney, Tex.

CLARENCE HENSON, formerly of KUOA, Siloam Springs, Ark., has joined the engineering staff of WHAS, Louisville.

W. P. GRETHER has been named control room supervisor of WTAR, Norfolk, Va., by J. L. Grether, technical director. Elmo Cronk has joined the engineering staff.

New England Ham Wins Paley Award for 1938

WILSON E. BURGESS, amateur radio operator of Westerly, R. I., has been selected to receive the William S. Paley Amateur Radio Award for 1938 for his heroic performance during last September's New England hurricane. Presentation of the trophy by Mr. Paley, president of CBS, will be made June 6 at a luncheon in the Hotel Pierre, New York, which will be broadcast on CBS.

When all power lines were wrecked, Burgess had rigged a temporary antenna and feeble battery-operated transmitter. For 46 hours he handled all rescue messages to and from Red Cross national headquarters. Burgess is the third recipient of the Paley Award to amateurs.

Gets Maxim Award

OWEN J. DOWD, 21-year-old amateur operator of W2JHB, Brooklyn, has won the 1938 Hiram Percy Maxim Award, according to an announcement of the American Radio Relay League. The award consists of a trophy and $100 cash. Dowd, whose W2JHB holds an ARRL appointment as official relay station, is well known for his volunteer work in helping the "QSL Bureau" at Helmetta, N. J., where thousands of verification cards intended for amateur operators in New York and New Jersey are received weekly from foreign countries in confirmation of two-way amateur communication. Previous award winners were Victor H. Clark, W6KFC, Phoenix, Ariz., in 1936, and Oscar L. Short, W9RSO, Webb City, Mo., in 1937.

IRE Convention Plans

UNDER the chairmanship of F. E. Terman, the San Francisco section of the Institute of Radio Engineers is making preparations for the national IRE convention to be held at the Mark Hopkins, San Francisco, June 27-30. Visits to the Golden Gate Exposition and combined sessions with the American Institute of Electrical Engineers, meeting there at the same time, are planned. Technical sessions will cover such recent ultra-high frequency developments as Leland Stanford's rhumbatron and klystron, velocity modulation and television.

ROBERT BONNEY, of the technical staff of KOB, Albuquerque, and senior at the University of New Mexico, has been awarded a fellowship for graduate study next year in the electrical engineering department of Rensselaer Polytechnic Institute. The award, amounting to $850, covers full tuition and $400 in cash.

THELMA WEITZEL has been named program engineer to handle the new RCA speech input equipment recently installed in the Newport News studios of WTAR, Norfolk.

FRED FISCHER, chief engineer of WOWO, Fort Wayne, Ind., has returned to work after a convalescence from an appendectomy.

BENNETT BLACK, KNX, Hollywood, transmitter engineer, is the father of twin girls born April 20.

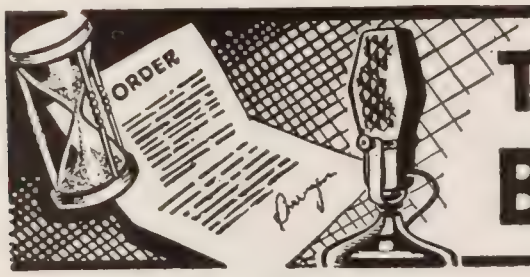
NORMAN WEBSTER, chief engineer of KFBK, Sacramento, Cal., is the father of a baby girl, born in late April.



You folks certainly have got a swell climate, that's why I always spend my vacations out here . . . and I owe it all to DON LEE. Why? Because 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a DON LEE station, which means my advertising message is released *locally* on the entire Pacific Coast and becomes a friendly suggestion from a neighbor. That type of advertising brings immediate action. Furthermore, with their 30 primary stations in the 30 primary markets on the Pacific Coast, DON LEE reaches lots of communities which are practically isolated from any other radio broadcasting due to the uncertainty of long range reception. In the summer for instance, we found long range reception becomes virtually impossible as in the case of Eureka, a $17,000,000 market. Surveys taken there showed 100% exclusive audience for DON LEE during the summer. DON LEE is the only network that can guarantee complete Pacific Coast coverage . . . All this means more sales, and more money, so that I can spend nice long vacations out here lying on my back in the sun enjoying your wonderful climate and your marvelous scenery . . . Yessir, I owe it all to DON LEE.

1076 W. 7th St., Los Angeles, Calif.
Thomas S. Lee, Pres.; Lewis Allen Weiss, Vice-Pres. & Gen. Mgr. Affiliated with Mutual . . . Represented by Blair

DON LEE
BROADCASTING SYSTEM



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Chicago National League Ball Club, Chicago, weekly *sp* thru Neisser-Meyerhoff, Chicago.
Refrigeration & Air Conditioning Training Corp., Youngstown, weekly *sp*, thru National Classified Adv. Agency, Youngstown.
New York Post, New York (newspaper), weekly *sp* thru Amos Parrish & Co., N. Y.
Refrigeration & Air Conditioning Institute, Chicago, weekly *t*, thru James R. Lunke & Associates, Chicago.
Mennen Co., Newark (shaving cream), 3 *sp* weekly thru H. M. Kiesewetter Adv. Agency, N. Y.
Television Training Corp., New York, weekly *sp* thru Huber Hoge & Sons, N. Y.
Greenwich Savings Bank, New York, 6 *sp* weekly thru Metropolitan Adv. Co., N. Y.

KSFO, San Francisco

Manhattan Soap Co., New York (Sweetheart Soap) 3 *sp* weekly, thru Franklin Bruck Adv. Co., N. Y.
Dr. Ross Dog & Cat Food, Los Angeles, 3 *sa* weekly, thru Howard Ray, Los Angeles.
American Tobacco Co., New York (Roi Tan) 7 *sa* weekly, thru Lord & Thomas, N. Y.
Chrysler Motor Corp., Detroit (Chrysler cars), 7 *sa* weekly, thru J. Sterling Getchell, Detroit.
Edwards Coffee Co., San Francisco (coffee), 14 *sa* weekly, thru McCann-Erickson, San Francisco.

WMCA, New York

Hennafoam Corp., New York (chemists), 5 *sp* weekly, 52 weeks thru Dillon & Demarest, N. Y.
Executives League of America, New York (tax reduction), 10 *sa* weekly 13 weeks thru Warwick & Legler, N. Y.
Policy Holders Aid and Adjustment Bureau, New York, 16 *sp* weekly, 52 weeks direct.
Air Conditioning Training Corp., Youngstown, 24 *sp* weekly, thru Weill & Wilkins, N. Y.
Vita Food Products, New York, daily *sa*, 52 weeks thru Moser & Cotins, N. Y.

KHJ, Los Angeles

McClintock-Stern Co., Los Angeles (bird seed), 30 *ta*, thru Emil Brisacher & Staff, Los Angeles.
Turco Products, Los Angeles (cleaning fluid), 13 *sp*, thru Darwin H. Clark Adv., Los Angeles.
Olds Motor Works, Lansing, Mich., (motor cars), 3 *sa* weekly, thru D. P. Brother & Co., Detroit.

WTMJ, Milwaukee

National Dairy Products, New York (Sealtest), 5 *t* weekly, thru McKee & Albright, N. Y.
Washington State Apples, Seattle, 20 *sa*, thru J. Walter Thompson Co., San Francisco.

KJBS, San Francisco

Cambria Pines, Los Angeles (real estate), 5 *sp* weekly, direct.
Benjamin Franklin Life Assurance Co., San Francisco (life insurance) 2 weekly *t*, thru Les Mallory Adv., San Francisco.

WBT, Charlotte, N. C.

Skinner Mfg. Co., Omaha (Raisin-Bran), 3 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
American Snuff Co., Kansas City, 3 *sp* weekly, 52 weeks, thru Simon & Gwynn, Memphis.
Lily Mills Co., Shelby, N. C., 3 *sa* weekly, thru Bennett Adv., High Point, N. C.
Perfection Stove Co., Cleveland, 7 *sa* weekly, thru McCann-Erickson, Cleveland.
Bona Allen Inc., Buford, Ga. (shoes), 3 *sa* weekly, 52 weeks, thru Groves-Keen, Atlanta.

WLS, Chicago

Hemphill Diesel Schools, Chicago, 5 *sp* weekly, thru Critchfield & Co., Chicago.
Hamlins Wizard Oil Co., Chicago, 5 *sa* weekly, direct.
Skrudland Photo Service, Chicago, daily *sa*, thru Newby, Peron & Flitcraft, Chicago.
Cleveland Cleaner & Paste Co., Cleveland, O., daily *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

KFDM, Beaumont, Tex.

White Labs., New York (Feenamint), 52 *sa*, thru Wm. Esty & Co., N. Y.
International Harvester Co., Chicago, 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Humble Oil & Refining Co., Houston, 126 *sa*, thru Franke-Wilkinson-Schiwetz, Houston.
Bewley Mills, Fort Worth, 100 *sp*, thru Cy Leland Inc., Fort Worth.

WOAI, San Antonio

CSO Labs, Dallas, 3 *sa* weekly, thru Ratcliffe Adv., Dallas.
Webster-Eisenlohr, New York (Tom Moore cigars), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
Stanco Inc., New York (Flit), 13 *sa*, thru McCann-Erickson, N. Y.
American Tobacco Co., New York (Roi-Tan), 10 *ta* weekly, thru Lord & Thomas, N. Y.

KTSA, San Antonio

Seidlitz Paint & Varnish Co., Kansas City, weekly *sa*, 52 weeks, thru Barrons Adv. Co., Kansas City.
Park & Tilford, New York (Tintex dyes), 3 *sa* weekly, thru Chas. M. Storm Co., N. Y.
Bewley Mills, Fort Worth, 101 *sp*, thru Cy Leland Inc., Fort Worth.

KYA, San Francisco

Master Lock Co., Milwaukee, *sa* series, thru Scott-Telander Adv. Agency, Milwaukee.

WTAM, Cleveland

Duquesne Brewing Co., Pittsburgh, 6 *sp* weekly, thru Walker & Downing, Pittsburgh.

KPO, San Francisco

Lyons Van & Storage Co., Los Angeles (moving and storage) 4 *ta* weekly, thru Chas. H. Mayne Co., Los Angeles.
Zonite Products Corp., New York (Forhan's toothpaste), 2 *sa* weekly, thru Cowen & Dengler, N. Y.
Rough Rider Mfg. Co., Napa, Cal. (slacks and cords), weekly *sp*, thru Emil Brisacher & Staff, San Francisco.
Procter & Gamble, Cincinnati (Dreft), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Procter & Gamble, Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
North American Accident Insurance Co., Newark, 2 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.

WGAR, Cleveland

Visco Chemical Products Co., Cincinnati (furniture polish), 3 *sa* weekly, thru Key Adv. Co., Cincinnati.
Land O'Lakes Creameries, Minneapolis (butter), 4 *sa* weekly, thru Campbell-Mithun, Minneapolis.
Radio Electronic Television School, Detroit, weekly *sp*, thru Rickerd, Mulberger & Hicks, Detroit.
Practical Diesel Training Co., Detroit, weekly *sp*, thru Rickerd, Mulberger & Hicks, Detroit.

WHO, Des Moines

General Foods Corp., New York (Huskies), 5 *t* weekly, thru Benton & Bowles, N. Y.
Park & Tilford, New York (Tintex), 3 *sa* weekly, thru Charles M. Storm Co., N. Y.
C-E-Z-R Co., Omaha (proprietary), 2 *sa* weekly, direct.
Maryland Baking Co., Baltimore (cones), 3 *t* weekly, thru Austin & Spector, N. Y.

KFRU, Columbia, Mo.

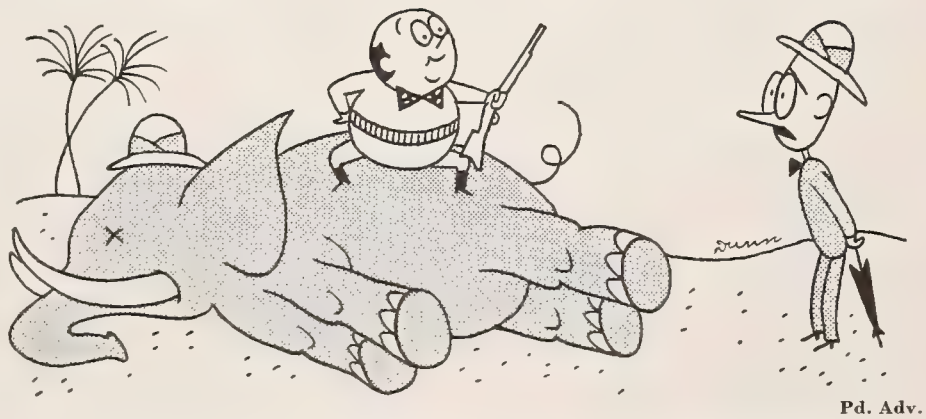
International Harvester Co., Chicago, 6 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.
Skrudland Photo Service, Chicago, 7 *t* weekly, thru Newby, Peron & Flitcraft, Chicago.
Dr. Pepper Bottling Co., Columbia, weekly *t*, thru Tracy-Locke-Dawson, Dallas.

KSL, Salt Lake City

Dodge Motor Co., Detroit, *sa* and *t* series, thru Ruthrauff & Ryan, N. Y.
Chrysler Corp., Detroit, *sa* series, thru J. Stirling Getchell, N. Y.
California Fruit Growers Exchange, Los Angeles, *sa* campaign, thru Lord & Thomas, Los Angeles.

KGO, San Francisco

Zonite Products Corp., New York (Forhan's Tooth Paste) 2 *sa* weekly, thru Cowan & Dengler Inc., New York.



Pd. Adv.

"Big game is old stuff with me—I'm on WRC in Washington".

CFCF, Montreal

Kik Co. of Canada, Montreal (soft drink), daily *sa*, thru General Broadcasting Co., Montreal.
Tavannes Watch Co., Montreal, daily *sa*, direct.
British American Oil Co., Montreal, *sp* daily, thru J. Walter Thompson Co., Montreal.
Onyx Oil & Chemical Co., Montreal, 13 *t*, direct.
Mount Royal Dairies, Montreal, 13 *sp*, thru J. E. Huot Adv. Co., Montreal.
C. E. Fulford Co., Toronto (medicinal), 260 *sa*, thru Metropolitan Broadcasting Service, Toronto.
Ostrex Co., New York, daily *sa*, thru Steuerman Adv., N. Y.
Wm. Wrigley Co. of Canada Ltd., Toronto, *sp* weekly, thru Tandy Advertising Co., Toronto.

WHN, New York

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), daily *sa*, 8 weeks, thru Wm. Esty & Co., N. Y.
Silver Pine Mfg. Co., New York (hair tonic), *sa* series, 13 weeks thru Dundes & Frank, N. Y.
Long Island Storage Warehouse Co., Brooklyn, 5 *sp* weekly, 13 weeks thru Hudson Adv. Co., N. Y.
Television Training Corp., New York, weekly *sp*, 52 weeks thru Huber Hoge & Son, N. Y.
Dodge Brothers, division Chrysler Corp., Detroit, daily *sa*, 2 weeks thru Ruthrauff & Ryan, N. Y.

KNX, Hollywood

Chicago Engineering Works, Chicago (school), weekly *sp*, thru James R. Lunke & Associates, Chicago.
Mutual Citrus Products Co., Anaheim, Cal. (pectin), 3 *sa* weekly, thru Charles H. Mayne Co., Los Angeles.
Park & Tilford Co., New York (Tintex dyes), 13 *sa*, thru Chas. M. Storm Co., N. Y.
Procter & Gamble Co., Cincinnati (Dreft), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Nu-Enamel Pacific Corp., Los Angeles (paints), 6 *sp* weekly, thru Advertising Arts Agency, Los Angeles.

KWOS, Jefferson City, Mo.

Hyde Park Breweries, St. Louis (beer), 22 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
B. F. Goodrich Co., Akron (tires), 7 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Griesedieck Bros. Brewing Co., St. Louis, 6 *sp* weekly, thru Anfenger Co., St. Louis.
Beatrice Creamery Co., Des Moines (ice cream), 1 *sp* weekly, thru Lord & Thomas, Chicago.

WDAY, Fargo, N. D.

Hall Hardware Co., Minneapolis, *sa* series, thru Campbell-Mithun, Minneapolis.
Tegge-Jackman Cigar Co., Detroit (Banner cigars), *sa* series, thru MacManus, John & Adams, Detroit
Industrial Training Corp., Chicago, *t* series, thru James R. Lunke Associates, Chicago.
Nash Coffee Co., Minneapolis, *sa* series, thru Erwin Wasey & Co., Minneapolis.

KSO-KRNT, Des Moines

Continental Baking Co., New York 52 *sa*, thru Benton & Bowles, N. Y.
Iowa Chiropractors Assn., Des Moines, weekly *sp*, direct.
Des Moines Packing Co., 6 *sp* weekly thru R. J. Potts & Co., Kansas City.

WNAX, Yankton, S. D.

Griffin Mfg. Co., Brooklyn (shoe polish), 6 *t* weekly, thru Bermingham Castleman & Pierce, N. Y.
Allis-Chalmers Mfg. Co., Milwaukee (tractors), 6 *sp* weekly, thru Ber S. Gittins, Milwaukee.

Radio Advertisers

MENNEN Co., New York, on May 8 started sponsorship of Mark Hawley's 8-8:15 a. m. Transradio news reports, Mondays, Wednesdays and Fridays, on WOR, Newark. Bathasweet Corp. has sponsored the program on these days for the last three years. H. M. Kiesewetter Adv. Agency, N. Y., handles both accounts.

BOWLES LUNCH Ltd., Toronto (chain) is sponsoring all games of the Toronto Maple Leaf Baseball Club, International League team, on CKCL, Toronto, with Al Leary, CKCL manager, as sportcaster.

NATIONAL DRUG & CHEMICAL Co. of Canada, Toronto, has taken the third quarter-hour of CKCL, Toronto, daily morning radio newspaper, through A. McKim Ltd., Toronto.

MRS. BAIRD'S BREAD Co., Dallas, on May 1 started 26-week sponsorship of five quarter-hour *Listener's Club* transcriptions weekly on WFAA, Dallas, thru Tracy-Locke-Dawson, Dallas.

COCA-COLA BOTTLERS of North Texas recently renewed for one year *Singin' Sam* transcriptions on WFAA, Dallas, five quarter-hours weekly, through Crook Adv. Agency, Dallas.

THE "Awful Fresh" MacFarlane Candy Stores, operating seven stores in the San Francisco bay area recently launched a 13-week test campaign on six stations in San Francisco and Berkeley. Botsford, Constantine & Gardner has the account.

STUDEBAKER Sales Co. of Chicago has started six-weekly quarter-hour newscasts featuring Jimmie Dudley on WCFL, Chicago, 6-6:15 p. m. Schwimmer & Scott, Chicago, is agency.

AIR CONDITIONING & Training Corp., Youngstown, O., has added CKLW, Windsor-Detroit, to the 12 stations [BROADCASTING, May 1], carrying its news programs. The CKLW series featuring Val Claire will be heard daily 5:45-6 p. m. Weil & Wilkins, New York, handles the account.

DULUETT, PEABODY Co., New York, currently sponsoring shopping talks six times weekly on WCAU, Philadelphia, WGN, Chicago, and KNX, Los Angeles, on May 1 started a similar program for Sanforized-shrunk shirts on WXYZ, Detroit, 8-9:15 a. m. Agency is Young & Rubicam, New York.

TANBACK Co., Salisbury, N. C., is sponsoring a half-hour music-quiz program six times weekly on WMPS, Memphis; the half-hour musical *Jam or Supper* six-weekly on WCPO, Cincinnati, and 12 spot announcements weekly on WNOX, Knoxville. J. Carson Brantley Adv. Agency, Salisbury, handles the account.

J. C. AGATE, former assistant advertising manager of Jacob Ruppert Brewery, New York, on May 1 was named advertising manager of Piel Bros. Brewery, Brooklyn.



BROWN & WILLIAMSON Tobacco Corp. recently moved three network shows from Cincinnati to Chicago and on hand for the event were (l to r) Tom Wallace, vice-president of Russell M. Seeds Co., advertising agency handling the account; Freeman Keyes, president of the Seeds agency, and Sidney Strotz, manager of NBC-Chicago. The half-hour shows include *Uncle Walter's Dog House*, Tuesday evenings on NBC-Red network; *Plantation Party*, Friday evenings on NBC-Blue, and *Avalon Time*, Saturday evenings on NBC-Red.

FORD DEALERS ASSN. of Omaha, Neb., has started a varying schedule of announcements, newscasts and 15-minute programs for 13 weeks on WOW, Omaha; KFOR, Lincoln; KMMJ, Grand Island; KGNF, N. Platte; KMA, Shenandoah; KOBH, Rapid City. N. W. Ayer & Son, Chicago, handles the account.

LYON VAN & STORAGE Co., Los Angeles (Pacific Coast chain), a consistent user of radio time, thru Charles H. Mayne Co., that city, on May 1 started a new schedule of live and transcribed announcements using an average of six weekly on KNX KFI KFOX KIEV KFSD KTMS KPO KMJ.

INSKEEP PRODUCTS Co., Huntington Park, Cal. (ice cream mix), sponsoring participation six times weekly in *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood, on May 15 started using in addition daily spot announcements on KGB, San Diego, extending its Southern California campaign. Agency is Culbreth Sudler Co., Los Angeles.

J. A. FOLGER & Co., San Francisco (coffee) sponsoring the five-minute *Today's Best Buys* on 19 stations nationally from three to five times weekly, will discontinue the series for the summer, after broadcast of May 26. Firm will continue its Saturday quarter-hour *Tonight's Best Buy* on KNX, Hollywood, and resume the five-minute periods on that same list of stations in fall. Agency is Raymond R. Morgan Co., Hollywood.

BENRUS WATCH Co., New York, on May 1 added WISN, Milwaukee, to the group of stations broadcasting daily time signals, and on June 1 will add WRVA, Richmond. Brown & Tarcher, New York, handles the account.

PLANT GROWERS GUILD of New York City sponsored a spring campaign during the week May 8-13 of one to three participating announcements on WMCA, WOR and WHN, New York. Moore & Hamm, New York, handles the account.

CHR. HANSEN Canadian Laboratories, Toronto (Junket), on May 15 started its annual summer snapshot contest, using various spots, averaging three weekly, on 22 Canadian stations. A. McKim, Ltd., Toronto, placed the account.

EMPIRE WALL PAPERS Ltd., Toronto, has started a campaign of 13 local shows on CFCF, Montreal; CFRB, Toronto; CKCL, Toronto; CKCR, Kitchener, Ont.; CKY, Winnipeg; CKCK, Regina, Sask. A. McKim Ltd., Toronto, handles the account.

NATIONAL DRUG & CHEMICAL Co. Ltd. Montreal (medicinals), has started a campaign on a Canada-wide list of stations. A. McKim Ltd., Montreal, placed the account.

COLGATE-PALMOLIVE-PEET Co. Ltd., Toronto, has started a twice-daily, three times weekly spot announcement campaign for Palmolive soap on 12 Canadian stations. Lord & Thomas of Canada Ltd., Toronto, placed the account.

W. E. BOOTH Co. Ltd. Toronto, distributors of Selochrome film, on May 5 started a twice-weekly spot announcement campaign on stations in Canada's four principal cities. Lord & Thomas of Canada Ltd., Toronto, handled the account.

LAMBERT PHARMACAL Co., St. Louis & Toronto (Listerine), thru Lambert & Feasley, New York, is sponsoring the half-hour transcribed *Charlie Chan* series on a group of Canadian stations in a campaign which started in April. Series, produced by Irving Fogel & Associates, Hollywood, is tied-in with the newspaper cartoon of the same title.

HUDSON RIVER DAYLINE, New York, on May 15 starts its annual 13-week campaign to promote its service, using three spot announcements daily on WHN and WNEW, New York. Platt-Forbes, New York, handles the account.

HORLICK'S Malted Milk Corp., Racine, Wis., on June 5 starts sponsorship of *The Lone Ranger* on WGN, Chicago, thrice-weekly for 52 weeks. Roche, Williams & Cunnyngham, Chicago, handles the account.

America's 4th Market

KEHE

780 Kc

is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST MAXIMUM EXTRA RESULTS



WHOM

JOSEPH LANG, *Manager*

New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!

Full-time foreign language programs in New York area.

Italian *German*
Polish *Yiddish*

5,000,000 POTENTIAL AUDIENCE

"PAUSE for Station Announcement"

Here's a story about . . . .

A Most Popular Station In a Most Prosperous Region

"Ladies and gentlemen of the Broadcasting audience, we pause briefly in this semi-monthly survey of the radio world to give you a brief description of WBIG's audience in 200,000 radio homes in thirty-six counties of North Carolina and Virginia.

Station WBIG centers one of the richest and most prosperous areas in the New South. Here, 73% of the industries, 93% of the industrial capital of the state contribute to the income and buying power of the outstanding market. When you think of Chesterfield, Camel, Lucky Strike, Vicks — to name just a few—think of Greensboro and WBIG.

Plot these indices on your 1939 sales plans:
272,300 families
15,597 new car sales
$227,867,000 Retail Sales
$407,816,000 effective buying income

WBIG serves over 200,000 radio homes, with a program policy keenly attuned to community service. 175 national and local advertisers have proved the effectiveness of WBIG merchandising service, first aid to profitable selling, the follow-through which keeps dealers sold, merchandise moving. Write for details—market, service, current trends in business and buying.

Let us tell you some "success stories."

Write for COLD FACTS about

WBIG

We return you now to the editorial pages of Broadcasting for the latest news of radio for radio people.

Edney Ridge, speaking . . .

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA

EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. *Natl. Reps.*

Farmers From

Five States Are

Fans of KMBC's Early Morning

Farm Program, broadcast

Five-thirty to six-

Forty-five each week-day morning;

Far and away, Kansas City's

Finest daytime radio show!

★

Free & Peters can show you

Facts in a new mail map

Full of Fresh Figures—

Fairly bursting with

Fertile Sales Possibilities

For Alert Advertisers!

★

F'r gosh sakes,

Fone them today!

★

KMBC

OF KANSAS CITY

THE PROGRAM BUILDING AND TESTING STATION

SEAL-TITE PRODUCTS Co., Los Angeles (paint cleanser), which recently appointed Culbreth Sudler Co., that city, to direct its advertising, on May 8 started a 13-week southern California campaign, using participation six times weekly in the combined Sunrise Salute and Housewives Protective League programs on KNX, Hollywood. Other Pacific Coast radio is also being planned.

LOOK Inc., Des Moines, Ia. (magazine), on May 9 started *Your Morning News* on WGN, Chicago, Tuesday, Thursday, Saturday, 8-8:15 a. m. Fairall & Co., Des Moines, handles the account.

BOSCO Co., New York (milk amplifiers), on May 15 was to start *Your Morning News* on WGN, Chicago, Monday, Wednesday, Friday, 8-8:15 a. m. Kenyon & Eckhardt Inc., N. Y., handles the account.

GALVESTON-HOUSTON Breweries, which last year sponsored baseball score announcements on KFRO, Longview, Texas, has resumed the broadcasts for the 1939 season.

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., is sponsoring *Gospel Singers*, 12:30-12:45 p. m., Mon. through Sat., on KYW, Philadelphia. Agency is Newell-Emmett Co., N. Y.

BORDEN Co., New York (milk products), on May 8 started *Painted Dreams*, five-weekly morning quarter-hour dramatic serial on WGN, Chicago, for 52 weeks. The serial program is in its eighth year on WGN, but this is the first time for Borden. Young & Rubicam, New York, handles the account.

BROWN & WILLIAMSON Co., Louisville (Bugler smoking tobacco), has started twice-weekly quarter-hour transcriptions titled *Tylight Parade* on WWL, New Orleans, and WGY, Schenectady. Russell M. Seeds, Chicago, handles the account.

FINCH

FACSIMILE SYSTEM

PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

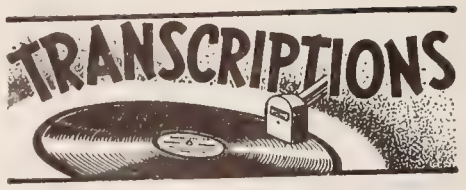
FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective syncronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Circle 6-8080.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
1819 Broadway, New York City



HAVING foreclosed on a chattel mortgage, retrieving all shows of the defunct Atlas Radio Corp., Lou R. Winston has re-entered the transcribed radio production business under firm name of his former organization, Radio Producers of Hollywood, with offices and studios at 930 No. Western Ave., Hollywood. Shows retrieved were produced by Winston and sold to Atlas. Firm has started production of 21 new serials.

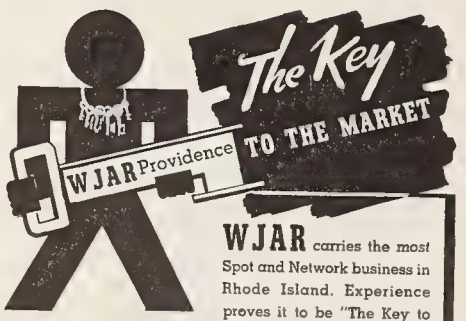
IRVING FOGEL, head of Irving Fogel & Associates Inc., Hollywood production unit, was to go to Washington, D. C., in mid-May for conferences with government officials on the transcription series, *The United States Government Reports.*

STANDARD RADIO Inc. announces the following new subscribers to its library service: WOAI, San Antonio; KSAL, Salina, Kan.; WCOA, Pensacola, Fla.; WJEJ, Hagerstown, Md.; WTHT, Hartford, Conn.; Teleprograms Inc., Washington, D. C.

RADIO CENTRE Ltd., has succeeded Grow & Pitcher Broadcasting Agencies, with offices in Calgary and Toronto, according to D. S. Grow. The new organization has purchased the Canadian transcription library of the old company and has acquired the facilities of True Tone Recording Co., of Toronto. Added to the staff at Toronto are George Wright, formerly manager of CRCV, Vancouver, who becomes a director of Radio Centre; Austin Keaho, formerly with the Bell Telephone Co.; Jim Potts, formerly in newspaper advertising; and Jack Ball of Associated Broadcasting Co., Toronto.

RADIO ATTRACTIONS Inc., New York, in its first quarterly business report, indicated more than 75 stations will be carrying its *Shadow of Fu Manchu* transcribed series by early fall. Among the national, regional and local advertisers sponsoring the series are the *Des Moines Register & Tribune*, Axton Fisher Tobacco Co. for Twenty Grand cigarettes, Larus Bros. Tobacco Co. for Domino cigarettes, and Crown Drug Co., Kansas City drug chain. It is expected a West Coast sales office, in addition to the present New York and Chicago offices, will be added by September. Columbia Pictures also has announced it will start production of a screen serial based on the Sax Rohmer character, and *Collier's Magazine* currently is carrying a *Fu Manchu* fiction serial.

STANDARD RADIO on May 1 moved its Chicago studios and offices to 360 N. Michigan Ave. Milton M. Blink is the Chicago executive.



WJAR carries the most Spot and Network business in Rhode Island. Experience proves it to be "The Key to the Market". Just as WJAR is, so are our other Stations "Keys" to

RESULTS THAT COUNT

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

Millerfilm Obtains Grombach Plants

THE ENTIRE plant and equipment of Jean V. Grombach Inc. and the recording facilities of its associated Advertisers Recording Service Inc. have been purchased by Miller Broadcasting System Inc., formed last year to exploit film recording, according to an announcement May 9 by David D. Chrisman, commercial manager of the Miller firm.

Miller Broadcasting System has already occupied the studios and offices of the Grombach firms in Steinway Hall, 113 W. 57th St., New York, and has absorbed some of the personnel and executive staff of the former companies. It was announced that Advertisers Recording Service will continue to function as a separate unit for recording programs on wax or acetate.

James A. Miller, the developer of the Millerfilm system of transcribing, has been elected president of Advertisers Recording Service; George R. Smith, treasurer, and D. L. Provost, commercial manager. Mr. Miller continues as president of Miller Broadcasting System, the other officers being C. M. Finney, vice-president and treasurer; E. B. McCutcheon, Secretary; David D. Christman, commercial manager; A. H. Diebold, Lincoln Epworth, E. F. Hummert, Hunter S. Marston, George R. Smith, Jacques Vinmont and Messrs. Miller and Finney, directors.

Bill to Ban Recordings On Radio Draws Protest

A BRIEF assailing the bill proposed by Senator Perry to prevent unauthorized recording of radio broadcasts, which recently passed in the New York Senate, was filed May 8 with the rules committee of the State Assembly by Henry Portnow, counsel for Audio-Scriptions, New York, recording firm offering a transcribed library service. Audio-Scriptions recently sent out a letter of protest to all members of the Legislature, claiming that the bill is "an attempt to restrict the freedom of the air."

The brief sets forth that stations which actually do the "unauthorized re-broadcasting" are to blame rather than the persons who make the recordings; that the making of recordings is a legitimate business of valued service to the public; that the proposed bill will create a monopoly at the expense of the public; and that "the bill in its present form is so loosely drawn, so broad, general and vague and so sweeping in scope that it is unworkable, impracticable and defeats its very purpose."

Antrol Eyes East

ANTROL LABORATORIES, Inc., Los Angeles (insecticides) seasonal users of radio, in a brief campaign which started May 2 is using six weekly minutes dramatized transcribed announcements on KPO San Francisco and KGB, San Diego, and three a week on KFI, Los Angeles. Firm is planning an extensive campaign in selected eastern centers, during June, July and August, using participation programs. List of stations is now being made up. Agency is J. Walter Thompson Co., Hollywood.

Local Bodies Are Urged To Aid Fair Trade Work Of Federal Government

STATING that control of advertising, as it pertains to products for home use, constitutes a serious public health problem, Dr. K. E. Miller, medical adviser of the Federal Trade Commission, called upon State and local health officers to cooperate in helping curb false and misleading advertising of proprietary and other products in speeches delivered recently at health conferences in Washington and Memphis.

Speaking at the Conference of State and Territorial Health Officers in Washington April 24 and the 24th Annual Conference of the Association of Food, Feed, Drug & Health Officials of the South Central States at Memphis April 28, Dr. Miller told his audiences the local officers could be of great service to the FTC in speeding up the exercise of its increased powers under the Wheeler-Lea amendments through their local efforts.

Most advertising media—especially radio and magazines—go beyond the bounds of any one State health officer's jurisdiction, he commented, but these officers may play an increasingly important part in the regulation of advertising with the development of State legislation paralleling the controls granted in the amended Federal Trade Act. Summing up his recommendations, Dr. Miller suggested that State legislatures enact accessory laws to control the intrastate traffic outside Federal jurisdiction; establish and maintain food and drug laboratories for analyses of sample products; develop fuller cooperation of local officers in recommending and securing local assistance and expert testimony in hearings called by the FTC, and carry out publicity measures to educate the consuming public.

WMCA Named in Suit

SUIT charging libel and asking for $550,000 damages was filed in Supreme Court on May 3 by the Metropolitan Life Insurance Co., New York, against the Knickerbocker Broadcasting Co., which operates WMCA, New York. The suit charges that defamatory statements about the insurance company were made by Donald Besdine broadcasting commercially for the Policy Holders' Aid and Adjustment Bureau, New York, on 22 separate programs on WMCA.

THE PARTY LINE
Batteries Go Dead, So Farm Folk Use Phones

KGNF, North Platte, Neb., has a large farm audience, a good share of which does its listening on battery-operated sets. When an epidemic of run-down batteries swept through the KGNF community recently, farm wives were frantic at the prospect of no serials, no music, and worst of all, no "swaps" —the "swap" program being one of the station's most popular features.

With about ten radio homes reporting dead batteries, one woman finally popped the idea of using the country telephone lines to get the programs. A home was found on the line with a radio in good working order. The volume was turned up, the telephone receiver taken from the hook, and the program "rebroadcast" for the edification of neighbors who wanted to sit at their phones.

WKZO Rehearing Asked

A MOTION for rehearing in the litigation involving the quest of WKZO, Kalamazoo, for fulltime operation on 590 kc., was filed with the U. S. Court of Appeals for the District of Columbia May 2 by WOW, Omaha, in an action which may prolong the litigation which already has run five years [BROADCASTING, May 1].The Omaha station, through its counsel, Paul M. Segal, George S. Smith and Harry P. Warner, contended that the court in its opinion sustaining the Commission's decision granting WKZO full time did not give effect to the undisputed facts and held that the FCC grant was made without any adequate or legal hearing and that the hearing which had been accorded WOW was "unfair and deceptive."

SUIT filed by Beth Brown, authoress, against NBC, Bristol-Myers Co., Crosley Radio Corp., and Pedlar & Ryan for an injunction to restrain the broadcasting of the program *For Men Only*, advertising Vitalis, has been set for trial on June 6 by New York Supreme Court Justice Bernard L. Shientag. Plaintiff claims she wrote a novel of the same title as the program in 1930.

SINCE the general advent of Daylight Saving Time on April 30 [BROADCASTING, April 15, May 1], Binghamton, N. Y., and Syracuse, N. Y., have started using this time after it was approved by public vote.

NAT'L ADVERTISERS MOVE IN!
50% MORE USE WNEW IN 1938

WNEW
NEW YORK

Better than 50% more national advertisers used WNEW in 1938 than in 1937.

THERE IS A REASON: By all independent surveys* WNEW ranks first in number of listeners of any New York non-network station.

*on request

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

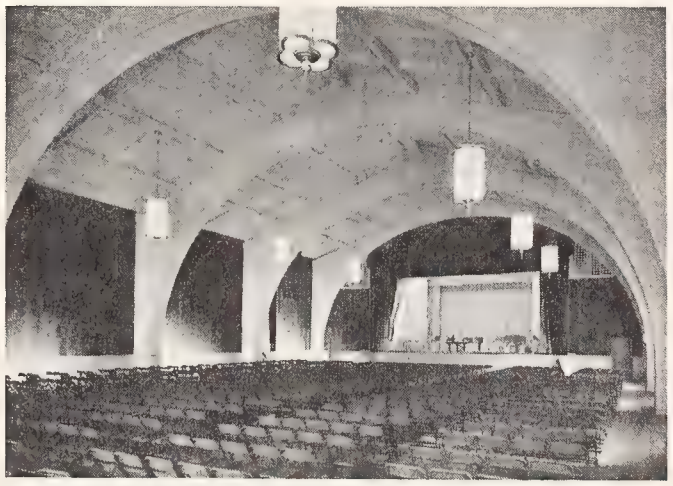
KSFO CBS



WHAT? ANOTHER MAIL PICTURE? And howl A little contest to name what is now "The Yawn Patrol," early a.m. participator, surprised even our promotion department... and gave Free & Peters more amazing facts on KSFO coverage.



THERE IS SICH A ANIMAL! Lum 'n' Abner, despite their ownership of an "on-the-air" kangaroo, never got close to one in real life till they visited Treasure Island. P.S.—if you'd like to meet real-life profits, try San Francisco, Treasure Island... and KSFO.



MORE THAN FAIR FACILITIES... for broadcasts from the San Francisco World's Fair. Available to KSFO-CBS sponsors, this studio seats 1,000; others accommodate from 100 to 3,500. Fair facilities? Heck, they're wonderful!

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO
KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night
PHILIP G. LASKY, General Manager
National Representative: FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

Pacific Ad Session

PACIFIC Advertising Clubs Assn. will hold its 36th annual meeting in Oakland, Cal., June 25-29, with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, as chairman of the radio departmental. More than 1,000 guests and delegates are expected at the convention, including many radio representatives. Entertainment plans include visits to the Golden Gate Exposition.

DANIEL S. TUTHILL, assistant managing director of NBC Artists' Service, has been named chairman of the entertainment committee for the 35th annual convention of the Advertising Federation of America, to be held June 18-22 at the Waldorf-Astoria Hotel, New York.



Reps

GILBERT WELLINGTON, with offices in the American Bank Bldg., Seattle, has been appointed special representative of the new KFAR, Fairbanks, Alaska, 1,000 watts on 610 kc., construction of which starts about June 1. Capt. A. E. Lathrop, Alaskan industrialist, and his secretary, Miriam Dickey, sail for Alaska May 17 after spending several months in Western cities making arrangements.

FORJOE & Co., New York, station representatives, has moved to larger offices in the same building, 19 W. 44th St. New telephone number is Vanderbilt 6-3816.

ALL-CANADA Radio Facilities, Toronto, has announced its appointment as representative of VONF, St. Johns, Newfoundland, which recently installed a 12,500 watt transmitter under the Broadcasting Corp. of Newfoundland.

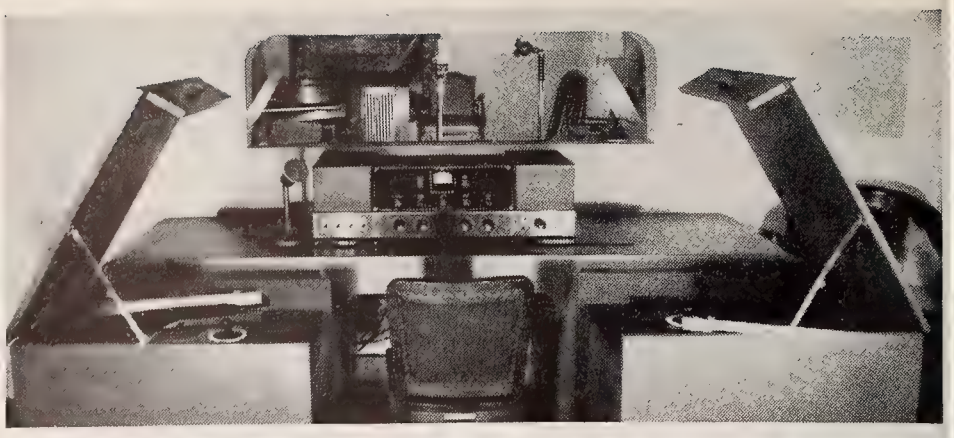
WGTM, Wilson, N. C., has appointed Cox & Tanz to represent the station nationally.

GEORGE P. HOLLINGBERY Co. has moved its Chicago office to new and larger quarters at 307 N. Michigan; phone, State 2898.

J. FRANK JOHNS, of the Chicago office of Howard H. Wilson Co., national representatives, married Miss Inez Reed May 6.

WYTHE WALKER & Co., Chicago representative firm, has moved to 360 N. Michigan Ave.; phone, State 5037.

CFOS, under construction at Owen Sound, Ont., will be on the air late this summer, according to owner Howard Fleming.



WHAT a client sees from the audition room of N. W. Ayer & Son's new radio studios in New York includes this eight-position mixer, two turntables and both types of standard microphones, which equipment enables the Ayer staff to simulate every kind of pickup condition, including those of all three national networks. A portion of the main studio is glimpsed through the monitor's window, beyond all the dials and gadgets.

Agencies

MYRON KIRK, former sales head of Famous Artists, Hollywood talent service, and previously vice-president and radio director of Ruthrauff & Ryan, New York, on May 1 joined the radio department of Sherman K. Ellis, New York, to handle new business.

LAWRENCE M. JUDD, former governor of the Territory of Hawaii, has been named executive vice-president of Bowman-Deute-Cummings, Pacific Coast agency. He will be connected with the main office in San Francisco.

BOB HARRIS, formerly of KVOR, Colorado Springs, and KOA, Denver, has joined Raymond Keane Adv. Agency, Denver.

FRANK HENROTTE, formerly with Richard Jorgensen, Advertising, San Jose, Cal., recently established his own agency at 40 W. San Antonio Street, San Jose.

FRANKLIN DELANO, assistant radio manager of Young & Rubicam, Hollywood, has announced his engagement to Rosalie Leistikow, Los Angeles socialite. The wedding is scheduled for late summer.

DICK ALTER, formerly business manager of Radio Central Casting Bureau, Los Angeles talent service, has been appointed radio director of Heintz Pickering & Co., that city. He succeeds John Murray. Walter R. Gayner has been added as account executive.

CARL D. DENNIS Jr., recently manager of Lord & Thomas, Montreal, has joined Cockfield Brown & Co., Montreal, as an executive.

CHARLES J. GIEZENDANNER Jr. recently announced dissolution of the partnership, Giezendanner-Gilliam & Co., Houston, and continuation of business as The Giezendanner Co. With the exception of Mr. Gilliam, who severed his connection Feb. 28, there will be no other change in personnel.

KEN SOBLE, president of Metropolitan Broadcasting Service Ltd., Toronto and general manager of CHML, Hamilton, Ont., is to marry Frances Leibel, University of Toronto co-ed, Sept. 5.

HARRY ACKERMAN, after a two-month illness, has returned to the Hollywood production staff of Young & Rubicam.

GEORGE P. MacGREGOR, formerly an executive with Young & Rubicam, New York, on May 1 joined the executive staff of Ruthrauff & Ryan, New York.

E. H. GIRARDIN has been appointed production manager of Martin Allen Adv., Los Angeles.

DON HENSHAW, radio executive of the Toronto office of A. McKim Ltd., has been addressing ad clubs on "Radio in Canada" in Ottawa, Kitchener, Montreal, Hamilton and London, Ont.

HUBBELL ROBINSON, Young & Rubicam, New York, supervisor of radio production, is in Hollywood to confer with agency executives.

RAY MOUNT ROGERS, formerly copy writer of Bowman-Deute-Cummings, San Francisco, has joined Gerth-Knolling Adv. Agency, that city.

DEVEREUX & Co., Utica, N. Y., has moved its office to 226 Genesee St.

LEW KERNER, formerly of Gene Mann Agency, Los Angeles talent service, has joined Mitchell Gertz Inc., Hollywood, as head of its radio division.

TOM FIZDALE, Inc., publicity and public relations counsel with offices in New York, Chicago, Hollywood and London, has opened a branch office in the Munsey Bldg., Washington, D. C.

EDWIN M. PHILLIPS, president of Edwin M. Phillips & Co., New York, is leaving the advertising field to deal in sales promotion and marketing at his present address, 420 Lexington Ave. The entire Phillips staff and all accounts are being absorbed by Jasper, Lynch & Fishel, New York.

STERLING ADV. AGENCY, New York, this month is celebrating its 25th anniversary with the founders still in charge: Saul M. Broun, chairman; Joseph S. Edelman, president; Herbert Goldsmith, treasurer, and William Forray, secretary.

LEO TURTLEDOVE, recently resigned from Columbia Management Inc., Hollywood subsidiary of CBS, has established his own talent agency at 1509 N. Vine St., that city.

HOWARD J. PERKINS, formerly a director of John B. Rogers Producing Co. of Ohio, has joined H. Charles Sieck Adv., Los Angeles, as radio account executive.

CENTURY ADV. AGENCY, Detroit, is the new name of the former S. M. Epstein Co. The agency's offices are in the Industrial Bank Bldg., Detroit.



To the Ladies

KGW sells smart apparel for Charles F. Berg, Inc.

● As the seasons come and go, Charles F. Berg, Inc., popular women's store in Portland uses KGW to build sales volume. Speaking of results, Forrest Berg, President, says:

"KGW in the Portland market has been a decided factor in helping me merchandise my women's apparel departments, as well as sell Charles F. Berg, Inc., to the style-conscious women of Portland.

"The Chumley instrumental and vocal trio, plus transcribed customer interviews taken directly in the various departments, has proved a success from my first broadcast."

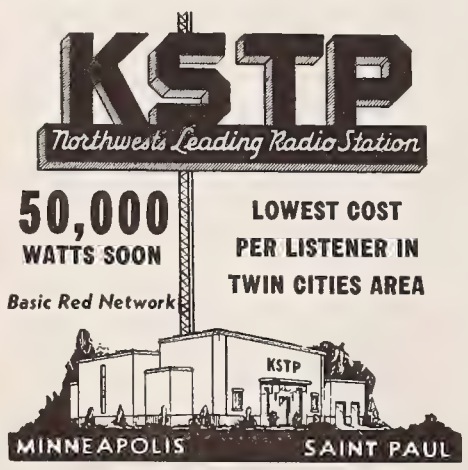
FORREST BERG, *President*
Charles F. Berg, Inc.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON
Representatives

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

EDWARD PETRY & CO. INC., New York, Chicago, Detroit, San Francisco, Los Angeles



STEWART, HANFORD & CASLER is the new name of the former Stewart, Hanford & Frohman agency in Rochester, N. Y., Lester A. Casler having recently been elected treasurer to fill the vacancy caused by the death of Saxe H. Hanford.

P. J. McAWARD, vice-president of Wendell P. Colton Co., New York, has been elected executive vice-president of the agency. W. J. McDonald, former vice-president, has been named chairman of the board, and E. B. Van Hook, vice-president, has been made chairman of the executive committee.

H. W. KASTOR & Sons Adv. Co., Chicago, has enlarged and remodeled its radio department at 360 N. Michigan Ave., under the supervision of Robert Jennings, radio director.

ARTISTS MANAGEMENT Co. has been organized by Jack Rosenburg, with offices at 1509 N. Vine St., Hollywood. Firm specializes in radio talent.

FARON JAY MOSS Adv., Hollywood, has moved to 1462 N. Stanley Ave.; telephone: Granite 8878.

COMMERCIAL ADV. Agency has moved its offices to the Fairbanks-Morse Bldg., 600 So. Michigan Ave., Chicago.

LARCHAR-HORTON Co., Providence, on May 1 changed its name to the Horton-Noyes Co. Elmer S. Horton, Frederick C. Noyes and Raymond E. R. Noren, partners in the original agency, remain in charge.

WALTER ADV. AGENCY has moved to 2222 W. Seventh Street, Los Angeles.

HALAS & KEEFE Inc., Chicago, is the new firm name of Halas-Kumler Inc., sales contests and sales promotion company of 37 S. Wabash Ave. Jerry Keefe has been named vice-president and general manager of the firm.

TOM LEWIS, manager of the radio department of Young & Rubicam, New York, has returned to New York to resume his duties after a seven-month stay in Hollywood where he managed the Gulf Screen Actors Guild program on CBS.

JOHN HYMES, time-buyer for Lord & Thomas, New York, has announced his marriage on April 11 to Elizabeth Keith of Long Island.

JANET JENKINS, formerly on the guest relations staff of WWJ, Detroit, has joined Young & Rubicam, Chicago. Beth Emery succeeds her at WWJ.

WEARSTLER ADV. Inc., Youngstown, O., is the new name of the former Meek & Wearstler advertising agency. Offices remain at 20 W. Front St., Youngstown.

BBDO Changes

JOHN C. CORNELIUS has been named a vice-president of BBDO, in charge of western offices, including Chicago, Minneapolis, and Hollywood, according to a recent announcement by Alex F. Osborn, executive vice-president. Robert B. Barton, vice-president, will succeed C. E. Aveyard at Chicago. Mr. Aveyard, who has resigned to devote most of his time to activities outside the advertising field, will be retained by BBDO on a part-time basis to serve the Chicago office in an advisory capacity. John Caples, head of BBDO's copy testing department, will devote most of his time to the Chicago office. The Minneapolis office will continue directly under the management of Mr. Cornelius, and Jack Smalley will continue as manager at Hollywood.

C. LYNN SUMNER, president of G. Lynn Sumner Co., New York, and vice-president of the Advertising Club of New York, was elected president of the club May 9, succeeding Lowell Thomas, who has held the position for two years and now becomes a director.

AGENCY *Appointments*

SPRAGUE, WARNER & Co., Chicago (canned foods), to Lord & Thomas, that city. Radio test will soon begin in the Chicago area, will be expanded to selected markets.

GENERAL ELECTRIC Co., Bloomfield, N. J. (air-conditioning dept.), to Newell-Emmett Co., N. Y. Spot radio may be used, but plans are indefinite.

RANIER BREWING Co., San Francisco to Buchanan & Co., Los Angeles, effective Oct. 1.

GERBER & Co., New York (cheese), to Charles Hoyt Co., N. Y.

ALLEN B. DU MONT Labs., Passaic, N. J. (television sets), to Lennen & Mitchell, N. Y.

BEECHAM LABORATORY, Oscawana-on-Hudson, N. Y. (Odorcide), to Morgan-Reichner & Co., N. Y.

MILWAUKEE COCA-COLA Bottling Co., to Vanderbie & Reubens, Chicago. Has started a series of spot announcements on WTMJ, WISN, WEMP.

STEPHANIE LAANG Co., New York (cosmetics), to Raymond Levy Org., New York.

PRUDENTIAL INSURANCE Co. of America, New York, to Benton & Bowles, New York, to publicize company service.

AMERICAN Television Corp., New York, to Deutsch & Shea Adv., New York.

SHASTA WATER CO., San Francisco (mineral water), to Gerth-Knollin Adv. Agency, San Francisco.

VADSCO SALES Corp., Long Island City, N. Y. (Mavis toiletries), to Wortman, Barton & Co., N. Y.

BOWEY'S Inc., Chicago, to Sorenson & Co., Chicago.

LADY ESTHER Co., Chicago, to Pedlar & Ryan, N. Y.

STEEM-LECTRIC Corp., St. Louis, to Earle Ludgin Inc., Chicago.

VICTOR EQUIPMENT Co., San Francisco, to D'Evelyn & Wadsworth, Inc., San Francisco.

JAMES MILLS ORCHARDS Corp., San Francisco and Hamilton City, Cal., to D'Evelyn & Wadsworth, San Francisco.

PFEIFFER BREWING Co., Detroit, to Maxon Inc., Detroit, effective May 1, for radio, newspaper, and outdoor advertising. No definite plans.

WESTERN MOVIE SUPPLY Co. (photographic supplies); Kane Travel Service and Colvin-Templeton Inc., al lof San Francisco, to Yoemans & Foote, San Francisco.

CROWELL PUBLISHING Co., New York (*Collier's Weekly*), to Arthur Kudner, New York.

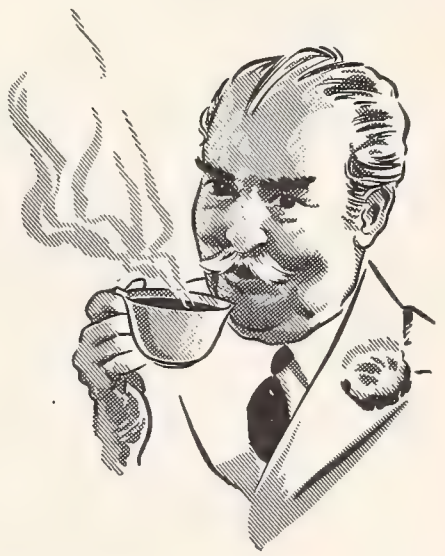
BLAND'S MOUTHFUL
WKRC Applicants Must Utter Flocks of F's

PERSONS applying to Lee Bland, chief announcer of WKRC, Cincinnati, for a berth on the station's announcing staff must have far more than a pleasing voice—and definitely must be able to do some tongue-twisting, as the following test script will prove:

"To let a flying flea floor you through a fluffing, fair friends, is flustrating and frustrating and, like the flea, you feel as foolish as the flea because the flea was outflown by the fly. Having felt your way through those figurations fanatically you feel like flailing a frail microphone, though, don't forget that it's folly to fumble furiously by faltering through a phrase like this: Flamingo Fahrenheit, the French flutist, thumbs through the thorough files to fill out the fifth Flimsy Film Company's farcical fanfare, following "The Fly Outflew the Flea" with the favorite, "Flat Foot Floogie".

STIMULATING

as a cup of Coffee



are the clearly written and delivered commercials presented from KFYR.

●

Every commercial is delivered by an announcer whose voice is best suited to the product.

●

Let the Regional Station with the Cleared Channel Coverage *"SELL YOUR STORY"*

550 Kilocycles
NBC Affiliate

KFYR

5000 Watts Day
1000 Watts Night

Meyer Broadcasting Co.

Bismarck, North Dakota

Gene Furgason & Co.—National Representatives

RADIO
ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular.

This area is served by:—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

Studio Notes

WFBL, Syracuse, for the third time is sponsoring the WFBL Radio Shoot during the annual New York State Skeet Shooting Championship at the Onondaga Skeet & Trap Club, Syracuse, May 27-29. WFBL also will cover the championship shoot, with Leo Bolley at the microphone.

NBC-Chicago announces an all-time high in network productions originating in Chicago. Evening commercials each week total 8½ hours, while quarter-hour daytime commercials total 115 periods weekly. One half-hour weekly commercial and an hour weekly commercial are also aired. Sustainers include 52 quarter-hours weekly, plus 10 half-hours daytime, four half-hours nightly, nine full hours daytime, and six three-quarter hour periods. Total commercial and sustaining is 70 hours of Chicago network production weekly exclusive of dance orchestras.

ROBERT SELLTITZ has been transferred from the New York radio desk of United Press to the UP radio bureau in Ohio, which on May 1 was moved from Cleveland to Columbus, State capital. William Engleke, a former UP employe, has been rehired as another addition to the Ohio radio staff. The press service's headquarters also reports that its service has recently been subscribed for by stations WBTH, Williamson, W. Va.; WORL, Boston; WBBZ, Ponca City, Okla.; KOMA, Oklahoma City; KFBB, Great Falls, Mont.; WOPI, Bristol, Tenn.; WTCM, Ocala, Fla., and KDRO, Sedalia, Mo. A new long-term contract with UP for its radio news service has also been signed by WLAP, Lexington, Ky.

OVERFLOW audience of nearly 1,000 persons attended the annual spring party of the WPEN-Daily News Women's Service Club May 3 in Philadelphia, held in WPEN's large auditorium. A four-hour program was presented. Joe Dillon, announcer, was m.c., and guests were greeted by Manager Arthur Simon.

WKRC, Cincinnati, presents transcribed music with baseball scores and resumes at quarter-hour intervals on the 3:15-5 p. m. six-weekly *Baseball Musical Scoreboard*. Ross Mulholland, WKRC announcer, superintends as m.c., and Allen Stout, sports commentator supplies the scores and surveys. WKRC also carries regular sports programs at 1:50, 5 and 10:25 p. m.

WKY, Oklahoma City, has transcribed a personal account of the experiences of Major Gordon W. Lillie, the famous "Pawnee Bill" of frontier days, and after broadcasting the series will present the records to the Oklahoma State Historical Society. The series was planned and executed by Daryl McAllister and John Shafer.

KGNC, Amarillo, Texas, recently promoted the Good Will Tour of the Wichita Chamber of Commerce with a special quarter-hour program preceding arrival of the special train at Amarillo that rounded up about 3,000 Amarillo citizens to greet the special as it rolled into the station. Upon arrival, Manager Herb Hollister, of KANS, Wichita, several speakers and entertainers were driven to KGNC studios with a police escort, where they participated in another 10-minute program. The features were arranged by KGNC Manager O. L. (Ted) Taylor, through consultation with Manager Hollister.

KFRU, Columbia, Mo., has added a regular scholastic department to its nightly sportscast, *America in Action*. Jerry Singer, of the sports staff of the *Columbia Missourian*, published by students and personnel of the University of Missouri school of journalism, presents an account of the sports activities of the state's high schools, universities and colleges in a five-minute spot each night. The remainder of the quarter-hour broadcast, devoted to national sports, is handled by George Guyan, KFRU sportscaster.



Good Summer for Don Lee

ALL SMILES was Thayer Ridgway, commercial manager of Don Lee Broadcasting System, when he returned to Los Angeles April 29 after a 30-day business trip to New York and Chicago with reports of "excellent radio business prospects for the summer". Attributing the promising season largely to sponsors' recognition of surveys indicating that the summer slump in listeners is becoming less sharp with the heavy sale of car radios, Mr. Ridgeway said he looks for the heaviest run of summer business in radio history.

"Of great importance to independent stations and regional networks is the closely watched experiment carried on by Blackett-Sample-Hummert over WMCA, New York," he commented. "The agency is using two hours of evening time to test their transcribed strip shows broadcast in daytime hours over national networks. It's their purpose to seek a heretofore unplumbed market of housewives who are unable to keep their ears glued to daytime loudspeakers. Should this experiment prove successful, it will open a new field for Mutual-Don Lee network and independent stations."

GROUNDBREAKING ceremonies for NBC's House of the Future planned and constructed under sponsorship of NBC's two Washington stations, WRC and WMAL, were held recently, with Manager Kennet H. Berkeley, Mary Mason, director o the WRC Home Forum and Joh Dodge, commercial manager, partici pating.

STARS of *Boone County Jambore* on WLW, Cincinnati, will make per sonal appearances at 27 state an county fairs this summer, accordin to George C. Biggar, WLW rura program supervisor. The schedule wi take them to cities in Illinois, Ohi Indiana, Michigan, Virginia and Wes Virginia.

WIBW, Topeka, Kan., and the *To peka Capital* combined radio and new paper promotion for the joint appea ance of Dave Rubinoff, violinist, ar Fray and Braggiotti, two-piano tea in Topeka recently. After a 15-minu interview with the three on WIBW the afternoon preceding the perfor ance and newspaper stories and adve tising, a capacity audience of 2,4 packed the auditorium for the concer

COVERING the dedication of th new McDonald Observatory, located a remote spot in the Davis Mountai in Southwest Texas, Texas State Ne work recently carried a 25-minute pr gram on the network, using the priva telephone line of five ranch houses b tween Ft. Davis and Mt. Locke. A the scene to transmit the ceremoni were Truett Kimzey, TSN technic supervisor; Forrest Clough, educ tional director, and Clark Foulks, a nouncer.

HOW'S SALES IN DOG SCRATCH?

Get out a little way from Louisville, and you'll quickly see why there's not much use in going outside the *Louisville Trading Area* for your Kentucky business. . . . That observation promptly brings you to WAVE—the one radio station that gives you *what you want in Kentucky*—and nothing else! . . . May we show you how *much* we can do—for how *little* cost?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00
$40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

HARRY W. BUCKNELL, San Francisco advertising man, recently was named network sales representative for KGO and KPO, San Francisco NBC stations. Ray Rhodes, formerly junior sales representative, has been promoted to senior status. Edward E. Ulrich, former supervisor of pages, has succeeded Rhodes. Stanley Smith has been appointed supervisor of pages and Cal Edgerton has been transferred to the sound effects department; David McNutt and Bob Bishopp joined the guest relations staff, and Julian Goodell and Welwyn Ballam Jr. have been added to the mail room at NBC. Jimmy Coffis, former Stanford football star and Joseph West have been added to the page staff.

WHBF, Rock Island, is broadcasting a series of quarter-hour programs featuring local religious leaders in talks on tolerance. Its affiliate, *The Rock Island Argus*, is running a series of full-page ads tied in with the radio series and designed to prove the need for freedom of radio and press.

WBCM, Bay City, Mich., recently solved a hit-and-run accident in which two persons were killed, when it broadcast meager information from the local police on the identity of the fleeing car and driver. The broadcast was heard by the driver of the death car, who shortly walked into the police station, identified himself and surrendered.

KDAL, Duluth, expects its new portable transmitter being constructed by Bob Dettman, chief engineer, to be in operation in time for the station to use in covering the visit of Crown Prince Olaf of Norway in June, when the royal visitor dedicates a memorial tower in a city park.

WLW, Cincinnati, recently received from Kendall S. Thimsen, of San Jose, Cal., copies of facsimile broadcasts by WLW and its high-frequency adjunct, W8XUJ. Thimsen reported his reception was good despite static resulting from extremely adverse atmospheric conditions over California at the time. He used no special facsimile antenna, but improvised one by laying a short wire across the floor.

NEW studio-transmitter building of KAST, Astoria, Ore., was formally dedicated in late April with broadcasts from communities in the Lower Columbia River area. The shunt-fed Zehigh vertical radiator is constructed in the tide flats in the rear of the building and is entirely surrounded by water at high tide periods. KAST recently was authorized to shift from 370 to 1200 kc. and increase power from 100 watts daytime only to 250 watts day and 100 at night. The station is managed by James C. Wallace. Miss Sylvia Chandler is program director; Frank E. Marrion, commercial manager; Lawrence King, chief engineer; Ray Williams, technician; and Mrs. Albert Prael, director of women's features.

WLS, Chicago, has started a monthly series of afternoon programs called *This Month in the Garden*. Featured in the Tuesday series is R. T. Van Dress, horticulturist of the local Garfield Park Conservatory.

Collects Premiums

THE hobby of Faylon Giest, musical director of KMA, Shenandoah, Ia., is collection of premiums offered on radio programs. He has a premium from every offer on KMA last year, and watches offers on other stations as well as networks.

WGN, Chicago, transmitted *Women in the News* recently on its regular experimental MBS facsimile program. Featured were the Crown Princess Martha of Norway and Benay Venuta, movie and radio star. WLW, Cincinnati, devoted its portion of the network facsimilie to weather reports, a weather map and sports returns. WOR, Newark, is sending out its first comic strip of the air, while WHK, Cleveland, devotes its facsimile broadcasts to feature material.

WMEX, Boston, KOB, Albuquerque, and WHOM, Jersey City, recently signed with INS for full coverage.

WESTERN CANADA Flour Mills, Toronto, for Hovis Bread, is running a morning exercise program for women on CKCL, Toronto, direct from the gymnasium of the League for Health and Beauty, with which the Hovis Co. in England also is working. Women wanting to take the exercises write in for an exercise chart, which outlines exercises given at the gym. The program is a test, and may be extended in the autumn. A. McKim Ltd., Toronto, placed the account.

KMOX, St. Louis, was host recently to 300 members of the advertising class sponsored by the Women's Advertising Club of St. Louis. Speakers included Mrs. Erma Perham Proetz, executive vice-president of Gardner Adv. Co., Mrs. Herbert Cost, the *Mary Lee Taylor* of the *Pet Milky Way Kitchen*, and Merle S. Jones, KMOX general manager.

WCSC, Charleston, S. C., recently carried a series of special programs designed to quell a near-panic in the city resulting from a sudden outbreak of infantile paralysis, contacting the local health authorities and presenting Dr. Leon Banov, city health officer, in a quarter-hour address.

NEW HOME for CKGB, Timmins, Ont., is being built in the combined new CKGB and *Timmins Daily Press* plant, to replace the structure gutted by fire early in April. The new plant is being built at a cost of $150,000, and will contain, in addition to studios, an auditorium seating 250.

CANADIAN Association of Broadcasters has issued a list to Canadian advertising agencies showing the summer time on which each of the 61 member stations and the 10 CBC stations operate.

KGER, Long Beach, Cal., has taken a ten-year lease on the entire sixth floor of the Knickerbocker Bldg., 643 S. Olive St., Los Angeles, for a total consideration of $60,000. It is being remodeled for Los Angeles executive offices and remote studios. Present Los Angeles offices and studios are in the Clark Hotel Bldg.

ENDORSEMENT of Gov. Saltonstall has been received by WEEI, Boston, for its *Massachusetts There She Stands*, a series of interviews with prominent industrialists, experts and artisans in various branches of industry, is a simulated atmosphere reproducing actual working conditions.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

First

IN PULLING POWER



It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver these?

A nationally-known oil corporation offered as a test, a compass ring for children. To get it, five gallons of gasoline had to be purchased. The receipt plus a dime had to be sent in. Inside of 3 weeks, 13,000 rings were mailed out. From the advertising manager, this message: "We have enjoyed new, all time records in the Cleveland area."

A national advertiser offered a health magazine with a product sample requiring the sending in of money—from dimes to dollar bills. This produced 3,000 quick inquiries—and a grateful note from the agency in charge: "Your station is now producing the lowest cost per inquiry of any station of the 12 we are now using."

Another national advertiser made a test offer by four announcements only. A dime and a box top were required. 17,000 replies were received. The agency wrote: "Our offer on your station exceeded two other major markets and we are very much pleased."

When you buy WHK-WCLE for your radio program, you are harnessing *top potential pulling power* to your sales message. Result: PAY DIRT!

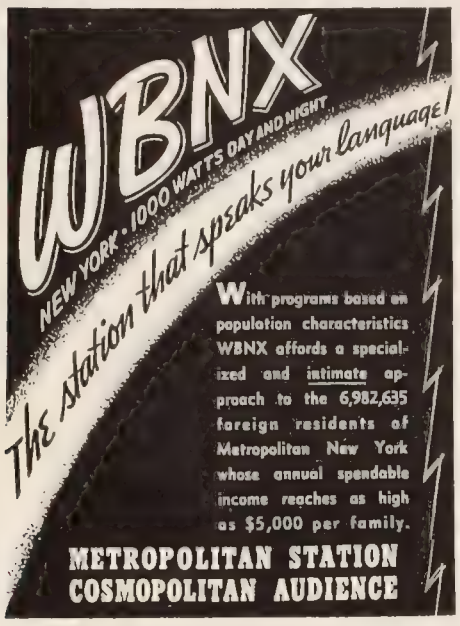
WHK & WCLE Cleveland

THE UNITED BROADCASTING COMPANY

Also Operating WHKC—Columbus, Ohio

WLW-WSAI Contract

CONTRACT covering the 70 staff actors, singers, announcers and writers employed at WLW and WSAI, Cincinnati, was signed May 4 by Emily Holt, executive secretary of the American Federation of Radio Artists, and James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Contract became effective May 14 and runs until Oct. 31, 1940. AFRA has also negotiated a contract with WRJN, Racine, Wis., resolving a strike situation which had arisen there. Mrs. Holt is still in St. Louis, negotiating with station managers for contracts for staff artists in that city.



Radio AND Education

STARTING May 14, CBS is carrying a new Sunday (2-2:30 p. m., EDST) series titled *Democracy in Action* to replace the *Americans All-Immigrants All* program cited last month by the Women's National Radio Committee for its chief award. The series will include descriptions of Federal agencies at work, written by Merrill Dennison and produced by William N. Robson with the cooperation of Sterling Fisher, CBS director of education and talks. Production will be handled jointly by CBS and the U. S. New York World's Fair Commission under auspices of the Office of Education of the Department of the Interior.

A NEW series titled *Congressional Review of the Week* started May 12 over MBS from Washington, with Fulton Lewis jr., regularly heard each weekday over 65 Mutual stations, handling a Friday night resume of capitol events.

COPY of "The Texas State Network Lends a Hand", a prospectus describing the educational plans of TSN in cooperation with colleges and universities of the state, has been placed in the library of the National Advisory Council on Radio in Education. The brochure, compiled by Forrest Clough, recently named educational director for the network, was requested by the national council.

WIOD, Miami, in cooperation with the local PTA has organized regular radio classes for high school and junior high students, and a Junior Radio Club with charter membership of 130 youngsters interested in radio careers. Club members are divided into all departments of radio work, writing and producing their own shows and handling actual broadcasts.



RADIO RECEIVER to be given by WMIN to the St. Paul high school producing the best program on WMIN, St. Paul, during the last nine months, recently was presented to the local Department of Education, on behalf of the station, by Paul S. Amidon, Superintendent of St. Paul schools, shown here (right) with Frank Devaney, WMIN production manager. At the end of the school year Mr. Amidon will in turn award the radio to the winning school.

CBS during the first two weeks in May started five new discussion programs under the supervision of its departments of education and public affairs. Programs are *Democracy in Action*, presented in cooperation with the U. S. Office of Education; *The World Today*, a weekly news roundup by CBS analysts in world capitals; *Scales of Justice*, devoted to American law enforcement; *Bull Session*, featuring spontaneous discussions by college students from Northwestern, De Paul and University of Chicago; *Women in the World of Tomorrow*, prepared in conjunction with the Women's National Radio Committee.

TO ACQUAINT the public with activities of Southern California junior colleges, KEHE, Los Angeles, presents a weekly half-hour *Parade of Junior Colleges* which is conducted entirely by students.

KMA, Shenandoah, Ia., recently carried a debate between students of Drake U and Omaha U via a 220-mile hookup between Omaha and Des Moines, with Ralph Childs, KMA announcer and news commentator, presiding in the KMA studios. Instantaneous reversals and two-way lines made it possible for debaters on both sides and the moderator in the center to hear the entire debate.

COOPERATING with Lloyd W. King, Missouri state superintendent of schools, KWOS, Jefferson City, is presenting a weekly half-hour series of educational features for the benefit of all country schools in central Missouri. The show includes instruction in music, drama, speech and other subjects and is handled by a commission of the State department of education.

NORMAN CORWIN, CBS director of *Words Without Music* program, heard weekly on CBS, will lecture this summer at the Writers' Conference, University of Colorado, marking the first time the Conference has offered a course on the new techniques in radio. Mr. Corwin wrote and directed "They Fly Through the Air with the Greatest of Ease", cited as the year's best educational radio program at the Tenth Institute for Education by Radio.

LINES have been installed from the master control board of WHK-WCLE, Cleveland, to WBOE, Cleveland Board of Education station, to enable WBOE to pick up educational programs on the WHK-WCLE schedules, including *Music Appreciation Hour*, *Nation's School of the Air*, *UBC Radio Workshop*, and others. WHK or WCLE, through the arrangement, also will be able to make occasional WBOE educational features.

DOWNINGTON High School, located in a suburb of Philadelphia, recently notified R. H. Macy & Co. that Macy's *Consumer Quiz Club* program has been made a part of the school curriculum. Students of the school, one of 19 in the country offering a course in consumer education, listen to *Quiz Club* regularly from 12:45 to 1 p.m. and then are questioned on the broadcast material.

PAUL SULLIVAN, well-known news commentator of WHAS, Louisville, will lecture during the radio education course to be presented at the University of Kentucky at the first summer session. The course, "Problems of Radio Education", is sponsored jointly by the University and WHAS, and is intended to train school teachers whose duties include production of school broadcasts.

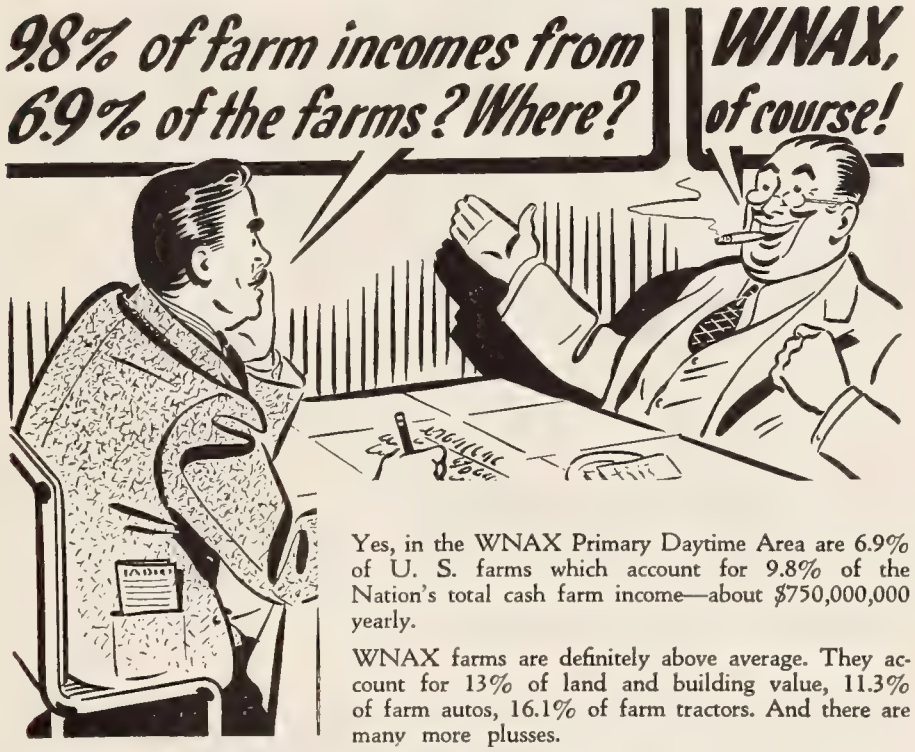
Radio Educational Data Sought by Federal Group

A QUESTIONNAIRE to all broadcast stations, seeking data on cooperation between broadcasters and non-profit groups, was dispatched May 10 by Dr. John W. Studebaker, U. S. Commissioner of Education, as chairman of the Federal Radio Education Committee, comprising broadcasters, Government officials and educators.

In an accompanying letter, Dr. Studebaker brought out that funds contributed by the broadcasting industry enabled a start to be made on various educational-radio projects assigned to the committee. The questionnaire, he explained, is in line with the effort to gather data on successful cooperation between broadcasters and non-profit groups. The questions relate to cooperative efforts through radio councils, advisory committees, and other groups and the manner in which time is allotted.

WIRE, Indianapolis, cooperated directly during April with the executive committee of the Indiana Campaign to Control Cancer in its efforts to fight the disease through dissemination of knowledge. Prominent doctors and club women participated in the April drive, during which WIRE donated six quarter-hours and four one-minute periods and broadcast daily announcements during newscasts and participating programs. Mrs. Kay Hubbard, wife of the humorist, was secretary in charge of arranging the WIRE broadcasts.

CONTINUED popularity of the question and answer programs is shown by the fact that the three nationwide networks currently carry 37 quiz programs a week—16 on NBC, of which eight are sponsored; 14 on CBS, which also has eight commercials; seven on MBS, with five under sponsorship.



**And, of course, you can buy WNAX in combination with the Iowa Network at an exceptionally low rate.*

Yes, in the WNAX Primary Daytime Area are 6.9% of U. S. farms which account for 9.8% of the Nation's total cash farm income—about $750,000,000 yearly.

WNAX farms are definitely above average. They account for 13% of land and building value, 11.3% of farm autos, 16.1% of farm tractors. And there are many more plusses.

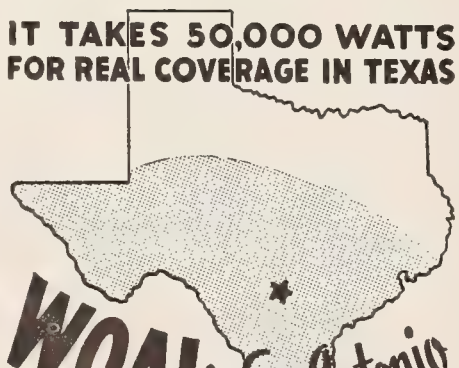
First in *rural* population, WNAX also is 24th among Columbia stations in primary day time *urban* audience—717,300 people.

That's why WNAX is one of the most economical stations in the country. You can buy its 719,500 radio families for as little as 3 1/3 cents per thousand.

Want more facts? Just write us, or call the nearest Katz Agency Office.

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

IT TAKES 50,000 WATTS FOR REAL COVERAGE IN TEXAS



WOAI in San Antonio
NBC TQN
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

ENTER my subscription to BROADCASTING
or one year. Bill me for $3.

Broadcast Advertising

NAME .....

FIRM ..... TITLE .....

ADDRESS .....

CITY ..... STATE .....

includes

[RADIO MARKET ATLAS EDITION
396 PAGE YEARBOOK NUMBER]

☐ CHECK HERE FOR 2 YEAR SUBSCRIPTION FOR $5.

FIRST CLASS
Permit No. 1208-
(Sec. 510 P. L. & R.
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

Equipment

LLIED RADIO Corp., Chicago, has ıced on the market a new profes-ınal type Knight high-fidelity tran-ıiption and record player embodying mote control operation through a mpact hand-size control unit which erates as far as 50 feet from the ayer itself. In addition to the remote ntrol, which will stop or start the rntable and control volume, and a -inch balanced cast aluminum turn-ble, other features include built-in gh-fidelity amplifier with 4 watts tput; new Jensen 10-inch P. M. namic speaker; Astatic 12-inch ınscription type pickup; heavy duty ono motor for 110 volts AC or DC, -60 cycles, and built-in tone control.

SD, St. Louis, is sending a truck rough Missouri and Illinois to stimu-e public interest in facsimile, ex-ıiting the equipment used in trans-ıtting and receiving the daily radio ıtion of the *St. Louis Post-Dispatch.* ıe display includes a receiver, copies the paper and illustrations outlin-; facsimile operation.

HN, New York, has purchased re-ıding equipment from Fairchild rial Camera Corp. and started a w department which will record ograms off the wire or off the air for station and its clients. George Pue, assistant night manager of station, has been made manager the transcription department.

RST sea-going vessel to carry elec-cal transcription mechanism for re-ıducing "vertical cut" recordings is *S.S. Panama,* which was recently ıipped with such apparatus by ngevin Co., New York dealers in stern Electric sound reproducing ıipment. Disturbance of the mech-ısm's delicate adjustment by the tion of the ship, which has balked vious attempts to use this type of ıipment on shipboard, was over-ne by a special device in which ces oppose this disturbing motion l cause the reproducer to function if it were solidly mounted. Special ordings made by WBS will be yed for the entertainment of pas-gers at meals, in the grand salon, deck, swimming pool, deck cafe l bar of the ship.

ROL, Knoxville, has completed in-llation of a 170-foot vertical radia-and new transmitting plant at the eproof Storage Bldg. in the north-t section of Knoxville's business rict. Glenn D. Gillett, consulting ineer, is to complete a field survey he new transmitter in May.

E four microphones dipped in gold ıg used to flash the voice of tain's King on the arrival of the ral couple in Canada May 15 are stern Electric instruments, which e finished in the gold plating lab-ories of the Northern Electric Co. Canada. Ninety more of a different , each surmounted by a gleaming vn of sterling silver, will be placed he King's disposal.

OUND was broken May 9 for the Western Electric transmitter of BG, Glenside, Pa., to be housed in ne-story building to be erected on ltenham Ave. at Limekiln Pike over the city line from Philadel-. A 255-foot self-supporting Le-vertical radiator, with a new ground system consisting of 120 als, also will be installed. Studios to be completely re-equipped.

DIO ENGINEERING & Mfg. New York, manufacturers of co portable electrical transcrip-equipment, have moved to new ters at 58 West 25th St., New .

. JOHNSON Co., Waseca, Minn., ounces the purchase of the busi-of Centralab, Milwaukee, includ-all equipment and patent rights.

Guestitorial

ONE-MINUTE ANNOUNCEMENTS

By NORMAN MacKAY
Adv. Director, WQAM, Miami

AGENCIES seem to have gone haywire in the matter of one-minute dramatized announcements. More of them are making transcribed one-minute announcements every day. They evidently believe that they are necessary to do a good selling job . . . but they defeat their own purpose.

Where can you schedule a one-minute spot that will be attractive to the agency, that will do a selling job for the advertiser, and be pleasing to the radio audience? Just think it over.

They must be next to a good network feature or feature of established local interest . . . to please the agency and advertiser. They cannot go between network commercial programs, they cannot go between local commercial programs, they cannot run into any network sustaining program that is talk or news or drama . . . nor can a network station cut short a chain program that is talk or drama or news in order to get a minute spot in before the next commercial program.

Obviously then, they must either follow a local news broadcast or local or network program that is followed by sustaining music. If they follow news, usually sponsored . . . we have a minute of advertising following a plug just completed for the news sponsor. Sustaining music following network shows is very scarce; stations usually have announcement periods in such spots, if not local programs. But the one-minute announcement must be well separated from other spots, because it pays a higher rate.

It's a problem, I tell you . . . wish we had more of them.

Knox Sports on WOR

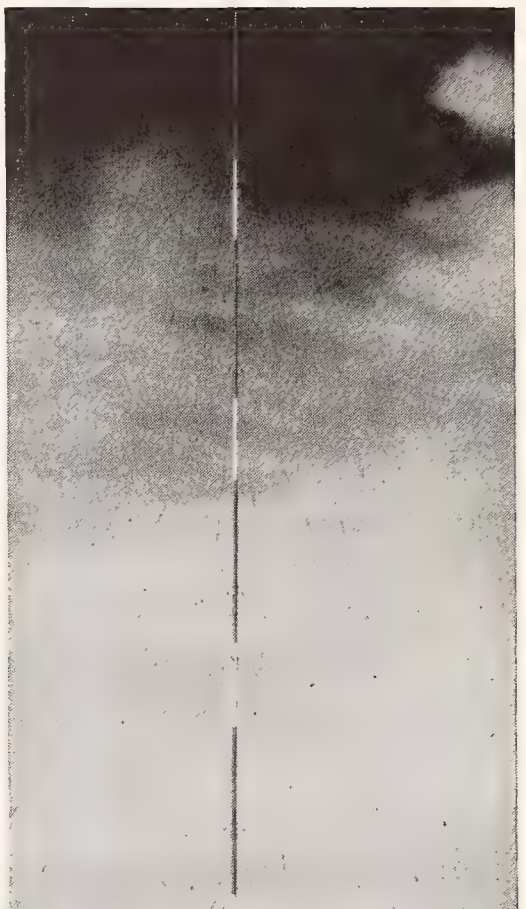
CHAS. B. KNOX GELATIN Co., Johnstown, N. Y., on May 9 started *News & Views of Baseball* with Pat Barnes and Ralph Dumke on WOR, Newark, heard preceding Red Barber's baseball broadcasts Tuesdays through Sundays from 3 to 3:10 p. m. The programs, devoted to highlights of the day's games, will be heard for the remaining 20 weeks of the baseball season. Kenyon & Eckhardt, New York, places the account.

BUILT BY 1,787,540 UNSEEN HANDS*

Hands of farmers, stock raisers, truckers and filling station attendants. Hands of railroad men, lawyers, clerks and storekeepers. Masculine hands that earn the living in 893,770 Kansas homes. Feminine hands that control the family purse strings. Hands that for years have consistently turned their radio dials to "580"*. Hands that have voluntarily written us hundreds of thousands of grateful letters.

These are the host of friendly, unseen hands that . . . by their ever-increasing purchases of WIBW-advertised products . . . have built for us this new, ultra-modern transmitter. For *you* they have built a broader, richer, *Kansas-plus* market. Let us tell you about it!

***WIBW's productive, uncrowded frequency.**





WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET for KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Royalty Transcribed

TRANSCRIPTIONS of the state dinner held at the Waldorf-Astoria, New York, for the Crown Prince and Princess of Norway on their visit to this country, were made by the recording department of WOR, Newark, at the request of the Norwegian Government. The Philharmonic Orchestra concert at the World's Fair, played in honor of the Royal couple, was also recorded for the official Government files in Norway.

WFAA, Dallas, on May 1 began broadcasting announcements plugging the industries, natural resources and spots of historical interest in Texas. Written from information in the 1939-40 edition of the *Texas Almanac & State Industrial Guide*, the announcements are aired twice nightly, three nights weekly, to promote interest in the State and attract visitors.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

●

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

FCC Seeking Test Of Appeals Court

Asks Supreme Court to State Limits of Lower Tribunal

A LAST-DITCH effort to have the U. S. Supreme Court define the limits to which the lower court can go in overriding decisions of the FCC involving new station grants will be undertaken by the FCC in its drive to check the series of adverse decisions meted out by the U. S. Court of Appeals for the District of Columbia.

The so-called Pottsville case, involving the FCC's denial of the application of Pottsville Broadcasting Co. for a new local in the Pennsylvania city, will be used as the vehicle for the Supreme Court test. William J. Dempsey, FCC general counsel, following a new decree by the lower court May 5 denying his petition for rehearing, immediately began conferences with Solicitor General Robert H. Jackson looking toward a petition for a writ of certiorari seeking Supreme Court review.

The Commission had contended, in seeking the rehearing, that the court had overstepped its authority in reversing the Commission's denial of the Pottsville application, and in instructing it to redecide the case on the original record, with no new parties. Mr. Dempsey argued that the court was not a supervisory administrative body but a judicial tribunal, and therefore could not decide whether a particular applicant should or should not be accorded facilities.

The court was notified that if it denied the rehearing, the Commission desired to seek Supreme Court review, and it asked that the writ of mandamus, requested by counsel for Pottsville, be issued to permit such an appeal. Schuylkill Broadcasting Co., also an applicant for a new station in Pottsville, likewise had asked the court to reconsider its action [BROADCASTING, May 1].

In its per curiam opinion, the court said it had decided it should adhere to its opinion of April 3, and denied both the FCC and Schuylkill petitions. It stated that it had carefully examined the decision of the Supreme Court in the Ford Motor Co. vs. Labor Board case, upon which the FCC mainly relied in contending the court had exceeded its authority, and could "find nothing there in conflict with the opinion in this case".

"The Commission having intimated a desire to apply to the Supreme Court", said the appellate tribunal, "the writ of mandamus will issue as prayed but will be stayed for 30 days from this date".

Until the court actually issues the writ, in which it will assign reasons for commanding the FCC to decide the case on the original record, the petition to the Supreme Court will not be sought, assuming the Department of Justice consents to the step. No action is likely until the fall session of the Supreme Court.



Waldorf's Television

THE Waldorf-Astoria Hotel, New York, has purchased two RCA television sets for the presentation of televised programs to guests in its public rooms. One of the sets has been installed in the lounge restaurant and on May 10 an audience of 125 watched the NBC program televising the Broadway revue *Mexicana*. When the hotel was built in 1931, its rooms were wired for television, and a coaxial cable was installed for shortwave broadcasts. This cable will be used for television, according to the Waldorf, and the hotel hopes within four or five months that telecasts will be available to guests in their rooms.

Movie Producers Claim Film Television Rights

THE Copyright Protection Bureau, maintained by a group of major movie producers for the sole purpose of preventing unauthorized performances of their pictures, has added television to its list of possible violators. With some 50,000 complete pictures in circulation among the theatres daily, completely out of the control of their owners, the position is taken that some theatre owner may offer to rent "his" films for telecasting.

Although television is just making its public debut, the precedent that a telecast of a film is definitely an infringement of the producer's rights is already established, BROADCASTING was told by Edward A. Sargoy, legal associate of Gabriel L. Hess, general attorney for the Motion Picture Producers & Distributors of America and since 1927 counsel for the major distributors of pictures in infringement claims arising from unauthorized showings of copyrighted pictures. Mr. Sargoy, who is also chairman of the Copyright Committee of the American Bar Assn., said that a clear precedent was established in the case of Patterson v. Century Productions in 1937.

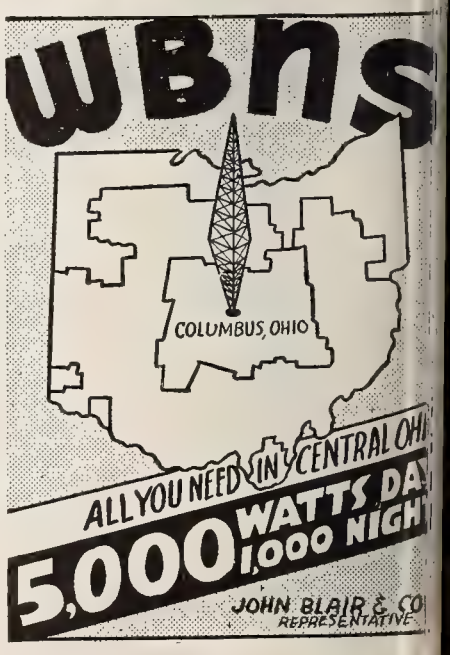
Video Lighting System Is Developed by NBC

A NEW system of television studio lighting, said to be probably the most flexible yet devised for either motion pictures or television, was announced May 10 by O. B. Hanson, vice-president and chief engineer of NBC. The system has already been installed in the NBC television studios in Radio City. After successful tests, Mr. Hanson said that he believed the new lighting system might become a standard for television studios. He added that it would probably find many other applications. Patent rights to the system, developed by William C. Eddy, NBC television engineer, have been assigned to RCA.

Basically, the new system is described as consisting of many remotely controlled lighting units, suspended from the ceiling of the television studio. Each unit, mounting a bank of six lamps, may be raised and lowered, or tilted through a considerable angle, and swung through nearly a complete circle. Light may thus be focused on any desired spot in the studio. Remote control from the lighting engineer's desk at one end of the studio enables him to change the lighting setup at any time during an actual telecast without interfering with camera action. A complete pre-set of the lighting units, a task that formerly required the services of three men for several hours, may now be effected in less than ten minutes. Eddy's method does away with the necessity of using heavy movie-type "suns" and "broads" and replaces these with very lightweight units, mounting lamps of the highest efficiency.

Orchestra Layoffs

KFI-KECA, Los Angeles, which has maintained a staff orchestra for the last six months, will discontinue its 14-piece group headed by Claude Sweeten, for six weeks effective May 20. The two Anthony stations are required by Los Angeles Musicians Union agreement to spend about $37,000 this year on musicians, and to date have used approximately a third of that sum. Following the summer layoff, the orchestra will be augmented by several additional musicians and the number of sustaining programs also will be increased. KFAC, Los Angeles, which has maintained a staff orchestra since 1931, recently dropped its six-piece group headed by Gino Severi.



FCC Television Group Plans To Issue Report on Findings

Additional Data Are Gathered at Conferences; Rigid Standards at Present Are Doubtful

AVING virtually completed its eliminary conferences on televi-on plans of manufacturing com-nies, the FCC Television Com-ittee is about to undertake draft-g of its factual report to the full ommission on future regulatory licies.

Only one manufacturer—Zenith remains to confer with the com-ittee and that session is sched-ed for May 15. During the last rtnight the committee has con-rred with four manufacturers, thering data to supplement its ssions with executives of eastern mpanies consulted in April in ew York and Philadelphia. Of-ials of Crosley, Don Lee, Zenith d Wald Radio & Television Co. sited the committee in Washing-n during the first two weeks of ay. Commissioners Craven, chair-an, Case and Brown participated the earlier conferences with airman Craven and FCC engi-ers conferring with the Don Lee oup May 9.

Proposed Standards

While the committee has made exhaustive study, seeking to ther all possible information, it hardly expected that it will make y specific recommendation deal-g with the establishment of rigid andards for television. Pending fore the committee and the Com-ssion is the proposal of Radio anufacturers Assn. for standard-ation of both transmission and ception at 441 lines.

Because of possible limitations the law, as well as other fac-rs, it is believed the committee ll refrain from making any commendations as to standards. the present state of the tele-sion experimentation is such as warrant general authorization the 441-line method, as is being ne by RCA and certain other ex-rimenters, the Commission prob-ly will be inclined to recognize at type of operation. Should im-rtant refinements be made at a bsequent time by manufacturers ich might have the effect of ren-ring obsolete transmitters and ceivers then in use, it likely uld be up to the applicant to ke a showing as to why such actical experimentation should authorized, with each case con-lered on its own merits.

Furthermore, there does not ap-ar to be any great support for general hearing on television, ich had been mentioned as a ssibility during the earlier phases the committee's work. Presum-ly the intention is to hold hear-gs on individual applications ving to do with the licensing of tions for experimental telecast-g.

Reports on the sale of visual re-vers in New York since the ril 30 premiere of RCA television connection with the World's ir have been meager. Roughly, is estimated that perhaps 1,000 sets have been sold. Estimates of prospective set sales during the first year in the New York area vary between 25,000 and 100,000 units, with the more conservative manufacturers concluding that the 25,000 figure is the maximum. Moreover, reports from England, where telecasting has been in progress for three years, have been far from optimistic.

Will Make Report

Following its conferences during the first week in May, Commissioner Craven announced the committee was discussing frankly with the industry the problems inherent in visual transmission. "By proceeding deliberately," he said, "we hope to make a logical and comprehensive report to the Commission concerning the various complicated aspects of television as a service to the public. The television committee will make its report to the Commission as soon as practicable after the conclusions of the series of conferences".

At the conference May 9, Lewis Allen Weiss, vice-president and general manager of Don Lee, and Harry Lubcke, chief television engineer, outlined to Chairman Craven and Commission engineers the progress made on the Pacific Coast in Don Lee experimentations. One of the pioneer experimenters in television, the Don Lee organization is reported to have developed a number of basic patents in the field and while it is not yet using 441-line transmission, Mr. Lubcke informed the Commis-

(*Continued on page 67*)



IDEA of a television director remaining in his own parlor and directing a bigtime show at the studio by conference telephone is illustrated in this picture of an actual performance, taken while Thomas S. Lee, president of Don Lee Broadcasting System and owner of the only telecasting station on the West Coast, observes from an easy chair in his home, with Harry R. Lubcke, director of television for Mutual-Don Lee, using the phone to give directions to players and technicians as he watches.

Dept. Store's Television

TELEVISION has become an actual part of the sales promotion activities of Bloomingdale Bros., New York department store, with fashion shows presented for 15 minutes every half-hour during the store hours on television screens placed at elevator and escalator landings and other strategic spots throughout the store. Customers may see the televised sales announcements while shopping or can watch the actual televising in the sixth floor studio, which was constructed for the store by the American Television Corp., New York.

Television Is Premature, McDonald Informs NAB, Seeking Aid of Industry

CARRYING his campaign against "premature introduction, ballyhooing and exploitation" of television to the broadcasting industry, Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., has asked the NAB to help undo the "injury that has already been done."

In a letter last month to Neville Miller, NAB president, Mr. McDonald held that thousands of sales of receiving sets have been killed since this "premature publicity appeared" because the public has been led to believe that television for general use "is here". Every lost sale affects the NAB, he said, adding that independent broadcasters, manufacturers and dealers "have a common cause in telling the American public the facts and the truth about television".

Supplementing this, S. T. Thompson, Zenith executive, on May 6 addressed independent broadcasters, calling attention to Mr. McDonald's letter to Mr. Miller. He pointed out that the "major injury" to the public affects station operations in that it tends to stop the normal increase of station circulation which results from the purchase of new receivers. Stations were asked, if they agreed with Comdr. McDonald, to write Mr. Miller in order that he may be fully acquainted with the opinions of broadcasters in areas where television coverage because of technical, programming and economic obstacles, will not be available for years.

Mr. Miller advised Comdr. McDonald that the television subject had not been discussed by the NAB board during his tenure and that it would be taken up at the next meeting of the board of directors or executive committee, perhaps within the next month.

UNHEARD in the United States because it was relayed specially to Tokyo was a broadcast May 13 from CBS Hollywood headquarters designed to salute JOAK, of the Broadcasting Corp. of Japan, on the occasion of its removal to new studio and office quarters. Harry Simone, CBS composer and conductor, presented special arrangements of music as an accolade to JOAK, with the Japanese consul in Los Angeles translating the accompanying narration.

A SPECIAL 30-day test of television transmission in the 2000-2100 kc. band, operating with 500 watts from midnight to 6 a. m. only, was authorized by the FCC May 8 in a grant to Kalorama Laboratories Inc., Irvington, N. J.

ASCAP Declares Television Rights

Paine Is Authorized to Notify Members of Society Stand

CONCLUSION that the American Society of Composers, Authors & Publishers unquestionably holds control of the television rights of its members was reached by the ASCAP board of directors at its May 4 meeting at which time it authorized John G. Paine, general manager, to write to ASCAP members notifying them that all inquiries regarding television rights to any of their members must be referred to ASCAP for action.

The confusion in the minds of many members regarding television rights arose several years ago, according to Mr. Paine, who said that when the new membership contracts were being drawn up the word "television" was first inserted and later removed from these documents.

Reason for the removal, he said, was not to exclude these rights from the contracts, but to keep the contracts general and to avoid the necessity of including every individual form of performance right handled by ASCAP for its members.

All rights of public performance, regardless of the nature of that performance or the mechanism by which it is produced, belong to ASCAP, he stated. Although it is expected that long before television broadcasting changes from a novelty to an accepted form of entertainment ASCAP will be waiting for it with a set of license fees similar to those for sound broadcasting, no such action was taken at this meeting. George Meyers was elected secretary, filling the place left vacant by the recent death of Joe Young, and Oscar Hammerstein II was elected to the board to replace Sigmund Romberg.

ASCAP Requests NBC To Sign Television Pact

ALTHOUGH NBC has just started public telecasting and although its sustaining, experimental visual transmissions are considered by NBC to be anything but commercial, ASCAP has already notified the network that it has assumed the right of licensing the catalogues of its members for television use and that it would like a formal contract from the network.

John G. Paine, general manager of ASCAP, who discussed the question with Mark Woods, NBC vice-president, and with R. P. Myers of the network's legal staff, said that with television on a regular schedule and with RCA using the telecasts for demonstration purposes in connection with the efforts of RCA dealers to sell television receivers, television should properly be considered as having already embarked on its commercial career. No specific fee for the use of ASCAP music in television was suggested, but Mr. Paine voiced the feeling of his organization that an informal understanding would no longer suffice and that the matter of relationship between telecaster and copyright holder should be put into a legal document.

Missouri U Journalism Forum Includes Radio

RADIO invaded one of journalism's strongholds, the University of Missouri, Columbia, Mo., during the School of Journalism's annual Journalism Week, May 9-13. Featured in the radio departmentals were Harry W. Flannery, news director of KMOX, St. Louis; Erle Smith, newscaster of KMBC, Kansas City; and Robert L. Coe, chief engineer of KSD, St. Louis, and in charge of the *St. Louis Post-Dispatch* facsimile station, W9XYZ.

Also participating in other phases of the discussions were Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, and Edson K. Bixby, vice-president of Springfield Newspapers Inc. and part-owner of KWTO - KGBX, Springfield, Mo. Talent from KWTO-KGBX furnished entertainment at the concluding banquet.

MAKING BETTER AMERICANS . . .

There's showmanship in our foreign language programs. And more. There's an Americanization message that builds sincere loyalty. Do Chicago's foreign-speaking Americans (more than 2½ million of them) know YOUR products?

WGES is first in English programs, too!

WGES

In The Heart of Chicago

Roosevelt Praises Radio, Raps Press

(*Continued from page 9*)

ible forerunner of centralization of all Government radio programs, both live and transcribed, in a single governmental agency.

Declaring that the country's first President — George Washington — charted the course for an enlightened public opinion, President Roosevelt said it has been followed consistently since his time. Institutions for the general diffusion of knowledge have been promoted in many ways, he pointed out, alluding first to the schools.

"The other most important institution for the diffusion of knowledge during the greater part of this period has been the press," the President said. "The Government's relation to the press has been different from its relation to the schools. Aside from some financial assistance, in the form of less-than-cost postal rates, the Government has supported the press chiefly by protecting its freedom. Whether or not we have the best schools in the world—and many of us think we have—it can hardly be disputed that we have the freest press. Government restrictions on the press amount to little more than laws to prevent the printing of obscene matter and articles calculated to incite rebellion. The press is as free as it cares to be or as its economic condition permits it to be."

And Now Radio

The President explained that now there has come into being another "great institution for the general diffusion of knowledge—the radio. Still in its infancy it already rivals in importance the schools and the press. The Government, as the peoples' agent, has had and has now a different relation to radio from that toward the schools and the press. It has encouraged and aided its development on the one hand, and on the other it has set up such controls of its operation as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."

Pointing out that the Government throughout the years has made available to the press information that is essential to the people, the President said there has been and there now is a limit to the amount of such information that newspapers can print.

An Additional Means

"Particularly is this true of newspapers published in cities of less than metropolitan size," the Chief Executive continued. "Newspapers are business institutions, living on advertising revenue, and they are apt to be as large or as small as the advertising volume requires or permits. This is true and must be recognized regardless of how seriously or how lightly an individual publisher may take his responsibility to keep the public fairly informed."

"So, the Government, in our time is turning toward radio as an additional means of meeting its obligation to the people. I have watched with interest and appreciation the manner in which the National Emergency Council during recent months has undertaken through the radio the diffusion of factual knowledge concerning Government operations."

Mr. Mellett interpolated that all of the NEC broadcasts have been on local stations as distinguished from network. For the most part they have been discussions between State directors and field representatives of various Government agencies, with the effort that of answering any question that may be in the mind of any citizen concerning any phase of the Government's work. He said that stations in 42 States now are cooperating with NEC and that 40 Government agencies already have made "reports to the people" by this mean

"It is hard for me," the President stated, "to conceive of a method of diffusing knowledge th would more exactly meet the pu pose our first President had mind, even though radio had n been dreamed of in his time. I a sure the heads of the Governme departments will not fail to ma good use of it. I like the idea covering the broadcasts entire factual in character and the effo to answer the questions in t minds of the people."

Entirely Factual

After Mr. Mellett brought o that hundreds of thousands questions are put to various go ernmental agencies annually their functions, the President closed:

"May the interest of the peop in the Government never grow les I am sure it will not, for the peop know *the* Government is *their* Go ernment. This is good work the N tional Emergency Council is doin Mr. Director. Keep it up."

The second 15-minute NEC i terview, between Secretary of Sta Cordell Hull and Mr. Mellett a dealing with activities of the Sta Department, will be released M 16. Other Cabinet members in ord of seniority will be presented, to followed by the heads of the va ous independent agencies.

Radio *vs.* The Press

Editorial in *St. Louis Post-Dispatch*

Many debates, both in journalisti circles and out, are waged on the sub ject of radio versus newspapers. Man observers feel that broadcasting o news bulletins undermines the circu lation as well as the influence of th press. Others assert that the printe word will remain the major publi stand-by, even among regular radi listeners.

An interesting light is thrown o the question by comparative figure just compiled by the circulation de partment of this newspaper. A nev Pope was elected in 1922, another i 1939. News of both elections came i mid-morning. In 1922, there was n trans-Atlantic radio coverage; thi year, broadcasts described the even in great detail. Yet the 1922 papa election sold only 1000 additional co ies, while this year the extra sale wa estimated at from 4000 to 5000 copie

Analysis of this seeming parado should go far toward settling the de bate. Is it not probable that the radi reports, both before and after th event, served to whet public interes in the color and background of th election, and to create a desire for th more extended accounts and commen published in the press? The 1922 ele tion, to be sure, had no such link wit temporal affairs as was created th year by the Fascists' interest in th balloting. It may safely be conclude nevertheless, that radio is enlargin the audience interested in news d velopments, and that many in th audience seek in the newspapers an plification and discussion of what the hear in the broadcasts.

THE CALIFORNIA RADIO SYSTEM BLANKETS THE STATE

A STATION IN EACH OF THE NINE LEADING MARKETS

KFWB—HOLLYWOOD KFSD—SAN DIEGO KMJ—FRESNO
KSAN—SAN FRANCISCO KFOX—LONG BEACH KWG—STOCKTON
KTMS—SANTA BARBARA KFBK—SACRAMENTO KERN—BAKERSFIELD

MAIN OFFICE: SACRAMENTO, CAL.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WBNY, Buffalo local on 1370 kc., h applied to the FCC for fulltime, aski for the specified hours now assigned WSVS, Seneca Vocational School s tion operating part time on that f quency.

hicago Tribune Urges roperty Right in Wave o Prevent Air Chaos

ECRYING what it characterizes "a feudal radio law", the *Chi-go Tribune*, operator of WGN, in recent editorial commenting on e report of the FCC committee proposed regulations recom-ending one-year licenses, called r a protection of "the property ght in wavelengths" rather than tension of license periods as "the siest and best way to prevent aos in the air' ". The editorial ated the licensing arrangement as had the expectable effect of rrorizing the broadcasters" for ar they would lose their large vestments "if the station in any ay earns the displeasure of the reaucracy".

The *Tribune* editorial also paral-ed the Government's licensing of oadcast facilities with the license-ntrol of the press instituted by enry VII in medieval England, claring flatly that "the whole li-nsing system is fundamentally ong, and it cannot be made ac-ptable to a free people or be ade to serve the purposes and de-es of a free people", and that ur little Tudors assert overlord-ip of the air, as if the bureau-acy rather than Hertz, Marconi, Forest and others had invented dio, and as if the pioneer broad-sters had not originated their velengths and were not entitled them by natural right".

"The easiest way and the best y to prevent 'chaos in the air' to recognize the property right wave lengths," it concluded. "The competent would not last long d their places would be taken by e competent, as in other fields."

ew Ultra-High Service Inaugurated by WSM

ATEST of the ultra-high frequen-stations to begin regular pro-am operation is W4XA, satellite WSM, Nashville, operated by the tional Life & Accident Insurance . Beginning its regular sched-in April, the station operates 26,150 kc. and will experiment th the efficacy of shortwaves for al broadcasting. Installation of e equipment, was under the di-t supervision of J. H. DeWitt , WSM chief engineer with the nsmitter located in the same ilding that houses the WSM xiliary transmitter.

The station is running a regular edule of 35 hours per week, go-on the air from 11 a. m. to p. m. and from 6:30 until 10 m. Monday through Saturday. It o operates 3:45 until 4:30 p. m. ery Monday, Wednesday and Fri-y. There are no Sunday broad-sts. Programs are purely classi-l music except for two news iods daily. Already, it was re-rted, responses from Nashville teners have been most enthusi-ic. Dealers have been unable to pply demand for shortwave con-rters which adapt standard adcast sets to the station's fre-ency. Although it is designed local reception, DX reports al-dy have been received from the st Coast and as far away as stralia. Mr. DeWitt is directing station activities, with Tom wart continuity editor, in charge program planning and presenta-n.

Educational Series on Major Networks Revealed Marked Increase During Year

MORE than one-fifth of NBC's total program service during 1938 was educational in character, according to the annual program analysis recently released by the company. Marked progress in educational programs also was noted by CBS at the recent annual meeting of its Adult Education Board. Of the total 19,091 hours of network programs provided on NBC, 4,085 hours were devoted to educational material, 3,121 hours of which were sustaining, and 964 commercial.

Following is the analysis of the total time devoted by NBC to each program classification, with the time in each division devoted to educational material:

	Program Hours	*Educational Hours*
Music	11,089	1,035
Literature (and drama)	3,424	382
Talks, Dialogues	1,841	1,349
News, Resumes	658	658
Sports	342	----
Comedy	549	----
Women's	282	264
Children's	704	195
Religion	202	202
	19,091	4,085

Commercial programs consumed 29.6% of the total broadcasting time, with the balance, 70.4%, sustaining. Programs classified as talks and dialogues showed the greatest gain over other types with 9.7% in 1938 as compared to 7.9% in 1937. Musical programs accounted for 58.2% of NBC's total time on the air during 1938; drama amounted to 17.8%; sports, 1.8%; comedy, 2.8%; women's program, 1.5%; children's programs, 3.7%, and religious programs, 1.1%. The following table shows the sponsored and sustaining programs broken down for NBC's two networks:

	Red Hours	*Blue Hours*	*Total Hours*
Sponsored	4079	1572	5651
Sustaining	5740	7700	13440
	9819	9272	19091

A summary of the 1938 programs produced on NBC is also shown in the program analysis, with New York as the foremost origination point and Chicago, San Francisco, and Hollywood following. New York originations led all others with a total of 6,947 hours or 36.4% of the total time. Chicago showed 4,366 hours or 22.9%; San Francisco, 3,042 hours, or 15.9%, and Hollywood, 1,567 hours, or 8.2%. The breakdown for sponsorsed and sustaining programs for the four top origination points, by hours, follows:

	Sponsored	*Sustaining*	*Total*
New York	2442	4505	6947
Chicago	1678	2688	4366
San Francisco	367	2675	3042
Hollywood	919	648	1567

Sterling Fisher, CBS director of education, said total hours devoted to educational programs in 1937 were 897 as compared to 1,225 hours in 1938, in reporting to the Adult Education Board. Further increases were recorded for the first quarter of 1939 as compared with the same period for 1938. Under the general heading of education, CBS broadcast 328 hours during January, February and March, 1939, compared with 286 hours in the first quarter of 1938. Religious broadcasts for the same periods rose from 24½ hours in 1938 to 40 hours in 1939; news and public events increased from 36¾ hours to over 63 hours; and agricultural broadcasts rose from one hour in 1938 to 20½ hours in 1939.

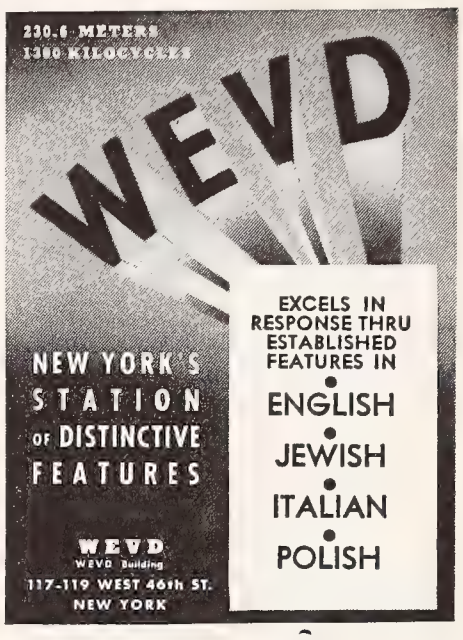
Some of the principal classifications and hours devoted to them in the CBS report for 1937 and 1938 follow:

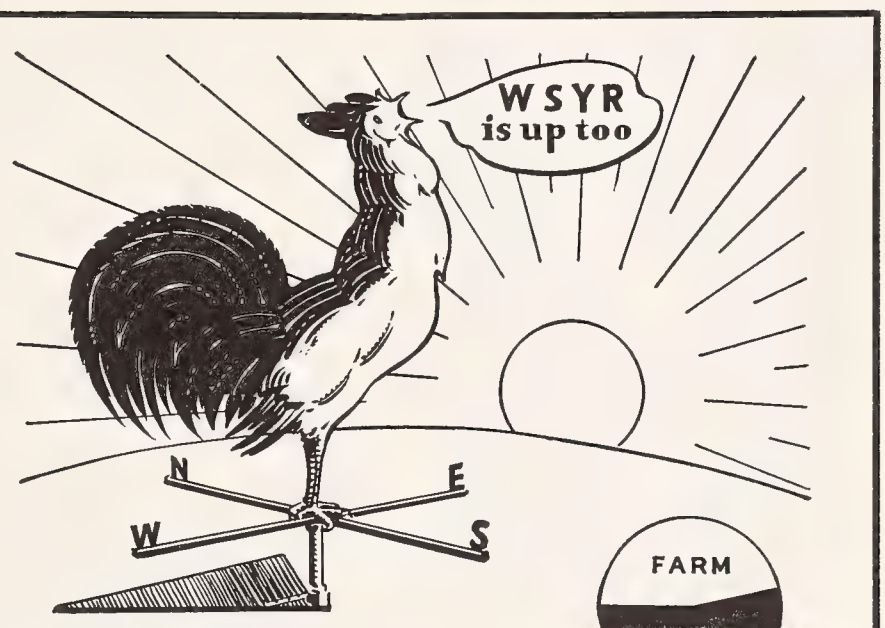
	1937	*1938*
Science	37	60¼
Drama	117	153
History and travel	43¾	73
Religious	109½	116
Public Affairs (at home)	40	54½
Public Affairs (abroad)	11¾	78¾
Labor and Industry	34¾	35
Current Events	297¼	347
General	33½	51¾
	724½	969¼

A NEW local station on 1310 kc. in Hot Springs, Ark., is sought in an application filed with the FCC by Howard A. Shuman, of WHBB, Selma, Ala., in association with Clyde E. Wilson, Hot Springs furniture dealer.

FTC Stipulation

THE Federal Trade Commission announced May 12 that Procter & Gamble Co., Cincinnati, has entered into a stipulation to cease advertising "that the use of Camay soap will keep the skin young; that no other soap can compare with Camay for cleansing the skin, or that Camay 'reaches down to the pores'. While not abandoning its right to claim that its product may be used safely upon sensitive skins generally, the respondent company agrees to cease representing directly or by implication that Camay soap 'can't irritate the most sensitive skin' or using any other claim which may imply that it is non-allergic."





For a Simple reason: Briefly . . . .

Some 40-odd per cent of WSYR's listeners are farmers, and these folks rise and shine with the sun. So we're up too, broadcasting interesting news flashes and lively program material. And we stay up . . . for 18 hours . . . with wide-awake programs of both NBC Red and Blue Networks and the best of the local crop. That's why WSYR harvests more sales for you . . . it has more listeners! Cultivate this rich market with your sales story on WSYR and get a pleasant surprise.

WSYR SYRACUSE 570 Kc.

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

BAR GROUP STUDIES COURT BROADCASTS

AGREEING that court trials do not usually make good broadcast material, committees representing the American Bar Assn. and the NAB at a meeting in Washington May 12 concluded that general standards might well be drafted to govern such broadcasts. The contention of NAB spokesmen that radio should have equal rights with the press insofar as court reporting is concerned was agreed to by the bar representatives.

The groups decided that reports would be formulated for presentation to the respective conventions of the bar association and the NAB, which occur in July, with the broadcast industry to adhere to the conclusions. It was felt that no hard and fast restrictions should be placed on court broadcasts and that the way should be left open for such programming in the event it is construed in the public interest by the particular court.

The bar association committee was represented by Giles J. Patterson, Jacksonville, chairman; Alfred A. Cook, New York; E. Smythe Gambrell, Atlanta; Oscar Hallan, St. Paul. Judge Hershel Arand of the Circuit Court of Appeals in Cincinnati, chairman of the association's ethics committee, also was present. Representing the NAB were President Neville Miller; F. M. Russell, NBC vice-president; Philip G. Loucks, former NAB managing director; Donald Beelar, Washington attorney; Edwin M. Spence, NAB secretary-treasurer.

Commissioner Thompson Shows Interest In Monopoly by Newspaper Ownership

CONCENTRATION of newspaper and broadcasting facilities in an identical group in a community will draw the opposition of Frederick I. Thompson, new member of the FCC, if the nature of his questions at FCC proceedings are indicative of his views.

During oral orguments May 11 on the application of the *Decatur* (Ill.) *Herald* and *Review*, which own 49% of WJBL, Decatur, and which seek to acquire the remaining 51% from Charles R. Cook, Commissioner Thompson, himself an Alabama newspaper publisher, led the questioning. Observing that newspapers owned by the same interests in a community have required advertisers to use space in both morning and afternoon editions, he inquired whether it would be possible in the Decatur situation for the owners of the newspapers and the station to force the use of time on the station in addition to newspaper space. He directed his questions toward the competitive situation as between newspapers and stations generally.

George O. Sutton, WJBL counsel, brought out that the newspaper owner had testified before the FCC that combination rates for the newspapers and the radio stations would not be invoked. Thus the Commission would have a basis on which to take punitive action in the event dual rates were introduced, he contended. The newspapers would pay $7,600 for the remaining Cook interest.

Former Examiner P. W. Seward had recommended denial of the transfer, holding that the newspapers would have control of all media in Decatur for the dissemination of news and advertising. Mr. Sutton argued, however, that the FCC has no jurisdiction since the question of monopoly is reserved by statute to the courts. The Commission, he declared, has no jurisdiction whatever over newspapers and must base its decisions on the public interest showing. Until there is legislation, he contended, which specifically delegates to the Commission jurisdiction over matters of that nature, the Commission is constrained to take into account only those factors brought out in the record.

Observing that only five of the seven members of the Commission were present, Mr. Sutton objected to the participation of the absent members (McNinch and Brown) in the decision.

NAB Convention

(*Continued from page 12*)

will probably entail considerable floor discussion, since it is recognized that voluntary enforcement of a self-imposed code is difficult. What punitive provisions might be involved likewise presents a real problem. Expulsion from NAB membership is expected to be one of the prime considerations for gross transgressions.

Program Standards

The new program standards will be discussed by President Miller in conjunction with the annual convention of the Advertising Federation of America in New York June 20. Under the plan, Mr. Miller will present the code at the meeting of the NAB Sales Managers Division to be held coincident with the convention, and presided over by Craig Lawrence, sales manager of Iowa Broadcasting System, chairman of the division. Reaction of advertisers themselves to the proposals regarding children's programs, limitations of commercials and types of acceptable accounts will be brought into the discussion.

Following presentation of the proposed program standards, it is planned to adjourn the main convention for individual group discussions. In that manner it is felt a complete industry cross-section will be procured and there can be no complaint of "railroading".

The final day, July 13, will be given over to "clean-up" matters. Key reports, such as those on the musicians situation, labor generally, and television probably will be taken up from the floor.

The first day—July 10—will be turned over to group meetings, such as the National Association of Regional Broadcast Stations, National Independent Broadcasters, Clear Channel Group and Independent Radio Network Affiliates. Various committees also will meet, along with the district directors who will bring in nominations for the six directorships at large—two each to represent local, regional and clear channel stations.

At a luncheon July 10, the Sales Managers Division will discuss the Bureau of Radio Advertising, proposed as a service group with the NAB to accelerate radio advertising. The discussion will be of the nature of a sales clinic, with the afternoon devoted to general sales matters.

Advance registrations, according to Edwin M. Spence, NAB secretary-treasurer, indicate a record attendance. Headquarters will be at the Ambassador Hotel.

NAB 'Free Offers' Lists RCA Series

UNDER the "free offers" heading in its May 12 bulletin to member stations, the NAB listed RCA Mfg. Co. in connection with programs featuring Victor records. The Association stated that in its opinion "advertising Victor records without compensation would constitute a violation of the NAB Code of Ethics." In reply it was pointed out by RCA Mfg. Co. that stations are compensated.

Explaining that it had asked RCA for a statement on its arrangements with stations for the broadcasting of records, the NAB published the text of the RCA reply received from T. F. Joyce, vice president in charge of advertising. The NAB prefaced the RCA letter with its observation regarding the Code of Ethics.

Mr. Joyce said RCA uses three types of Victor record broadcast activities. These he enumerated as network, via the *Magic Key* program on NBC; commercial popular Victor record programs in about 35 markets, and *The Music You Want When You Want It*, which he declared was being carried by a number of stations "at their own request".

"No charge is made by our company to the station for the use in this program of the foremost music as performed by the world's greatest artists", the Joyce letter stated.

As the RCA record business has continued to grow, the company has invested increasingly large amounts in broadcast advertising, Mr. Joyce brought out. Total investment for this year in actual payments for time, exclusive of the *Magic Key*, he said, will be approximately $500,000. Pointing out that RCA is the only record manufacturer investing any money in broadcasting, he said it was his hope and expectation that payments next year to stations for time "will be double this year's payments".



Old Faithful

KRBM

The Yellowstone Park Station

Bozeman, Montana

Thousands of tourists going to both Fairs will stop at Yellowstone. Tell them your story thru KRBM—

Another Bonus Station With KGIR, Butte, Mont.

WBAL means business in Baltimore

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

Gotham Stations Get Fair Demand

Programs to Be Delivered to Telephone Patchboard

DEMANDS of New York City's 14 independent broadcasters on the World's Fair management have been met 100%, according to Herbert L. Pettey, general manager of WHN and chairman of the broadcasters' group. Chief concession by the Fair was its agreement to feed all special events programs originating on the grounds to the central switchboard of the New York Telephone Co. at the Fair. Each station will make its own arrangements for routing the programs it desires from this switchboard to its transmitter.

Suitable to Fair

Meeting in Mr. Pettey's office April 28, the group had notified John S. Young, radio director at the exposition, that all broadcasts offered officially by the Fair to the stations "must be prepared, presented and delivered to the New York Telephone Co. patchboard at the expense of the Fair." Otherwise, the stations said, they would carry no further official Fair programs beyond their present commitments, with May 5 as the final deadline. It was specifically stated that "this action is not directed at your (Dr. Young's) office but is directed at the policy of the World's Fair Corp." Letter was signed by WHN WMCA WNEW WQXR WOV WBIL WINS WLTH WWRL WHOM WBBC WBNX WEVD WARD.

A spokesman for the World's Fair stated that the conclusion was entirely satisfactory to the Fair, which, he said, had in April made an offer of this service to the stations only to have it rejected by them. "There is no controversy," he declared, "only a misunderstanding. The Fair has always been willing to render this service to stations who cooperate with it by broadcasting its official events." Each station will be guaranteed 10 hours a week of World's Fair programs, he stated.

Transatlantic Facsimile

CANADIAN MARCONI Co. will inaugurate Transatlantic facsimile service with the visit of the King and Queen to America, sending pictures of the royal visit over recently installed facilities in Canada and England. Transmission will be between the Marconi beam wireless station at Drummondville, Que., and the receiving station at Somerton, England, where the pictures are to be relayed by land lines to London.

RADIO ATTRACTIONS Inc. announces that it has placed its *Fu Manchu* series on three Georgia stations—WATL, Atlanta; WRBL, Columbus, and WGPC, Albany. The Sax Rohmer series is now reported starting or scheduled to start on 75 stations.

YORK, Newark, announces that all broadcasts by Uncle Don, conductor of a daily children's program, will originate from the New Jersey Bldg. at the New York World's Fair as soon as the studio located there has been completed and the building has been dedicated, set for May 30.

Television Impresses the Public

(*Continued from page 16*)

on the half-dozen receivers in the space. There is a constant line of about 200 people waiting to get into the room at all times, GE reports, even when the sets are merely picking up the movies broadcast by NBC during the day, and whenever one of the tele-interviews is being staged the place is mobbed. Each of the interviews takes about 15 minutes and they are scheduled at the rate of two an hour, but so great has been the interest that at times they are run continuously for several hours in order to satisfy the throngs of visitors.

There is a similar setup at the Westinghouse Bldg., which is also equipped with a studio and about six receiving sets. Here, however, the interviews are kept to two minutes each, enabling members of a party to watch one another on the receivers without holding up traffic too long. On Saturday, May 6, Westinghouse officials estimated that 60,000 people witnessed the television demonstrations.

Crosley sets are on display in the building housing this company's exhibits and are attracting a great deal of attention, according to Joseph Reis, educational director of WLW, in charge of that station's broadcasts from the Fair. When the laboratory in the Crosley Bldg. is completed, probably about the end of May, he said, they will also put on television programs, but at the present they are merely demonstrating the sets by picking up the NBC telecasts. Mr. Reis also reports a great interest among visitors in the facsimile display, with many visitors comparing the two types of visual broadcasting.

Few Sets Sold

Although a tremendous amount of public interest has been shown in television sets now on sale in many of New York's department stores, few sales figures are available of actual sets sold, according to telephone inquiries made by BROADCASTING. Large crowds have gathered daily about the television displays, averaging from 150 to 1,200 per hour according to the size of the store and estimated on a typical business day. Sets offered include RCA, Westinghouse, DuMont, Andrea, American Television Corp., and R. H. Macy's own receiver equipment.

Dealer criticism of the current entertainment as well as complaints of the inconvenience of NBC's schedule from 11 a. m. to 4 p. m. were reported by George Jellenik Jr., promotion manager for Bloomingdale's department store. Great interest has been shown in the store's television exhibits shown every half-hour, but few sets have been sold, according to Mr. Jellenik, who added that customers who could only be assured a few hours of evening entertainment a week were not favorably inclined toward buying television sets, especially while the cost was still high.

Bruno-New York, distributors for RCA sets, reported that more of the higher priced sets had been sold than any others. Several stores, including Abraham & Straus, Wanamaker's and Sachs, reported that they have had a large number of inquiries about the sets but have made no sales.

Sales of Du Mont tele-receivers have been "extremely satisfactory" according to M. W. Loewi, vice-president.

RMA Convention Plans

COMMISSIONER T. A. M. Craven of the FCC and President Neville Miller of the NAB will be principal speakers at the annual convention of the Radio Manufacturers Association in Chicago June 13-17. They will address a luncheon on the opening day.

FULL UNITED PRESS SERVICE JUNE 1ST

7:15 A. M.	Open
9:15 A. M.	Open
12:15 P. M.	(Texaco)
3:15 P. M.	Open
6:15 P. M.	(Texaco)
9:15 P. M.	Open

A Ready Made Audience At Low Cost

KGVO

5000 w. Day — Missoula
1000 w. Night — Montana

CBS Affiliate

serving that territory between Butte and Spokane.

THE VOICE OF MISSISSIPPI

WJDX

1000 N. 5000 D.

JACKSON

N.B.C.

Mississippi Checks UP

Since 1937 the value of Mississippi's industrial products has increased 58% . . . industrial wage earners 28.6% . . . industrial wages 43.9%.

Federal revenue collections for the last fiscal year were up 42% . . . Gas tax receipts during the tourist month of March, 1939, were 62.9% greater than for the same month three years ago . . . Since 1930 Mississippi has led all Southern states in tractor purchases.

Check WJDX for your next advertising schedule. Mississippi's Dominant Radio Station gives you an "up and coming" market.

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI



Some Gang!

WWVA

22,787 - - - -

WWVA listeners, filled to the brim with white-heat enthusiasm, packed seven auditoriums in as many towns within a 100-mile radius of Wheeling and in as many consecutive nights, to applaud our SIXTH ANNIVERSARY GOOD-WILL TOUR. Such was a tribute to radio station popularity that has come to so few engaged in a business that produces thrills on end for the successful.

Such Popularity Cannot Be Rightfully Denied!

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

JOHN BLAIR CO. — National Representatives

Acme Feed on 4

ACME FEEDS, Forest Park, Ill., has started a varying schedule of one and two-minute announcements on WLS, Chicago; KSD, St. Louis; WIRE, Indianapolis; WHO, Des Moines. Stack-Goble Adv. Agency, Chicago, handles the account.

A REUNION to celebrate Rudy Vallee's 500th broadcast for the same sponsor, Standard Brands, will be held May 18 during his regular *Variety Hour* on NBC-Red, by prominent alumni of the program.

WFBL

SYRACUSE AVAILABLE! . . .

Strips on NEW Live Talent Show

Cash in on this NEW fast-moving *live talent* show—the WFBL musical clock, featuring the WFBL Minute Men, on the air every morning 7 'til 9, Monday thru Saturday. Returns for the first week's program show listeners in 209 cities and towns in 23 counties. Proved appeal. For rates and time available, write or wire

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

NBC's Summer Interval Method

(Continued from page 14)

weeks for a total of but 39 weeks, the 28% rate on the 4.5 no-charge weeks ($13,860) will be rebated only if, as, and when the program continues regular weekly broadcasting to 52 weeks including the Interval, or 45 weeks of regular broadcasting.

Comparison with CBS

While much more complicated than the CBS plan, NBC sales executives express the belief that their arrangement is fairer in some respects. For instance, they point out that the CBS Hiatus Policy curtails the maximum discount for larger advertisers (CBS sets $1,500,000 as the dividing line) from 25% to 20% for programs for which vacations are taken. This, says NBC, has the effect of costing an advertiser more for a short vacation than for a long one, as the advertiser who takes only four weeks off loses his 5% discount on a 48-week period, while the advertiser who takes eight weeks off loses his 5% on only 44 weeks.

Since the CBS "earned hiatus" depends on the size of the network and the CBS weekly discounts on the number of station-hours used each week, while NBC's intervals and discounts are both figured on a dollar basis, it is not possible to compare the two systems absolutely. However, by assuming that an advertiser spending $10,000 weekly for a 15-minute program series uses enough stations to entitle him to the maximum (8 weeks) hiatus on CBS and to the same interval on NBC, it is possible to compare the net results on the two networks as follows:

If his total network advertising entitles him to the maximum (25%) discount, then if he keeps this program on the air the year 'round without interruption its cost on either NBC or CBS would be $520,000 less $130,000 or $390,000. If he takes a 4-week vacation on CBS, the cost of his 48 weeks on the air totals $384,000 ($480,000 less than 20% maximum discount of $96,000). The same period on NBC would cost him $371,200 ($480,000 less 25% or $120,000 equals $360,000, plus 28% of $40,000 or $11,200). Therefore, for this particular program, 48 weeks on the air and four weeks off would cost its sponsor less on NBC than on CBS.

Eight-Week Vacation

If an 8-week layoff is taken, however, the case is reversed. The 44-week series on CBS would cost $352,000 ($440,000 less $88,000). On NBC the 44 weeks would total $352,400 ($440,000 less $110,000 plus $22,400), or slightly more than on CBS. In general, the two systems balance out, with the advertiser paying just about as much to either network for the privilege of laying off without forfeiting his period.

A minor difference between the NBC and CBS plans is that NBC asks for 40 days notice of a vacation, while CBS demands 45 days, in both cases the advertiser being required to submit with his notice an order for at least 13 weeks following his lay-off period. Like CBS, NBC permits advertisers to take more than the "earned" vacations on payment of full time charges for the resumption network, although NBC limits total time off to 13 weeks, while CBS does not set any limit. Neither network permits billings for Canadian Broadcasting Corp. stations to be included in figuring gross billings.

Sweetheart's News

MANHATTAN SOAP Co., New York (Sweetheart Soap), on May 1 started thrice-weekly news programs entitled Bob Garred's *Streamlined Headlines* on KSFO, San Francisco, and a local news commentator on KMOX, St. Louis. On May 15, the company starts similar news programs three times weekly on WCAE, Pittsburgh, WHO, Des Moines, and news by Fletcher Wiley on KNX, Los Angeles. Franklin Bruck Adv. Corp., New York, placed the account.

Shoe Soap Test

ALLEN BURNS Co., Buffalo (Relewite shoe soap) on June 5 will begin a test campaign with a 15-minute program titled *Scrambled Proverbs* on WKBW, Buffalo, placed for 13 weeks through Ellis Adv. Co., Buffalo and Toronto agency.

UNIONS CONTESTING TELEVISION RIGHTS

QUESTION of which talent union will have jurisdiction over the actors employed in the new field of television was the subject of an all-afternoon session of the executive board of the Associated Actors & Artists of America, parent body of all AFL actor groups, held in New York May 5. Meeting passed a resolution on the subject to be referred to certain of these branch groups and reported back to the AAAA board for final action on May 15, but it also passed another resolution prohibiting any statements regarding the debate or the action until after this follow-up session. While this ban has blocked any official expression on the subject, general feeling is that Actor's Equity Association, oldest of these talent unions, was awarded control of the television field.

Blow to AFRA

If the consensus that television was awarded to Equity is correct the decision will come as a blow to many members of AFRA who have felt that the close association of television to sound broadcasting gave this union an inherent right in the field. Equity, however, has always maintained that when television came of age Equity would control it, and has insisted that in waiving its rights to radio and assisting in the formation of AFRA it was in no way dropping its claim to this new type of entertainment. The interest of the motion picture industry in television and the possibility that films may form an important part of the program fare have also led some observers to believe that the Screen Actors Guild will try to have television placed under its control.

With these conflicting claims it had been expected that the AAAA might debate the question for an extended period before reaching a decision. And if the verdict has gone to Equity at this time, there is always the possibility that as television develops it may recruit its own personnel to the extent that eventually a separate branch of the AAAA may be organized exclusively for television talent.

Every WEEKDAY *67 ADVERTISERS (Local and National)

use CKLW · 5000 WATTS to completely cover the Detroit Market

DETROIT—3300 Union Guardian Bldg.—Cadillac 7200
NEW YORK—JOS. H. McGILLVRA—366 Madison Ave.—Vanderbilt 3-5055
CHICAGO—GEORGE ROESLER—400 N. Michigan Ave.—Whitehall 4262

*April Average

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Vacationists, Alone, Spend $40,000,000 Yearly, in Connecticut

Definite sales are assured when you use WDRC to reach this large potent market.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Network Television Near ohr Observes; Foresees ig Production Expense

ELEVISION network broadcastg may be nearer reality than ost radio men assume, according statements by Lenox R. Lohr, BC president, at a press conferce May 3 before his address to e Chicago Bankers' Club. Parular stress was placed on the ecently developed microwave oster station for retransmitting levision frequencies.

"It is feasible to place such autoatic booster stations at 15 mile tervals across the country beeen cities", he said. "The stations ould cost about $500 each and ould be unattended. They are nall and compact, need only a nall tower for operation. We beve that little fidelity of a picre televised in New York and nt to Chicago by boosters would lost."

It is now possible to "pancake" e television beam without a "feedck" Maj. Lohr continued, and may well be possible to send und, television and facsimile on e same ultra-high frequency at e same time. The system of autoatic booster stations would prove ich less expensive and more fease than the coaxial cable, he said.

High production cost was listed a major obstacle to national evision by the NBC president. e estimated that a 15-minute telesion film would cost $15,000. At ast 30 technicians and actors are quired to stage a television show compared with the four techcians and actors who can put on successful radio broadcast, he ated.

Although NBC has options on veral of the tallest buildings in icago [BROADCASTING April 1] plans are being made by NBC television in the near future Chicago, he said. The immediate ture of television, he concluded, pends on the public's reaction to e sale of television sets which s opened May 1 in conjunction th the regular television schedes for the New York World's ir [BROADCASTING, May 1].

GE Names Brandt

RTHUR A. BRANDT, formerly dio advertising manager of Genal Electric Co., has been apnted manager of merchandising vices for the company's radio d television division. Fred A. y has been appointed manager radio sales in the same division, er working as Cleveland radio es manager for G-E. Henry A. ossland, formerly manager of hnical sales and service for the npany, becomes the company's t manager of television sales, l is succeeded by Philip R. But- former supervisor of field hnical service and quality con-l. Charles R. Barhydt, of the E engineering staff, was named mmercial engineer for radio and evision.

CAUSE of the growing interest television, particularly in the New k metropolitan area, RCA has isd an 18-page booklet entitled *Teleon*, which answers general and cific questions most frequently ed about the new development and lines the part RCA has played in vision.

Theater Television Plans

NEW YORK offices of Gaumont British Films are being remodeled to permit the installation of apparatus for the projection of television pictures on a screen 12x15 feet. Equipment, manufactured by Baird Television Ltd., subsidiary of Gaumont British, is similar to that which has already been installed in a number of English picture theatres and plans are progressing for similar installations in a few Broadway houses. Ian C. Javal, commercial director of Baird, who recently arrived in New York, is supervising the installation in the G-B headquarters, which is expected to be ready for demonstrating about the end of May or early in June. He is already showing reception on the Baird home receiver, which may be placed on the market in America later this year.

Earle C. Anthony Gets Site for Video Station

EARLE C. ANTHONY Inc., operator of KFI-KECA, Los Angeles, has leased the 14th floor of Bekins Van & Storage Bldg., Santa Monica Blvd. and Highland Ave., for an experimental visual broadcasting station. Lease includes two 125-foot towers already atop the structure. One will be for visual and the other for sound transmission. Anthony on March 25 filed an FCC application for an experimental visual broadcasting station to operate with 1000 watts on 42,000-56,000 kc. [BROADCASTING, April 1].

Entry of Earle C. Anthony Inc. into the televising field follows announcement recently by Don Lee broadcasting System of plans for expansion of its visual broadcasting operations by moving W6XAO from downtown Los Angeles to a 20-acre Hollywood mountain site [BROADCASTING, April 15]. Don Lee network at present is televising a five-day weekly schedule of programs over W6XAO and recently made FCC application for a San Francisco experimental television station.

May Co., Los Angeles department store, is the first West Coast non-radio concern to apply for an FCC television construction permit and is seeking a 1000 watt outlet to operate on the 60,000-86,000 kc. band. The firm states it plans to erect the experimental station on top of its new $2,000,000 building now under construction at Fairfax Ave. and Wilshire Blvd.

KFEQ
ST. JOSEPH, MO.
"The Midwest Market Station"
ANNOUNCES:—
Two additional hours of nighttime broadcast service to St. Joseph, Missouri's third largest market, and its rich agricultural trade area.
6:00 A.M. to 9:15 P.M. Daily
680 KC
National Representatives
KELLY-SMITH CO.
New York Chicago
Detroit Atlanta

FCC Television Report

(*Continued from page 61*)

sion that its system was adaptable for that type of transmission.

On May 2, W. B. E. Norrens, president of Majestic Radio & Television Co., Chicago, conferred with the committee and, it is understood, advocated a slowing up of the sale of television receivers to the public. This view is consistent with the position taken by Zenith's president, Comdr. E. F. McDonald Jr., who has contended that great injury has resulted from the "premature" ballyhooing given visual radio.

Powel Crosley Jr., president of Crosley Corp., James D. Shouse, vice-president in charge of broadcasting, R. J. Rockwell, technical supervisor of Crosley, and J. R. Duncan, television engineer, on May 3 conferred with the committee in connection with Crosley experimentation in television. The company has pending an application for a new telecasting station in Cincinnati but is at present experimenting in the laboratory and in television programming technique.

Robert Robbins, vice-president and secretary of Wald Radio & Television Co., New York, also conferred with the committee May 3. He claimed that his company has a narrow band definition system of a revolutionary nature. Mr. Robbins formerly was representative of independent motion picture producers in fighting sound film patents several years ago.

Announcers' School

SCHOOL for staff announcers, with class meeting every Monday afternoon, has been set up by WPEN, Philadelphia. With the station carrying programs in three foreign languages—Italian, Polish and Jewish—WPEN department heads serve as authorities in their respective fields during the discussion of correct pronunciation of names in the news. To give announcers necessary background for rapid news broadcasting, a forum on the big news of the week also is held. Thomas B. Smith, WPEN program director, is directing the school.

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York



SPRING is here and Summer is just around the corner. So NOW is the Time to start a campaign to get your share of *profitable* Summer business from our "Friendly Family" of 1,500,000 Italo-Americans. Then you will be able to keep cool while the heat and your *sales* shoot up in our Summer-Proof Italo-American market.
WOV
NEW YORK
1000 WATTS
THE INTERNATIONAL BROADCASTING CORP.
NEW YORK
WBIL
NEW YORK
5000 WATTS

Liebmann Using 8

LIEBMANN BREWERIES, Brooklyn, on May 15 starts a 26-week campaign for Rheingold beer using the half-hour transcriptions *Calling All Cars*, produced by Tested Radio Productions, New York, weekly on WTAR WSVA WTBO WSAL WFMD WSCS WIOD and WMBG. Lord & Thomas, New York, places the account.

PROMOTING for its restaurant clients, the Mrs. Smith Pie Co., Philadelphia, is sponsoring nightly quarter-hour programs, *It's Restaurant Time*, on WFIL, Philadelphia, designed to encourage "eating out". Richard A. Foley Agency, Philadelphia, handles the account.

FOR SALE

1 - 6B Western Electric 1000 - watt Broadcasting Transmitter complete with motor generator sets, added high voltage rectifier and tubes. Complete inventory may be had on request.

Address all inquiries to

Box A373, BROADCASTING

Palen Cleaned

ON HIS WAY to WIL to conduct a program promoting the clean-up paint-up campaign of the St. Louis Chamber of Commerce, Gil Palen, WIL announcer, recently parked his car near the station. As he was leaving the auto, two thugs stuck revolvers in his ribs and ordered him back in the car, forcing him to drive to the South end of the city, where they relieved him of both his wallet and vehicle. They were about to tie him up when he explained that a cast of 35 people were waiting for him at the WIL studios. After a brief conference, the bandits decided not to truss him up. Free once more, Palen found a cab, and finally made the station with five minutes to spare. Later police found the auto but not the wallet.

A LOG of international shortwave broadcasting stations of the world, showing frequencies, powers, call letters and locations of more than 700 stations operating in bands from 6,000 to 27000 kc., was released by the FCC recently.

WARNING!

PURSUANT TO EXISTING COPYRIGHTS AND TRADE MARKS owned and registered by

THE LONE RANGER, INC.,

Detroit, Michigan

and for the further protection of its radio sponsors, motion picture licensees, comic strip licensees, and also those licensees manufacturing and distributing the many articles of LONE RANGER merchandise, we issue the following notice:

WARNING IS HEREBY GIVEN THAT ANY PERSON, FIRM, OR CORPORATION,

who shall in any manner whatsoever, directly or indirectly, use or permit to be used the title, the characters, or names of any characters, appearing in THE LONE RANGER radio, motion picture, or comic strip adventure serials, entitled "THE LONE RANGER", or

who shall cause or permit

ANY IMPERSONATIONS

of the characters included in the dialog of the said "THE LONE RANGER," including Tonto and Silver; or who shall in any manner use commercially THE LONE RANGER'S distinctive call, "Hi-Yo Silver":
And any person who in any manner impersonates THE LONE RANGER or any of the surrounding characters

WITHOUT SPECIAL PERMISSION

of the undersigned, the copyright proprietor, will be prosecuted to the fullest extent of the law.

This warning is directed against and includes so-called personal appearances of spurious LONE RANGERS and/or any masked persons impersonating THE LONE RANGER and/or Tonto.

THE LONE RANGER, INC.
By: Geo. W. Trendle
President

This notice appearing in current issues of Photoplay—Broadcasting—Dept. Store Economist—Advertising Age—Billboard—Bakers Weekly—Radio Daily—Variety

Elliott Roosevelt Urges Strict Self - Censorship By Broadcast Industry

STRICT self-censorship of radio, to perpetuate it as a private enterprise, was advocated by Elliott Roosevelt, second son of the President and head of the Texas State Network, in an address May 11 before the Rotary Club of New York.

"There has been a lot of talk about censorship of radio," he said. "But whenever the Government takes a hand in censorship under any Administration, then you can expect to see the death of our democratic form of Government. On that day the radio will be used as a means of propaganda; it will then become the same weapon it is in such totalitarian states as Germany and Italy and we will have the same kind of Government that they do.

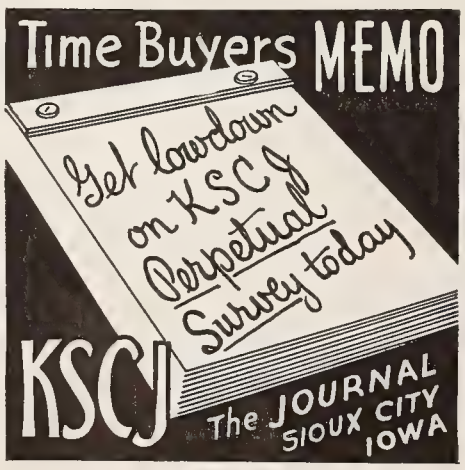
"We cannot hope to succeed in the rendition of this service to the people of the United States unless we impose self-censorship. If we overstep the bounds of fairness to both or all sides of a question, we will find ourselves playing a part in helping to break down our Government and, as soon as it steps in with censorship of radio, newspapers can expect the same thing."

Television, Mr. Roosevelt said, "is a long, long way from being an accomplished and new industry that can stand on its own feet." He added that the economics of visual radio have not been worked out and advised his listeners not to throw away their radios and buy television sets yet "although the unions are fighting about how they are going to unionize it."

Mr. Roosevelt reiterated previous statements urging a permanent "certificate of convenience and necessity" for stations in lieu of the present six-month license. He declared a franchise tax on radio licenses, if the levy was "not made destructive" would be supported by the industry.

MEMBERS of Congress and their wives and children, numbering 250, were guests of NBC May 11 at a demonstration of broadcasting and television arranged in their honor. It was their first stop in a weekend trip to New York that included visits to the World's Fair and the ships of the Navy anchored in the Hudson.

WBNX, New York, is opening each broadcast day by playing "Dawn of a New Day", New York World's Fair theme song composed by the late George Gershwin. Accompanying announcements signal the outstanding event of each day and the slogan, "For your entertainment fare patronize the New York World's Fair".



Radio at Music Camp

TWELFTH annual National Music Camp at Interlochen, Mich. will again feature a Radio Workshop in its summer curriculum, June 2 to Aug. 20, along with a migration of the entire Camp to the New York World's Fair for a 10-concert series and inspection of radio and television exhibits. Among the radio personalities participating in radio instructon and producton in the Camp will be Blevins Davis, creator of the NBC *Great Plays* series, who will head a new drama department, with Stewart Bosley and Douglas Ferguson, both graduates of the Yale drama workshop as assistants. William D. Boutwell and Rudolf Schramm, director and music director respectively of the Radio Division of the U. S. Office of Education, will be in charge of radio at the Camp, assisted by Jerry Wiesner, of Michigan

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New Pacific Parade

AFTER 10 successful years on the air, running five afternoons a week on KFRC, San Francisco, the half-hour *Feminine Fancies*, Don Lee network's oldest program, on May 15 changes its title to *Pacific Parade*. The new name was chosen from among 10,000 submitted in a recent contest, with Oscar Turner, of Long Beach, winning $25 for the new title. Among sponsors who have successfully participated in the program, now heard on 31 Don Lee stations, are Sperry flour, Hartz bird-food, Pruden Penny hash, Sherwin - Williams paint, Lipton's tea, Shasta water, Golden State dairy products and General Mills.

NEBRASKA'S MARKETING CENTER

KMMJ has moved to a most strategic and desirable marketing center — Grand Island, Nebraska. This live-stock auction center of the Mid-west, with its million dollar railroad payroll, is the home of many prominent jobbers, wholesalers and manufacturers.

Thousands of old and new friends have heard our stronger signal from our new 330 foot Truscon vertical antenna and more efficient ground system. They are crowding in to see our new auditorium and meet their favorite radio entertainers.

We're now ready to give you "on the spot" help in adding new jobbers and dealers . . . pepping up established outlets . . . building additional consumer demand for your product. Let us tell you how it can be done.

KMMJ

GRAND ISLAND, NEB.

Randall Ryan, Mgr.

Rep. by Howard H. Wilson Co

Active Calendar of Congress Keeps FCC Bills on the Shelf

Rail Measures and Reorganization Get Priority; Stalemate on Copyright Front; Moser Puts in Bill

By WALTER BROWN

AS CONGRESS rolls toward the hot days of summer, which usually bring adjournment unless there is some national catastrophe, the FCC reorganization bills continue to gather dust in committee rooms on Capitol Hill.

Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, has just reported one railroad bill to the Senate but two more are to come, and for this reason he will not hazard a guess when he will order hearings on his bill or that of Senator White (R-Me.), to reorganize the FCC.

Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, is burdened with the same railroad problem and is still waiting for the Senate to act on FCC legislation before his committee makes a move.

Wheeler Now Cool

Senator Wheeler, asked May 10 if he thought his committee would hold hearings on the FCC reorganization bills during May, replied, "I just can't tell you."

He continues to display a cooled attitude toward the FCC legislation that bears his name and if the Administration succeeds in securing an early summer adjournment the chances are the committee will merely direct a subcommittee to make a broad investigation and study of the problem of communications legislation and report back at the next session.

The Government reorganization orders are calculated to keep Congress in session until mid-July. Senator J. Byrnes (D-S.C.), however, has introduced a resolution to shorten the 60-day waiting period for the orders to hang fire on Congress before becoming effective. Passage of this joint resolution would pave the way for adjournment around July 1. Because of the international situation there is a large bloc anxious to keep Congress in session through the summer. The best adjournment guess at this time is Aug. 1.

Even though Congress stays in session until dog days, the Administration would have to apply heat to work through Congress an FCC reorganization bill unless an agreement could be reached between Democrats and Republicans. This is unlikely. With the President hoping for an early adjournment the Administration may agree to let the whole FCC subject go over until next session, with an investigation during the summer.

FCC Without Funds

One thing certain is that Congress must give some consideration to the FCC before the session is over or there will be no money. The FCC appropriation was eliminated from the independent offices supply bill because of FCC reorganization talk. With no action yet taken on the proposal, it is expected the House apporpriations will include the item in the third deficiency bill. Hearings on this bill have not begun.

Copyright Stalemate

The international copyright convention has again been jerked out of the Foreign Relations Committee to the Senate calendar but there appears little chance of its ratification at this session. A number of Senators oppose ratification unless there is copyright legislation to accompany it such as proposed in the Duffy Bill during the last Congress.

One Senator who considered reintroducing such a bill early in the session has not done so because he has been informed that even should the Senate pass the measure Chairman Sivorich (D-N.Y.) of the House Patents Committee, has said it would meet the same fate it encountered before his committee in previous Congresses.

That means being bottled up. And because of this the Senator frankly admits he does not care to get out on the firing line to be shot at by ASCAP, which bitterly opposed the Duffy Bill because it eliminated the $250 mandatory fine provision of the present law, when there was no chance of accomplishing anything. For this same reason he asked that his name not be mentioned when talking with BROADCASTING.

With one group in Congress opposed to the passage of copyright legislation and another opposed to ratification of the international treaty unless such legislation is enacted, the two measures appear to be definitely stalemated, at least so far as this session is concerned.

Moser Raps ASCAP

Meanwhile ASCAP was the subject of attack in a statement by Rep. Moser (D-Pa.) which accompanied the introduction of his bill (HR-6243) May 9 regulating the use of copyrighted works.

Rep. McGranery (D-Pa.) also introduced a copyright measure (HR-6160) which among other things would create copyright in phonograph records, extend the life of a copyright to 56 years instead of the present 28-year span, renewable for 28 years. Similar to other measures introduced in previous sessions the measure unquestionably will draw the fire of copyright users, including broadcasters, since it retains the $250 statutory minimum statutory infringement, and presupposes American adherence to the International Copyright Convention.

FCC as Arbitrator

Rep. Moser said his bill was designed to set up the FCC as the arbitrator of copyright invasion, the royalty payments for use, and permission to use copyrighted works where agreements between individuals cannot be reached and to remove such powers from ASCAP which he characterized as "a bunch of racketeers".

Mr. Moser said the bill was similar to a measure he introduced last year, which failed to get out of the Patents Committee. He stated he had introduced the bill because many entertainment interests in his home district, of which Reading is the largest city, had complained to him of ASCAP policies. He said the bill was drafted by the legislative counsel of the House to order to carry out the reform ideas covered in the complaints he had received.

The failure of copyright legislation to obtain Congressional approval in previous sessions is the factor that makes such legislation as is necessary in Mr. Moser's opinion. He said ASCAP, having failed in an effort to force musicians to pay tribute for copyrighted works, had "arrogated to itself without any right whatsoever" the power to control the use of music and lyrics by other entertainment agencies. "They've got everybody from the man who has a phonograph in his beer tavern to the big broadcasting companies by the neck," he said.

Must Prove Damages

He pointed out that under his bill if ASCAP wanted to obtain damages in excess of those awarded by the FCC for unauthorized use of copyrighted material it would have to take its case into the courts and prove the damages.

Whether he will personally press for action on the bill, Mr. Moser said, hinges on whether the broadcasting and other industries in the entertainment field will get behind it. "These people are great on complaining, but awfully short on action," he said. He pointed out that when the bill was before the Patents Committee last year it had the active opposition of Chairman Sirovich and said support was necessary for passage.

"I have not had the opportunity of discussing this measure with Chairman McNinch of the FCC, since he was not in office when I introduced my bill last session," Rep. Moser said. "Consequently, I cannot say whether he is for or against this move."



PAUL WAGNER, portly sports announcer of WPAY, Portsmouth, O., appeared on the station's children's program and was presented by the youngsters with this overgrown hamburger, weighing about five pounds and garnished with the slices of a whole onion. The 230-pound sportscaster actually came close to devouring the meaty morsel. Wagner handles play-by-play of the at home and away games of the Portsmouth Red Birds of the Mid-Atlantic League, sponsored by the Independent Retail Grocers of Scioto and Greenup counties.

Evans Fur Starts MBS Cooperative

EVANS FUR Co., Chicago, about July 15 will start a syndicated cooperative furrier program on the Mutual Network, keyed from WGN, Chicago. To run for 30 weeks, the half-hour program will feature the music of Harold Stokes, Don Pedro and Tom, Dick & Harry. As BROADCASTING went to press the program had been sold in five MBS markets to local furriers and will be sponsored by at least 12 furriers by the July opening, according to A. L. Meltzer, president of Evans.

One of the country's largest users of local spot, Evans Fur Co. since its start in radio in March, 1930, has sponsored a total of 2,690 hours on Chicago stations WCFL WLS WGN WMAQ WJJD WBBM WIND WGES WAAF. In July of 1930 the firm began its first radio series on WCFL and until 1934 spent 90% of its advertising budget on radio. In 1933 its radio appropriation totaled $40,000; in 1939 the sum will be approximately $100,000, with 75% of its advertising appropriation spent for radio programs.

The company has experimented with every type of radio program except dramatic serials and sports programs, and has used five weekly quarter-hour shows with half-hour shows on Sundays. Romantic music forms the best radio program to sell women a high-unit-per-sale item, according to Evans officials. The firm has never used "hot" or "swing" music, has emphasized light classical music and jazz. Particular emphasis has been placed on shows such as Frank Wilson's *Voice of Romance* on WBBM; *Don Pedro* of WGN, and *History in the Making*, half-hour Sunday show on WBBM.

Formed in 1932, the Evans Fur Coat Club now totals 13,000 Midwestern women listeners. The club is a plan for buying fur coats whereby a coat is selected and stored free of charge until the following winter. By that time it has been paid in full. During its nine years of radio, the company has broadcast no free offers or premiums and has aired no contests.

Evans opened in 1930 on the 12th floor rear of a State Street building. Using radio advertising almost exclusively, by 1933 the firm occupied the entire fourth floor of a centrally located State Street building, and in June of 1937 it moved into and doubled its former space area in Chicago's North American Bldg.

MAJ. EDWARD BOWES, impersario of the CBS *Original Amateur Hour*, will receive an honorary degree of Doctor of Laws from Villanova College at commencement exercises June 8 for "humanitarian and social service during his years in radio". Maj. Bowes also will address the 150 graduating students.

Late Personal Notes

CHARLES J. CUTAJAR, head of the advertising agency of the same name and for 11 years previously head of Cutajar & Provost Agency, New York, has joined Cowan & Dengler, New York, in an executive capacity, bringing all his accounts with him to the Cowan agency and discontinuing the Cutajar agency.

ARTHUR W. STOWE, veteran radio writer-producer, has been appointed CBS San Francisco production manager by Donald W. Thornburgh, Pacific Coast vice-president of the network. Stowe has taken over the post formerly held by Van Fleming who resigned some months ago to free-lance. Stowe has been in radio since 1924 and handled several network shows for Hays MacFarland & Co., Chicago. He came to the West Coast in 1937 to handle production of *Hollywood in Person* for General Mills.

WILLIAM L. SHIRER, CBS European representative, will sail from Liverpool June 13 aboard the new *Mauretania* for a vacation in the United States. Arriving in New York June 23, he will broadcast twice while en route.

GILBERT SELDES, CBS director of television programs, and Donald Hunter Munro, BBC television production manager, arrived May 12 in New York from London on the *S.S. Georgic*. Munror will spend a month at CBS in an advisory capacity before returning to England.

MEFFORD RUNYON and Herbert V. Akerberg, CBS vice-president, and Stephen Fuld, station relations executive of the network, all of New York, were in Hollywood in early May for conferences with Donald W. Thornburgh, Pacific Coast vice-president. James Seward, assistant treasurer of the network, preceded the other executives to the West Coast.

ALTON COOK, radio editor of the *New York World-Telegram*, is convalescing from an appendix operation performed May 4 at the Lenox Hill Hospital, New York. Maxine Cook of the newspaper's staff is handling the radio column in Mr. Cook's absence.

DON QUINN, Hollywood writer of the NBC *Fibber McGee & Molly* program, is recovering from a broken right shoulder received when he fell while playing football.

JACK STEWART, NBC Hollywood account executive, is the father of a girl born May 3.

Video Commercial

WITH the television camera bringing a preview of how visual commercial programs may exploit a sponsor's product, Frank E. Mullen, newly elected vice-president of RCA, was interviewed on the television initiation of the NBC *Vox Pop* program at the New York World's Fair the night of May 6. Loading and smoking pipes with their sponsor's Kentucky Club pipe tobacco, and with the camera showing the tins of tobacco presented to interviewees, Parks Johnson and Wally Butterworth conducted all their interviews on the half-hour broadcast in front of the RCA-NBC television mobile unit in one of the first telecasts of a complete sponsored network program. World's Fair visitors viewed and heard the show on the battery of television receivers in the RCA exhibit.

HARRY MARBLE, formerly of th announcing staff of WCAU, Philade phia, has been transferred to the pr gram department, succeeding Norri West, who resigned recently to becom assistant manager of the Philadelphi Symphony Orchestra. Fred Marshal formerly of WPRO, Providence, R. I also has joined the WCAU announc ing staff.

WALTER GEIST has been named vice-president of Allis-Chalmers Mfg Co., Milwaukee, in charge of sales an advertising policy, according to an an nouncement of Max Babb, president o the company.

R. A. (Dick) RUPPERT, directo of advertising of WKRC, Cincinnati was signally honored May 5 when h was elected to the Order of Curia honorary society of the Cincinnat YMCA Night Law College where h has been studying law. Membership requires high grades, leadership, and initiative. Only three members are elected each year.

ELINOR CANNON, in charge of the syndicate division of C. P. MacGregor, Hollywood transcription producers, is on a three-months leave-of-absence, touring the United States and Canada.

GENE THOMAS, station sales manager of WOR, Newark, on May 11 married Sunny Maxwell in Cleveland. They will live at 305 W. 72d St., New York.

V. HAMILTON-WEIR, vice-president and general manager of WLEU, Erie, Pa., recently was elected vice-president of the Erie Advertising Club.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Sports Announcer wants Baseball assignment. Handle studio utility, references, recordings available. Box A372, BROADCASTING.

Station Executive—A radio executive with more than fifteen years in broadcasting, formerly public relations director of leading national network and later general executive involving station relations and sales promotion, seeks position as station manager in medium sized city or sales promotion director of top-notch station. Box A361, BROADCASTING.

Commercial Engineer, 1st class license, network, studio, remote, maintenance, and transcription cutting experience. Thoroughly qualified. Box A362, BROADCASTING.

Program Director, 4 years experience in all phases of radio, including selling, writing, programming. Now employed at large network station. Married, reliable, desires connection with station preferably southeast, south, or southwest. Box A363, BROADCASTING.

Salesman . . . age 50—10 years experience—proven record of producing—now employed—desires change. Midwest only. Box A365, BROADCASTING.

Experienced Announcer with fine background, including program, special events and publicity direction, desires position with progressive network or local station. Voice recording available. Box A366, BROADCASTING.

Salesman—Writer—Announcer wants salary-bonus proposition with reliable station. Russ Brinkley, Olean, New York.

Experienced licensed operator available. Desires position with better opportunity. Now employed in major network station. Address Box A367, BROADCASTING.

Junior Announcer—Experienced, now available for southern, eastern station. Personal audition. Box A368, BROADCASTING.

Attention Small Stations! Experienced announcer who can write and sell desires position. Salary secondary. Voice recording available. Box A369, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A370, BROADCASTING.

Instructor-Announcer: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A371, BROADCASTING.

For Sale—Equipment

For Sale—5 Kw. Western Electric transmitter complete with speech input. Equipment, two sets of motor generators, two sets water pumps and cooling fans. All in A1 condition. Address Box A364, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

MAPS AND MONEY

Get your map. Turn to Winston-Salem, North Carolina. Note the population. Study the market data. Note the active industries. WAIR offers you this—plus scores of other active towns within its coverage.

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Defamation Ruling Appealed by NBC

Asks State Supreme Court to Reverse $15,000 Verdict

TO HOLD a broadcasting station liable for defamation in the utter absence of any fault or neglect on its part is repugnant to justice and an unconstitutional deprivation of property," NBC stated in an appeal to the Pennsylvania Supreme Court May 9 for reversal of the verdict awarding $15,000 to the Summit Hotel Co. in the so-called Jolson case. Verdict, returned last fall by the Common Pleas Court of Allegheny County, was for damages the hotel claimed sustained as a result of an ad libbed remark made by Al Jolson during a *Shell Chateau* broadcast on June 15, 1935. Jolson was interviewing Sam Parks, then national open golf champion, and when Parks mentioned the Summit Hotel, Jolson came back with "That's a rotten hotel," a remark not in the script.

Pointing out that in the proceedings it had shown without contradiction that J. Walter Thompson Co. brought the program into the NBC studio as a "package show", that Jolson was hired by the agency and not by NBC, that the remark in question had not been made at rehearsal and was not included in the script submitted to NBC for approval, that Jolson was employed as a comedian and that he poked fun at every opportunity during the broadcasts, and that the remark came so quickly that it could not possibly have been cut off the air, NBC argued that it should not be held liable.

Would Encourage Suits

"Radio," says the appeal, "resembles the telephone in that the electrical impulses created by the words spoken into the mouthpiece travel so quickly they cannot be halted before they reach the receiver at the other end of the wire. It would be unthinkable to hold a telephone company liable for the transmission of a defamatory message." If a station is liable for every defamatory utterance reaching the microphone, NBC adds, then the operator of a receiving set, which changes the electrical impulses into sound and so is "as essential to the dissemination of the broadcast words" as the transmitting station, is equally liable.

"We submit, therefore, that to impose on a radio broadcasting station absolute liability as an insurer for all defamation broadcast over its facilities would be unwise and thoroughly undesirable from social and economic standpoints. It would serve principally to open a new and lucrative field for damage suits, and can have but one effect in the long run and that is to impair seriously the usefulness of radio as a means of communication, and to limit severely the scope of radio addresses and presentations of various types which are now brought to the listening public."

NBC was represented by John D. Wicks of Weller, Wicks & Wallace, with A. L. Ashby, NBC vice president and general counsel, also present. William A. Schnader, former attorney general of Pennsylvania, appearing for NAB as a "friend of the court", backed up NBC's claims that the network should not be held liable. Pointing out that in such programs as the one in question the broadcaster merely rents his facilities to the sponsor and his agency, Gen. Schnader said that "if the advertiser is of good reputation and employs talent also of good reputation the broadcaster should not be answerable for the conduct of the talent any more than the owner of a large auditorium who permits a meeting to be held in his building."

Pectin Series on Coast

CALIFORNIA FRUIT Growers Exchange, Los Angeles (fruit pectin) on May 17 starts for 10 weeks *Fletcher Wiley*, commentator, on 7 CBS Pacific network stations (KOIN, KSFO, KARM, KROY, KIRO, KFPY, KVI), Wed., 2-2:15 p.m. and also six weekly participations in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Firm in addition will use three weekly spot announcements or participations in home economic programs on KFI, KHJ, KSFO, KGB, KOIN, KIRO, KHQ, KSL, during the campaign. Lord & Thomas, Los Angeles, has the account.

More Pectin Spots

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal., (pectin), thru Charles H. Mayne Co., Los Angeles, in a nine-week campaign on May 8 started using thrice-weekly 100-word announcements on KNX, Hollywood and will increase coverage to include KPO KSL KIDO and KHQ as the fruit and berry season progresses. Firm has also contracted for time on KORE KSLM KOIN KOMO KIT KGHL KRBM KGIR KFBB KPFA KGEZ and KGVO, using five-minute transcribed programs during the season.

Suit Dropped

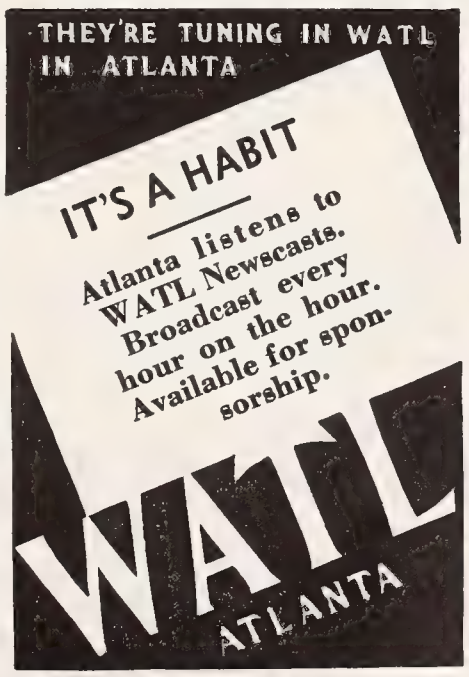
SUIT of the Edward B. Marks Music Corp. against CBS, Colgate-Palmolive-Peet, and Benton & Bowles over the unauthorized broadcast of an operetta, *A Waltz Dream*, in 1936, was discontinued in the New York Federal Court on May 8 after the case was settled for $500. Benton & Bowles had obtained a grand right license for the operetta, which was later discovered not to cover the score that was broadcast.

INSPIRED BY WRVA
Listener Sees Tower Lights, Gets Religion

WHEN WRVA, Richmond, Va., constructed its new 50,000-watt transmitter on the James River, observers waited with bated breath for reports of phenomena such as the workman who kept hearing the programs of WOR, Newark, through his carborundum-coated teeth. Although a singing pipe in the basement of the WRVA transmitter house itself is the only startling item of this type to date, the powerful signal-sender has not been without its effect on the community.

A resident of the district, it has been reported, shunned going to church, refusing to have anything to do with religion. One night he phoned his wife, saying that after a beer or two with the boys he would be right home. After a long time had passed and he had not appeared, the wife went out to investigate.

She found her husband kneeling in prayer beside his car on a road near the broadcasting towers. "The end of the world is coming," he cried, pointing to the sky. "Look at those awful red things up there and pray before it's too late." She looked up and saw the red airplane warning lights shining on the two transmitter towers. The story goes that he went down to the pastor the next day, was baptized, and hasn't missed Sunday school or church meeting since!



NBC STATION
WTCN
MINNEAPOLIS ST. PAUL
is broadcasting, among its host of local and national programs, the sales messages of

38 Local Merchants Who Have Renewed Contracts With the Station Year After Year Without Interruption for Periods Ranging From 2 to 5 Years!

A RENEWED CONTRACT IS CONCLUSIVE PROOF OF SATISFACTION

THESE SATISFIED WTCN ADVERTISERS REPRESENT THESE LINES OF BUSINESS:

- Department Store
- Men's Ready-to-Wear
- Beauty Parlor
- Candy Manufacturing
- Disinfectant
- Savings and Loan
- Women's Ready-to-Wear
- Mattress Mnfg.
- Paper Box
- Bakery
- Dairy
- Food
- Brewing
- Tire
- Fish
- Loan
- Fur
- Music
- Paint
- Automotive
- Meat
- Radio
- Garage
- Dry Cleaning
- Gas and Oil
- Furniture
- Laundry

. . . and others

FREE AND PETERS, INC.
NATIONAL REPRESENTATIVES
New York Chicago
Detroit Atlanta
San Francisco
Los Angeles

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MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

APRIL 29 TO MAY 12, INCLUSIVE

Decisions . . .

MAY 1

NEW, Peter J. Caldarone, Providence, R. I.—Denied CP 1270 kc 250 w D.

WBZ, Ponca City, Okla.—Granted license renewal and vol. assignment license to Adelaide Lillian Carrell, Executrix, adopting Proposed Decision B-3.

WAAB, Boston—Granted increase 500 w 1 kw to 1 kw unl.

MISCELLANEOUS—WHIP, Hammond, Ind., granted renewal license; KVGB, Great Bend, Kan., granted vol. assign. license to Helen Townsley; WBBC, Brooklyn, granted auth. transfer control to Peter Testan, executor; WENY, Elmira, N. Y., granted increase to 100-250 w unl.; WAVE, Louisville, NEW, Gateway Bcstg. Co., Louisville, denied reconsideration, rehearing or oral argument, and amendment to rehearing applic. re applic. Kentucky Bcstg. Co. for new station in Louisville, granted 2-6-39; WGRC, New Albany, Ind., denied reconsideration or rehearing re Kentucky Bcstg. Corp.; KSD, St. Louis, denied unl. hours on 630 kc instead of KXOK, with KXOK sharing 550 kc. with KFUO.

SET FOR HEARING—NEW, Mayflower Bcstg. Corp., Boston, CP 1410 kc 500 w 1 kw D; NEW, Roy E. Martin, Opelika, Ala., CP 1310 kc 100-250 w unl.; WNEW, New York, mod. license N to 5 kw.

MAY 2

MISCELLANEOUS—W1XAR, Boston, granted license for CP international station 20 kw; WSUI, Iowa City, granted CP new equip., radiator, move trans.; KRKO and NEW, Cascade Bcstg. Co., Everett, Wash., continued hearing to 6-16-39 re KRKO renewal and Cascade applic. CP.

MAY 5

MISCELLANEOUS—WCSC, Charleston, S. C., granted leave amend applic. re antenna, hearing now scheduled for 5-23-39; NEW, Spartanburg Adv. Co., Spartanburg, S. C., granted intervention WSPA applic.; KDYL, Salt Lake City, granted intervention KUTA applic.; KGA, Spokane, granted intervention KFIO applic.; KHQ, same; KOVC, Valley City, N. D., denied dismissal without prejudice applic. change freq., power; KXL, Portland, Ore., denied petition to accept amendment re freq., with leave to withdraw present applic., without prejudice; Crosley Corp. granted petition for all parties involved for extension of time to file exceptions to report the rules governing broadcast stations; CBS, New York, granted extension time to file exceptions and request oral argument rebroadcast rules; WBNX, New York, granted continuance hearing; NEW, WJMS, Ashland, Wis., denied amendment applic. to 1310 kc 100-250 w, granted order take depositions; WJBL, Decatur, Ill., motion asking 1 hour argument referred to Commission en banc with recommendation it be considered favorably.

MAY 8

KNOW, Austin, Tex.—Granted vol. assignment license to Frontier Bcstg. Co.

WACO, Waco, Tex.—Granted vol. assignment license to Frontier Bcstg. Co.

KEX-KGW, Portland, Ore.—Granted transfer control to heirs at law of Henry L. Pittock.

WPRO, Providence, R. I.—Granted CP move trans. locally, new equip., antenna, increase to 1-5 kw.

WBCM, Bay City, Mich.—Granted transfer control to Harley D. Peet.

NEW, Kalorama Labs, Irvington, N. J.—Granted CP television.

KSTP, St. Paul—Granted mod. CP trans. site, antenna.

SET FOR HEARING—KMAC, San Antonio, CP move trans. locally, change equip., change 1370 to 630 kc, increase to 1 kw unl.; WRBL, Columbus, Ga., mod. license N to 250 w.

MISCELLANEOUS—KTSW, Emporia, Kan., granted reconsideration action 1-24-39 setting for hearing applic. change hours to unl.; NEW, Tri-City Bcstg. Co., Schenectady, denied rehearing applic. 950 kc. 1 kw unl.; WWRL, Woodside, N. Y., and WMEX, Boston, denied WWRL petition for mod. statement of facts etc. in WNLC applic. change to unl., and denied WMEX petition for hearing; NEW, Press-Union Pub. Co., Atlantic City, granted motion to strike "protest & petition for rehearing" filed by Martin Falk and others, granted 3-6-39, and dismissed petition of Falk et al for rehearing; Decatur Newspapers, Decatur, Ill., granted 1-hour oral argument 5-11-39 re applic. transfer control of WJBL; WHBF, Rock Island, Ill., denied request to use announcement "This is Station WHBF, Rock Island and Moline"; NEW, Pawtucket Bcstg. Co., Pawtucket, R. I., designated for further hearing applic. 1390 kc 1 kw unl., denied 12-12-38.

MAY 9

MISCELLANEOUS—KARK, Little Rock, granted mod. CP change equip.; KWFT, Wichita Falls, Tex., granted mod. CP change trans., studio, equip.; WEED, Rocky Mount, N. C., granted license for CP change equip. for 250 w; WGNY, Newburg, N. Y., granted license change to 1220 kc, increase to 250 w D; KBKR, Baker, Ore., granted mod. CP trans., studio sites; WCNY, Brooklyn, granted license for CP educational station 41100 kc 500 w.

MAY 11

MISCELLANEOUS—WBBM, Chicago, granted extension temp. auth. aux. transmitter; WHIP, Hammond, Ind., denied temp. auth. operate 5-6 a. m. unless Rule 15.15 is complied with.

MAY 12

MISCELLANEOUS—WJJD, Chicago, granted temp. auth. operate 5-6 a. m., 4-30-39 to 8-1-39; W8XUJ, W8XNU, Crosley Corp., Cincinnati, granted temp. auth. facsimile stations. WHK, Cleveland, granted dismissal without prejudice applic. mod. N 1 to 5 kw; NEW, Presque Isle Bcstg. Co., Erie, Pa., denied order to take depositions and to reopen record; WLEU, Erie, dismissed motion to deny Presque Isle Bcstg. Co. petition; KITE, Kansas City, granted intervention WREN hearing move trans., studio etc.; KXOK, St. Louis, granted petition to accept amendment to applic. re antenna and cancelled hearing date of 6-20-39 involving KXOK, KFRU, WGBF, all cases to be heard same date; NEW, John F. Arrington Jr., Valdosta, Ga., denied order take depositions, hearing of 5-26-39 cancelled, continued to 7-10-39; WPAX, Thomasville, Ga., denied order take depositions in Arrington applic.; KFPY, Spokane, granted intervention applic. KFIO, Spokane, change to 950 kc 1 kw unl.; KXL, Portland, Ore., granted petition withdraw without prejudice applic. CP change to 1110 kc 5 kw unl., directional; NEW, Press-Union Pub. Co., Atlantic City, granted intervention Neptune Bcstg. Corp. applic.; NEW, North Shore Bcstg. Co., Salem, Mass., granted amendment re antenna ,trans. site; NEW, C. T. Sherer Co., Worcester, Mass., and NEW, North Shore Bcstg. Co., Salem, Mass., granted applicants' petition for continuance hearing set for 6-1-39 for 30 days; WSPA, Spartanburg, S. C., granted extension 10 days to file findings, to 5-27-39.

Applications . . .

MAY 4

WPRP, Ponce, P. R.—CP new trans., antenna change 1420 kc 100-250 w spec. to 1-5 kw unl.

WBNY, Buffalo—Mod. license spec. to unl., asks WSVS facilities.

KSD, St. Louis—CP change antenna, change 550 kc ltd. to 630 kc unl., contingent KFRU and WGBF, asks KXOK facilities.

WIBC, Indianapolis—Auth. transfer control to H. G. Wall.

NEW, Las Vegas Bcstg. Co., Las Vegas, Nev.—CP 1420 kc 100-250 w unl.

NEW, San Mateo Junior College District, San Mateo, Cal.—CP educational station, amended to 100 w.

MAY 5

WLLH, Lawrence, Mass.—Extension exp. auth. satellite station.

WBTH, Williamson, W. Va.—License new station.

NEW, Springfield Radio Service, Springfield, O.—CP 780 kc 250 w D.

WJMC, Rice Lake, Wis.—License new station.

KQW, San Jose, Cal.—Mod. CP increase power etc., re trans.

MAY 9

WKAQ, San Juan, P. R.—CP new trans., antenna, increase 1 to 5 kw, change 1240 to 620 kc.

WIBG, Glenside, Pa.—Mod. CP new trans., antenna, to change equip.

WALR, Zanesville, O.—Auth. transfer control to W. Va. Bcstg. Corp.

NEW, Dr. Willard Carver, Thomas B. Williams, Byrne Ross, Lawton, Okla.—CP 1420 kc 100 w unl.

NEW, Cordele Dispatch Pub. Co., Cordele, Ga.—CP 1500 kc 100-250 w unl.

WDZ, Tuscola, Ill.—License for new trans., increase power.

KCMO, Kansas City—License new trans., antenna, increase power, change freq.

KMPC, Beverly Hills, Cal.—CP new trans., antenna, increase 500 w D to 1-5 kw, unl., move trans.



A NEW type of flag-raising ceremony marked the ground-breaking ceremonies of WJSV, Washington, as it started work May 11 on the new 50-kw. transmitter at nearby Wheaton, Md. The house flag was raised by electric impulses created as passers-by crossed an electric-eye beam placed outside the Earle Bldg., where WJSV's studios are located. Each pedestrian created an impulse that raised the flag an inch. Speakers, including Harry C. Butcher, CBS Washington vice-president, and local officials, were introduced by A. D. Willard Jr., WJSV general manager. The American flag, mounted atop the house flag, previously had been flown over the U. S. Capitol and was presented to WJSV by Rep. Sol Bloom, New York. In the photo Chairman Melvin C. Hazen, chairman of the D. C. Board of Commissioners, is raising the American flag, with Mr. Butcher at his right and Mr. Willard at his left.

MAY 12

NEW, Portorican American Bcstg. Co., Ponce, P. R.—CP 1340 kc 1 kw unl.

KQV, Pittsburgh—Mod. license N to 1 kw, directional N.

WKSB, McComb, Miss.—Mod. Cp re antenna, studio, trans. sites.

WROL, Knoxville—License for CP as mod. for new trans., antenna, move trans.

NEW, A. H. Belo Corp., Dallas—License for facsimile 100 w.

KWOC, Poplar Bluff, Mo.—Vol. assignment license to A. L. McCarthy, O. A. Tedric,k J. H. Wolpers d/b Radio Station KWOC.

KFXJ, Grand Junction, Col.—CP new trans., antenna.

KMTR, Los Angeles—CP new trans., increase 1 to 5 kw.

UNITED PARENTS Associations of New York City, which sends out a monthly list of approved children's programs, has added on the May 1 list the following programs: For children 5 to 9 years, *Story Hour;* for the 9 to 12 group, *Adventures in Science,* Gertrude Mittleman; for the high school group, *Hobby Lobby,* Gertrude Mittleman, and *Music Hall of the Air.*

ACA Charges Refusa Of Bargaining by KYW

CHARGES of refusal to bargai in accordance with the Nationa Labor Relations Act and refusa to enter into a written contrac have been filed with the NLRI against Westinghouse, owner o KYW, Philadelphia, by the Ameri can Communications Assn., Broad cast Local No. 28, which has collective bargaining agreemen covering technicians employed a every other Philadelphia statior According to Saul C. Waldbaum attorney for the union, which i affiliated with the CIO, the charge were filed "on behalf of the en gineers at KYW who are member of this union and who, since Sept 10, 1937, have been endeavoring t obtain a written contract coverin wages, hours and general workin conditions at the station."

In its contracts with WIP an WPEN the local reports that it i incorporating a clause that em ployes called to enter the arme forces of the United States in tim of war shall be reinstated to thei original positions at the conclu sion of military duty.

St. Louis 630 Hearing Postponed by the FC

POSTPONEMENT of the hearin scheduled for June 20 on the ap plications which would give KXOK St. Louis, the 630 kc. regional as signment in that city, was ordere May 12 by FCC Commissione Craven, presiding at the motion docket. Applications for the sam 630 kc. facility, filed by KSD an KWK, other St. Louis regionals are pending and awaiting designa tion for hearing, with the possi bility they will be joined with th KXOK and related applications.

KXOK first argued a motion fo amendment of its application t change the proposed location of it transmitter, which Commissione Craven granted. A subsequent mo tion that the June 20 hearing dat be retained, however, was denied and indefinite postponement or dered until such time as the En gineering department passes o the proposed new site. KSL originally had asked the FCC o its own motion to order a realloc cation under which it would b given the 630 kc. assignment, bu when this was denied, it filed regular application for the sam facility, as KWK previously ha done.

CBS on May 14 started for the fourt season the Sunday afternoon summe concerts by the Columbia Broadcas ing Symphony, conducted by Howar Barlow. The series will continue unt the Philharmonic Symphony concert directed by John Barbirolli, begin the tenth CBS season this fall.

CHARLES BOYER, star of th *Woodbury Hollywood Playhouse* pr gram on NBC, during the May broadcast was awarded a gold med for merit by the British Federatio of Actors and Authors, who voted th French star the greatest actor in th world.

Network Accounts

All time EDST unless otherwise indicated.

New Business

WILLIAM R. WARNER Co., New York (Vince), on June 6 starts *South vs. Age* on 2 NBC-Red stations, Tues., 7:30-8 p. m. Agency: Warwick & Legler, N. Y.

LOOK MAGAZINE, Des Moines, on May 9 started four-weekly participations in *Yankee Network News Service*, ending Oct. 5, on 16 Yankee stations. Agency: Fairall & Co., Des Moines.

PRUDENTIAL INSURANCE Co. of America, New York, on May 29 starts *When a Girl Marries* on 50 CBS stations, Mon. thru Fri., 2:45-3 p. m. Agency: Benton & Bowles, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap, powder, cream), on July 7 starts new series on 75 CBS stations, Fri., 7:45-8 p. m. (reb., midnight-12:15 a. m.). After first 13 weeks, 27 CBS stations will be added to make total of 62. Agency: Lennen & Mitchell, N. Y.

TWENTIETH CENTURY Fox Film Corp., New York, on May 30 only sponsors *Young Mr. Lincoln* on 70 MBS stations, 10-10:30 p. m. Agency: Kayton-Spiero, N. Y.

CALIFORNIA Fruit Growers Exchange, Los Angeles (fruit pectin), on May 17 starts for 10 weeks, *Fletcher Wiley*, commentator, on 7 CBS Pacific network stations (KOIN KSFO KIRO KFPY KARM KROY KVI), Wed., 2-2:15 p. m. Agency: Lord & Thomas, Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on July 3 starts repeat for *Life Can Be Beautiful* on 43 NBC-Red stations, Mon.-Friday., 5:15-5:30 p.m.; program heard on 32 CBS stations, Mon.-Fri., 1:15-1:30 p.m.

Renewal Accounts

FORD MOTOR CO., Dearborn, Mich., on June 11 renews through the summer *Ford Sunday Evening Hour* on 30 CBS stations, Sun., 9-10 p.m. Agency: N. W. Ayer & Son, N. Y.

McKESSON & ROBBINS, Bridgeport (Calox, Abilene), on May 29 renews *Joyce Jordan, Girl Interne*, shifting to 9:15-9:30 a. m., Mon. thru Fri. Placed direct.

Network Changes

GENERAL FOODS CORP., New York (Swansdown-Calumet), the end of Sept. will shift *Kate Smith* on CBS from Thurs., 8-9 p.m., to Fri., 9-10 p.m. Agency: Young & Rubicam, New York.

AMERICAN Cigarette & Cigar Co., New York (Pall Mall), on June 1 replaces *Eddie Duchin* with *Matty Malneck's Band* and shifts from NBC to 22 CBS stations, Thurs., 7:15-7:30 p. m. (reb. on 28 CBS stations, 11:15-11:30 p. m.). Agency: Young & Rubicam, N. Y.

SWEETS Co. of America, New York (Tootsie Rolls), on May 1 added WLW to *Smilin' Jack*, on MBS.

BAYUK CIGARS, Philadelphia, on May 1 and 2 added 6 MBS stations to *Inside of Sports*.

LIGGETT & MYERS Tobacco Co., New York, adds *Fred Waring* repeat for 9 western stations, 7-7:15 p. m. (PST), on Wed., KERN, KMJ, KWG, KFBK take early program, KFI, KPO, KGW, KOMO and KHQ record the broadcast for airing at 5 p. m. (PST).

PHILIP MORRIS & Co., New York, replaces *Guess Where* with *Breezing Along* on MBS.

NBC's Cigarette Billings Up 853% in Five Years

WHEN Liggett & Myers Tobacco Co. starts Fred Waring on NBC June 19 for Chesterfields, NBC's weekly revenue from cigarette advertising will have increased 853% in five years. In 1934 the average weekly income from cigarette accounts was $11,539. After June 19, it will total $109,936. Breakdown of cigarette advertising currently on NBC shows: American Tobacco Co., Lucky Strike, $19,600; Brown & Williamson Tobacco Corp., Avalon, $9,968, Raleigh and Kool, $9,752, Bugler, $6,811; P. Lorillard Co., Old Gold, $9,609, Sensation, $8,820; Philip Morris & Co., Philip Morris, $10,220, totaling $74,780. When Liggett & Myers Tobacco Co., with $35,156 for Chesterfield, is added next month, the total becomes $109,936.

Dairy, Cotton Salutes

RADIO will be used among other media by milk producers throughout the country in cooperation with the Institute of Distribution to promote Dairy Month starting June 1. Every Sunday, starting May 27, mention of milk and other dairy products will be made on the *Hour of Champions* on WHN, New York, sponsored by Adam Hat Stores, New York, while plans for spot announcements during the month of June are now being planned. The Institute is also planning to aid cotton distributors during National Cotton Week, May 22 to 27, using spot announcements on 45 stations throughout the South. A salute to this coordinated movement of the cotton dealers will be made May 23 on the Lever Bros. *Big Town* program on CBS.

School Using 26

INDUSTRIAL TRAINING Corp., Chicago (air conditioning instruction), has started a weekly quarter-hour disc series titled *Eight Merrie Men* on approximately 26 stations. The octet replaces the *Changing World* series and the new discs were cut by World Broadcasting System. James R. Lunke & Associates, Chicago, handles the account.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on July 4 will start *Alec Templeton* on 73 NBC-Red stations, Tues., 9:30-10 p. m., replacing *Fibber McGee* for the summer. Agency: Needham, Louis & Brorby, Chicago.

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Agency Wins Reversal

VERDICT of the jury in the case of Sollows vs. McCann-Erickson, New York, which was rendered April 28 in favor of the plaintiff for the amount of $56,420.88, was set aside May 9 by Judge Mortimer W. Byers of the U. S. District Court, Southern District of New York, acting on a motion made by attorneys for McCann-Erickson. The plaintiff alleged that in May 1935 her idea for procuring the Axton-Fisher Tobacco Co. account for Twenty Grands was used by the defendant and claimed breach of contract whereby she was to receive 5% of the total business thereby received by the agency. Justice Byers, in his decision, ruled that the plaintiff had not proved that her idea was used and so set aside the jury verdict.

Wilson Using 6

WILSON PACKING Co., Chicago (lard), has started a varying schedule of one or two spot announcements daily for 13 weeks on the following stations: WLS, Chicago; WCCO, Minneapolis; KSTP, St. Paul; KMBC, Kansas City; WOW, Omaha; WMT, Cedar Rapids. U. S. Adv. Corp., Chicago, handles the account.

CBS board of directors on May 3 declared a cash dividend of 35 cents per share on Class A and Class B stock of $2.50 par value, payable June 9 to stockholder of record May 26.

STEPHENSON SALES Co., New York (Fungo foot preparation), is testing radio with daily sport summaries on WHN, New York, placed direct.



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FCC Will Tackle Newspaper Issue

Problem Is Raised Directly in Allentown Hearing Notice

THAT the FCC intends to meet squarely the newspaper-ownership issue in the Allentown Case, involving consolidation of WCBA and WSAN, time-sharing stations in that city, and procurement of control by the *Allentown Call*, was made clear May 1 when the Commission issued the notice of hearing in connection with the projected transaction.

In the formal notice the FCC set forth three issues, all dealing with public interest aspects. The first specified determination of any benefit to the public by virtue of the consolidation of the stations, the second whether any adverse affect upon the public would result from the consolidation, and the third:

"To determine whether the assignment of the licenses for the two separate broadcast stations (WSAN and WCBA) to Lehigh Valley Broadcasting Co. would serve the public interest in view of the fact that Leigh Valley Broadcasting Co. is controlled by the Allentown Call Publishing Co., which publishes the *Allentown Call*, and which owns all of the stock of the Chronicle & News Publishing Co., which publishes the *Allentown Chronicle & News*.

The FCC action last March in designating the transfer applications for hearing provoked a controversy reviving the strife over newspaper-ownership of stations, particularly in cases where a "local monopoly in public opinion" might result. The matter was designated for hearing in Allentown, but no date has been set. Whether the hearing will be held in Allentown will depend upon available funds, in view of the FCC's financial plight. It is possible that the hearing will not be held until fall, since no new funds will be available to the FCC for the current fiscal year which concludes June 30 and the question of appropriations for the new fiscal year has not yet been taken up in Congress.

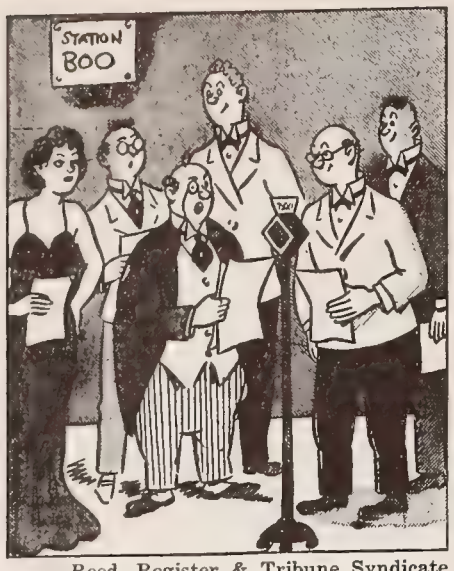
At the time the FCC designated the Allentown applications for hearing, Commissioner T. A. M. Craven issued a strong minority opinion in which he advocated a general hearing on newspaper-ownership rather than a test case involving a relatively small city. He held this did not provide a satisfactory setting for a decision on the broad question which directly affects some 240 licensees of existing stations throughout the country affiliated with newspapers.

Coughlin Adds WINS

THE SUNDAY radio address of Fr. Chas. E. Coughlin will continue through the summer on a group of about 47 stations, with WINS, New York, added. WHBI, Newark, also continues to carry the talks for the New York area. WCNW, Brooklyn, has announced it will continue its broadcasts of Dr. Harry F. Ward's Forum, *Answering Father Coughlin*, as long as the priest delivers his talks. WMCA, which dropped Coughlin last fall, has acquired for its files a group of 44 recordings taken at the Nazi Bund rally at Madison Square Garden last Feb. 22.

Add for Tintex Dyes

PARK & TILFORD Co., New York, has added KNX, KPO, KOIN, KDKA and KJR to the list of 31 stations carrying its campaign of three spot announcements weekly for Tintex dyes. In conjunction with the New York World's Fair, the company is conducting a prize letter contest using the spot radio campaign and dealer tie-ins. Contestants submit the best endings, in 35 words or less, to the sentence, "I use Tintex tints and dyes because . . ." and Park & Tilford offers free all-expense trips to the Fair plus six days of New York sight seeing, or the cash equivalents, and over 300 cash prizes totalling $3,150. Two Tintex box-tops must be sent in with every entry. Charles M. torm Co., New York, handles the account.



Reed, Register & Tribune Syndicate
"And then Captain Blood bellows a fierce command to his cut-throat crew of pirates—!"

Vacancies in NAB Directorate Filled At Meetings Held by District Groups

ELECTION of Paul W. Morency, general manager of WTIC, Hartford, and J. Harold Ryan, vice-president of WSPD, Toledo, as new directors of the NAB, and the re-election of C. W. Myers, president of KOIN-KALE, Portland, Ore., and E. H. Gammons, general manager of WCCO, Minneapolis, were effected at district meetings of the trade association during the last fortnight.

Mr. Morency, an executive of the NAB headquarters staff in its earlier days and a former vice-president of the association, was elected to succeed John Shepard 3d, president of the Yankee Network, at a meeting in Boston May 11. He will serve a two-year term dating from the next NAB convention in Atlantic City July 10-13, representing the First District, comprising Connecticut, Maine, Massachusetts, New Hampshire and Rhode Island. Mr. Shepard declined to stand for re-election because of his other industry activities, including IRNA and NARBS and various NAB committee memberships.

Ryan Succeeds Ethridge

Mr. Ryan, vice-president of Fort Industry Co., which in addition to WSPD, controls WWVA, Wheeling, WMMN, Fairmont, and WLOK, Lima, O., was elected at a meeting of the Seventh District in Cincinnati May 4 to succeed Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal & Times*, and WHAS, for a two-year term. Former temporary president of the NAB, Mr. Ethridge declared he was unable to accept reelection for personal reasons. The district comprises Kentucky and Ohio.

Mr. Myers was unanimously elected to succeed himself as director of the Seventeenth District, comprising Oregon, Washington and Alaska at a meeting held in Portland May 5. He was president of the trade association in 1936-37.

Mr. Gammons' reelection as Eleventh District director came at a meeting held in Rochester, Minn. May 5. The district comprises Minnesota and the Dakotas.

The Eleventh District group, as have others, went on record "for the payment at the source of all copyright fees on music for network and transcription broadcasting". One of the most important phases of the copyright problem, this issue has been roundly discussed at all district meetings. The general legislative situation also was discussed. In addition to the district meetings, district sales managers met under the chairmanship of Barney Lavin, commercial manager of WDAY, Fargo. Craig Lawrence, sales manager of Iowa Broadcasting System and chairman of the division, was the principal speaker. Other speakers included Paul Peter, NAB research director; Alex Sherwood, sales manager of Standard Radio; Carl Havelin, general manager of Davis & Schwegler.

Present at the district meeting were Stanley E. Hubbard and Kenneth M. Hance, KSTP; Dr. George W. Young, WDGY; C. T. Hagman, WTCN; E. L. Hayek, KATE; Earl Reineke, WDAY; Gregory Gentling, KROC; F. B. Clements and Ray Schwartz, KYSM; S. Fantle, Jr. and George A. Rohn, KSOO-KELO; A. A. Fay, KABR; George A. Bairey, and Fred Schilplin, KFAM; Bob Tincher, WNAX; Phil Meyer, KFYR.

Sales managers and representatives who attended the sales sessions included C. A. Kennedy, KYSM; E. A. Thomas, KROC; Tom Dawson, WCCO, Ray Jenkins, KSTP; Mr. Lawrence, Haydn Evans, WNAX, and W. C. Tiedeman, KATE.

The Cincinnati meeting adopted a resolution commending retiring Director Ethridge for "his outstanding service" to the NAB and the industry. Neville Miller, NAB president, and Ed Kirby, public relations director, addressed the meeting which also covered legislative, copyright and other problems.

Copyright and legislation highlighted the discussion at the First District meeting, at which Mr. Shepard presided. Speakers included NAB President Miller and Labor Relations Director Joseph Miller, Robert F. Elder, director of research of Lever Bros., and Kenneth E. Backman, manager of the Boston Better Business Bureau.

Among those present, beside the broadcasters mentioned, were Ted E. Hill, WTAG; Dr. F. M. Doolittle, WDRC; Edwin J. Frey, WBRY; Stephen P. Willis, WPRO; Herman Steinbruch, WNBX; Edward E. Lord, WLNH; James L. Spates, WHAI; John A. Holman, WBZ-WBZA; Stanley Schultz, WLAW; Quincy A. Brackett, WSPR; Harold E. Fellows, WEEI; C. G. Delaney, WTHT; George F. Kelly Jr. and Harry Rines Jr., WCSH; William T. Welch, WSAR; A. S. Moffatt, WMAS and WLLH; Gerald Slattery, WCOP; Philip Weiss, WSYB; G. S. Wasser, WQDM.

The sales managers group of the First District also met following the district session under the chairmanship of William Warner, WAAB-Yankee sales manager with discussions concerning problems of selling, coverage and rates. Present were Helen Lee, WEEI; Joseph Mathers, WTHT; Arthur Leary, WCOP; Albert Marlin, WMAS; Robert Donahue, WLLH; David Kimel, WLAW; A. E. Lyler, WLNH; Edward J. McHugh, WHAI; Leonard C. Cox, WSAR; Richard Voynow, WEAN; Walter Johnson, WTIC; Gordon E. Kelly, WLBZ; William Malo, WDRC; Howard J. Perry, WTAG; Frank R. Bowes, WBZ-WBZA.

Johnson Bill Opposed

The Seventeenth District adopted resolutions opposing ratification of the international copyright treaty and the Johnson Bill, designed to prohibit advertising of alcoholic beverages by radio. It also approved the action of the NAB Copyright Committee in advocating clearance of copyright at the source and restricting ASCAP payments to programs using ASCAP music.

Attending the session were Ted Kooreman, KALE; Carey Jennings, KGW-KEX; T. W. Symons Jr., KEPY-KXL; H. J. Quilliam, KIRO; C. E. Arney, KOMO-KJR; C. Roy Hunt, KOIN; Ben Stone, KOOS; Bob Priebe, KRSC; Earl T. Irwin, KVI; Harry R. Spence, KXRO. Others present included Sheldon Sackett, KOOS, and Walter Read of the new KVAN, scheduled to begin operation July 4 in Vancouver.

Other NAB district meetings scheduled included the Fifth District, comprising Alabama, Florida, Georgia and Puerto Rico, at Ponte Vedre Beach May 14-15, of which W. W. Tison is director; Fifteenth District, comprising California, except southern counties, Nevada and Hawaii in San Francisco May 17, of which Ralph R. Brunton is director, and the Second District, comprising New York State, in Schenectady May 19, of which Harry Wilder is director.

Sells Interest in WTBO

SALE OF his half interest in WTBO, Cumberland, Md., to L. E. Pamphilon and A. Nygren, engineering supervisors of WFIL, Philadelphia, was announced May 11 by Roger W. Clipp, WFIL general manager. The consideration was $14,250, sold in two equal blocks. Half interest in WTBO is owned by Frank Becker, WFIL chief engineer. Mr. Clipp declared he disposed of his interest because his activities at WFIL required his entire time and he found it impossible to devote proper attention to the Maryland station.

ON AN IDENTICAL COST PER LISTENER BASIS . . .

. . . in the 13 markets surveyed by the Ross Federal Research Corporation, and Alberta Burke Marketing and Research Company, the rate on WLW would be $3,876 to provide the same cost per listener as the leading local stations in these markets.

During the week of March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls, of which 78,793 calls were completed in the following twelve cities: Charleston, West Virginia; Columbus, Ohio; Dayton, Ohio; Ft. Wayne, Indiana; Indianapolis, Indiana; Lexington, Kentucky; Lima, Ohio; Louisville, Kentucky; Muncie, Indiana; Kokomo, Indiana; Newark, Ohio, and Springfield, Ohio. In the 13th market, Cincinnati, out of 21,883 calls made by Alberta Burke Marketing and Research, 14,947 calls were completed.

Results show that the average audience tuned to WLW from 8:30 A.M. to 10:30 P.M. Monday through Friday is 111.8% greater than, or 2.1 times that of the 10 dominant local stations serving these markets. The combined costs of these 10 dominant local stations is $1,830 per hour, while that of WLW is $1,080. Therefore, the cost of the local stations is 69.4% greater than that of WLW.

Since the dominant local stations collectively have an average of 22.8% of the audience listening to the radios in their respective markets and their combined costs amount to $1,830 per hour, then on an identical cost per listener basis WLW's rate should be $3,876 per hour, inasmuch as WLW's average audience is 48.3% of the sets in use in these same markets. (And *this* disparity is based on the unfactual assumption that WLW's coverage is to the city limits of these 13 cities!)

IF YOU would know the WHOLE story, write to WLW or Transamerican Broadcasting & Television Corp. and ask for

In the May 1 issue of Broadcasting we inadvertently implied in our statement to the Radio Industry that Ross Federal Research Corporation had conducted a survey in the 13 cities mentioned. The 13th market, Cincinnati, was surveyed by the Alberta Burke Marketing and Research Company. We believe the matter is clearly defined in this week's statement.

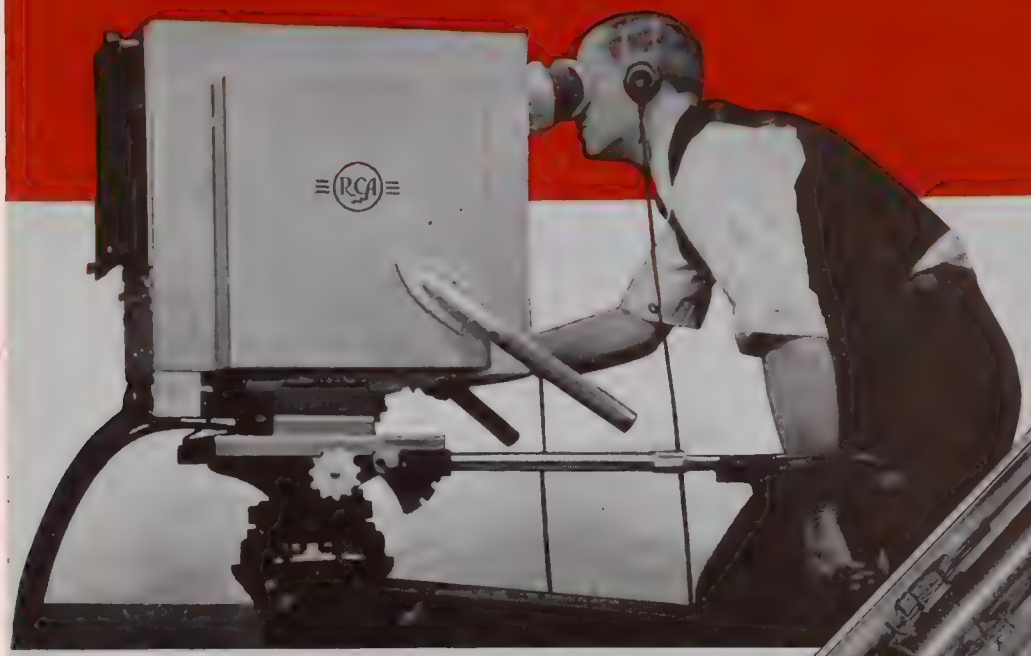
MORE FACTS AND FIGURES ON WHY I SHOULD BUY . . .

THE NATION'S STATION

See the Crosley Building at the New York World's Fair

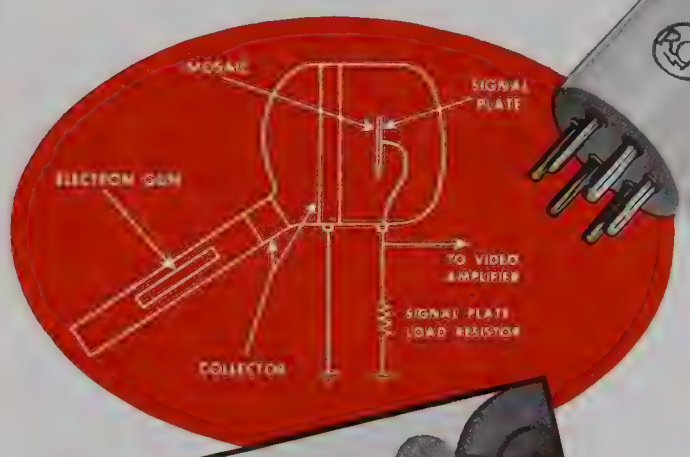
PRINTED IN U.S.A.

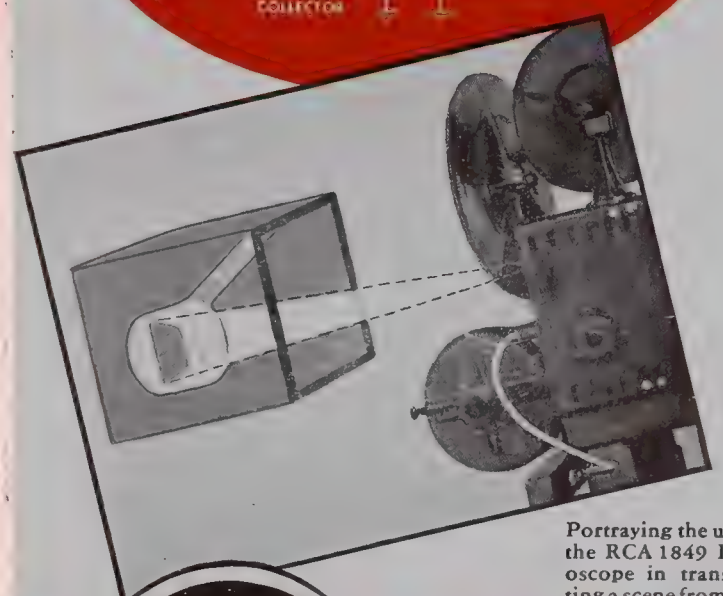
RCA ICONOSCOPES



Television transmission with the RCA 1850 Icònoscope under studio conditions. A lens in the "camera" focuses the scene on the photosensitive mosaic of the "Ike".







Portraying the use of the RCA 1849 Iconoscope in transmitting a scene from film.

Paving the Way to HIGH-DEFINITION TELEVISION

Not since the development of the electronic tube itself, has there been an event of such tremendous significance to the fields of entertainment, communications and education as the introduction of the RCA Iconoscope. A tribute to modern engineering genius, the Iconoscope is literally the "heart" of Television in its most practical, most modern form. It is the Iconoscope which made possible the public advent of High-Definition Television in New York City over both the CBS and NBC Broadcasting Systems. The Iconoscope is truly the Aladdin's lamp of the most amazing system of communication ever devised by man!

By providing a means of electronic scanning at the transmitter, the Iconoscope affords a practical solution to such all-important problems as those of flexibility and definition. Its construction permits the storing up of effects from a light image between successive scannings. The resulting high sensitivity permits its use under a wide range of lighting conditions.

Two Iconoscope types, RCA 1849, designed for pick-up from movie film, and RCA 1850, for direct pick-up of scenes, are now ready for delivery. These are described in detail in an RCA Technical Bulletin now available from RCA Commercial Engineering Section, Harrison, New Jersey.

Visit the RCA Television Exhibits at the Golden Gate International Exposition and the New York World's Fair

RCA *for* TELEVISION

RCA Manufacturing Company, Inc., Camden, N. J. A Service of the Radio Corporation of America

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 11

JUNE 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



DEAR ART:

A month ago you said:

"Drop me a line whenever you knock off a particularly good sales job. Drop me a line even if you don't."

Well, here's the line. And the story, we think, is one of the greatest things to come out of this old machine.

It began with a vegetable. Just think--a vegetable! But it was a good vegetable.

It was the first time the company had used radio. And WOR was the only advertising used.

The product cost 20% more than any product like it--at a time when competitors were shaving prices closer than Delilah shaved Samson's locks. But, Art, this vegetable was branded. And they plugged the pants off that brand.

Well, sir--two weeks after the first WOR broadcast this company's daily carloads hopped from three to ten. One chain was forced to pack the product into 550 stores. Dealers in Albany, Lancaster, Westchester, Delaware bellowed "Give!"

Now, one-third of all New York unloadings of this vegetable is our sponsor's vegetable--the largest haul ever placed by one man in New York.

Imagine!

WOR

WLS in Chicago

MAIL

7,812 listeners wrote to WLS in one week when asked if they listened regularly to the 8:15 A. M. WLS news. There was no give-away or other inducement to write. 38% of the mail came from Metropolitan Chicago. This area contains only 26% of the radio homes of the WLS Major Coverage Area. Thus 26% of the homes brought 38% of the mail! WLS not only can be heard, but is listened to in Chicago.

SALES

A Chicago independent grocery chain (five stores) stocked five new products advertised on a WLS program. These new outlets were broadcast on the program in connection with a special three-day promotion. In the three-day period, sales of the newly stocked items advertised over WLS were 341 packages, 210 packages, 200 packages, 73 packages and 69 packages; 622 packages of another item already stocked, and advertised on WLS at the same time, were sold—all at regular prices. WLS sells goods at retail in Chicago.

WLS

CHICAGO

Burridge D. Butler, President - - Glenn Snyder, Manager

Represented by:

JOHN BLAIR & COMPANY

New York Detroit Chicago
Los Angeles San Francisco

Reach New England's
SUMMER MARKET
of Vacation Spenders

NEW ENGLAND is the great summer playground for the eastern half of the United States. During the season approximately three million people come into this vacationland, penetrating all parts of it from the Connecticut shore to the mountain and lake regions of northern New England.

These people at play are spenders. They make up a rich plus audience for the radio advertiser who knows how to reach them. Spread out as they are, they can be reached most surely through the seventeen stations of The Yankee Network.

Yankee stations directly penetrate every large market, — cover thoroughly the large suburban areas from which they pull trade.

The Yankee Network is the only station group which closely parallels the distribution of population — the only media for reaching the entire New England audience, plus the three million extra vacation listeners.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative



WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester		

THE YANKEE NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

PUBLIC NOTICE

The exaggerated coverage-claims of 50,000 watt stations apparently know no bounds. No section of the country is immune!! In central New England (Worcester to be exact) where WTAG gives honest-to-goodness coverage with 1,000 watts—the nearest 50,000 watter claims primary coverage—yet its strongest signal in Worcester is less than 2 millivolts.

The promotional material for that station by illustration and inference claims that Worcester County is primary coverage—in fact—claims it exclusively. It qualifies that statement by saying that—"no other Boston station claims it."

Now move over Mr. First 50,000 watter because another 50,000 watter—located in Northeastern New York State, also claims Worcester County. (Evidently they both know a good market when they see one.) The signal of this second 50,000 watter is so weak, it can hardly be measured.

Now what are the facts? A recent Ross-Federal coincidental survey made in Worcester shows the first 50 KW station has 14.03 per cent of the total audience. The second and other 50 KW stations are buried somewhere in the "all others" classification of 1.96 per cent.

The truth is that 58.88 per cent of all Worcester listeners are WTAG listeners. In other words—WTAG leads by a wide margin every hour in every day. Remember—no 50,000 watt station has or can legitimately claim to have primary coverage in Worcester County.

In Worcester County—WTAG is first in signal—first in listener preference and first in results.

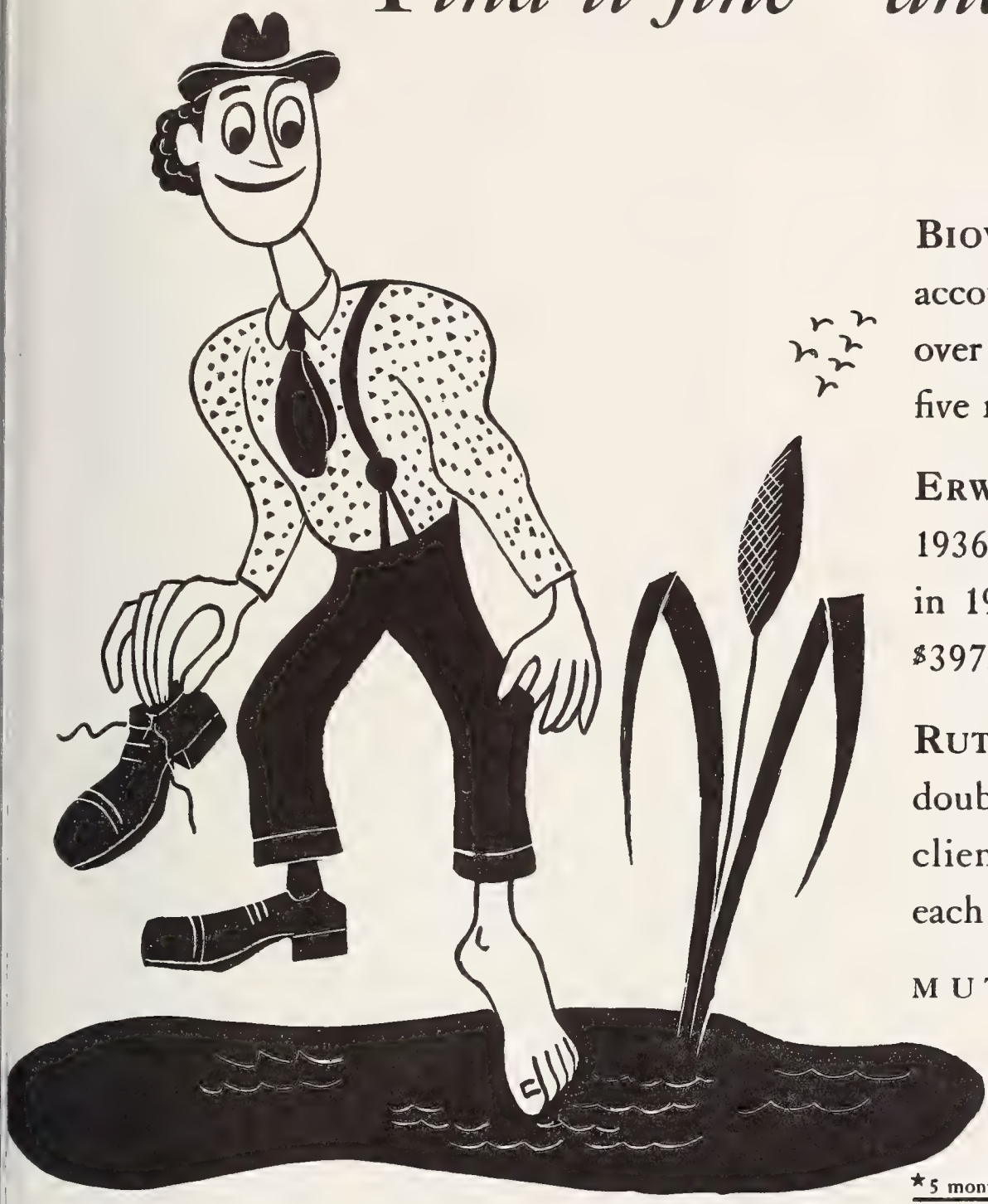
WTAG

WORCESTER, MASSACHUSETTS

NBC—Red and Yankee Networks

Test the water with your toe,

Find it fine—and in you go!



BIOW COMPANY tried Mutual for one account in 1937; placed two accounts over Mutual in 1938; three in the first five months of 1939.

ERWIN WASEY invested $99,055 in 1936 for *one* client; placed $224,611 in 1937 for *six* clients; increased to $397,393 in 1938 for *six* clients.

RUTHRAUFF AND RYAN have almost doubled the dollar investment of their clients in Mutual network facilities each year since 1936.

MUTUAL BILLINGS RECORD

Biow Company	Erwin Wasey	Ruthrauff & Ryan
1937-$ 7,858	1936-$ 99,055	1936-$ 72,252
1938- 91,071	1937- 224,611	1937- 125,573
1939- 57,115★	1938- 397,393	1938- 244,411

★5 months

P. S. *If yours is an agency which has never placed a program over Mutual — don't you believe you owe it to your clients to hear the* results *behind these increases? Call Superior 0100 in Chicago; PEnnsylvania 6-9600 in New York.*

THE agencies that now place the most advertising over Mutual all began by this cautious toe-testing method—tried us out for *one* client before using our facilities for *many*.

MUTUAL BROADCASTING SYSTEM

CBS -*again*

CBS is the choice of *more* of the country's largest advertisers in 1939 than any other network . . . *as it was in 1938, 1937, 1936, 1935, 1934!*

May we tell you why?



in 1939!



Columbia Broadcasting System

THE WORLD'S LARGEST RADIO NETWORK

Whether It Is Base Ball or Foot Ball, the Detroit Sports Audience Listens to

WWJ



and E. L. "Ty" Tyson, WWJ's own nationally known sports announcer and commentator. The 1939 season will be the 13th that WWJ has broadcast the Tigers' base ball games; the 15th that it has broadcast the U. of M. foot ball games.

Foot Ball Survey:

On November 12, 1938, the Ross Federal Research Corporation conducted a survey during the University of Michigan - Northwestern foot ball game. The findings were:

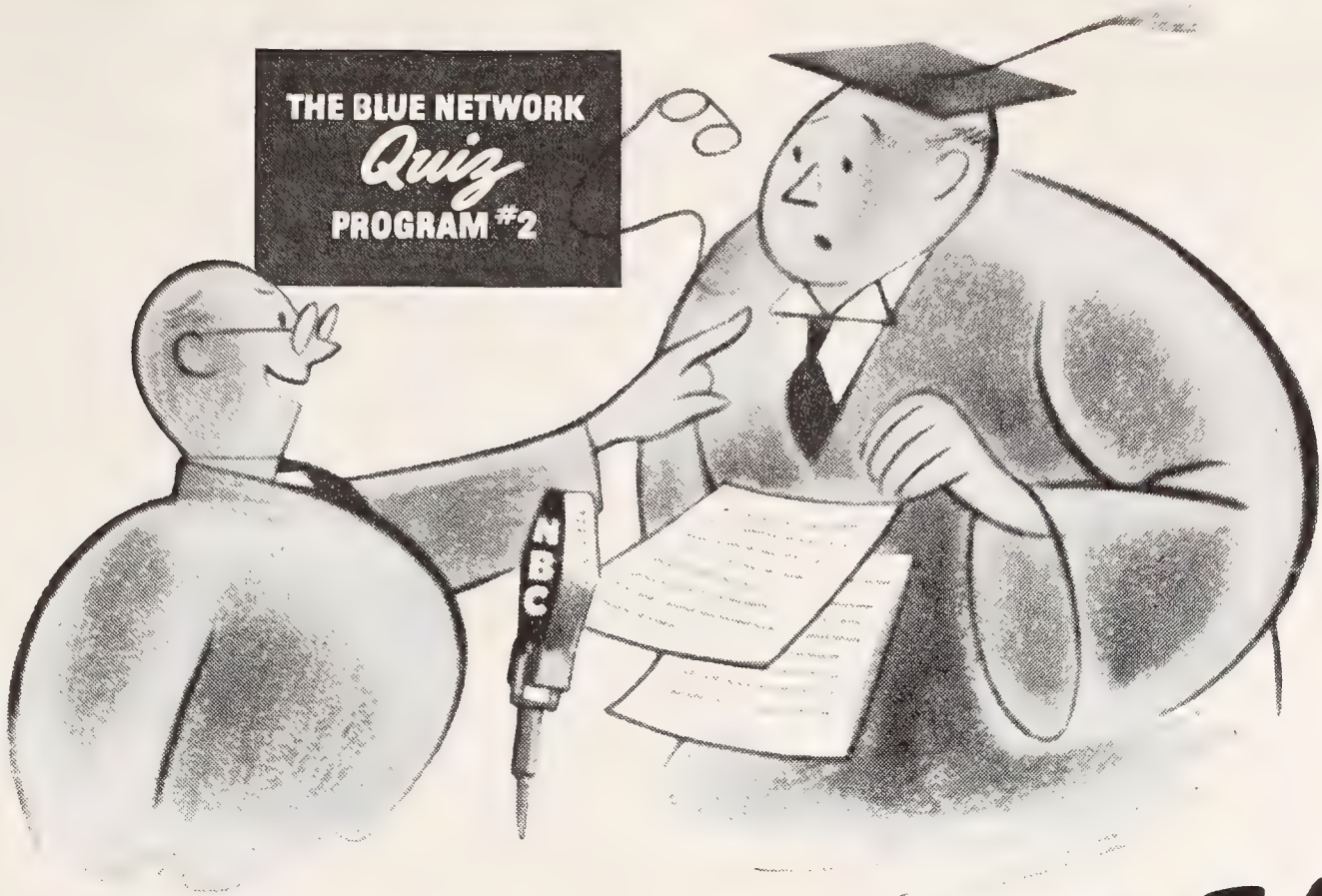
57% Listening to WWJ
26% Listening to WJR
12% All Other Stations
5% No information

Such great preference leaves no doubt about WWJ's coverage of the sports audience in Detroit.

Here's startling information for radio advertisers interested in sports broadcasts: Exhaustive studies of listening habits of the Detroit radio audience, conducted by the Wayne University Broadcasting Guild show that *WWJ's play-by-play base ball broadcast has a rating of 61%*! The same studies show that *WWJ's Sport Review*, broadcast nightly at 6 P. M. commands *53% of the listening audience!* Another survey conducted during the foot ball season of 1938 showed that *57% of all the listeners were tuned to WWJ!*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta



-NOW YOU TELL ME!

MR. JONES: Now look here, Mr. Emcee, you've had all the best of this quiz business. Suppose you answer a few questions for a change.

EMCEE: Well—this—ah—this is sort of reversing things, isn't it? But go ahead, I've heard a lot of answers.

MR. JONES: All right. Can you cite a list, showing the wide range of products advertised on the Blue Network in 1939?

EMCEE: Certainly. Men's hats, tobacco, ginger ale, breakfast food, kitchen cleanser, shaving cream, petroleum products, magazines, radios and radio tubes, paints, iron and sheet metal.

MR. JONES: Do you know how many advertisers have taken advantage of the Blue Network's new plan, which enables them to "go national" on a modest budget?

EMCEE: Yes sir! No less than *34* advertisers have taken advantage of it, and are now cashing in, with wider Blue Network coverage!

MR. JONES: Correct again, Mr. Emcee. 100% for you, too. You've been right all the way.

EMCEE: You bet I'm right—and so are the advertisers who have taken advantage of the substantial savings of the new "Blue" discount plan!*

BLUE IS THE BUY-WORD IN 1939

***Get the whole story from any NBC office**

NBC *Blue* NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service



THEY "LIGHT UP"

Twelve Billion Cigarettes— EVERY YEAR

No "smoke dream" is the fact that twelve billion cigarettes are consumed every year within the "Golden Horseshoe," that fertile market of the Mid-west blanketed by WJR in Detroit and WGAR in Cleveland. That's half again as many as sold in the city of New York . . . more than the combined sales of Chicago, Philadelphia, Los Angeles and Boston!

Here too is the territory in which drug store sales exceed one hundred million dollars a year, where the total food bill runs close to three quarters of a billion annually, where seven out of ten families own automobiles. Here eight million people can be reached with your sales message through WGAR and WJR . . . through the "Great Stations of the Great Lakes!"

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit



W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS ... COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

ol. 16. No. 11 WASHINGTON, D. C., JUNE 1, 1939 $3.00 A YEAR—15c A COPY

FCC Warning Affects Sponsorship Credits

By SOL TAISHOFF

pots and Station Breaks Mainly Affected by Revival Of Old Provision Requiring Commercial Identity

ESURRECTION by the FCC of a provision in the radio law equiring specific announcement of sponsorship of all commerals is bringing about closer scrutiny of commercial credits y stations and networks, and is destined to have an effect n future styling of commercials—notably spot and station-reak announcements.

Enacted long before there were spot announcements—in 927—the provision (Section 317 of the Communications Act) pecifically states that all programs directly or indirectly paid or shall be announced "as aid for or furnished, as the ase may be, by such person". eports of violations, growng out of purported concealent of the sponsor in reigious and "talk" programs, rought forth the formal FCC ronunciamento on May 16.

The FCC, through its Law Department, has already ade it clear that there is no isposition to force literal aderence to the provisions by se of the precise phrases paid for" or "furnished by". Whereas in its notice the FCC aid it "insists upon and expects ull compliance at all times" with he law, it nevertheless informally tates that as long as the announcement clearly indicates sponorship and that the program is aid for, in such fashion as not to islead the public, there will be o complications.

Change in the Law?

In the case of spot announcements or station-breaks, it is hought that a change in the technique of phrasing credits may be ecessary in many instances. The CC is not disposed to pass in adance on this point. It agrees, howver, that the law did not contemlate this development, but sugests that to avert difficulties a hange in the statute may be desirable.

In the vast majority of cases here will be no trouble at all. While many network and local rograms, simply identified by the ponsor's name, may have to be roadened to include a phrase deoting sponsorship, this can be one in most cases with no hardhip at all. A statement that a particular program is "under the direction" of a particular individual, for example, would probably not meet the technical requirements of the law.

The issue first arose last March, it was learned, when a listener wrote WLS, Chicago, regarding the *Old Fashioned Revival* carried on MBS, but which the station transcribes from the line and broadcasts at another time. The listener referred to use of the term "network" in a transcribed program. Glenn Snyder, vice-president and general manager of the station, suggested the matter be taken up with the FCC.

Interpretations Requested

It was out of this original action that an FCC inspector concluded there was no proper mention of sponsorship by Charles E. Fuller, who conducts the *Revival*, and that the public might believe it a sustaining program. The FCC concluded there was a failure of compliance with Section 317, and as a consequence issued the press release serving notice on all broadcasters.

Immediately following issuance of the release, the FCC was besieged with inquiries from broadcasters. In response to one telegraphic inquiry, it stated that its interpretation of the law did not require literal use of the phrases "furnished by" or "paid for". If the announcement is such as to convey the impression to the public that the program is sponsored, and if the sponsor is identified in such fashion as to clearly indicate that he is paying for the time, the terms of the law presumably will be construed as having been complied with, the Commission said.

The fact that the law was enacted before spot announcements, station-breaks or participation programs were developed, cast some doubt as to whether the current usage is permissible within limitations of the statute. The Commission is not disposed to state in advance whether particular types of announcements will conform with the law, its attorneys feeling that so long as the sponsor and the station permit the public to know they are hearing a paid program, there will be no conflicts. For example, an announcement of a time signal or weather report, simply giving the trade name of the product sponsoring the spot, probably would have to be broadened to make it clear that the spot was paid for. The Commission is disposed to leave the wording to the discretion of the stations, which as licensees are responsible to it.

Don't Fool the Public!

Because of station-break announcements running 30 words or even less, it is thought that some new technique may be evolved. In participation programs, it will unquestionably be desirable to announce in advance that the program is sponsored, or paid for or furnished by the list of commercial participants.

It also was pointed out that since enactment of the law in 1927 there has been no general complaint about the manner in which commercials have been announced with regard to identity of sponsorship either from Congress, the public or the FCC. Thus no upheaval of any character is contemplated.

On May 23—a week after the Commission's announcement—Andrew W. Bennett, NAB counsel, addressed a letter to the Commission asking for an interpretation of the section. He pointed out that heretofore the industry has interpreted the section as follows:

"The station is required to announce the sponsor of the program in such language as will acquaint the listener with the fact that the program is being broadcast as an advertisement if such is the case. The Federal Radio Commission ruled that advertising must be presented as such and not disguised, applying the same principle which has been applied to newspapers to prevent an advertisement from appearing on the surface to be a news item (see Third Annual Report, Federal Radio Commission, page 35). The plain intent of the section is to prevent a fraud being perpetrated on the listening public. Therefore, reference to the sponsor in such manner as to indicate to the listener that the program is paid for by the sponsor should be sufficient without the necessity of specifically using the words 'paid for'.

"An announcement of the fact that the program is presented by the 'X' company or that it is sponsored by the 'X' company, would appear to satisfy the provisions of the statute, since these terms have been publicized to such an extent by radio that the public understands such programs are paid for and are for the purpose of advertising the product of the sponsor. On the other hand, if the name of the sponsor is mentioned in such manner that it might be construed as an editorial comment on the part of the station or as an item of news, it would be contrary to the provisions of the Section."

A Plain Warning

Because of the number of requests received for clarification, Mr. Bennett asked the Commission to advise whether this interpretation was in accord with that of the Commission.

While no formal announcement had come from the FCC as BROADCASTING went to press, it was understood the Commission's views did not generally conflict with Mr. Bennett's letter. It was felt, however, that the FCC probably would amplify certain references.

In its press release, the Commission quoted the language of Section 317, which reads as follows:

> **"All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."**

It then pointed out that the notice follows reports of violations of the rule and warned the licensees "the Commission insists upon and expects, full compliance at all times

with the above quoted provision of the law."

It was apparent the Commission's action will bring an end to the few programs still sponsored anonymously. In several cities Sunday sponsorship of musical programs still prevails, donated by some leading citizen or organization which does not want its identity disclosed. It was stated flatly that such programs could not be broadcast under anonymous sponsorship.

A search of Congressional files discloses that on Feb. 27, 1926, the then chairman of the House Committee on Merchant Marine & Fisheries, Frank D. Scott, reported the first radio law to the House. Mr. Scott, now a Washington attorney specializing in Radio, at that time stated, apropos Section 317, that it simply required that all matter broadcast for which money or valuable consideration is paid shall be announced as paid for or furnished by the person who furnishes or pays for the program. "Its purpose is to make sure that advertising shall not be hidden from the listener," the formal legislative report stated.

The provision requiring identification is regarded as a desirable one even today if its enforcement is not carried to extremes. For example, it was pointed out, it obviously prevents propaganda broadcasts on a commercial basis without disclosure of the organization paying for them. Moreover, it is regarded as a safeguard against monopolization of a station's time by a single sponsor or group of sponsors without disclosure of their identity.

U. S. Program Control Opposed, *Fortune* Finds

A SURVEY in the June *Fortune* reports that only 26.8% of the persons interviewed, representing a cross-section of the nation, were favorable to the idea of having the Government "establish a bureau to supervise what should be produced over the radio." The overwhelming majority, 60.3%, voted that it should not while 12.9% either said "don't know" or qualified their answers.

A slightly higher percentage, 31.8%, favored Federal supervision of what should be produced in the movies, and only 15.3% favored supervision of what should be printed in newspapers and magazines. "Except for Negroes," *Fortune* comments, "a great many of whom have no opinions about radio and the movies, the majorities opposed to any kind of censorship are so substantial among all sorts and conditions of people that the breakdowns have little importance."

Milk Fund Voted

EXPENDITURE of $300,000 by the Bureau of Milk Publicity during the coming year is authorized by a bill passed by the New York State Assembly. Plans for 1939-1940 advertising have not been announced, although it is expected the account will again be directed by J. M. Mathes Inc., New York, which has handled it for several years.



Drawn for BROADCASTING by Sid Hix

"Whose Bright Idea Was It to Have a Real Horse on That Western Program?"

AP Board Lifts Sponsor Ban, Fixes Scale of Assessments

ACTING in accordance with the resolution passed by the members of the Associated Press at their annual convention last month [BROADCASTING, May 1], the executive committee of the AP board of directors on May 26 lifted the previous ban on the use of AP news on sponsored broadcasts and authorized the broadcasting of AP news by any member newspaper, as either commercial or sustaining material, under a series of regulations.

The committee's action provides for an additional assessment of 5% of the paper's basic assessment if AP news is used on sustaining programs and for a 25% increase if the news is sponsored. If the news is broadcast without sponsorship, AP must be credited, but "sponsored programs shall be broadcast by the member in the name of his newspaper and the AP shall not be identified therewith."

Network broadcasting of AP news is prohibited by a clause in the committee's resolution limiting broadcasting to the "member's city of publication". In cities where one paper has a day AP wire and another paper a night wire, broadcasts sold by each paper must be confined to its hours of publication unless the papers themselves work out some other arrangement.

Three-Month Clause

All commitments for broadcasting AP news are subject to the rules and regulations of AP and for the present all commitments shall be terminable on three months' notice, so that members can conform to any changes found to be necessary in these AP regulations. Resolution also specifically charges members with the responsibility for continuing to "guard the integrity of the news". Full text of the resolution follows:

Whereas, the membership at the last annual meeting urged that consideration be given to the matter of broadcasting of Associated Press News on commercially sponsored programs, and it has been necessary to establish tentative rules and regulations governing the broadcasting of such news,

Be it resolved: That the resolutions adopted on Oct. 5, 1933; Oct. 4, 1935; and Jan. 10, 1936, respecting the broadcasting of news of the Associated Press to be amended to read as follows:

Resolved: That the general news of the Associated Press may be broadcast by a member with or without commercial sponsorship until further notice, under the following rules and regulations:

That such news be broadcast only from the member's city of publication and in accordance with the regulations as to hours of publication, except as otherwise adjusted by concurrence of members in a city;

That if the broadcasting of such news is not commercially sponsored the members shall pay a special additional assessment therefor amounting to 5% of the first wire and general charge elements of the member's weekly assessment, and news of the Associated Press shall in all cases be credited to it;

That if the broadcasting of such news is part of a commercially sponsored program a special additional assessment shall be levied which shall be not less than 25% of the first wire and general charge elements of the city's assessment in the field in which the member broadcasts, plus any extra wire expense or other supplemental costs; such assessments are to be subject to revision by the board of directors; if two or more members occupying the same field broadcast Associated Press news in sponsored programs the special additional assessment is to be shared.

That sponsored programs shall be broadcast by the member in the name of his newspaper and the Associated Press shall not be identified therewith, nor shall news from other sources be included in such broadcast;

That the responsibilities of the member to guard the integrity of the news and protect the Associated Press shall apply in connection with all broadcasting;

That the special broadcasting assessment shall not apply to those broadcasting only EOS (extraordinary occasion service);

That commitments by members for the broadcasting of Associated Press news shall in all cases contain the provision that such broadcasting is subject to the rules and regulations of the Associated Press. In order to be able to conform to any change in these regulations found necessary to express more nearly the equities involved, members shall for the present and until further notice make no commitments that are not terminable on three months' notice;

That the management be authorized to require from members broadcasting Associated Press news under sponsorship such reports as are necessary to assure compliance with the regulations governing such broadcasting.

And be it further resolved:

That if any provision of this resolution conflicts with any provision of a prior resolution or resolutions, the provision of this resolution shall prevail.

Public Utility Sell WFBM to Bitner Price Is $450,00

Jesse Kaufman President o Firm Acquiring Station

THE LAST of the public utilit operated stations—WFBM, Indiar apolis—has been sold by the Ir dianapolis Power & Light Co., sut ject to FCC approval, to a new co poration headed by Harry M. Bi ner Sr., Hearst newspaper execu tive, his son, Harry M. Jr., an Jesse L. Kaufman, former genera manager of WCAE, Pittsburgh and now one of the operating mar agers of KFNF, Shenandoah, Ia.

Sale of the station, at a figur understood to be $450,000 cash was approved May 25 by the boar of directors of the utility, meetin in Chicago. The purchaser i WFBM Inc., newly-formed corpora tion of which Mr. Kaufman is pres ident with the Bitners as stock holders. It is understood that th Bitners will be the principal own ers, with the younger Bitner, nov with the *Baltimore News-Post*, a resident operator. Mr. Kaufman an experienced station executive presumably will actively supervis operations.

WFBM is one of the oldest sta tions on CBS. It operates on 123 kc. with 5,000 watts until loca sunset and 1,000 watts at night Roye E. Blossom has been its man ager virtually since its beginning

The senior Bitner is now a re gional director for the Hears Newspapers. He was formerly pub lisher of the *Pittsburgh Sun-Tele graph* and as such was presiden of the corporation operating WCAE, Hearst-owned outlet. Mr Kaufman during that time was general manager of WCAE, and afterward became an executive o Hearst Radio Inc. in New York Mr. Bitner has been a close studen of broadcasting since his associa tion with WCAE.

The only other utility-owned sta tion in the country, according to official records, is WEEI, Boston owned by Commonwealth Edison Co. but leased to CBS under a long-term contract. WTAM, Cleveland; WENR, Chicago, and WBAL, Baltimore, all were formerly licensed to public utilities but sold out to active radio organizations.

Philip J. Hennessey Jr., counsel for the new corporation, planned to file applications for the transfer promptly. He attended a conference in Indianapolis May 27 to perfect the papers. The $450,000 sales price is understood to include all physical property and equipment. The transmitter is located eight miles from Indianapolis and the studios are in the Power & Light Co. Bldg.

Censorship Seen in International Ruling

Sponsor Ban Off; Fear Program Clause

A NEW spectre of program censorship pervaded the Washington atmosphere after the formal release by the FCC May 23 of its new rules governing operation of international broadcast stations, which lift the commercial ban.

Phraseology used by the FCC in its rule limiting the type of commercial programs which can be broadcast to name-mention, and specifically restricting the international frequencies to service "which will reflect the culture of this country", immediately drew the fire of the industry. There was no quarrel with the commercialization of the international channels, designed to serve foreign listeners, but the alarm grew out of the precedent established in invoking restrictions on types of programs.

There was the prompt reaction that the Commission had overstepped the authority of the Communications Act, which prohibits censorship. Nevertheless, FCC attorneys and the Commission itself appeared to hold that the new rules, which become immediately effective, have a legal basis.

The first tangible move for relief will come through the NAB, as industry spokesman, in a letter taking sharp issue with the rules and demanding a hearing. The industry's position is that the FCC, on a matter of such importance, should not attempt to write regulations without hearing.

Neville Miller, NAB president, after conferences with international station operators, decided formally to petition the FCC to reopen the case, immediately recall the rules and postpone indefinitely their effective date, and afford the industry a hearing.

Don't Want to Reconsider

There is no disposition on the part of the FCC, on its own motion, to reconsider its action. Nevertheless, individual members are understood to feel that, if there should be need for clarification, the question will be reopened, though they do not see the basis for the "horrendous" editorial interpretations as to censorship, holding that the language used can be found in the Inter-American Radio Treaty. The State Department was fully conversant with the rules and assisted in their drafting.

Commissioner T. A. M. Craven, who first opposed the phraseology as dangerously approaching censorship, finally yielded to the interpretations of the FCC attorneys that it did not transcend the law. Commissioner George H. Payne, onetime newspaper and publicity man, is understood to have been its strongest protagonist. FCC minutes show that on April 24, when the matter was first considered, Comdr. Craven alone voted against the language of the rule.

Reaction reached the point where it was deemed likely that extreme steps would be taken by certain of the 14 international licensees. The view was held in some quarters that the "censorship" provisions were so untenable that, rather than subscribe to them, the licensees might be disposed to turn in their licenses or perhaps not seek renewal of them when they expire Nov. 1.

Some May Drop Licenses

The view prevailed that there would be forfeitures of licenses not only because of the censorship provision but also due to the requirement that 50,000-watt transmitters be installed by July 1 next year. These involve roughly an investment of possibly $100,000 each for transmitter and related equipment. It is generally felt the possibilities of revenue from shortwave sponsors under the rigid limitations are practically nil.

It was thought also that the State Department, in its zeal to avoid any reactions against commercialism, had insisted upon inclusion of the "cultural" provision as well as that dealing with promotion of international goodwill.

There was sharp editorial criticism in the press against the Commission's move, which was looked upon as an attempt to "grab" program control. It was thought that in the light of the pending Congressional situation, an effort might be made to petition Congress to undertake its long-delayed investigation of the FCC and settle the censorship issue once and for all. That view is taken particularly in the light of implied feelings of members of the FCC Network - Monopoly Committee which augur for drastic recommendations to Congress in connection with radio regulation, possibly dealing with licensing of networks, multiple ownership, leases and similar aspects of the law which have been under scrutiny and criticized from time to time.

Sponsor Prospects Uncertain

Totally aside from the policy and censorship implications of the new rules, networks and other licensees of international stations found themselves in something of a quandary. Because there was no hearing in advance of the rules, station operators were in no position to canvass the field of potential advertisers or get other data on which sales structures could be built and rates fixed. At present the field is looked upon as a very limited one from the standpoint of rates, though there are possibilities of its eventual development under proper conditions.

Neither of the major networks requested the Commission in recent weeks to change the international rules and therefore the announcement came as a surprise, though it had been predicted a fortnight ago [BROADCASTING, May 15].

There are no accurate figures on the number of shortwave sets in South America, looked upon as the most likely market for sponsored products or services. Rough estimates place the figure around 40,000 to 50,000. Most American firms place their advertising in that market through local distributors or agencies, and radio is often used on a spot basis over domestic stations. Moreover, it is felt that domestic network advertisers would want to use the same programs for international broadcasts rather than tailor new presentations at additional expense, aside from rate. Great difficulty would be encountered under the new rules, it is felt, in making such rebroadcasts of regular network programs fit the requirements.

Could Be Extended

The FCC minutes for its May 23 meeting show that the five members present voted unanimously for the rules (McNinch and Thompson absent.)

As exclusively predicted in the May 15 issue of BROADCASTING, the FCC transformed the international broadcast field from an experimental to a commercial service by lifting the non-commercial ban. It also restricted products to be advertised to those available on the open market in the foreign countries to which the program is directed. But the descriptive language used caused the immediate controversy.

In informed quarters it was pointed out that if the Commission can restrict the type of advertising on commercial international stations, it is but a short step to similar restrictions on standard broadcast service. The contention is that the Commission, once it removes a station from an experimental or non-commercial classification, can do no more than set up technical standards of operation and leave program content to the judgment of the operator save for whatever specific provisions are contained in the act itself. It would have recourse, it is pointed out, to revocation or license renewal proceedings against the stations under the public interest clause in the event of a transgression.

Despite this argument, the FCC contends it has full authority under the provision of the Communications Act (Section 303) authoriz-

(*Continued on page 60*)

Newspapers See Censorship Dangers In New International Ruling of FCC

STRONG editorial criticism was directed at the FCC's new rule requiring international stations to render program service which will "reflect the culture of this country and which will promote international good-will, understanding and cooperation."

The action was viewed by at least one writer not only as a direct threat of censorship against all radio but also against the press. David Lawrence, noted columnist who repeatedly has maintained that the FCC is simply a "traffic cop" of the air and must keep hands off programs, called the action a blunder which, if uncorrected, "can mean the beginning of a fascist censorship of the press as well as the radio in America."

Mr. Lawrence pointed out that the restriction is contrary to what President Roosevelt himself promised on May 9 [BROADCASTING, May 15] when he declared that the radio function of Government is confined "to such controls of operation as are necessary to prevent complete confusion on the air." And that "in all other respects the radio is as free as the press."

And Then Newspapers

If a Governmental agency may say what is or is not international good-will, "censorship in fact exists", Mr. Lawrence wrote, adding that it was a short step for the Federal Government to contend that, because newspapers carry second-class mail, they can be regulated as to their content. The Post Office Department, he declared, might say that editorials or articles which do not tend to promote good-will should be prohibited from publication in newspapers or magazines exported to foreign countries. That, he added, would be on all fours with the FCC action.

Mr. Lawrence advocated an injunction against the Commission asking the courts to restrain it from applying any such order to radio as one way of getting the issue decided. He described it as one of the most important things that has happened since radio began, pointing out it is hardly an accidental move "because for the last three years various members of the Commission here have in public speeches indicated their belief that the Commission has a right to censor programs or that Congress can order censorship just because wavelengths are licensed by the Federal Government."

Times Sees Censorship

The New York Times in an editorial May 25, said "the new rule might easily lend itself to an interpretation that might bring about a real censorship." It foresaw "definite dangers" in the rule as now written.

"If our international broadcast programs are to be censored so that they shall not offend this or that foreign Government," said the *Times* editorial, "it is only a step to the argument that it is at least as desirable to censor our domestic programs so that they shall not offend our own Government. It is not practical to consider the feelings of foreign rulers more tenderly than the feelings of our own. Censorship of all kinds has an inevitable tendency to spread.

"A ruling such as the FCC has just announced, moreover, must tend to give our Government a responsibility for private utterances that it would not otherwise have. To announce that only those programs will be authorized which promote international good-will, to imply that no program will be permitted that has the Government's

(*Continued on page 61*)

Pro Grid Signed By General Mills

Acquires National League for Season, Except Green Bay

GENERAL MILLS has purchased the exclusive broadcasting rights for all games played by the National Football League, professional football association, during the coming season, with the exception of the home games of the Green Bay (Wis.) Packers, which for some years have been broadcast by Wadhams Oil Co., Milwaukee. Games will be sponsored solely by General Mills, with Wheaties as the advertised product.

This will be General Mills' initial venture into football broadcasting on a national scale, although for several years the company has been one of the largest sponsors of baseball, both alone and in cooperation with other advertisers. Last year marked its first football schedule, when it sponsored play-by-play accounts of the games of the Chicago Cardinals and Bears on WJJD, Chicago, and WIND, Gary.

List About Ready

Details of the broadcasting schedule have not yet been worked out, but the company hopes to announce the list of stations, announcers and times of broadcasts within the near future, according to Brad Robinson, manager of the New York office of Knox Reeves, advertising agency in charge of all of General Mills' sports broadcasting.

Mr. Robinson definitely denied reports, published elsewhere, that General Mills has purchased exclusive broadcasting rights of all games of the Philadelphia National League baseball team for the next five years, which he characterized as a "lot of newspaper talk". While he declined to discuss the matter or to give any explanation of the origin of such a report, he did state that to his definite knowledge General Mills has not signed a five-year contract with any team.

The playing schedule of the league follows:

Sept. 10 — Pittsburgh at Philadelphia, Cardinals at Detroit.
Sept. 14—Pittsburgh at Brooklyn*.
Sept. 15—Cleveland at Chicago Bears*.
Sept. 17—Chicago Cardinals at Green Bay, Washington at Philadelphia.
Sept. 20—Cleveland at Brooklyn*.
Sept. 24—Chicago Bears at Green Bay, Cardinals at Pittsburgh, New York at Philadelphia, Brooklyn at Detroit.
Oct. 1—Brooklyn at Philadelphia, New York at Washington, Detroit at Cardinals*, Cleveland at Green Bay, Chicago Bears at Pittsburgh.
Oct. 8—Brooklyn at Washington, Green Bay at Cardinals, Chicago Bears at Cleveland, New York at Pittsburgh.
Oct. 15 — Pittsburgh at Washington, Philadelphia at New York, Chicago Cardinals at Chicago Bears, Cleveland at Detroit.
Oct. 22 — Washington at Pittsburgh, Philadelphia at Brooklyn, Detroit at Green Bay, Cleveland at Cardinals, Bears at New York.
Oct. 29— New York at Brooklyn, Washington at Green Bay, Pittsburgh at Cleveland, Detroit at Chicago Bears.
Nov. 5—New York at Detroit, Cardinals at Cleveland, Green Bay at Chicago Bears, Brooklyn at Pittsburgh, Philadelphia at Washington.
Nov. 12—Washington at Brooklyn, Green Bay at Philadelphia, Chicago Bears at Detroit, Chicago Cardinals at New York.
Nov. 19—Green Bay at Brooklyn, Chicago Cardinals at Washington, Pittsburgh at New York, Philadelphia at Chicago Bears, Detroit at Cleveland.
Nov. 26—Brooklyn at New York, Detroit at Washington, Chicago Bears at Chicago Cardinals, Green Bay at Cleveland, Philadelphia at Pittsburgh.
Nov. 30—Green Bay at Detroit, Philadelphia at Cleveland.
Dec. 3—Washington at New York.

* Night Games

WJR Sets Grid Plans

SETTING its football schedules early, WJR, Detroit, announces that it has secured exclusive commercial rights to broadcast all University of Michigan games at home and away this fall. At the same time it announced that General Mills has exercised an option to sponsor all games of the Detroit Lions, pro team owned by G. A. (Dick) Richards, president, and Leo Fitzpatrick, executive vice-president, of WJR. Harry Wismer will announce both the Saturday games of the Wolverines and the Sunday games of the Lions.

Ball Player Sues

SUITS seeking $150,000 in damages for alleged slander in a baseball broadcast, have been filed in the Massachusetts courts by Paul Waner, outfielder of the Pittsburgh Pirates, according to a dispatch published May 20 in the *Pittsburgh Post-Gazette*. The suits, the newspaper report stated, had been filed against John J. Stevens, Yankee Network announcer, and the Yankee Network, and allege that Stevens in a broadcast on May 1 had made derogatory remarks about Waner. Two of the suits, the report added, were filed in Suffolk Superior Court against the Yankee Network and the third in the Norfolk Superior Court against Stevens. So far as could be ascertained at Yankee Network headquarters, no papers had been served.

Night Games to WPEN

NIGHT games of the Philadelphia Athletics, broadcast under sponsorship of General Mills and Socony-Vacuum Co., have been shifted to WPEN, Philadelphia, effective May 24. WCAU, originally scheduled for all games, continues to broadcast the daytime contests, but found itself unable to clear its regular evening commercial schedule satisfactorily. Bill Dyer announces both daytime and evening games. On May 25, the broadcasts of the games of the Rochester Red Wings, under the same dual sponsorship, were moved from WHAM to WSAY. Harry McTigue continues as announcer for these games. Knox Reeves, agency for General Mills, handles arrangements for all sports broadcast in which the company participates.

Ethyl's New Spot

ETHYL GASOLINE Corp., New York, on June 5 will present *Tune-Up Time* in the Monday evening 8-8:30 p. m. spot on 60 CBS stations, which was vacated May 29 by *Cavalcade of America*, sponsored by E. I. duPont de Nemours & Co. The Ethyl program, now heard on CBS Thursdays from 10 to 10:45 p. m., will feature the same talent after the shift, namely Andre Kostelanetz' orchestra, Kay Thompson's rhythm singers, and Walter O'Keefe as m.c. BBDO, New York, is the agency for both accounts.

KENTUCKY DERBY was heard by 13.4% of set owners, it is reported by the CAB (Crossley), which also found that 10.1% tuned in to hear the Duke of Windsor make his peace plea from France. Baseball has an average rating of 17.7 for the weeks of April 19-25 and May 3-9, CAB states.

Kudos for Ashbys

WHEN A. L. Ashby, general counsel for NBC, delivers the commencement address June 18 at his alma mater, Olivet College, Olivet, Mich., two other Ashbys will be among his audience — his father, J. H. Ashby, on whom the college is conferring an honorary degree, and his son, John Lee Ashby, who is a member of the 1939 graduating class.

119 on Gulfspray List

GULF OIL Corp., Pittsburgh, on various dates between May 15 and May 23 started a 13-week campaign for Gulfspray insecticide using twice-weekly quarter-hour transcriptions of songs by Jack Berch. Young & Rubicam, the agency, placed the series on these 119 stations:

KMBL	KELD	KCMC	KLRA	WQBC
WCOC	WFOR	WAML	WTJS	KFPW
KPAC	KSAM	KPLT	KRRV	KRBA
KRIS	KNEL	KGKL	KRLH	KBST
KGKB	KRBC	KDNT	KFYO	KFPL
KVWC	KPDN	WRDW	WMAZ	WGTM
WEED	WRAL	WSTP	WDNC	WAYZ
WTOC	WMFJ	WJNO	WBIG	WAIR
WCOA	WTAL	WPAX	WGPC	WRBL
WCSC	WFTC	WIS	WALA	WHBB
WAGF	KALB	KVOL	KPLC	KGNC
KAND	KNET	KTEM	WACO	KFRO
KGEI	WNBX	WTRC	WDEL	WDBJ
WKZO	WEBQ	WBCM	WICA	WFDF
WHBU	WALR	WDZ	WPAY	WNBH
WBTM	WKOK	WHDL	WLEU	WJLS
WMFF	WJTN	WNBZ	WGNY	WMBO
WJIM	CFLC	WFMD	WSAL	WOAI
KNOW	KRLD	WGST	WJAX	WSUN
WBRC	WWL	WJDX	WMC	WSM
WCKY	WJAS	WCHS	WHAS	WPAD
WRVA	WHP	WPG	WFBR	WGY
WFEA	KTHS	WNOX	WAPO	WJHL
WGRM	WJBY	WJRD	WMFO.	

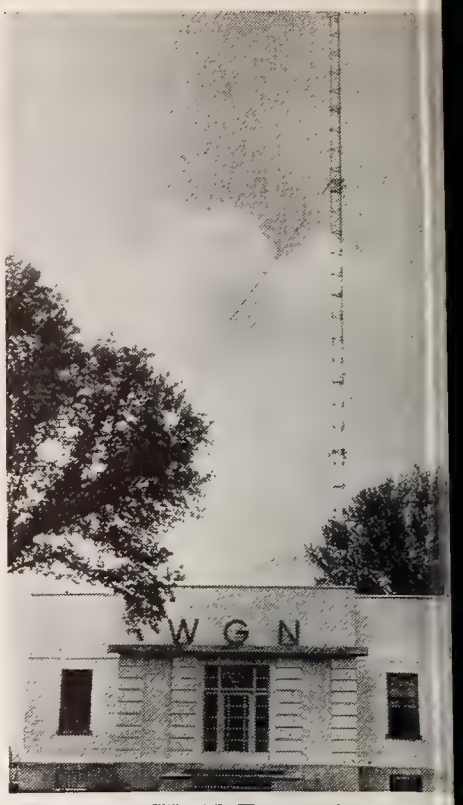
Tydol Summer Plans

TIDEWATER ASSOCIATED Oil Co., New York, has planned an extensive summer advertising campaign to promote Tydol Flying "A" gasoline and is using news and sports broadcasts on Eastern stations among other media to introduce the new fuel in the East and to advertise the company's Veedol motor oil. Broadcasts include, besides dealer spot tie-ins in two or three markets, participation in the daily *Yankee Network News* programs; Stan Lomax's sports broadcasts thrice weekly on WOR, Newark; news twice a day, six days a week on WFIL. Philadelphia. and WHEC, Rochester; Leo Bolley's sports programs thrice weekly on WGY, Schenectady, and Bolley's sports six times a week on WFBL, Syracuse. Lennen & Mitchell, New York, is agency.

Pure Oil Sports

PURE OIL Co., Chicago, on June 1 starts twice weekly 15-minute sports programs on WDAY, Fargo, and KFYR, Bismarck, N. D. Sponsor is also using a varying schedule of news programs and 100-word announcements on WKZO, Kalamazoo; WBCM, Bay City, Mich.: KVOL, Lafayette, La.; KFDM, Beaumont, Tex. The series which supplements *Kaltenborn in the News* heard twice weekly on 42 CBS stations [BROADCASTING, April 15] may be expanded in late summer. Leo Burnett Co., Chicago, is agency.

WESTERN COURSES Inc., 510 South Spring St., Los Angeles, handling Dale Carnegie's courses on the West Coast, plans to use radio along with other media to promote the classes. Faraon Joy Moss, Hollywood, handles the account.



New WGN Transmitter

NEW $250,000 transmitter plan of WGN, Chicago, 25 miles northwest of Chicago's Loop, has been placed in regular service. The 750 foot Truscon tower is situated on a 101-acre tract on Route 53 near Roselle, Ill. Weighing 65 tons, the tower rests on a single pivotal base of porcelain less than a foot in diameter and capable of supporting 900 tons.

Designed to withstand winds of 110 miles an hour, the tower is equipped with flasher beacons lighted automatically by a photo-electric cell when the light falls below a certain minimum in the daytime. The ground system consists of 120 thin copper strips each 800 feet long (nearly 18 miles), spreading clockwise from the base of the radiator. The transmitter house is equipped with complete living quarters for the transmitter crew. Measurements indicate that WGN's signal strength in the Chicago area is increased 40% and listeners within a 400-mile radius of Chicago have written that daytime reception is much improved, according to officials of WGN. Installation of the new plant was supervised by Carl J. Meyers, WGN chief engineer.

Gulf *Guild* to Return

WHEN Gulf Oil Corp. completes its present CBS *Screen Guild Show* series on June 4, a total of $220,000 will have been paid to the Motion Picture Relief Fund by the sponsor. Guest film stars appearing on the weekly half-hour program contribute their services. The money ordinarily paid them is turned over instead by Gulf Oil Corp. to the WPRE for a new home for aged and indigent motion picture workers. Actual construction and purchase of the site will not be undertaken until the MPRF has reached its $500,000 quota, which is assured on completion of the 1939-1940 Gulf series which will add $390,000 to the fund. *Screen Guild Show*, following the June 4 broadcast, will be replaced for 13 weeks by a summer program featuring Erno Rappe and orchestra with Jane Froman and Jan Peerce, vocalists. *Screen Guild Show* is scheduled to return in early September. Agency is Young & Rubicam, New York.

ASCAP Payments at Source In New Contracts, Says Mills

Awaits Industry's Desires as to Type of Pact; Special Newspaper Fees to Be Eliminated

NEW ASCAP contracts covering radio performing rights will carry a requirement for payment at the source for both network and transcription clearances, according to E. Claude Mills, chairman of the Administrative Committee of the Society and director of all past negotiations with the broadcasting industry.

Addressing the NAB district meeting in Ponte Vedra, Fla., May 5, attended by broadcasters from Florida, Georgia and Alabama, Mr. Mills said he would "never consent to a formula again in which the entire fee in respect of a network broadcast is not paid at the source." He discussed all other phases of ASCAP relations with broadcasters, historically as well as current and promised "reasonable" action by his group.

Mr. Mills said ASCAP was waiting word from the industry as to what type of contract arrangement it wants when present five-year contracts expire Dec. 31, 1940. He served notice that broadcasters would not get music for less, and said that he could not say whether the figure would be the same because he did not know.

At the Source

Apropos clearance at the source, a moot question in the industry, Mr. Mills said that while his statement was not ASCAP's pledge he personally will insist on payment at the source. "In a network broadcast," he declared, "the entire fee will be paid at the source. The network people understand that is my opinion."

The newspaper form of contract, under which newspaper-owned stations have paid only on programs using ASCAP music, with a guaranteed minimum, will be discontinued, he said, there will be no discrimination. He denied there had been discrimination in the past. A newspaper contract has not been written since the close of 1935 "and we will never write another."

"We will never expose ourselves to be again criticized by anyone as we have by you. We know from now on there will be only one formula. We prefer that to be a formula of your choice. But when we say 'your choice' we do not mean either the choice of the networks, the choice of the independents but the choice of the industry and I think the industry can only express its choice through the official central spokesman and the only spokesman is your trade association."

After his talk broadcasters questioned him particularly in connection with clearance at the source. Fred W. Borton, president of WQAM, Miami, asked if the statement meant the cost would be shifted from the affiliate to the network. After explaining the manner in which networks pay ASCAP, Mr. Mills said that "wherever the source of the broadcast is, the fee shall be paid for the whole network."

Transcriptions also will be cleared in that fashion, which Mr. Mills defined as "perfectly just". Station contracts with transcription companies should have language in them that is provisional, he advised. "If you have an ASCAP license, you will not infringe," he declared.

When E. K. Cargill, manager of WMAZ, Macon, asked if there was possibility of a radio license being extended for ten years, Mr. Mills observed: "We would like more than anything else to have the broadcasting industry present to us an exact and concise detail of what it would like to have. If you would like to have 10 years, state that; 50 years—state that, or a shorter term with renewal subject to some sort of arbitration—state that * * * If you are going to pay royalties, state why, where and when and under what formula."

In opening his address, Mr. Mills called for peace and tranquillity, declaring that ASCAP is composed of reasonable men and desires to live peacefully and in a friendly and neighborly understanding "instead of like bull-dogs".

He recounted the history of original ASCAP negotiations, dating back to 1932 and explained that ASCAP has a problem in its own house since present agreements with composer members expire in 1940, coincident with the broadcasters contracts.

"Per-piece" and the newspaper form of contract were disparaged as expensive, unwieldy and out of the question from the broadcasters' standpoint, although he insisted ASCAP was simply awaiting word from the industry as to its desires. The average broadcast station, excluding the larger stations and networks, could not afford the kind of system required to keep tab on per-piece operation, he said.

As for the newspaper formula, he said it would mean that stations would have to keep complete, accurate and authentic logs of all music used, requiring in any station a minimum of two or three clerks.

Some Favor Currying

Going back to the origin of the newspaper contracts, Mr. Mills said ASCAP does not deny it shares the common instinct to curry newspapers' favor. The proponents of the newspaper contract advanced the argument that newspapers contributed to development of music consciousness and encouragement of culture of music in the country, he explained.

Declaring that ASCAP's overhead costs in the past have been slightly over 18% but now run between 20% and 21%, Mr. Mills warned that "we hope to get it all back from you," implying that the expenditures of ASCAP to defend itself from anti-ASCAP legislation supported by broadcasters would be sought in any new contract.

Regarding State legislation, Mr. Mills said that ASCAP may decide not to oppose one of these bills and then the industry must find out how to get licenses to use copyrighted music. He said that if broadcasters were "sane" they would not leave it to ASCAP to oppose the bills but would oppose them on their own volition.

"You are not going to scare us out of existence," he said. "We are going to be here until the Government dissolves us or until we decide to disband."

Mr. Mills disclosed that in any new Federal copyright legislation ASCAP will not oppose reduction in the statutory minimum damages from $250 per infringement to probably minimum damages of $50 for a network broadcast, and $25 per station except as to the originating stations, which would be $150.



THRILLED and wide-eyed was Ruth Sheehan, who as Ruth Barrett covers the feminine angle on WFIL, Philadelphia, for Lit Bros. Store, as she recently rode the cab of a Westinghouse streamliner on the Pennsylvania Railroad from Philadelphia to New York. She is WFIL's entry for the mythical prettiest radio lady title.

NAB Making Study of Copyright Fees Preparatory to Atlantic City Meeting

AS INDUSTRY sentiment crystallizes in favor of royalty payments to ASCAP on a "per program" basis, with responsibility at the source, the NAB is making a broad-based study of copyright payments to provide the full picture of the controverted question for the Convention in Atlantic City July 10-13.

Bringing out that the Copyright Committee of the NAB, at its meetings last March, adopted a resolution favoring a new contract which would become effective Jan. 1, 1941, predicated on the payment of revenue derived only from programs using ASCAP music, NAB President Neville Miller May 22 sent to all station managers a questionnaire seeking detailed information regarding copyrighted payments made by stations since 1931, plus certain other data. He emphasized that the Copyright Committee desires to secure the most acceptable type of contract but that until sufficient information and statistics are procured, it is not in a position to know the effect of the proposed "per program" arrangement.

Mr. Miller himself has been in frequent conference with John G. Paine, ASCAP general manager, on "exploratory" phases of the contract renewals. It is his plan to present the entire matter to the NAB convention for preliminary action. Since the convention occurs 17 months prior to the expiration of the current five-year compacts, it is felt there is ample time for discussion of the matter at the convention.

Committee to Meet

A meeting of the Copyright Committee, comprising 11 representatives of networks and clear channel, regional and local stations, has been called by President Miller in New York June 5-6.

The resolution adopted by the Copyright Committee last March favors the so-called newspaper station contract as opposed to the present schedule. Under the newspaper contract, stations pay 5% of their receipts on programs using ASCAP music plus an arbitrary sustaining fee. Other stations, however, pay 5% of receipts from all time sales plus an arbitrary sustaining fee whether the commercials are news, drama or other types of renditions which do not use any character of music. Another question is the responsibility for clearance of program material at the source (network key stations).

ASCAP has claimed that during 1938, the broadcasting industry paid into its coffers only $3,800,000. Industry estimates have been around the $5,000,000 figure. Based on such a figure, NAB President Miller points out that since a five-year contract would involve nearly $20,000,000, the problem is of transcendent importance.

In discussing the questionnaire, he emphasized that the responses will be kept strictly confidential. Along with the questionnaire, stations were supplied with forms on which they were asked to keep a record of musical numbers played during seven consecutive days. With this data, a study can be made of the music actually used by stations in an effort to ascertain which of the various plans for payment of royalties would be most advantageous.

The three plans which have been projected include one for payment on a per piece or per use basis; for payment on a per program basis, and finally on the basis similar to the system now in force, payment of a percentage of station income plus an arbitrary sustaining fee. Information also is being elicited on whether broadcasters would favor a five-year or a ten-year contract.

John Elmer, president of WCBM, Baltimore, and former NAB president, a member of the Copyright Committee, recently sent a questionnaire to some 380 independent stations seeking their views on copyright. Responses, he declared, have been gratifying up to this time. Members of the Copyright Committee, of which President Miller is chairman, are Edwin W. Craig, WSM; Walter J. Damm, WTMJ; John Elmer, WCBM; I. R. Lounsberry, WGR; Gregory Gentling, KROC; Edward Klauber, CBS; Lenox Lohr, NBC; Clair McCollough, WGAL; John Shepard, 3d, Yankee Network; T. C. Streibert, MBS; Harold Wheelahan, WSMB.

AFRA Asking $1 For Commercials

Demand for Extra Fee Brings Stalemate in Negotiations

DEMANDS by the American Federation of Radio Artists that announcers receive extra pay for commercials, ranging from $1 up for a spot announcement, have resulted in a stalemate in current negotiations of the union with a number of stations.

AFRA currently is negotiating with WCKY, Cincinnati, and three CBS owned 50,000-watt stations—WBBM, KMOX and KNX. The extra pay proposal, in which it is asking roughly 20% of the major network code for announcers in outlying stations, has become a vexatious problem, according to negotiating stations.

Waiver Clause

Emily Holt, executive secretary of AFRA, is handling the negotiations involving KMOX. In Cincinnati, Maj. James P. Holmes, of Chicago, said to be a former station operator, is in charge. WLW, which signed a fortnight ago, was said to be the first individual station to agree to the extra pay proposition regarding commercials. Joseph L. Miller, NAB labor relations director, is handling the negotiations on behalf of WCKY, at the instance of L. B. Wilson, station owner.

It also was learned that AFRA is beginning to tighten up on the waiver clause in its network contracts, dealing with sustaining program and amateur talent. While the headquarters organization claims it has never denied a waiver request, reports are that it is showing less of a disposition to grant them. Station and network officials harbor the view that its moves in this direction may border on program censorship since it deals with non-members of the union.

Buying Out Va. Local

HOLDINGS of the 10 other stockholders in Piedmont Broadcasting Corp., licensee of WBTM, Danville, Va., will be acquired by L. N. Dibrell, president and 43% stockholder, if the FCC grants an application for transfer of control made public May 29. Mr. Dibrell, local bank president and tobacco dealer, seeks to purchase the 20% stock owned by C. S. Ondarcho, station manager, the 10% by W. P. Hefferman, program director, and the smaller holdings of other local business men. The purchase price was not disclosed.

To Promote Travel

ONTARIO Department of Highways on June 14 starts a 13-week sponsored campaign of dramatized weekly programs about places in Ontario to visit by motor. The programs will originate at CFRB, Toronto, and will be piped to CKOC, Hamilton; CKLW, Windsor; CFRC, Kingston; CKCO, Ottawa; CJIC, Sault Ste. Marie; CFCH, North Bay. The account was placed direct.

IMPERIAL BROADCASTING Co., 165 W. Wacker Drive, Chicago, is a new program firm headed by William T. Cavanagh, formerly of WLS, Chicago, and Harry L. Thomas, formerly of Gardner Adv. Co., St. Louis.

FTC Finds Advertisers and Agencies Cooperating in Advertising Checkups

VOLUNTARY cooperation of advertisers and advertising agencies with the Federal Trade Commission is leading to "conspicuous results" in curbing false and misleading advertising claims, PGad B. Morehouse, director of the FTC Radio & Periodical division, told the annual meeting of the Proprietary Assn. in New York, May 16. Outlining the progress made by the new FTC division, which scrutinizes newspaper, magazine and radio advertising, in the last year since passage of the Wheeler-Lea amendments to the FTC Act, Mr. Morehouse denied not only allegations of a "wishy-washy attitude" on the part of the FTC, but also refuted claims that it was "picking on a couple of little fellows, but proceeding with qualms against bigger concerns".

The Radio & Periodicals Division annually scrutinizes more than 1,000,000 pages of commercial radio scripts, Mr. Morehouse estimated, along with about 1,000 magazines of interstate distribution and 500 editions of "representative newspapers". From the data accumulated in this way, analyses are made of the source of false and misleading advertising, segregated by groups and classified as to circulation and geographical location, he pointed out, adding that of the total kinds of articles in advertisements marked for investigation during the last year, food, drugs, cosmetics and devices comprised 48.7%.

Agencies Now Cited

"Partially in the hope of promoting more thorough self-censorship by advertising agencies, the Commission now proceeds against them, as well as against vendor advertisers, on the ground that the agency participated in the dissemination of the false or misleading copy," Mr. Morehouse commented. "I believe similar action will be taken against any publicity medium found to be actively participating in the preparation and dissemination of false or misleading copy. This action by the Commission is comparatively recent, but it is believed that its effect will soon be felt conspicuously in this field.

"It is not the spirit of the FTC to 'crack down', although that term has often been used by the reporters in reference to its activities. It feels that all honest businessmen who really believe in free enterprise with a fair field and an equal chance to all have extended and will continue to extend their heartiest cooperation.

"I hope the day of continual argument between the advertising copywriter who wants to be honest and the sales manager who cares more for 'punch' is waning. Some of the public has become 'punch conscious' if not 'punch drunk' with exaggerated advertising. Many of the larger advertisers are beginning to take this fully into account. I believe the public is coming to be much less interested and giving less response to the type of advertising which continually calls for the corrective action of the FTC and that the time is not far distant when the unremitting efforts of the FTC and the voluntary efforts of the various forces cooperating together to this common end, will achieve far-reaching results toward promoting greater consumer satisfaction and general public welfare in this field."

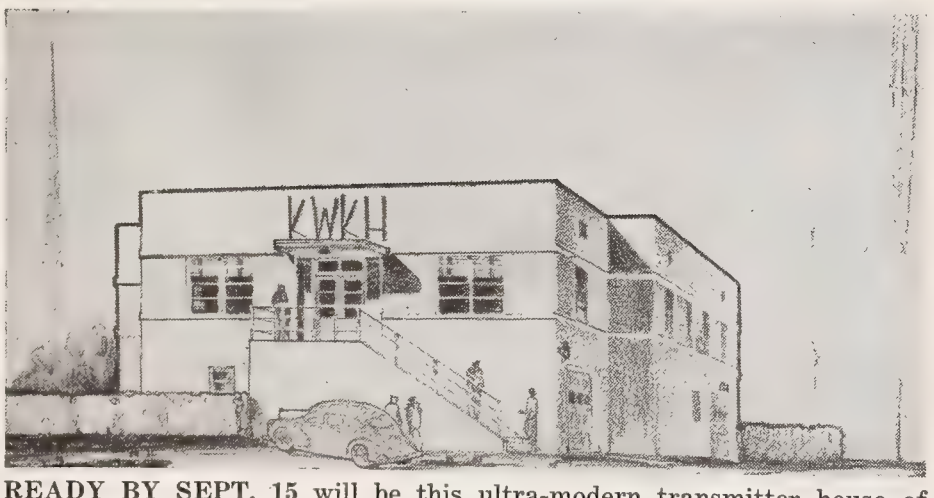
Blue Barrel Soap

HASKINS Bros. & Co. Omaha (Blue Barrel soap), is using six weekly participations on KMA KFAB KMMJ KOIL KSOO WIBA. It is understood the series will be expanded to quarter-hour programs this fall. Buchanan-Thomas Adv. Agency, Omaha, handles the account.

Asks for Complaints

AN APPEAL to women to write their complaints concerning radio to the broadcasting companies, so that constant improvement in the American system of broadcasting can be maintained, was made by Alma Kitchell, assistant director of women's activities of NBC, at the recent annual congress of the National Society of New England Women.

IRNA PHILLIPS, author of *Guiding Light*, *Road to Life* and *Woman in White*, began her 10th year of radio writing May 30. Miss Phillips estimates she writes two million words of script each year.



READY BY SEPT. 15 will be this ultra-modern transmitter house of KWKH, Shreveport, recently authorized to boost its power to 50,000 watts. This building is part of a $200,000 modernization program undertaken by the John Ewing stations (KWKH and KTBS). On the 32-acre tract where construction is now in progress will also be built a complete home for the chief engineer. A Western Electric transmitter and three 475-foot Truscon towers will be installed. Paul Godley is consulting engineer for the building and modernization project.

Elliott Roosevelt Serie Is Slated to Go Nationa

EMERSON Radio & Phonograp Co., New York, is negotiating wit MBS for expansion of the twic weekly Elliott Roosevelt new broadcasts now on Texas Sta Network to a nationwide MBS ne work. No contract has yet bee signed but the Emerson agenc Lightfoot Associates, New Yor said a statement probably would l issued shortly. Mr. Roosevelt star ed the series on his own netwo May 1 as a 26-week test, under th title *Texas in the World News*. En erson on May 9 extended its seri of thrice-weekly news broadcasts o WMCA, New York, to a five-week ly basis, also continuing to us thrice-weekly news programs o WOL, Washington.

Lever's Fall Plans

LEVER BROS. Co., Cambridg despite reports to the contrar will make no changes in the pres ent setup of its CBS *Tuesda Night Party* with Dick Powell, ac cording to Lawton Campbell, vice president and radio director o Ruthrauff & Ryan, New Yor when in Hollywood during Ma He declared that the sponsor wa satisfied with Powell's work an that the program will continu through July 18 when the eight week summer layoff begins. Mr Campbell was in Hollywood to tal over a new contract with Edwar G. Robinson for the fall CBS *Bi Town* series, which starts a sum mer respite July 18. He would no commit himself to future plans but stated that time had been re served on CBS for return of bot shows in September.

Films as Sponsors

WITH 20th Century-Fox Film sponsoring the recent Kentuck Derby on CBS in behalf of "Ros of Washington Square", and th same producer on May 30 sponsor ing the premiere of "Young Mr Lincoln" from Springfield, Ill. o 70 MBS stations, the prospects o further paid sponsorship of radi programs by film programs ap peared to be heightening. It wa reported that Paramount is nov considering buying an MBS net work for an undisclosed program Some local sponsorship was se cured during recent broadcasts i behalf of "Union Pacific", but fre time was asked—and secured—fo the premiere of the recent showing of Dodge City.

Opposes Program Contro

TAKING a strong stand agains the adoption by the FCC of rule governing broadcast program serv ices, Commissioner T. A. M Craven, speaking May 17 before radio students of Columbia Univer sity, asserted that he considered this "impracticable because it has the danger of requiring the Com mission to exercise a regimented control of program service which would result in the imposition o its judgment upon the American people."

MILES LABORATORIES, Elkhart Ind. (Alka-Seltzer), on May 29 started two programs on WOR, New ark — *Hoosier Hotshots*, Mondays Wednesdays and Fridays 1:10-1:15 p.m., and *The Vass Family*, Tuesdays and Thursdays at the same time. Wade Adv. Agency, Chicago, is the agency

Networks Give Graphic Story Of Naval Submarine Disaster

WLAW, Lawrence, Mass., Is First on the Scene, Tying Up With Prof. Pickard's Station

THOROUGH radio coverage of the sinking of the Navy submarine *Squalus* the morning of May 23 off Portsmouth, N. H., was given by NBC, CBS and MBS, all of which broadcast continuous reports and news bulletins describing the rescue work. WLAW, Lawrence, Mass., was first to arrive at the scene of disaster, using a special launch equipped with the station's portable transmitter W1XRZ. The boat was 15 hours ahead of any others on the spot.

When first news of the disaster was received on the news tickers of the *Lawrence Eagle* and *Tribune* and flashed on their affiliated WLAW, Manager Irving E. Rogers, Program Director Stanley N. Schultz, and John A. O'Hearn, city editor of the *Tribune*, sent a crew to Seabrook, N. H., and the experimental laboratory of Prof. Greenleaf W. Pickard, noted radio scientist, who operates his own experimental station. With his cooperation, they immediately established a land station. Chartering a launch, the crew then headed to sea with the portable transmitter.

From the Scene

The station's first on-the-scene broadcast was at 7:30 p. m. May 23, and WLAW began feeding NBC through its portable unit at 11:15 p. m. that night. The WLAW crew returned to the scene May 24 at 4 a. m., and from the opening pickup at 6 a. m. made hourly feeds until 9:15 and then three quarter-hour feeds until 10:30, supplementing these on-the-scene pickups with programs of local interest during the rest of the day.

In the WLAW crew were Herbert Brown, engineer, Tyler Byrnes, operator, Jack Malloy, chief announcer, along with Louis A. Wefers and Gene Kelley of the *Tribune* editorial and photo staff The New England Telegraph & Telephone Co. the afternoon of May 23 sent a special crew to Seabrook to string the emergency land wires that carried the pickups to WLAW studios and transmitter.

NBC, immediately after receiving news of the accident, sent a crew of 10 from New York to Portsmouth under direction of Adolf J. Schneider, of the special events department. Among this crew were Engineers Arthur Felman and Bill Eddy. The latter had formerly served under Lieut. Oliver Naquin, commander of the *Squalus*, while on active duty in the submarine service. Two crews were also sent from WTIC, Hartford, and WBZ, Boston, and Hal Wilson, station manager of WHEB, Portsmouth, also was pressed into service for the network. More than 21 broadcasts were carried by NBC from the Portsmouth Navy Yard Administration Building and from a chartered boat at the scene with the WBZ crew aboard, headed by Larry Holman, special events chief.

MBS started the evening of May 23 with Leland Bickford, Yankee Network news editor, feeding the latest reports throughout the night and next day eight different times. Mutual also kept in touch with Navy headquarters in Washington through Fulton Lewis jr., and sent Dave Driscoll, special events announcer, in an Eastern Airlines plane to fly over the scene. Mutual was on the air at 1:18 p. m., May 24, with the news that the rescue chamber was on the way up from the *Squalus* with seven men aboard.

Members of the crew representing MBS at Portsmouth for the *Squalus* broadcasts were Fred Lang, commentator, Newsman Bob Myers, Engineers Clarence Stone and Ken Taylor and Leland Bickford.

Bob Trout, CBS special announcer, arrived at the scene after an emergency flight from Newark to New London. Also present from CBS was a crew including John Fitzgerald, special events man; Cliff Berger, engineer, and several announcers and engineers from New York and Boston. CBS aired an eyewitness account of the raising of the rescue bell with Jack Knell of WEEI handling the broadcast from a chartered launch. The network broadcast its first news of the disaster about 6:15 p. m. May 23, and had in all 20 special programs.

After the last survivors had been brought to the surface at 11:30 p. m. May 24, and it was considered certain that the 26 men in the flooded aft compartment had drowned, the networks withdrew.

Among other stations giving special coverage of the disaster, WCOP, Boston, arranged with WHEB, Portsmouth, N. H., for remote pickups from the Administration Building at Portsmouth, carrying seven programs during the May 23 broadcast day. WMCA, New York, at the request of Third Naval District officers, broadcast repeated announcements to assist in locating officers and men on shore leave for immediate mobilization of the *Brooklyn*.

Before Royalty

WHEN President and Mrs. Roosevelt entertain the King and Queen of England June 8 at the White House, the musical program will include the Coon Creek Girls, a Kentucky mountain group introduced to radio by WCKY, Cincinnati. John Lair, their manager, has been invited to the affair. The girls hail from Pinch-'Em-Tight Hollow where they learned songs of the hill folk.

Radio to Continue Extensive Coverage As Royal Party Visits in This Country

ALL THREE national networks will cover the visit of King George VI and Queen Elizabeth to the United States from June 7-10, after having intensively reported the royal tour of Canada during the last fortnight. Broadcasts definitely scheduled by NBC, CBS and MBS include: June 7, the scene as the King and Queen are greeted on the American side of the Niagara Falls suspension bridge by Secretary of State Cordell Hull; June 8, arrival at Union Station, Washington, where President and Mrs. Roosevelt will greet them; June 9, their departure from Washington.

From Washington the networks also will carry descriptions of Their Majesties' visit to Arlington National Cemetery, and the State dinner at the White House at which Kate Smith, radio songstress, Marian Anderson, Lawrence Tibbett and others will sing for the King and Queen. In New York June 10. the networks will cover their sightseeing tour at the New York World's Fair before they leave for Hyde Park and then depart for England from Halifax, N. S., June 15.

Capital Coverage

Bob Trout and John Daly will cover the events for CBS, with Clyde Hunt, CBS engineer, handling the Washington broadcasts. George Hicks, NBC special events announcer, will continue to handle the royal broadcasts for NBC, with Carleton Smith assisting. The combined special features staffs of WOL, Washington; WOR, Newark, and WBAL, Baltimore, will handle the programs for MBS. Herbert Rice will represent Mutual, and it is planned that Alvin Josephy and Dave Driscoll, of WOR, and Fulton Lewis jr., MBS Washington commentator, also will cover these broadcasts.

Because of the 48-hour delay in the arrival of the King and Queen in Canada, scheduled broadcasts by the Canadian Broadcasting Corp., which were to be relayed to the U. S. networks, started May 17 instead of May 15, as originally planned. MBS was the first American network to present a broadcast in connection with the royal arrival, when on May 16 it broadcast a description, picked up from CBC, of the *Empress of Australia* as it neared Quebec with the King and Queen aboard.

From May 17 through May 30, the networks carried about 30 broadcasts of the royal couple's tour through Canada, including the unveiling of the National War Memorial at Ottawa by His Majesty, the Queen's speech at the cornerstone laying for the new Supreme Court Bldg. in Ottawa, the running of the King's Plate at Woodbine Race Track, Toronto, presentation of the Dionne Quintuplets, and the British Empire Day programs.

Special events men, announcers and engineers from the American networks were assigned to cover the tour, while a total of 17 commentators from the CBC, under direction of R. T. Bowman, CBC special events director, handled programs for the Canadian network [BROADCASTING, May 15]. NBC sent A. A. Schechter, director of news and special events, and his assistant, Edwin L. Haaker, to Canada to make all arrangements for the royal broadcasts, in addition to Andrew R. Thomson, NBC engineer, and Herluf Provenson and George Hicks as announcers.

Bob Trout broadcast the majority of CBS' programs, assisted by Daly; Earl Jains, engineer; Carl B. Hoffman, engineer, and Michael Foster, of the news staff of WKBW, Buffalo. Herbert C. Rice, program director of WGR, Buffalo, was on the royal train for Mutual. Probably the only individual station to have a reporter on the tour was WCCO, Minneapolis, which sent Cedric Adams, commentator, to cover the trip and wire two reports daily to the station.

Invited to Party

THE much-sought-after invitations to the British Embassy's garden party in Washington June 8 for King George and Queen Elizabeth have been extended to three American radio reporters, who have been invited to attend on an equal footing with the press to make observations for subsequent broadcasts. They are H. R. Baukhage, NBC; Robert Trout, CBS, and Fulton Lewis jr., MBS.

SCHOLARSHIP FUND IS BEGUN BY CKNX

STARTING a long-range program to share station profits with Ontario agriculture through gratuities and endowments, W. T. Cruikshank, president and manager of CKNX, Wingham, Ont., has arranged for CKNX to endow two annual scholarships for deserving young farmers at Ontario Agricultural College, Guelph.



Mr. Cruikshank

Concentrating on the needs and preferences of its farm audience, which it estimates at 50,000 rural radio homes, CKNX has carried a constantly growing number of rural-slant programs, including livestock, market and weather reports, daily bulletins from federal and provincial agricultural offices, interviews with farmers and fall fair broadcasts. Regarded as a champion of Ontario agriculture, the station has become closely aligned with the dominion and provincial departments of Agriculture and the United Farmers of Ontario, whose members are encouraged to used CKNX facilities as a forum for their problems.

Ford Summer Program

FORD MOTOR Co., Detroit, which recently renewed its contract for the 9-10 Sunday evening period on CBS, has completed the talent lineup for its summer series by signing the Mixed Chorus of WJR, Detroit. Starting June 11 the program will include, besides the chorus, Don Voorhees as conductor of the orchestra, and James Melton, tenor. Director of the WJR choral group is Don Large. Ford agency is N. W. Ayer & Son, Philadelphia.

McConnell Named To NBC Spot Post

Horn and Merryman Promoted; Frey to Sales Service

JAMES V. McCONNELL, formerly assistant to Roy Witmer, NBC vice-president in charge of sales, has been appointed to the newly-created position of manager of national spot and local sales. The appointment shifts Mr. McConnell from the sales to the recently augmented stations department, headed by Vice-President William S. Hedges, which comprises the former station relations department, the owned, managed and operated stations, the traffic department, the division of development and research, and all national spot and local sales activities.



Mr. McConnell

In his new position Mr. McConnell will head all sales activities of the network's M & O and programmed stations, directing and coordinating the work of the divisional spot sales managers.

Station Relations Setup

C. W. Horn, formerly director of development and research, has been promoted to assistant vice-president in charge of these functions, and Philip Merryman, formerly facilities engineer in the station relations department, has been made assistant director of development and research. Keith Kiggins continues as manager of station relations, B. F. McClancy as traffic manager, and Lee Wailes as assistant manager of M & O stations.



Mr. Horn



Mr. Merryman

When Mr. McConnell joined NBC as a network salesman in 1931 he had previously been sales promotion manager of General Outdoor Adv. Co., Chicago; assistant director of outdoor advertising for Campbell-Ewald, Detroit; director of outdoor advertising for George Batten, later BBDO, and national representative for the Hearst Quality Group magazines.

George H. Frey has been appointed sales service manager of NBC's eastern division, assuming the duties formerly handled by the assistant eastern sales manager. I. E. Showerman, who held this position, was recently advanced to the post of eastern sales manager, succeeding Ken Dyke, who was given the newly created post of national sales [BROADCASTING, May 15].

UNIVERSITY of Wisconsin will honor H. V. Kaltenborn, CBS news commentator, when it bestows an honorary degree of Doctor of Laws upon him at commencement exercises June 19 where he will deliver the baccalaureate address.

SUMMER AUDIENCE
To Do a Lot More Listening, CBS Predicts

THERE will be at least 92,000,000 daily family-hours of listening this summer, 1,700,000 more than last year, says CBS in a new booklet, " . . . bee as in broadcasting," which points out that in the summer of 1938 there was actually a bigger listening audience than in the winter of 1936.

Chrysler, says the brochure, continued to present Major Bowes through the summer of 1938, as in 1937, and made 22.9% of its year's sales in June, July and August. Philip Morris stayed on the air through the summer and 27.1% of all cigarette sales were made in those three months. Super Suds kept *Myrt & Marge* on all summer, when more clothes are washed more often than in winter. Pet Milk kept its *Milky Way* on the air through the hot weather and made 24.9% of its 1938 sales in June, July and August.

These advertisers, and more than 60 others on CBS, will be on the air during this summer as well, because, says CBS, "summer radio offers much more in 1939: 28,000,000 radio families against 26,000,000 in 1938; 6,000,000 auto radios against 5,000,000 in 1938; 92,000,000 daily listening hours against 90,300,000 in 1938."

Sill, Reynolds Assume New Posts at Radio Sales

WITH first quarter billings of Radio Sales, CBS spot sales subsidiary, running 33% higher than those for the same period in 1939, the need for expansion of service to clients, agencies and stations led to the recent appointment of Jerome Sill to the newly-created post of promotion director. Mr. Sill's former post of director of station advertising has been taken over by Edwin S. Reynolds, who will handle both direct mail and publication advertising of the 10 stations represented by Radio Sales.



Mr. Sill



Mr. Reynolds

According to A. E. Joscelyn, Radio Sales eastern sales manager, his organization is not only showing a current rise in volume but in 1938 placed 16% more business on the stations it represents than in 1937. Mr. Sill's first task is the preparation of presentations for individual clients of the CBS managed and operated stations.

CAB Study of Rural Listening Habits Shows McCarthy and Benny as Leaders

THE *Chase & Sanborn Hour* with Edgar Bergen and Charlie McCarthy and the *Jello* program featuring Jack Benny are the favorite programs of rural as well as city listeners, according to the third annual rural survey by the Cooperative Analysis of Broadcasting (Crossley Reports).

Study, comprising 10,165 interviews with farmers and 11,077 interviews in about 350 communities and towns, was made during the week beginning March 26, using the standard CAB interview methods. Average population of towns was between 700 and 800 and their distance from CAB cities ranged from 25 to 110 miles, averaging about 50 miles. Urban figures used for comparison were made in 22 basic network cities the weeks of March 15 and April 5.

Other Favorites

In addition to the two leaders, the ten favorite evening programs with rural listeners included, in order of their preference, Major Bowes, Lowell Thomas, *National Barn Dance, Kate Smith Hour, Lux Radio Theatre, Fitch Bandwagon, Fibber McGee & Co., Burns & Allen.* Four of these were not included in the first ten city favorites: Lowell Thomas, whose rural rating of 19.2 is half again as much as his urban rating of 12.8; *National Barn Dance,* whose city rating of 9.4 is nearly doubled in the country, where it is rated 18.4; *Fitch Bandwagon* and *Fibber McGee.* The last two have higher rating in the cities, where they rank 11th and 15th, urban ratings averaging somewhat higher than rural throughout.

When the 89 evening programs included in the study are classified by type of program, rural preference is shown first for variety, then audience participation, comedy, commentators and talks, serial dramas, dramas, classical music, popular music and semi-classical music. Urban listeners agree on the first, second and ninth rankings, but place the in-between items in considerably different order.

Ten daytime programs most liked by rural audiences in order of preference are: *Ma Perkins, Guiding Light, Bachelor's Children, Woman in White, Pepper Young's Family, Stella Dallas, Backstage Wife, David Harum, Mary Marlin* and *The O'Neills.* The *Ben Bernie* and *Magic Key of RCA* programs, first and fourth choice of city dwellers as daytime radio entertainment, were ranked 35th and 38th respectively by the farm audience.

Generally, evening programs rate lower and daytime programs higher in rural than in urban communities, which may be due to the fact that generally rural radios are tuned in more in the daytime and less in the evening than is the case in the cities. On the average weekday, rural listening starts at a somewhat higher level than city listening, and continues that way until about 7 p. m. when it reaches its peak and levels off until 9, after which it drops sharply. The urban level crosses the rural at about 7:30 p. m., reaching its peak between 8 and 10, after which it also drops, but with an always higher level at any evening hour than the rural level.

Full breakdown of comparative ratings for evening and daytime programs of various lengths, showing rating and rank given each program by both rural and urban listeners, as well as the percentages of each class of set-owners using their radios during each half-hour of the day from 7 a. m. to 11:30 p. m., are included in the 30-page book which was sent to all CAB subscribers.

Revival Is Sough Of Research Bod

Joint Committee Operatin Equitably Urged by NAB

REVIVAL of the Joint Committe on Radio Research, dormant f the last several months, will b sought on an equitable basis b the broadcasting industry, pursu ant to action of the NAB Researc Committee at a meeting in Wash ington May 25.

Meeting at the call of NA President Neville Miller and A thur B. Church, KMBC, Kansa City, chairman of the committe the group decided to propose t the American Association of Ad vertising Agencies and the Asso ciation of National Advertisers, new basis under which the join group could function in the inter est of all three industries. Whil details will be discussed with th heads of the committees, it is un derstood the proposal covers a tr partite plan wherein each grou would have equal voice in th Joint Committee's affairs.

President Miller and possibl Chairman Church, are expecte shortly to call on John Benson president of AAAA, and Paul B West, president of ANA, for pre liminary discussions. The NAB Research Committee will meet agai July 9 just prior to the Atlanti City Convention, to draft a fina proposal for industry action.

Special Studies

Discussion has centered aroun an arrangement whereby a Join Committee staff would be main tained mutually by the three trad associations. Then, on a project ba sis, each industry group could fi nance particular studies dealing with station coverage, audienc surveys, or the like.

Whereas membership on th Joint Committee is now divided among the three associations which have five delegates each, the NAB is expected to propose a seven-man committee for the broadcasting industry so that each network and each broadcasting station classification would be represented. An executive committee, comprising the active heads of each association, hight then be set up and cast the only vote for each group.

Attending the committee meeting in addition to President Miller and Chairman Church, were Joseph O. Maland, WHO; H. K. Carpenter, WHK; George Roeder, WCBM; John W. Karol, CBS, for Paul W. Kesten; Hugh M. Beville, NBC, for Roy Witmer, and Raymond Willmotte, for John V. L. Hogan, WQXR.

Illinois Fodder

SCHULTZ-BAUJAN Co., Beardstown, Ill. (poultry and hog feed), on June 12 starts *Hymn Time with Smilin' Ed McConnell,* thrice-weekly quarter-hour discs on WMBD, Peoria; WTAD, Quincy; WDZ, Tuscola; WEBQ, Harrisburg, Ill. The series is distributed by Press Radio Features Inc., Chicago. Mace Adv. Agency, Peoria, handles the account.

Yankee Frequency Modulation About Ready

Armstrong Method To Go on Air In June

THE FIRST step in providing a adically new and potentially revo- tionary broadcast service to New ngland, using the frequency odulation system invented and eveloped by Maj. Edwin H. Arm- rong, Columbia University pro- ssor and pioneer inventor of the uperheterodyne circuit, will begin arly in June from the Yankee etwork's new high-frequency oadcast station W1XOJ.

The station, under construction nce last November, is located on he summit of Asnebumskit Hill the Town of Paxton, Mass., near Worcester. The Armstrong system BROADCASTING, Feb. 1, April 1] called frequency modulation to istinguish it from the convention- systems under which most broad- ast stations now operate, known s amplitude modulation. It not nly requires a new type of trans- itter, which is manufactured by adio Engineering Laboratories, ong Island City, N. Y., but also new type of receiver, now in pro- uction at the General Electric and tromberg-Carlson plants.

Important Changes Seen

It is expected that the single ransmitter at Paxton will serve ll of Southern New England with staticless" reception equivalent to hat available from any local sta- ion. Program material will be sup- lied by the Yankee, Colonial, NBC nd MBS networks, being broad- ast simultaneously with that of he Shepard-served stations. John hepard 3d, president of the Yan- ee and Colonial networks, has vinced such great faith in the ystem that the network is expend- ng some $200,000 on the experi- ents. Having pioneered in direc- ional antennas, halfwave vertical radiators, live and dead end studios etc., he and his technical staff predict that W1XOJ will demonstrate such a superiority over the present method of broadcasting that eventual results will revolutionize the art.

The transmitter site of W1XOJ is about 1,400 feet above sea level. Remote from roads, power and water, it was necessary to build over a mile of road and power line through woods and pasture land and drive a well 575 feet through solid rock. The first units of the transmitter are being tested and will soon go on the air on a regular test schedule with power of about 2,000 watts. By autumn it is expected construction for the authorized power of 50,000 watts will have been completed and put in regular service. The frequency is 43,000 kc.

To assure maximum coverage, the radiating system consists of a four-bay turnstile array located at the top of a 400-foot guyed mast. To minimize the effects of ice on the radiating system, concentric transmission lines are used in place of the conventional open wire feeder system. Tests of the radiating system prove definitely that the array concentrates the radiation in the vertical plane and directs radiation to the horizon by an amount equivalent to four times the power with a simple antenna. Shunt exciting the 16 individual elements of the array through capacitors reduces standing waves in the transmission line to a few per cent.

Frequency Modulated Relay

Of perhaps as great interest as the inauguration station is another pioneering project connected with it. Asnebumskit Hill in Paxton is 42 miles air line from the Yankee Network studios in Boston. Convinced from the demonstrated results of Maj. Armstrong's system that it renders a higher quality service than is available from the regular wire services, the programs are transmitted from the Yankee Network studios to W1XOJ by a frequency modulated relay broadcast station. This station, W1XOK, is located in a penthouse atop the studio building and transmits on 133,030 kc. with 250 watts.

Stations Using Armstrong Modulation Now in Operation or Under Construction

Location	Owner	Power
*Alpine, N. J.	Maj. E. H. Armstrong	20-40 kw.
Washington, D. C.	Jansky & Bailey	1 kw.
Mt. Washington, N. H.	Yankee Network	2 kw.
New York, N. Y.	J. V. L. Hogan	1 kw.
Storrs, Conn.	D. A. Noble	100 w.
†Rochester, N. Y.	Stromberg-Carlson	2 kw.
Meriden, Conn.	F. M. Doolittle	1 kw.
Schenectady, N. Y.	General Electric	10 kw.
Pittsburgh, Pa.	Westinghouse	10 kw.
Springfield, Mass.	Westinghouse	1 kw.
*Paxton, Mass.	Yankee Network	50 kw.
*Yonkers, N. Y.	C. R. Runyon	500 w.

* In experimental operation.
† CP applied for.

The Relay System

The relay station employs a directive antenna system at the top of an 80-foot mast located on the studio building. This array gives an equivalent measured power gain of about tenfold. The signals from the relay station are received at Paxton with an array of V antennas which give a further equivalent power gain of over fiftyfold. Tests during the winter and to date indicate that this radio link between the studios and broadcast station will transmit without appreciable distortion a frequency range beyond the limit of human hearing without appreciable noise.

"When W1XOJ goes on the air on regular schedule, listeners will be given the opportunity of hearing programs with the full tonal range and freedom from noise that is obtained in the studio monitors," according to Paul A. deMars, Shepard's technical director. "When the transmitter is operated with the full power of 50,000 watts, it is expected that a broadcast service free from interference and of a quality limited only by the art's development of sound reproducing devices will be available to all listeners within about a 75-mile radius. Included in this radius are the metropolitan areas of Boston, Springfield, Providence, Hartford, Worcester, Fall River and New Bedford, which together with the other cities and towns in this area have a population in excess of five million people."

How It Started

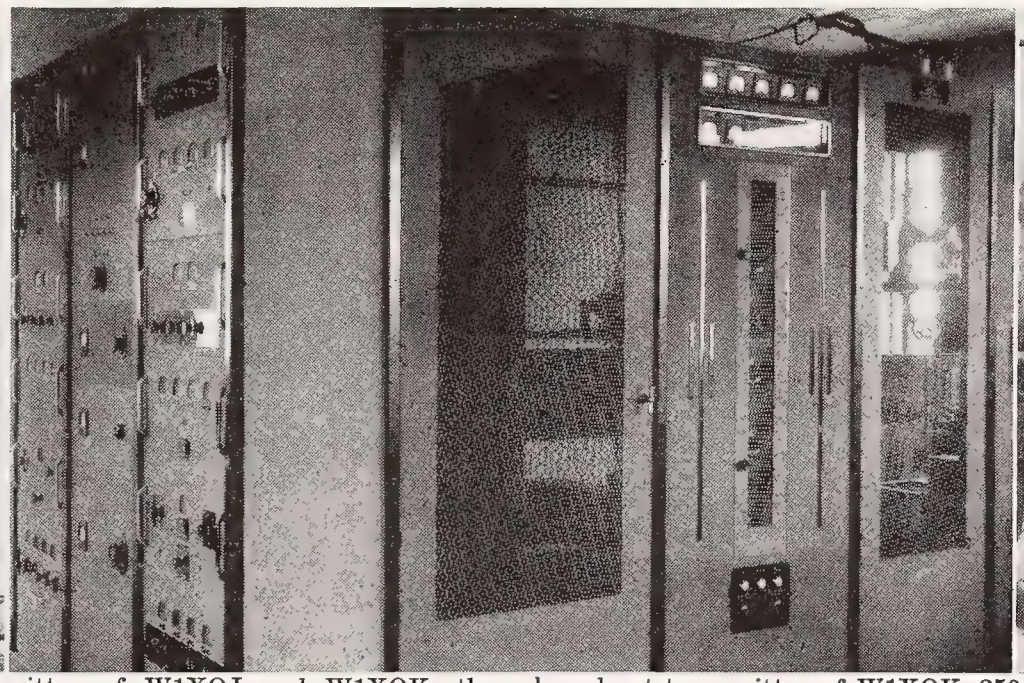
The beginning of this new broadcasting service is the outcome of the meeting of Mr. deMars and Maj. Armstrong in the spring of 1936. Convinced that Armstrong had disclosed an invention applicable to broadcasting in the ultra-high frequencies which would revolutionize the art, Mr. deMars proposed to Mr. Shepard that Yankee Network experiment with the system. Experience with conventional methods of broadcasting in the ultra-high frequency band had convinced Mr. deMars that no improvement could be expected over the regular broadcasting system.

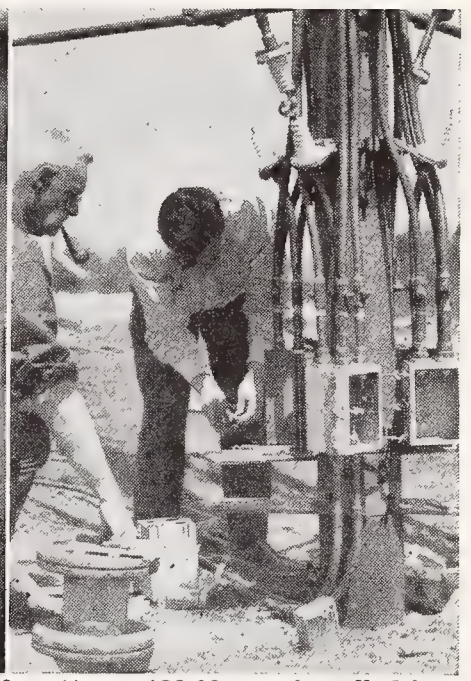
Addressing the FCC at the general hearing of June 15, 1936 on the allocation of ultra-high frequencies, Mr. deMars along with Maj. Armstrong emphasized the possibilities of frequency modulation applied to broadcasting in the high frequencies and urged the Commission not to promulgate an allocation scheme that did not provide ample opportunity to demonstrate the system.

Shepard heard demonstrations of Armstrong's system in the fall of 1936 both in New York and in Bayport and Westhampton on Long Island. He was so impressed by the reception from the 500-watt trans-

(*Continued on Page 53*)







TURNSTILE ARRAY and transmitter of W1XOJ and W1XOK, the units of the Armstrong frequency modulation system which John Shepard 3d is placing in operation at Paxton, Mass. this month. Left photo shows the radiator of W1XOJ, 2,000 watts on 4.3 mc., to be raised to 50,000 watts this fall, in course of construction before being erected atop a 400-foot mast at Paxton. Center photo shows the modulated relay broadcast transmitter of W1XOK, 250 watts on 133.03 mc., installed in a penthouse atop the Yankee Network studio building in Boston to transmit from an 80-foot mast to Paxton, 42 miles away, for relay via W1XOJ. Right photo shows the concentric transmission line feeders at the base of the turnstile, with Dr. Greenleaf Whittier Pickard, noted radio scientist (left) and Paul A. de Mars, Shepard's technical director.

Transfer of KTSA Approved by FCC; Adds Texas Local

Amarillo Group Buys Hearst Station; Sweetwater Grant

TRANSFER of KTSA, San Antonio, from Hearst Radio Inc. to new newspaper interests, and the authorization of a new local station in Sweetwater, Tex., to be constructed by dominant newspaper interests, highlighted FCC decisions of May 24.

With Chairman McNinch absent due to illness and Commissioner Thompson also not participating, the Commission authorized the assignment of KTSA to Sunshine Broadcasting Co., to which it was sold last year for approximately $300,000. This company is headed by O. L. (Ted) Taylor as president, and includes Gene A. Howe, publisher of the *Amarillo Globe & News* and other Texas newspapers, and T. E. Snowden, of Atchison, Kan., as the other principal stockholders.

The Taylor-Howe-Snowden group also operates KGNC, Amarillo; KFYO, Lubbock, and KRGV, Weslaco. The transfer represents the final relinquishment of Hearst Radio holdings in Texas, the FCC on May 8 having authorized the transfer of ownership of KNOW, Austin, and WACO, Waco, at a cost of $50,000 each, to a company headed by E. S. Fentress, publisher of the *Waco News-Tribune* [BROADCASTING, May 15].

New Station in Sweetwater

The new station in Sweetwater, Tex., will operate with 250 watts daytime on 1210 kc. It will be licensed to Sweetwater Radio Inc., of which R. M. Simmons, cottonseed oil merchant, is president, holding 10 out of 150 shares of authorized capital stock. Vice-president is H. M. Rogers, local theater owner, holding 15 shares. Owning 37½ shares each are George and Russell Bennitt, co-publishers of the *Sweetwater Reporter*, with Russell Bennitt as secretary-treasurer and as prospective manager of the station. Other stockholders are James H. Beall Jr., attorney, 15 shares, and J. H. Doscher, cotton exporter, 10 shares.

The *Sweetwater Reporter* is partially owned by M. Bernard Hanks and Houston Harte, who have interests in various Texas newspapers and in KRBC, Abilene; KBST, Big Spring; KRIS, Corpus Christi; KPLT, Paris; KGKL, San Angelo—all in Texas.

Transfer in Maine

In another decision May 24, the Commission authorized Mary P. Martin, administratrix of the estate of George W. Martin, her deceased husband, to transfer control of WGAN, Portland, Me., to the Gannett Publishing Co., publisher of the *Portland Press Herald, Portland Express, Augusta Kennebec Journal* and *Waterville Sentinel.* Mr. Martin headed the group originally securing the construction permit for the station. The Maine Gannett newspapers, headed by Guy P. Gannett, are not connected with the Frank E. Gannett group of newspapers headquartered in Rochester, N. Y.



NO, THIS isn't NBC's Niles Trammell with a CBS mike! It's Cedric Adams, news reporter of WCCO, Minneapolis, who is accompanying the King and Queen's train through Canada, wiring two reports to the station daily. These reports are handled by Ed Abbott, filling in for Adams, on the noontime and evening shows sponsored respectively by International Harvester and Purity Baking Co., which are merchandising the coverage through their dealers in the WCCO area.

Ruling Challenged Over Press Issue

A UNIQUE motion to quash the hearing on the "newspaper ownership" issue involved in the proposed consolidation of WCBA and WSAN, time-sharing stations in Allentown, on the ground that the Commission has no authority to consider the newspaper issue, was filed with the FCC May 18. On May 26 the motion was referred to the full Commission for possible oral arguments, because of the "novelty" of the issue.

The Commission has designated the case for hearing in Allentown on June 26, with the idea of getting local reaction on the newspaper ownership question. The fact that Congress has not yet appropriated funds for the new fiscal year may lead the Commission to postpone the hearing.

Counsel Arthur W. Scharfeld and Philip G. Loucks brought out in the motion that the hearing notice raises only the question of the proposed consolidation of the stations under the Allentown Call Publishing Co., which controls the two newspapers in the city. Pointing out that apparently all other matters have already been determined in favor of the applicants, they said that since the newspaper ownership issue was the only one left, its motion should be granted.

The only standard by which the Commission may be guided, the attorneys held, is that of "public interest". It was added that no provision of the law confers upon the FCC any jurisdiction to determine whether the control of a broadcasting station by a newspaper publishing company would serve the public interest. Moreover, it added there are court opinions which hold that the Commission cannot take action with respect to newspaper ownership. Because any hearing conducted on the basis of the issue listed in the Commission's notice would be illegal and contrary to the law, they held that the Commission should cancel the hearing and grant the transfer applications.

Sells Interest in KGGF

THE FCC has tentatively approved, in proposed findings of fact that now require only routine confirmation unless objections are raised, the sale of one-third interest in KGGF, Coffeyville, Kan., by Stanley Platz to Hugh J. Powell. The station is a 1,000-watt outlet on 1010 kc., and Mr. Platz is selling one-third for $33,333. He intends to retire from active business due to ill health. Messrs. Powell and Platz are also partners in the ownership of the *Coffeyville Journal.*

PUBLISHERS SEEK BEAUMONT STATION

KRIC, Beaumont, Tex., local outlet which went on the air last July, has been sold to the publishers of the *Beaumont Enterprise* and *Journal* subject to FCC approval. Application has been made for transfer of ownership from the Beaumont Broadcasting Assn., headed by B. A. Steinhagen, former Mayor of Beaumont who heads the Steinhagen Rice Milling Co. of that city and who founded the station in company with several other local business men. The purchase price would be approximately $40,000.

The station, now managed by Bert Horswell, former station representative in Chicago, would be acquired 40% by Mrs. J. L. Mapes, widow of the publisher of the newspapers; 30% by E. C. Davis, vice-president and general manager of the publishing company, and Alfred Jones, editor. The station operates with 100 watts night and 250 day on 1420 kc.

Wisconsin Group Gets Day Station in Marinette

A GROUP of Wisconsin broadcasters, associated with a group of men operating a chain of department stores in Wisconsin and Michigan, will shortly be authorized by the FCC to erect a new 250-watt daytime station in Marinette, Wis., to operate on 570 kc. In proposed findings of fact and conclusions made public May 16, which are tantamount to a grant, the FCC approved the application of the M. & M. Broadcasting Co. for these facilities.

The broadcasters in the corporate group and their holdings of the 200 shares of authorized capital stock are W. E. Walker, manager of WIBA, Madison, president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, Wausau, secretary-treasurer, 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares. Mr. Chapin will supervise the construction of the new station, and will later manage it.

The department store group includes Frank J. Lauerman, Frank J. Lauerman Jr., Charles J. Lauerman and A. J. DeLeers, all of Marinette, Wis., each holding five shares. Frank J. Lauerman Jr. is vice-president of the corporation. Marinette, a community of 13,734, is located just across the river from Menominee, Mich., with 10,320 population.

CKLN are the call letters assigned to the new 100-watt station of the *Nelson Daily News*, Nelson, B. C., which starts operating about June 1 on 1420 kc.

Four Ownership Changes Approved

WHAT, WCOV, KRQA, WCHV Granted Without Hearings

TRANSFERS of ownership or control of four broadcasting stations — WHAT, Philadelphia; WCOV, Montgomery, Ala.; KRQA, Santa Fe, N. M.; WCHV, Charlottesville, Va.—were authorized by the FCC in decisions May 23. All were granted without the usual preliminary hearings, indicating the FCC is seeking to expedite simple routine cases. On May 8 the Commission also granted three transfers without hearings [BROADCASTING, May 15].

In one of the rare cases in which a newspaper relinquishes its ownership of a station, the FCC authorized Bonwit-Teller & Co., women's apparel firm, to take over WHAT, Philadelphia local, from the *Philadelphia Public Ledger.* The price was $10,000. The station shares time on 1310 kc. with WTEL, Philadelphia, and WCAM, Camden, N. J.

WCOV, Montgomery, which began operation last January under license to a partnership, was transferred to Capital Broadcasting Co., Inc., a corporation in which G. W. Covington Jr., local auto dealer, becomes 52% stockholder, John S. Allen, part owner of WHBB, Selma, Ala., holds 45%, and E. B. Robinson, 3%.

KRQA, Santa Fe, 100 watter on 1310 kc., was transferred to New Mexico Broadcasting Co., also the licensee of KGGM, Albuquerque, in which A. R. Hebenstreit, Albuquerque contractor, is controlling stockholder. The reported sale price was $15,000. J. Laurence Martin relinquishes control of the station which he previously had unsuccessfully sought to sell to I. R. Lambert, former vice-president and general counsel of RCA-Victor Co., now a New Mexico resident.

Control of WCHV, Charlottesville, was transferred to Mrs. Hugh M. Curtler, wife of the station's manager, in the fourth decision. Mrs. Curtler formerly held 44% of the stock of the Community Broadcasting Corp., and acquires the remaining stock for an undisclosed sum. The other largest stockholder formerly was Prof. W. B. Brown of Mississippi Women's College, Hattiesburg.

New Amarillo Station To Take the Air in July

THE NEW KFDA, Amarillo, Tex., fulltime 100-watt station on 1500 kc. authorized last November by the FCC, is scheduled to go on the air July 1. An RCA transmitter and Truscon radiator are now being installed in the Nunn Bldg. in downtown Amarillo. The station will probably join the Texas State Network as soon as it begins operating.

General manager will be Cornelius S. Gooch, former local radio service man, who owns 51% of the stock of the licensee corporation. Harry Davis, an associate of J. Lindsey Nunn, former Amarillo resident and 25% stockholder, will be business manager. Earl Strandburg, formerly with KLRA, Little Rock, will be program director. Mr. Nunn's son, Gilmore N. Nunn, operator of WLAP, Lexington, Ky., owns the other 24% of the stock.



The Most
Convincing
Proof of Point
of Purchase
Radio Preference
You've Ever Read.
ASK FOR IT!

Detroit and Michigan Markets

New Rules Invite Industry Protests

FCC to Hold Hearing June 1 On Proposed Changes

WITH a dozen requests for oral arguments, based on exceptions to the proposed new FCC rules and regulations for broadcasting, a juridical free-for-all was expected June 1 before the Commission.

While the superpower-clear channel issue remains dominant in the light of an FCC committee's recommendation for retention of 50,000 watts as peak power and of 25 channels for exclusive clear operation, the protestants generally planned to attack social and economic phases of the report because of possible future complications.

The NAB, through Philip G. Loucks as special counsel, planned to attack a number of provisions dealing with economic phases of the proposed rules and the report as well as certain provisions in the accompanying standards of engineering practice which would become part of the general rules.

The FCC stated May 16 it planned to take up the question of approval of the new regulations as soon after completion of the June 1 arguments as practicable. Members of the committee which drafted the controversial report are Commissioners Case, chairman, Craven, vice-chairman, and Payne.

To Confer June 5

The FCC announced that an informal engineering conference will be held June 5 at the Commission in connection with the proposed engineering standards Questions involved in exceptions filed to the proposed new rules and regulations will be discussed. Parties not able to attend but desiring to offer suggestions can do so by letter.

Louis G. Caldwell, counsel for the Clear Channel Group, has been allotted 80 minutes for oral arguments on behalf of that group, which opposes particularly the rule which would limit Class 1 stations to 50,000 watts and thereby eliminate superpower. Affirmative opposition is made also for the failure of the rules to permit authorization for use of 500 kilowatts by such stations, particularly the 13 stations in the Clear Channel Group.

In addition to exceptions filed in behalf of the NAB, Mr. Loucks and his associate, Arthur W. Scharfeld, filed exceptions for WHKC, Columbus, which seeks duplication on the 640 kc. channel assigned to KFI, Los Angeles, and WQXR, New York, which seeks allocation of the 1550 kc. channel as a duplicated clear channel rather than as a regional channel.

Exceptions were filed by Paul D. P. Spearman on behalf of National Association of Regional Broadcast Stations, which favors duplication on clear channels and opposes superpower; George O. Sutton, counsel for National Independent Broadcasters, taking a generally similar position; A. L. Ashby, and Philip J. Hennessey Jr. for NBC; Paul A. Porter for CBS; Duke M. Patrick for WLW; Mr. Spearman for WBBM; Frank D. Scott on behalf of WOR, which seeks assignment as a top bracket unduplicated Class I Station; Ben S. Fisher for WCAU, seeking a similar designation, and Mr. Fisher for WCBD and WMBI, Chicago.

Meanwhile, no further word has been forthcoming from Mexico City relative to the Havana Treaty, which is the base of the new rules.

YANKEE'S WASHINGTON NEWSMAN

Pete Tully Becomes First Non-Resident Correspondent in Nation's Capital

FIRST organization to send a non-resident radio newsman to Washington, to take his place in the corps of national capital radio correspondents since Fulton Lewis jr., Mutual radio commentator, waged his successful fight for a radio press gallery in Congress [BROADCASTING, May 1, 15], is the Yankee Network News Service.

John Shepard 3d, president of Yankee Network, announced that Francis W. (Pete) Tully Jr., veteran Yankee reporter, would arrive in Washington about June 1 to take up a permanent chore of sending reports of New England and national affairs to the network and its stations. He will represent the Yankee Network exactly as Washington newspaper correspondents represent their newspapers, attending sessions of Congress, White House press conferences.

Mr. Shepard hailed the action of Congress and the Government departments in recognizing radio on a parity with the press, recalling that the Yankee Network in 1934 established the first exclusive radio news service and fought the same kind of fight for recognition in the State Legislature and in the Boston city government that Mr. Lewis fought in Washington.

Mr. Tully is a 1930 graduate of Yale and a 1932 graduate of Harvard Business School. He joined Yankee as a "legman" when its news service started on March 1, 1934. For the last four years he has headed the State House staff of the service and was police and court representative on special assignments covering the Millen-Faber murder trial in Dedham, Mass., the Hultman hearing and the Dolan investigation in Massachusetts.



PETE TULLY Jr.

FCC REGULATIONS IN CODIFIED FORM

CODIFICATION of general rules and regulations of the FCC dealing with procedure, technical, administrative and related phases of radio regulation, but involving no basic changes in policy, was announced May 16 by the FCC. To become effective June 15, the rules were said to constitute "a framework upon which all of the specified rules governing the various services are based."

It was emphasized there are no fundamental changes in the new compilation, which brings together all existing rules pertaining to the specific operations. The rules are brought up-to-date and rearranged for simplified reference. In five parts, the rules outlined definitions covering all phases of operation; administrative regulations dealing with period of construction, equipment tests, license expiration time periods and related matters; technical regulations; national defense, and provisions governing the operation of low power radio frequency devices.

Because of the limited funds available to the FCC, only mimeographed copies of the revised rules are available for distribution within the FCC. In the near future, it stated, the Commission plans to have printed copies of the regulations.

Radio Gallery Supt.

APPOINTMENT of Robert Menaugh, House chamber doorkeeper, as superintendent of the recently-authorized House Radio-Press Gallery, was announced May 23 by Speaker Bankhead. The appointment followed House action in approving compensation of $2,700 per annum for a superintendent, and also for empioyment of a messenger at $1,560 per year. Mr. Menaugh for several years has been doorkeeper at the Democratic cloakroom of the House Chamber. The Senate has not yet designated its superintendent and messenger.

KFBI Shift to Abilene Approved by the FCC

AFTER pending nearly two years, the FCC May 24 authorized KFBI, Abilene, Kans., to remove to Wichita, utilizing its present assignment on 1050 kc. with 5,000 watts limited time until local sunset at Los Angeles. The frequency is assigned to KNX as a clear channel. Vigorously fought before the Commission, it is anticipated that existing Wichita stations, KFH and KANS, will seek a rehearing and, if denied, appeal to the courts, probably on economic grounds.

KFI is owned by the Farmers & Bankers Life Insurance Co., of which H. K. Lindsley is president. Lester E. Cox, midwestern broadcaster identified with the ownership of KWTO-KGBX, Springfield, Mo., KCMO, Kansas City, and WTMV, E. St. Louis, originally had a contingent arrangement under which he would have procured a one-third interest in the station upon its removal. However, he withdrew from the association several months ago and so notified the FCC.

NEW EXPERIMENTAL RULES ARE ISSUED

NEW RULES and regulations governing experimental stations were promulgated May 23 by the FCC to become immediately effective under which experimenters are segregated into three general classifications. Existing licensees of general or specific experimental stations, save those operating in regular broadcast service, are required to submit application for renewal by July in lieu of Aug. 1, in order to permit proper classification.

The new rules prescribe three classes of experimentals. Class I will cover outlets licensed for general or specific research and experimentation for advancement of the radio art along lines not specifically directed to any proposed or established radio service. Class II stations will be those licensed for research and experimentation in radio directed toward the development of a proposed or established radio service. There will be several subclasses in this group such as police, broadcast television or high-frequency broadcast. Class III experimental stations will be those licensed to a citizen interested in radio technique solely with a personal aim to conduct experiments on his own behalf, requiring the use of radio facilities for a limited time.

The rules cover eligibility, showing required, limitations on use, non-exclusive frequencies, interference, adherence to a program of research, operating schedules and reports. They also outline allocations of frequencies to the particular types of services, technical requirements, power and personal restrictions, tests, records of operations, and related conditions of operaton.

Unopposed-Cases Clause In FCC Rules Clarified

CLARIFICATION of procedure dealing with unopposed cases or "non-adversary proceedings" was announced May 23 by the FCC. In amending its rules of practice and procedure, a proviso was added to Section 12.80(f) which reads:

"Provided, however, that if the Proposed Findings of Fact and Conclusions filed by the parties present no substantial conflict, and the Commission is in accord with the ultimate conclusions proposed, it will, if it deems such action will best conduce to the proper dispatch of business and to the ends of justice, issue a final order with or without findings of fact and conclusions in lieu of issuing its Proposed Findings of Fact and Conclusions in accordance with this paragraph."

KXL Wants 730 Kc.

KXL, Portland, Ore., on May 23 filed with the FCC an application for assignment to 730 kc. with 10,000 watts power, anticipating the terms of the Havana Treaty, under which this frequency would be shifted from a Canadian exclusive assignment to a Mexican clear wave. Now operating on 1420 kc., with 100 watts night and 250 watts day, time-sharing, the station is owned by T. W. Symons Jr., president of KFPY, Spokane, and Ed Craney, president of KGIR, Butte.



HOW FAMILIAR are such words to present-day sports lovers! What a grand thrill they bring . . . as you settle back to listen. What a world of progress they represent!

Think back a few years. Remember the pre-radio era when sports were something you viewed occasionally, followed eagerly in your newspaper? It was a rare treat to hear an acquaintance tell of the day some weeks back when he had seen a great fight.

That's all been changed now—thanks to man's progress in radio—and to NBC. Today you can be at the ringside at will. A mere flick of your radio switch and you're there. And it's the same with other sports—football, baseball, tennis— all are now yours to hear and enjoy in the comfort of your own home.

Sportscasting is only one of NBC's great public services. All of them—entertainment, education, news, and many others—bring millions new comfort, new happiness. All are an important part of life as we know it today.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

FCC Data Reveal 117 Million Net 1938 Time Sales

Report Covers 633 Stations And Major Networks Only

INCOMPLETE figures for 1938, introduced May 19 by the FCC Accounting Department at the closing of its Network Inquiry, disclosed that 633 commercial broadcasting stations and the three major network organizations — NBC, CBS and MBS—had aggregate net time sales of $117,780,000 which, after the deduction of agency and representative commissions, left them an actual dollar income of $100,335,018.

These figures, based on network and station questionnaire returns to the FCC, cover the sale of time only, and do not include revenues from the sale of talent or other income items. It was stated by the Commission witness, deQuincy V. Sutton, head accountant, that complete tables similar to those released at the superpower hearing of last June 6, 1938 were in process of compilation and would probably be ready in mid-June.

The FCC's figures did not purport to cover the broadcasting industry as a whole since income reports of approximately 40 stations and of the regional networks were not included. It was informally estimated that their figures would add perhaps $3,500,000 to the aggregate of net time sales and $2,900,000 after commissions.

Decline in Actual Income

The $117,780,515 figure of the FCC compared with $115,822,248 for 629 stations in 1937, while the $100,335,018 figure compared with $100,512,860 for 1937. This would indicate that in 1938 there was a decrease in the actual dollar income of the stations and networks covered under 1937.

The total net sales shown by the FCC for 1938 included $35,455,510 retained by the networks from network time sales after allowing discounts (but before allowing $8,414,105 in commissions paid) and after making payments to stations and other networks. The networks paid out to affiliated stations $18,481,773, which included $5,347,388 to their 23 owned and managed stations.

Thus the actual dollar income of the networks in 1938 is shown as $28,042,592; of their 23 owned and managed stations, $12,118,110; of 610 independent stations, $60,174,316. For 1937 the figures were: Networks, $26,128,705; 23 owned and managed stations, $12,496,538; 606 independent stations, $61,887,617.

A striking feature of the FCC table is its revelation that 633 stations and the three major network organizations in 1938 netted, after deducting commissions, $177,842 less than did 629 stations and the same networks in 1937.

With the regional networks and more stations yet to be tabulated, the total dollar volume for 1938, before payment of commissions, apparently will run about $120,680,000. [1939 BROADCASTING *Yearbook* estimated the figure at $122,890,000].

Significant points of comparison between 1938 and 1937 are made possible by the FCC table. First, though total net sales for 1938 exceeded those for 1937 by $1,958,267, the actual dollar income after payment of commissions was less by $177,842. In other words, even though sales increased by nearly $2,000,000, commission payments apparently increased by more than that.

Another significant development disclosed in the FCC analysis is that spot business in 1938 actually was nearly $5,000,000 above that of 1937 while local business was down by almost the same amount. A breakdown of the comparative sources of revenue from net time sales, after discounts but before commissions, follows:

Source of Revenue	*1937*	*1938*
National Networks	$19,082,248	$18,481,773
Regional networks	698,642	2,452,942
Spot business	23,117,136	28,035,848
Local business	36,391,445	31,535,136



FIRE recently completely gutted the plant and equipment of CKGB, Timmins, Ont., and the *Timmins Press*, both operated by R. H. Thomson, and this photo was taken from a nearby rooftop. Realizing immediately there was no hope of saving the equipment, Manager Bill Wren mobilized his engineers and in a nearby office building set up studios and an improvised transmitter with a Hartley circuit. Only two days of operation were lost, and within a week a new RCA transmitter was installed. CKGB and the newspaper will move into a modern new plant by Oct. 1 when its power will be stepped up to 1,000 watts on 1440 kc.

AFFILIATE PAYMENTS Of Network Are Shown in FCC Breakdowns

THAT 124 stations affiliated with NBC networks including its owned and managed stations received compensation of $11,249,556 for 107,380 hours of time utilized by those networks on their facilities during 1938, was disclosed in a breakdown of network figures placed in the records of the Network Inquiry May 18 by the FCC Accounting Department. This compared with $8,921,887 paid to 125 stations for 117,615 hours of time during 1937.

CBS was shown to have paid 117 stations including its owned and managed stations, $6,876,535 for 87,083 hours of time during 1938, compared with $6,586,342 paid to 119 stations for 97,414 hours during 1937.

The breakdowns revealed that basic stations of the major networks receive by far the largest amount of compensation for the greater number of sponsored hours utilized over their facilities. NBC, for example, paid $7,761,312 to 58 basic stations for 66,485 hours during 1938; to 66 other than basic outlets it paid $3,423,304 for 40,897 hours. An additional $64,940 was paid to foreign and territorial stations for sponsored programs relayed to them.

CBS paid $4,682,798 to its 31 basic stations for 43,874 hours during 1938; to its 86 other than basic stations it paid $1,980,919 for 43,209 hours. An additional $212,818 was paid to foreign and territorial stations.

In other words, 69.4% of the dollar compensation and 61.9% of the sponsored program hours of NBC were accounted for by its basic stations (no breakdown between Red and Blue being made available.) CBS basic stations accounted for 70.3% of the dollar compensation and 50.4% of the sponsored hours.

WGRM, Grenada, Miss., owned by P. K. Ewing, on May 16 was authorized by the FCC to move to Greenwood, Miss., about 35 miles away.

Women's Council Is Told Of NAB Program Code

RECOUNTING some of the salient features being written into the proposed new code of program standards being prepared by the NAB for consideration at its convention in Atlantic City in July, Ed Kirby, NAB public relations director, told the biennial convention of the National Council of Women at a meeting in New York May 2 that the responsibility for building better programs lies "squarely on the shoulders of the broadcasters."

That the broadcasters are willing to accept this responsibility morally, legally and practically, he assured the clubwomen by outlining the code as it is being prepared by the NAB's special committee on program standards.

Mr. Kirby spoke immediately following George Denny, moderator of the NBC *Town Meeting of the Air*, who discussed "Radio in a Democracy" and pointed out that only in a democracy like ours is free discussion on the air possible, contrasting the system with that of the dictator countries where people hear only what their government wish.

During the sessions, Dorothy Gordon, conductor of children's programs, also spoke on "Radio and the Child in a Democracy." She recited how children's programs abroad are a very important part of the propaganda system set up by the dictatorships. Germany, Italy and Russia, she said, are all using radio to influence their youth while in America "we have been extremely lax in enlightening our children through our home radio programs towards the realization of what it means to live in a democracy."

CBS Signs KSL Anew

A NEW five-year contract with CBS, running until the summer of 1944, has been signed by KSL, Salt Lake City, replacing the former contract which would have expired in August 1940. H. V. Akerberg and M. R. Runyon, CBS vice presidents, completed negotiations with Earl J. Glade, station manager, in Salt Lake City.

Revenue from Sale of Time: 1937 and 1938

FCC Partial Report Covering Major Networks, Their Managed And Operated Stations and Independent Stations*

Item	*Particulars*	*1937 REVENUE* 3 major networks $	23 M & O stations $	606 independent stations $	Total $	*1938 REVENUE* 3 major networks $	23 M & O stations $	610 independent stations $	Total $
1.	*Network revenues*								
	a. Paid by networks to other networks and to foreign and territorial stations	270,043			270,043	1,001,595			1,001,595
	b. Retained by networks from network time sales	33,902,487			33,902,487	35,455,510			35,455,510
2.	*Station revenues*								
	a. Compensation from national networks		5,851,596	13,230,652	19,082,248		5,347,388	13,134,385	18,481,773
	b. Difference between network and station accounting			2,360,247	2,360,247			269,341	269,341
	c. Compensation from regional networks			698,642	698,642			2,452,942	2,452,942
	d. Sales of time to national and regional users		3,165,427	19,951,709	23,117,136		4,951,344	23,084,504	28,035,848
	e. Sales of time to local users		4,566,668	31,824,777	36,391,445		2,885,914	28,649,222	31,535,136
	f. Sales of time to others							548,370	548,370
3.	Total revenue from sale of time	34,172,530	13,583,691	68,066,027	115,822,248	36,457,105	13,184,646	68,138,764	117,780,515
4.	Commissions paid on sales of time	8,043,825	1,087,153	6,178,410	15,309,388	8,414,513	1,066,536	7,964,448	17,445,497
5.	Net revenue from sale of time	26,128,705	12,496,538	61,887,617	100,512,860	28,042,592	12,118,110	60,174,316	100,335,018

* Figures for regional networks and approximately 40 stations not included.
M & O stations are those stations with respect to which net profits from sale of time inure to CBS and NBC.

Net License Debate Ends FCC Inquiry

Thompson Takes Active Part as Sarnoff Gives Views

By LEWIE V. GILPIN

HIGHLIGHTED by a spirited discussion of the advisability of Federal licensing of networks, and the threat of Government censorship through a Federal code of program standards, the FCC Network Inquiry adjourned May 19 after a three-day windup session at which David Sarnoff, RCA president and chairman of the board of NBC, first witness when the hearing opened last Nov. 14, was recalled for cross-examination.

The final phase of the hearing was particularly significant because of the frequent interpolations by Frederick I. Thompson, new FCC commissioner recently appointed to succeed Judge E. O. Sykes, resigned. Commissioner Sykes had sat through practically the entire five-month hearing, but his place was occupied by his successor, who flanked the two remaining members of the committee—Paul A. Walker and Thad H. Brown. Chairman Frank R. McNinch, who heads the committee was absent due to prolonged illness.

Although adjournment was announced subject to the call of the committee, it is likely the May 17-19 sessions will conclude the six-month-long proceedings since there are no plans to call more witnesses.

Says Networks Are Merely Program Builders

An unusually large attendance was noted when Mr. Sarnoff resumed the stand May 17 and cross-examination was begun by FCC general counsel, William J. Dempsey. More than ordinary interest was evinced when Commissioner Thompson raised questions tending to indicate a conviction that control of radio station time, by reason of network affiliation and time-clearance contracts, passed out of licensed station hands into those of "a small group" of non-licensed network operators.

Mr. Thompson repeatedly asked why networks should not be controlled since, he observed, they thus assumed virtual control over some 50%, and sometimes 100%, of what goes out over the frequencies of their affiliated stations.

Mr. Sarnoff, objecting to licensing of networks as such, maintained that they were simply program building organizations and that to license them would mean inevitable control of their programs. This, he said, meant censorship. The FCC's authority, he insisted, extends only to the physical facilities of a radio station, not over the program matter they broadcast. If chains are to be licensed by the FCC, he argued, an inevitable corollary must be the licensing of all program builders, including transcription companies, radio advertisers, advertising agencies and eventually even the artists.

Both Commissioners Thompson and Walker maintained that Mr. Sarnoff, not they, had raised the spectre of Federal censorship. But Mr. Sarnoff repeated that the licensing of any non-operator of physical facilities meant eventual dictatorship over broadcast matter, and he warned against this by citing the example of totalitarian control of radio abroad. So far as program standards are concerned, Mr. Sarnoff said these should be self-composed, not dictated by the Government, and he outlined steps to that end already being taken by the NAB.

The whole argument seemed to boil down to the question whether the networks, by securing contracts for guaranteed allotments of time, did not therefore become the actual operators of the stations and therefore subject to regulation by the Government. Mr. Sarnoff's answer was that whoever had access to the microphone at a given moment was actually in control of the wavelength being used at that moment, but that the American system of radio did not call for—in fact the act prohibited, except in matters of obscenity, indecency or profanity — Federal regulation of the user of the facility.

The cross-examination of the RCA-NBC chief and the frequent colloquy with the commissioners occupied a full day's session. When Mr. Thompson persisted in pointing out that network time options, "in some cases 100% of the time," place a licensee in a position where "actual control of the station is transferred to other than the licensee," Mr. Sarnoff said:

Sees More Competition In Future Broadcasting

"I am addressing my remarks exclusively to the program which goes over that frequency or that station or whatever you wish to call it. Now, you have asked me whether I think that it is better, or safer, to have some group of individuals, or some individual, control the thing that goes out of the station than the Government. I have tried to answer that, first by saying that even today there is no such control in the hands of one individual or even a small group of individuals; there is competition, and a lot of competition in broadcasting today. Secondly, I have tried to indicate that as the art develops there will be more opportunity and more room for competition than there is today, and, therefore, less reason, if there be any reason, for Government concern about the programs . . .

Says Public Not Kicking About Broadcast Service

"One has to look first to the basis upon which the American system of network broadcasting can operate. Now, if there is a way to have the network system of broadcasting with affiliated stations where each affiliated station is free to do anything it wants at anytime without the kind of regulations or contracts that now exist, I do not know that system."

"Of course," said Mr. Thompson, "there would be a limitation as to time, rather than 100% or some approximately 100% of the time either under contract or reserved."

"Of course, you can have limitations," came the reply. "The question, however, is whether the kind of limitations that are proposed will result in a better system of American broadcasting. Now, I have not heard of any such suggestions, but if there are any they ought to be examined very carefully. Who is doing the kicking at the present time? The public is not kicking about American broadcasting. They are getting the finest service in radio that any public in the world is getting, and they are getting the freest service . . ."

Commissioner Thompson then cited "a case at point," mentioning how a station licensee might be cited for something he carried from a network. "In a situation such as that," he asked, "would you regard the licensee as the party that should be cited? If a licensee makes an assignment of time, and within that assignment of time there may be some violation important enough for the Commission to cite the licensee, is he the real one that should be cited if the issue on which he is cited originates elsewhere and is carried on that station during the time that he has assigned? What would you suggest there to meet a situation such as that?"

Thompson Disclaims Censorship Implications

"Well, I should think," replied Mr. Sarnoff, "that if a man takes out a license and fails to conform with the provisions of the license to an extent where the Commission feels that he has violated that license that he, the licensee, is the fellow to deal with. Now, if he has any recourse against the network, that is for him to do. My objection to licensing networks is not based on any individual case of violations; it is based on the philosophy of it, because I think that control of networks, per se, giving the Government the right to license networks as distinguished from licensing the station facilities that

(*Continued on Page 54*)

Sarnoff Sees More Facilities Available In the Future Than People to Use Them

"I DO NOT view radio in its present state as the radio of the future," said David Sarnoff, RCA president and NBC board chairman, in the course of his colloquy with FCC Commissioner Thompson and FCC General Counsel Dempsey during the May 17-19 windup of the FCC's Network Inquiry. Changes that are coming in the radio art from now on will come faster than they have in the last decade, he predicted.

"I can see the day," he said, "when there will be more networks possible, technically, than people to use them. There is no reason I can see why there cannot be a dozen, or two dozen, or several dozen national networks. But in order to have them it is necessary to develop waves in the ether which may now be characterized as wasteland. And by permitting those who are functioning in the art at present to continue their development and research and experimentations you will expand rather than narrow competition in the radio field."

New Channels Foreseen

Future developments that will affect the broadcasting industry depend on laboratory work, financial and economic factors, and the attitude of the government and the FCC, Mr. Sarnoff declared. It was his view that, in its present space, the radio art has reached "technical saturation". Reviewing personal observations of the "technical revolutions" that have occurred at approximately five-year intervals since he entered the communications field in 1906, he recalled the passage from the spark system of transmission to continuous wave transmission through vacuum tubes, wireless telephony, transoceanic communication, the use of shortwaves, and, today, broadcasting and television.

"The problem is, and the solution must be, to expand the use of the radio, to find new means of communication, to make 2 or 100 or 1,000 blades of grass grow where only one grows today," he said. "Based on my experience, observations, or contacts with our scientists or engineers, I have no hesitation in saying that in my opinion the number of channels for radio communication which it is possible to develop into useful channels are many times the number that now exist. In fact, they may be a hundredfold or a thousandfold.

"We now speak not in terms of longwaves or shortwaves. We refer to ultra-shortwaves, centimeter waves, micrometer waves, millimeter waves, and we talk of modulating these waves through frequency modulation, through amplitude modulation, through phase modulation, or a combination of these elements. I can foresee a network which can carry not only broadcasting but also telegraphy, telephony, multiplex communications, facsimile, television and the like, all on one network. I can see the possibilities of developing systems of inter-communication, both for sound broadcasting and for television, that will not depend upon wires at all, where you can carry these signals and these images by means of a radio line instead of a wire line, utilizing radio relays.

"When these developments are perfected, as I believe they will be in time, you will have more facilities available for use then than there will be people to use them. And so it is important that in any appraisal of the problems of radio that present-day limitations be not employed as the standard for tomorrow's governmental regulations.

"The worst possible thing that could happen would be to put radio technique in a legislative straitjacket, because if that were done, there would be a complete negation of the purposes of the Radio Act which in the very preamble refers to the development of radio to its maximum capabilities."

Freedom of Radio Sought by Council

Civil Liberties Group Urges Programs on Public Issues

THAT all radio stations should be required to devote a certain proportion of their time for the discussion of public issues and for educational programs, is proposed in a series of rules designed "to promote freedom of the air" laid before Chairman McNinch of the FCC in a memorandum from the National Council on Freedom from Censorship, an affiliate of the Civil Liberties Union. The memo is signed by Quincy Howe, author, chairman; Elmer Rice, playwright, vice-chairman; Henry J. Eckstein, secretary of the Council's radio committee, and Roger N. Baldwin, director of the Civil Liberties Union.

It is proposed, moreover, that "stations putting on a program involving a controversial issue should extend equal facilities to at least one important contrary view immediately after the original discussion."

Longer Licenses Urged

That longer license terms be granted broadcasters within the three years permitted by law, is also suggested. In considering applications for licenses, the Council proposes that "applications from an educational institution, a labor organization or a municipality should be given preference over a profit-making enterprise, particularly in communities which already have commercial radio stations."

Alluding to recent remarks by Chairman McNinch critical of certain programs, notably the Mae West episode and programs involving racial prejudice, the Council declared that "such statements have the effect of exercising duress on the stations. We submit that no public statement concerning the character of programs should be made by the Commission or any of its members."

Two matters touching on freedom on the air should be left to Congress, according to the Council. One is to relieve stations of liability for slander in programs concerning public issues on sustaining time. The other is the provision in the Communications Act concerning obscene, indecent and profane language, "the use of which may be the occasion for refusing the renewal of a license or for revoking it." The Council held that public issues should be freely discussed without the necessity of advance censorship by station managers and that "speakers alone should therefore be held liable under the civil or criminal law." Obscenity should be handled only by criminal prosecution under State or Federal law, it is contended.

The Council also called to the Commission's attention the policy of the large networks in refusing to sell time to non-commercial groups, stating: "This policy results in an unfair handling of public issues, for commercial sponsors have used the time they buy for the discussion of controversial public questions which cannot be presented by the other side unless it too has goods or services to sell. Thus a labor organization may not buy time on the networks while employers and employer-industry groups through commercial advertisers may state their case without restriction. The only remedy for this unfair situation is to prohibit a discussion of public issues on commercial time."

Tison and Lane Named NAB Directors; Pre-Convention Elections Completed

WITH the unanimous reelection of W. Walter Tison, WFLA, Tampa, and the election of Howard Lane, business manager of the McClatchy stations in California, as district directors, the new membership of the NAB board for the ensuing year has been completed, except for the six directors-at-large. The latter, two each to represent clear, regional and local groups, will be nominated and elected at the NAB convention in Atlantic City, July 10-13.

Mr. Tison, a prominent figure in industry affairs, was reelected at a meeting at Ponte Vedre Beach May 14-15 for the 5th District, comprising Georgia, Alabama and Florida. E. Claude Mills, chairman of the executive committee of ASCAP, addressed the session and took a conciliatory attitude. [See separate story]. Neville Miller, NAB president, and Andrew W. Bennett, NAB counsel, also were present and spoke.

Succeeding Ralph R. Brunton, KJBS-KQW executive, twice a director, Mr. Lane will represent the 15th District, which comprises Northern California, Nevada and Hawaii. He was elected at a meeting in San Francisco May 17. In addition to his executive post for the McClatchey stations, Mr. Lane is manager of the California Radio System, regional network.



Mr. Tison



Mr. Lane

The New Directorate

At both of the district meetings, legislative, copyright and sales matters were discussed. Another district held during the last fortnight was that of the 2d District in Schenectady, May 19, attended by New York State broadcasters. Harry C. Wilder, WSYR, Syracuse, district director, presided, and NAB Counsel Bennett attended on behalf of association headquarters.

With all district elections now completed, the new lineup of 17 district directors, to serve for the year immediately following the Atlantic City convention is:

Paul W. Morency, WTIC, Hartford (succeeding John Shepard 3d); Mr. Wilder; Clifford Chafey, WEEU, Reading, Pa. (succeeding Clair McCullough); John A. Kennedy, WCHS, Charleston, W. Va.; Mr. Tison; Edwin W. Craig, WSM, Nashville; J. Harold Ryan, WSPD, Toledo (succeeding Mark Ethridge); John E. Fetzer, WKZO, Kalamazoo; Gene Dyer, WGES, Chicago (succeeding Walter J. Damm); John J. Gillin Jr., WOW, Omaha; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGNC, Amarillo; Mr. Lane; Donald W. Thornburgh, KNX, Hollywood; and C. W. Myers, KOIN-KALE, Portland, Ore.

Directors-at-large, whose terms expire with the convention, are Harold Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, for the clear channel stations; Frank M. Russell, NBC Washington vice-president, and Elliott Roosevelt, Texas State Network, as regional directors; John Elmer, WCBM, Baltimore, and Edward A. Allen, WLVA, Lynchburg, Va., for the local stations.

The district directors, under NAB bylaws, will nominate 12 broadcasters for these six at-large posts, four for each of the three specific categories, just in advance of the convention opening. The names will be brought in for vote of the convention delegates on the opening day.



NAB SECOND district broadcasters photographed as they met in Schenectady May 19 under the chairmanship of Harry C. Wilder, WSYR, Syracuse, district director. Attending the meeting were William I. Moore, WBNX; Richard E. O'Dea and M. J. Weiner, WNEW; Harry A. Woodman and M. M. Boyd, NBC; Sidney Kaye and John Gude, CBS; William Fay and Jack Kennedy, WHAM; Morris Clark, WHEC; Phil Hoffman, WSYR; Samuel Woodworth and Charles Phillips, WFBL; George Bissell and Martin Traynor Jr., WMFF; Edgar H. Twamley and Cliff Taylor, WBEN; I. R. Lounsberry and L. H. Avery, WGR-WKBW; Joe M. Clark and Nathan Cook, WIBX; Fred Keesee, WMBO; Harold E. Smith, Al Sardi and Ken Johnson, WOKO; Harry Goldman, WABY; Kolin Hager, WGY; B. W. Bullock and G. E. Markham, General Electric Co.; and Andrew Bennett, NAB counsel, who attended as headquarters' representative.

King Elected President Of Florida Broadcasters

FRANK KING, general manager of WMBR, Jacksonville, Fla., was elected president of the Florida Association of Broadcasters at a special meeting May 15 during the NAB Fifth District convention at Ponte Vedre Beach, Fla. On the same day the Georgia delegation decided to reorganize its state association, leaving details for later decision.

The Florida association elected Gilbert Freeman, WTAL, Tallahassee, as first vice-president; Harold Danforth, WDBO, Orlando second vice-president, and Spencer Mitchell, WDAE, Tampa, secretary-treasurer. The board of directors will comprise the officers and Walter Tison, WFLA, Tampa; Fred Borton, WQAM, Miami, and Henry Wells, WCOA, Pensacola.

NAB Advertising Bureau Starts Promotion Service

AS A "new service", the NAB May 18 sent to its membership the first brochure dealing with its recently created Bureau of Radio Advertising. Designed to promote radio as an advertising medium, the membership was sent material proposed to be used for personal presentation by station salesmen to prospective radio advertisers. Stations will be billed the actual print cost for data they receive. The plan contemplates a minimum of 26 studies and a maximum of 52 to be printed on forms for sales use.

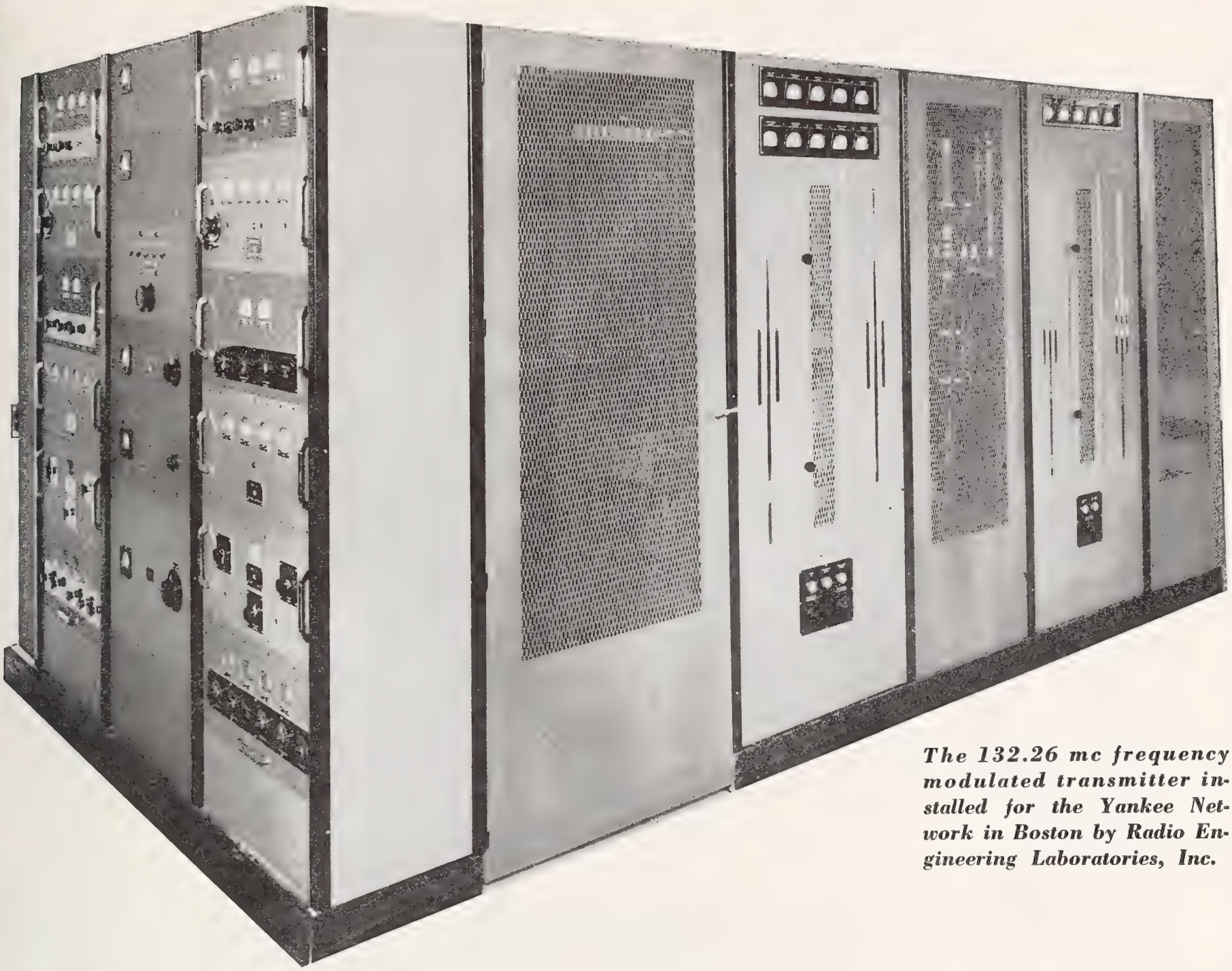
These new activities will be divided between Paul Peter, NAB director of research, and Ed Kirby, director of public relations. The latter said it is designed to "fill a long-felt need of member stations that some central clearance point should be established to supply facts, figures and selling ammunition for the local promotion of radio as an advertising medium."

Texas Pecan Drive

THE TEXAS pecan industry, which annually accounts for 40% of the nation's crop, at its annual meeting in Brownwood, Texas, May 12, retained Leche & Leche, Dallas agency, to make a detailed study of the industry's problems and markets, and to prepare plans for a nationwide advertising campaign this fall. A bumper crop of 25,000,000 pounds is expected. The study will be submitted to the industry in July, and will include an investigation of the channels of distribution and the commercial and consumer markets. Possibilities for new and more extensive uses of Texas pecans also will be investigated.

KDAL, Duluth local, has been authorized to increase its daytime power to 250 watts. It operates on 1500 kc.

FREQUENCY MODULATION
"ARMSTRONG SYSTEM"



The 132.26 mc frequency modulated transmitter installed for the Yankee Network in Boston by Radio Engineering Laboratories, Inc.

For three years REL has built component units for pioneer Frequency Modulated Stations, W2AG, Yonkers, N. Y. and W2XMN, Alpine, N. J.

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We are supplying complete transmitters for the new system. Your engineering inquiries are welcomed.

RADIO ENGINEERING LABORATORIES, Inc.
LONG ISLAND CITY, NEW YORK

End of Station Leases Is Seen As FCC Denies WAPI Transfer

Action Follows Refusal to Permit KSFO to Lease To CBS; Recapture of Licenses Is Opposed

IN A DECISION establishing a precedent which apparently foreshadows the eventual ending of all broadcast station lease contracts, the FCC on May 16 denied the voluntary assignment of WAPI, Birmingham, from Alabama Polytechnic Institute, University of Alabama and Alabama College to a new corporation known as Voice of Alabama Inc. The decision was unanimous, Chairman McNinch not participating due to absence on account of illness.

The application involved a 15-year lease of the 5,000-watt station by the three educational institutions, now holding the license, to Voice of Alabama Inc., in which CBS is listed as a 45% stockholder; Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, as 42% stockholder; and Thad Holt, manager of the station, as holder of the remaining 13% stock. The station is now operated commercially under a management agreement with Mr. Holt.

Follows KSFO Precedent

In rejecting flatly the theory of leasing stations to new parties, subject to eventual recapture of licenses, the Commission generally followed the precedent laid down last Oct. 20 when it denied an application of KSFO, San Francisco, for assignment of its license to CBS under a leasing arrangement [BROADCASTING, Nov. 1, 1938]. Whether the decision in the Birmingham case forecasts action by the Commission either to void or require new arrangements covering existing station leases and management contracts, heretofore condoned for the most part, is now conjectural.

It is expected that counsel for the Voice of Alabama Inc. will petition the Commission for a rehearing and reconsideration of its decision, failing which it may appeal to the courts. The WAPI lease agreement, filed May 11, 1937, provided that the station be operated by the assignee for 15 years from Aug. 1, 1937, in consideration of payment of a monthly rental of $1,000; that complete control of the station, including equipment and programs, be vested in assignee, and that all revenues and financial responsibility be assumed by the assignee, though the assignors would use WAPI facilities at certain times each day without charge.

"In a growing number of cases," the Commission decision stated, "licensees of broadcast stations are applying to the Commission to permit an assignment of license to some other person who proposes to lease the equipment of such licensees for a period of years, agrees to pay rental for such equipment (usually in an amount greatly disproportionate to the cost of the physical facilities leased) and who further agrees in the lease that at the expiration thereof he will apply for a reassignment of the station license to the original licensee."

This practice is labeled as "subversive of the general public interest." It would have a tendency, the decision states, to "domination and control of radiobroadcast facilities by persons or corporations to whom licenses therefor are once issued by the Commission, and who thereafter, although not operating the stations themselves, exact tribute in the form of rental from those actually using the facilities to serve the public."

Danger of Domination

"Under such an arrangement," according to the decision, "persons holding radio station licenses are enabled to lease their station equipment for a period of years, and then re-enter and obtain again a license to operate a station. Although it is true that at the expiration of the lease the license can only be reassigned to the original licensee with the approval of this Commission, the Commission is not authorized to withhold its approval when an application for assignment of license is made if the granting of such application is in the public interest. In the usual case, by the device of such lease arrangements as this, persons or corporations holding broadcast station licenses are in a position to establish themselves indefinitely in control of a particular radio station, that is, they are able to put themselves in the same position at the expiration of the lease as though they had continued to operate the station during the lease period.

"We do not consider it in the public interest to permit a practice to continue which has the effect of permitting existing broadcast licensees who disassociate themselves from the operation of their stations for a period of years to be in the same position as those who continue to operate their stations. We believe that when an existing licensee divests himself of his license by voluntary assignment, he should thereafter be in the same position as any other person who does not possess such a license. Broadcast station licensees who are now licensed and who continue in the operation of their stations to serve public interest, convenience and necessity, will continue to receive renewals of license if the issuance of such renewals will serve public interest, convenience and necessity. Persons, however, who are today broadcast licensees but who for the next 10 or 15 years will not be licensees because they lease their stations and transfer their licenses to other persons should not have the same prerogative. To permit this practice to continue would be to create a situation in which those persons now licensed to operate radio stations would be able to exercise a practical domination and control over the broadcast facilities in this country.

"We see nothing improper in a licensee of a broadcast station applying for assignment of station license to another person. If the granting of such application will be in the public interest, the Commission will grant such application. On the other hand, if such licensee does not desire to assign such station license and can demonstrate that continuing to renew his license will serve the public interest, convenience and necessity it is obviously proper that he should be permitted to continue as a station licensee. Whether, however, he should be permitted by virtue of his position as a licensee today to obtain a license some time in the future, having given up his station meanwhile, presents a different question.

"We do not mean to imply that a licensee of a broadcast station who assigns his license with the approval of this Commission to another is thereafter ineligible to receive a license. Such position would, of course, be untenable. We do think that it is not in the public interest to permit a licensee to use the fact that he has a license, and is, therefore, in a unique bargaining position, as a basis for requiring a commitment to reassign the license to him from his assignee. * * *

Rights of Licensees

"Any person may receive a radio station license upon proper application if public interest, convenience and necessity will be served by the granting thereof. Any person holding a radio station license may continue as a licensee under such license or a renewal of the same so long as public interest, convenience and necessity will be served thereby. Any person holding a radio station license who no longer desires to operate such station may assign his license to someone else if the assignment of such license will be in the public interest. We do not think, however, that Congress intended, or that the public interest permits persons who receive radio station licenses to continue in control of the facilities beyond the time in which they exercise their prerogative as a licensee by actually operating the station."

On Maiden Voyage

CBS, NBC and MBS have accepted the invitation of the Cunard White Star Line to assign representatives for the maiden voyage of the new *Mauretania,* which will sail from Liverpool June 17 and arrive in New York June 23. BBC technicians will also be on board and several broadcasts will originate from the ship. John Steele, MBS European representative, William Shirer, CBS Central European representative, and Fred Bate of NBC in London will make the crossing to serve as ship commentators for the networks.



PROOF THAT the *Lone Ranger* is far from a recluse when it comes to production of radio's most sensational serial, is seen in this lineup of the dramatic staff of WXYZ, Detroit. The largest staff of actors and actresses of any single station, the character leads are anonymous—the *Lone Ranger's* identity, for example, has never been disclosed. George W. Trendle, president of King-Trendle Broadcasting Corp., and a pioneer theatrical and radio figure, is responsible both for the *Ranger* theme and the *Green Hornet,* as well as other WXYZ dramatics, which have gained national fame. The only two figures in the above photograph who are identified are Harold True, studio manager (seated in front row center with white socks) and to his right Charles (Chuck) Livingston, dramatic director of the WXYZ shows.

Lone Ranger Files Intringement Suit

Damages of $250,000 Sought From Cowboy and Circus

THE LONE RANGER Inc., Detroit, has filed suit for $250,000 damages against Lee Powell, motion picture and circus cowboy, and Barnett Bros. Circus, which features Powell, for alleged infringements of the copyrighted radio and motion picture drama, *The Lone Ranger*. Suit also has been threatened against Grand National Pictures, growing out of exploitation of a film in which Powell appeared. George W. Trendle, president of WXYZ and the Michigan network, heads the Lone Ranger Company.

Powell was one of five actors who portrayed the roles of rangers in the first motion picture serial of "The Lone Ranger", produced by Republic Pictures, according to the plaintiff. Subsequently, a second "Lone Ranger" movie serial, in which Powell did not appear, went into production. However, a story, "I Am the Lone Ranger", appeared about the same time under Powell's byline, and this story was challenged immediately by The Lone Ranger Inc., through its attorneys, Muerer & Muerer.

Later Movie Released

In March, 1939, another movie, titled "Trigger Pals", was released by Grand National and advertised as featuring "Lee (Lone Ranger) Powell". Muerer & Muerer promptly advised Grand National their client believed the studio was trading on the popularity of the radio drama and motion picture serial, and the company agreed to adjust the situation and call in all publicity released to eliminate reference to "The Lone Ranger" in connection with its exploitation campaign.

More recently, Lone Ranger Inc. officials, learning that Powell was appearing with Barnett Bros. Circus and was alleged to be trading on the Lone Ranger popularity, filed $250,000 damage suit in the Federal court at Lewisburg, Pa., contending the corporation had spent more than $1,000,000 in promoting the copyrights, trade names, titles, and licenses of its property.

In addition, the plaintiff secured an order against Powell and the circus to show cause why they should not be restrained from using the title "Lone Ranger" or the "Hi, Yo! Silver!" call pending trial of the suit. The Macon Circus Equipment Co., a Georgia corporation, from which the circus allegedly leased its equipment, also was charged with "conspiracy to deceive and mislead the general public" in the allegations. Proceedings on the show cause order, originally set for May 15 in the Lewisburg court, have been adjourned to June 5, and further postponement is considered likely.

Ford Used Car Spots

FORD MOTOR Co., through its used car dealers in the mid-Southwest, on May 17 started a six-day campaign of 26 spot announcements on 17 stations in Alabama, Arkansas, Mississippi, Tennessee and Texas. McCann-Erickson, New York, placed the account.



To be opened this month---

WFBR'S NEW HOME

"RADIO CENTRE"

MOST MODERN IN THE U. S.!

SIX STUDIOS — including exceptional facilities for accommodating large audiences for LOCAL shows. NOW 5000 WATTS (L.S.)

IN BALTIMORE THEY LISTEN TO— **WFBR**

National Representatives. EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK



Some "get-that-reservation-in-quick" suggestions:

. . . How About Pony Express?



Lightning-fast delivery in the 1850s. But Union Pacific and Katy have most of the business now and our regular pony-expressman hasn't been around lately. Better try something else.

. . . Or Carrier Pigeon



Used with excellent success by the Army, bird fanciers and espionage agents. If you go in for this service, instruct your bird to try the eighth floor, National Press Bldg., third window-sill to the left.

Send it today and

Your Reservation?

Happy hunting awaits your advertising message in our RADIO MARKET ATLAS and July 1 NAB Convention Number. But we need your reservation right away. Advertising forms close almost before you can say "Big Chief Rain-in-the-Face."

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. ● WASHINGTON, D. C.

. . . Bell Telephone's OK



Highly favored by the telephone company. Call Washington, Metropolitan 1022 and ask for Miss Boyd, Miss Crump or Miss Steele. If during business hours, you can reverse the charges

. . Western Union says "Wire"



So do Postal Telegraph and the Florist Association. Personally, we always get a thrill when the teletype machine in the outer office starts clicking. It might be a page reservation

send it collect !

FCC Group Urges Television Caution

But Pushes Cooperation; Does Not Endorse RMA Standards

AS PREDICTED, the FCC Television Committee May 22 recommended to the full Commission a policy of caution and cooperation in dealing with the visual medium but with no formal action on proposed technical standards.

Taking what generally was regarded as a lukewarm attitude, the three-man committee advised extreme care lest the public be misled and concluded that a longer period of experimentation and observation should be had before laying down definite rules or principles. It recommended that the Commission adopt "a policy of cooperation" with the industry and that it keep fully informed on all developments, through authorization of further studies by the Television Committee.

The suggestion previously advanced, that a formal public hearing be held on proposed standards, was opposed and the Committee urged the Commission to announce that no such hearing will be held until public reaction to television can be gauged more accurately. Members of the Committee, which for the last several months has had the subject under advisement, were Commissioners Craven, chairman, Case and Brown.

Compares with Early Autos

Declaring that television technology today stands at approximately the same point on its road of development as did the automobile business immediately prior to the advent of mass production, the Committee said that it was "extremely hesitant to recommend anything which might later prove to hamper the orderly development of the industry."

In concluding that it should not approve or disapprove the standards proposed by the Radio Manufacturers Assn., the committee said it was of the opinion that it would be hazardous to the industry and the public to attempt "by administrative fiat" to freeze the art at this stage of its development.

RMA, through its executive vice-president, Bond Geddes, stated May 25 that it proposed to develop television according to the 441-line standards it had adopted. Mr. Geddes said the Committee's action had no bearing on its procedure. The Committee's decision, he pointed out, leaves the industry free to develop television without restriction.

Among other things, the Committee pointed out that the British public, even under most favorable conditions as to geographical location and distribution of population, has not been particularly responsive to television performances by the government-subsidized British Broadcasting Corp. Optimistic estimates indicate that in a population of approximately 14,000,000, not more than 14,000 sets have been sold, the Committee said.

Asserting that the technical development of television has now reached a fork in the road of scientific progress, the Committee said the ultimate objective is to obtain standard performance from stations so that every receiver operated by the public will be capable of receiving every transmitting station within range. From the broadcast standpoint, television is now barely emerging from the technical research stage of development. As a consequence, patience, caution and understanding are required with careful coordinated planning essential within the industry, and between the industry and the FCC.

Some Flexibility Needed

If standards are to be adopted, they should be sufficiently flexible to permit not only improvements in quality but also radical reductions in price, the Committee said. Unless the television receiver of the future is to be within the pocketbook range of the average citizen, "television as a broadcasting service to the general public cannot thrive as a sound business enterprise for any extended period."

Dealing with television as a future industry, the Committee said there are economic pitfalls to be avoided if it is to become a sound business enterprise. While it may have distinct social advantages as a major industry through creation of new employment, the Committee said it appears necessary to exercise caution to "minimize disadvantages which could result in unnecessary displacement of labor in industries which may be adversely affected by television on a national scale."

Pointing to the limited number of channels available—seven below 150,000 kc. and 12 with unknown characteristics above that range—the Committee said that television service on a nationwide scale ultimately must be operated on a competitive basis. At present, because of the high cost of operation, it said, cities of less than 100,000 population may have difficulty in supporting one television station and in cities of population less than 1,000,000 it may be difficult to operate two television stations on a profitable basis if reliance for financial support must be placed upon advertising as the only source of income. Thus, the Committee asserted, with the scarcity of channels and the estimated high cost of operations, it appears likely that research must be concentrated along these lines.

Only a Big City Service

The Committee said that in its opinion practical television service on a nationwide scale cannot be expected for some time. Facilities for network distribution have not been developed, financed and constructed, it said, and much has yet to be learned concerning program production as well as financing. Therefore, it stated, for the next few years the largest metropolitan centers will be the only ones receiving television service and the smaller centers of population will not have service available "for several years". The cost of receivers, it added, will be high during the first years of development and this in turn may have an additional retarding effect upon the construction of transmitting stations particularly in the smaller communities.

It seems safe to conclude, the Committee said, "that the establishment of a television service on a national scale will be a gradual development, beginning progressively with the larger cities, and over a period of years finally becoming available to smaller communities."

Protect Investing Public

Appraising the economic aspects, the Committee said "extreme caution should be taken to avoid investment in unproven enterprises."

"Good business acumen should be exercised by all concerned and exhaustive scrutiny of every television financial prospectus should be undertaken to insure adequate protection of the investing public," it added.

Positive and active steps must be taken to promote television lest it be permitted to die in the laboratory because more research is necessary, the committee said. The public interest will not properly be served by those who attempt to minimize the possibilities of television, it added. "It is imperative that this Government take no action which retards logical progress in the art," the committee pointed out, adding that the Communications Act requires the Commission to encourage the larger and more effective use of radio in the public interest.

Despite the problems ahead, the Committee said it saw no reason for an assumption that these will not be solved. The obstacles, it said, can be overcome "by encouraging inventive genius organized and financed by private American enter-



COMMERCIAL facsimile, when it comes, will have a salesman who knows the business from the ground up, in fact practically born with the stuff in his hair. Robert DeTchon Jr., 14-month-old son of the WHK star salesman in Cleveland, is seen all tangled up in Finch facsimile coming over the Crosley Reado receiver in WHK's reception room. The station has daily facsimile broadcasts for visitors to observe.

Television Recommendations

Conclusions of FCC Television Committee's Report

1. That the FCC neither approve nor disapprove the standards proposed by the Radio Manufacturers Assn. This recommendation is made first because the Commission by law is required to grant licenses to applicants for television stations, who prove that the granting of such applications would be in the public interest, and, second, because it appears undesirable to take any action which discourages private enterprise or which decreases the incentive for undertaking research to effect further improvements.

The Committee suggests that in taking this action the public be informed that in failing to approve the standards the Commission does not believe the proposed standards to be objectionable as a phase of a rapidly developing service. The public should also be informed that the Commission desires to be free to prescribe better performance for the transmitters it may license in the future when and if such improvements are proved to be in the interest of the public.

Also, in making this recommendation the Committee suggests that it be made clear that the proposed standards do not at this time appear to be suitable for the 12 undeveloped higher frequency channels reserved for television.

2. That the Commission require future applicants for television station licenses proposing external transmitter performance differing from those previously in general use, to prove that such proposed performance not only equals the established quality but also will be in the public interest in view of the changed situation thus created.

3. That the Commission adopt a policy of cooperation with the industry as a whole and that it immediately arrange a procedure by which it can keep abreast of current developments in the technical phases of television and at the same time acquaint the industry with the problems inherent in the current allocation phases of television. For this purpose it is suggested that the Commission authorize its Television Committee to undertake further studies of the development of television as it progresses and to report from time to time to the Commission the status of such development, as well as to recommend any action which may appear appropriate at the time.

4. That the Commission announce that it will not hold a formal public hearing on the subject of proposed standards at this time. This recommendation is made because it does not appear that constructive results will be obtained at this early stage of development. After experimental operation has proceeded to the point where publi· reaction to television development can be gauged more accurately, a more o] portune time for such a public hearing might then be presented.

prise." Private industry, it pointed out, has already spent millions in developing technical television to the point where it is more than a dream of inventive genius. From a scientific standpoint, it concluded, television is now practical, even though its quality is susceptible of improvement.

Declaring that it appeared useless to expect private enterprise to continue to pour additional capital in the further development of technical aspects of television unless there can be foreseen some hope of an eventual return on the investment, the Committee said the time is fast arriving when it will become necessary to ascertain public reaction to the service potentialities of the medium. This can be accomplished only by limited public participation through the purchase of receivers, manufactured in the earlier stages of technical development. Apropos the RMA standards, the Committee said it saw no harm in the process, provided the public is made fully aware of the facts regarding the potentialities of obsolescence of the television receivers they purchase.

Adoption of transmitter performance specifications by the Commission might encourage the public to purchase receivers in the expectation that changes in Commission specifications of transmitter performance would not be forthcoming if such changes had the effect of rendering receivers in current use unworkable. Consequently, the Committee said, it is incumbent upon the FCC to keep the public informed of the intentions of the Commission with respect to television performance specifications.

The standards as proposed by RMA do not contain a maximum degree of flexibility, the Committee stated, holding that additional research may prove advantageous. A responsibility was declared to rest upon manufacturers to undertake a service to insure against radical and rapid obsolescence of the receivers purchased by the public.

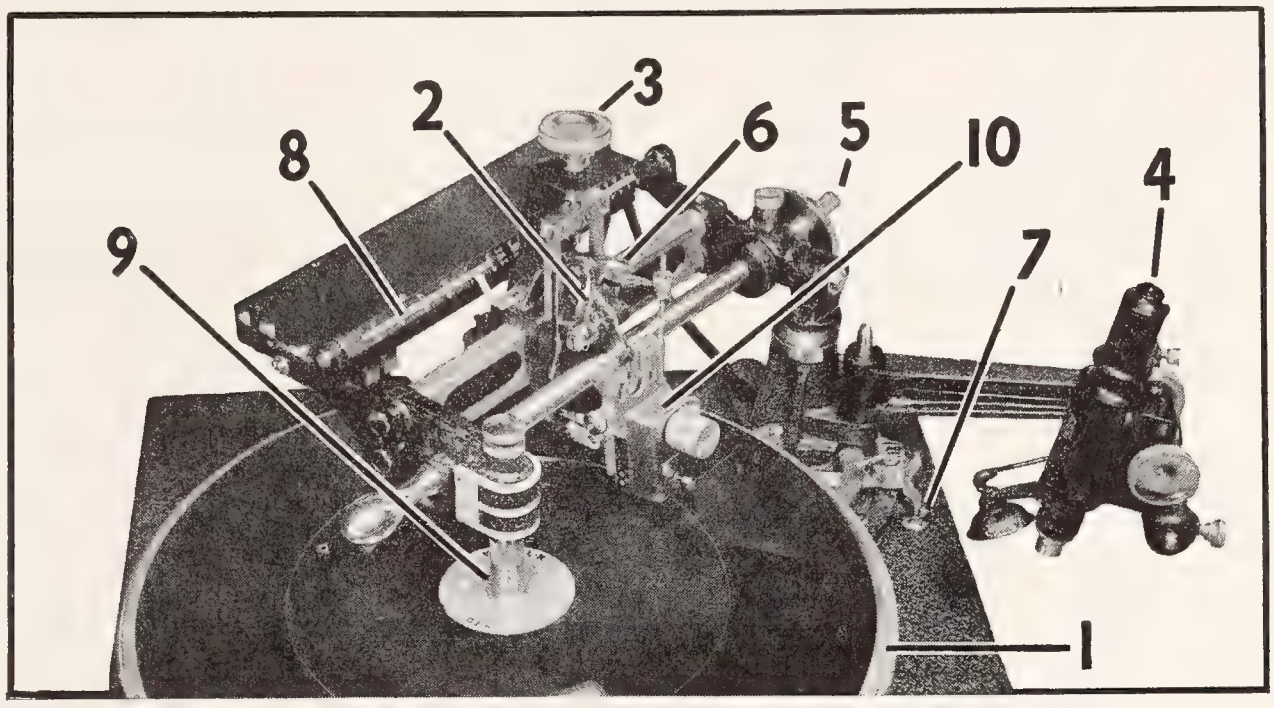
A Patent Mixup

Dealing with patents, the Committee said the situation is chaotic and no aggregate estimate can be made of the ultimate holder of any essential patent to a complete television system. However, it pointed out that all patentees or potential claimants appeared to recognize the need of coping with the situation in a common sense manner either by universal cross-licensing or some other method. It added that patents are not a matter directly within the scope of the FCC's jurisdiction but that before the Commission prescribes any minimum performance requirements for licensed transmitters, it should assure itself that the resultant patent base is as broad as possible and at the same time consistent with good quality technical transmission.

On cost of receivers, the Committee pointed out that sales prices are in the higher brackets today, thus precluding their purchase by large portions of the public. While mass production may reduce these costs somewhat, there is inherent

(*Continued on Page 58*)

PRESTO ANNOUNCES THEIR NEW 8-A COMMERCIAL RECORDING TURNTABLE



WITH 15 ORIGINAL AND IMPROVED OPERATING FEATURES

1. Rim driven turntable, originated by Presto, now adopted by every manufacturer of instantaneous recording equipment.

2. Cam lever lowers cutting head gently, prevents damage to sapphire needles.

3. Thumbscrew rapidly adjusts angle of needle while cutting.

4. Forty-power microscope for examining cut.

5. Spiralling feed screw makes starting and run-out grooves.

6. Lever engages cutter carriage with feed screw.

7. Combination speed change and motor switch lever prevents flats on idler wheels.

8. Four-sided, rotating scale shows recording time at 96,112,120 and 140 lines per inch at 78 and 33⅓ RPM.

9. Flangeless drive permits quick removal of shavings.

10. Improved high fidelity cutter records uniformly a frequency range from 40 to 8,000 cycles and gives 4 db higher playback level.

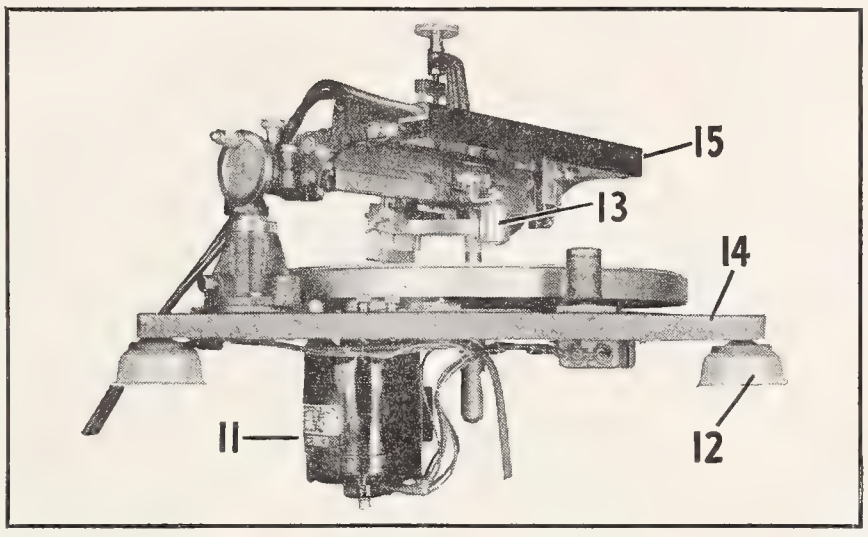
11. New, vibrationless motor.

12. Shockproof mountings suppress vibration from outside sources.

13. Vertical damper suppresses transient modulation, eliminates flutter, prevents patterns due to vibration or surface irregularity in discs.

14. Sixty-pound cast iron base assures permanent alignment of turntable and cutting mechanism.

15. Automatic equalizer assures full frequency response range throughout 33⅓ RPM recordings.



Mounting dimensions of the new Presto 8-A recorder are the same as the Presto 6-C and 6-D portable recorders. A liberal trade-in allowance will be made to radio stations and studios that wish to bring their recording facilities up to date. In writing give type and serial number of your present turntables.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.

NORMAN B. NEELY • 5334 Hollywood Boulevard • Hollywood, Cal.

California Representative for Presto Recording Corporation

Latin Radio Plan Opposed by Moley

Says Chavez Station Would Be Step Toward Propaganda

PROPOSED erection of a Federal radio station to promote American interests in South America is an opening wedge toward a Government propaganda station aimed at American citizens, according to Raymond Moley, former New Deal brain truster, writing in the May 22 issue of *Newsweek*.

In an editorial titled "Totalitarian Broadcasting", Mr. Moley discussed the bill of Senator Chavez (D-N. M.) to provide $3,000,000 for a Federal international station and found in the plan a sinister relation to the National Emergency Council's transcription series inaugurated May 9 on 150 stations by President Roosevelt [BROADCASTING, April 15, May 15]. He noted that the President's references to the press in his disc talk coincided with the purported effort of Secretary Ickes of the Interior Department and other Administration members to discredit the press.

Mr. Moley referred to hearings last year on similar legislation for an international station and mentioned what he termed "inadvertent" testimony by Rep. Celler (D-N. Y.), and the late T. A. Walters, then a subordinate of Mr. Ickes', which he said indicated the international station was a subterfuge to get a Federal station aimed at domestic listeners.

Domestic Rebroadcasts?

The editorial stated that private American stations are broadcasting more hours per week to South America than totalitarian nations. Claim that these American programs are not heard by Latin nations was denied.

Mr. Moley saw significance in the fact that "there has already been talk of the 'rebroadcasting by existing radio stations . . . of educational and cultural programs for domestic use during the time the station was not transmitting Pan-American programs'."

In warning of the dangers involved, he said: "Before America quite realized what was happening, an enormous institution of propaganda power would be in existence. The Government would be directly and squarely in competition with private broadcasting and, as is the case when the Government competes with other private businesses, millions of taxpayers' money would destroy millions of private investment.

"It might well be that, ultimately, like the people in other countries whose fate we deplore, we would be at the mercy of the kindly ministrations of some Washington Goebbels who would permit us to listen to the kind of music that he considered harmonious, to the songs he thought had social significance, to plays by WPA writers, to news provided by Government press agents and to political comment by the President, his subordinates and such Congressmen as he might select for the purpose. All of this by Government subsidy—free—except for the minor matter of taxes."

AN INJUNCTION was granted Time Inc. and *March of Time* by a Federal court in New York May 25 against Voice of Time, producer of recorded versions of radio speeches, for infringement.

Clients Boost Expenditures for Radio As They Stay on the Air, NBC Learns

TENDENCY of advertisers trying radio to increase their expenditures in this medium as they continue on the air, recently reported by CBS [BROADCASTING, May 15], is true of NBC clients as well, according to a breakdown of expenditures for time on NBC networks by 28 clients who have used the networks continuously for four years or more. The 23 clients of more than five years standing have increased their weekly expenditures by 849%, and the five advertisers who have been with NBC for four years by 320%. Average increase for the entire 28 clients from their first week on NBC to April of this year is 692%, or from $81,353 to $643,909.

Tabulation of advertisers continuously on NBC for four years or more, showing starting dates, gross expenditures for the first week on the network and current weekly grosses, follows:

	Date	*Gross Expenditure 1st Week*	*Gross Expenditure Ave. Week April 1939*
American Home Products Co. (3-in-1 Oil)****	Sept. 18, 1928	$2,000	$35,418
American Tobacco Co. (Luckies)****	Sept. 15, 1928	9,130	29,087
Bristol-Myers Co. (Ipana Toothpaste)	April 8, 1925	1,840*	23,604
Carnation Co. (milk)	April 26, 1931	930	11,299
Cities Service Co. (Gas & Oil)	Feb. 18, 1927	3,920	13,303
Cummer Products Co. (Molle)	Sept. 25, 1933	4,102	13,312
Firestone Tire & Rubber Co.	Dec. 3, 1928	4,648	11,534
F. W. Fitch Co. (Shampoo)	Sept. 24, 1933	1,972	10,005
General Foods Corp.		3,081	45,480
Maxwell House Coffee	Jan. 5, 1927	1,500	20,739
La France Soap Flakes	Jan. 7, 1927	1,581	———
General Mills (Gold Medal)	Oct. 5, 1927	1,611	47,602
Andrew Jergens Co. (Lotion)****	Dec. 5, 1931	3,157	12,482
S. C. Johnson & Co.****	Aug. 23, 1931	5,875	11,722
Kellogg Co. (Kaffee Hag)	Sept. 7, 1930	1,975	15,740
Lady Esther Co. (Cosmetics)	Jan. 17, 1932	1,647	8,700
Miles Laboratories (Alka-Seltzer)	April 3, 1932	1,076	31,274
Philip Morris & Co.	April 17, 1933	4,601	9,900
National Dairy	March 5, 1933	603	29,260
Kraft-Phenix Cheese		603	18,554
Sealtest***		———	10,706
Pacific Coast Borax Co.	Sept. 30, 1930	1,469	6,780
Pepsodent Co.	Aug. 19, 1929	9,306	9,726
Pillsbury Flour Mills Co.	Sept. 11, 1933	6,005	10,860
Princess Pat Ltd. (Cosmetics)***	July 31, 1933	476	1,968
Procter & Gamble Co.**		2,531	118,708
Camay	Jan. 13, 1930	1,059	13,948
Crisco	Jan. 16, 1930	1,472	18,992
Richfield Oil Co.	Jan. 8, 1929	1,375	3,840
Standard Brands (Royal Baking Powder)	Jan. 3, 1928	990	52,688
Standard Oil of Cal.	Oct. 20, 1927	550	2,134
Sterling Products (Dr. Lyons Toothpowder)	May 23, 1927	1,453	58,055
Sun Oil Co.	Feb. 25, 1930	1,962	13,908
Welch Grape Juice Co.	Oct. 4, 1933	3,068	5,520
7.92 times or 692% increase.		$81,353	$643,909
Continuous advertisers for less than 5 years but more than 4— 4.20 times or 320% increase.		24,264	102,021
Continuous advertisers for 5 years or more— 9.49 times or 849% increase.		57,089	541,888

* Expenditure for first NBC Revenue Week—Jan. 1927.
** One of the joint sponsors of a cooperative program—the revenue of which was not broken down prior to date shown.
*** Expired end of April.
**** Continuous since late 1934 or early 1935.



WHEN Kay Kyser stopped off in Hollywood May 19 while en route from New York to Catalina Island, Cal. where his NBC-Red *Kay Kyser's College of Musical Knowledge*, sponsored by American Tobacco Co., now emanates, he was honored at a luncheon. Among those attending were, (l to r standing), John Swallow, NBC western division program director; Jack Runyon, radio department director, Lord & Thomas; Carl Stanton, Lord & Thomas producer, and Walter Johnson, radio executive, Music Corp. of America, Beverly Hills, Cal. Seated are T. Wells, Lord & Thomas executive on the account; Kay Kyser; Lew Frost, assistant to Don E. Gilman, NBC western division vice-president.

KANSAS CITY PLEA OF WREN ARGUED

WREN's proposal to remove from a point mid-way between Lawrence, Kansas and Kansas City, provoked a three-day bearing before FCC Attorney Tyler Berry May 23-25, with opposition developing on economic grounds.

One of the country's pioneer stations, WREN is the NBC-Blue outlet. WDAF, Kansas City, NBC-Red outlet, did not oppose the move but KMBC, KGMO, KITE, WHB and KCKN, the other stations in the city, voiced strenuous opposition. Vernon H. (Bing) Smith, president of WREN, brought out that the station has lost money as a Lawrence outlet and that it was not doing as effective a job of covering Kansas City as was desired.

Keith Kiggins, manager of stations relations for NBC, testified the network favored the move since it desired a better signal for its Kansas City Blue outlet. He said that if the move were not sanctioned, NBC might be disposed to make arrangements with another station as a Blue outlet. KCMO and KITE as well as KCKN, in Kansas City, Kan., have approached the network regarding the Blue affiliation, he said.

Witnesses for other Kansas City stations, with the exception of WDAF, contended they were earning only reasonable profits or losing money and that the introduction of additional competition from WREN would have a deleterious effect on their economic status.

NBC Summer Prospect; Five Big Agencies Boost

THE FIVE agencies that placed the most network business in 1938 (Blackett-Sample-Hummert, J. Walter Thompson Co., Young & Rubicam, Benton & Bowles and Lord & Thomas) have increased their expenditures on NBC during the first four months of 1939 by 6.03% over the same period in 1938, according to figures just released by NBC. January-to-April expenditures of the five leaders this year total $6,675,974, compared to $6,292,412 for last. Total NBC billings for the period are $15,514,431, an increase of 7.7% over the $14,408,905 billings of 1938.

Summer business on NBC appears very promising, with $4,350,000 in new business already signed for programs to start this summer and $3,830,000 in available new business pending, according to I. E. Showerman, newly-appointed eastern sales manager of NBC. Also within the next few weeks, NBC will sign $7,435,000 worth of renewals which indicates, Mr. Showerman said, that the network's three-month summer business should run close to $11,000,000.

Lumber Sponsor

BLACKSTOCK LUMBER Co., Seattle, is sponsoring the five-weekly morning quarter-hour, *A Woman Wonders*, conducted by Ann Sterling, on KJR, Seattle. The lumber company plans to build a model home, naming it for Miss Sterling, and use it as an origination point for the program during construction, reporting the building progress and inviting listeners to attend the broadcasts. The building site has been secured and construction is to start in June.

First Lady OF OKLAHOMA



"Aunt Susan"

Home Service Director of
Oklahoma's First Station



TWO KITCHENS, one gas and one electric, are specially fitted for broadcasting Aunt Susan's daily WKY programs



AUNT SUSAN packs her 75-seat auditorium at practically every daily broadcast.



ALASKA is but one of the many places Aunt Susan has been sent for ideas on cooking to be passed on to Oklahoma housewives.



PRODUCTS SPONSORED on Aunt Susan's program have added sales punch through displays set up before the studio audience.

• WKY's Aunt Susan has definitely established herself as the top ranking personality among Oklahoma housewives. Her quarter hour is the oldest regular feature on the station. It began in 1928, when the Oklahoma Publishing Company acquired WKY and in the face of a constantly quickened pace in radio entertainment during the past decade has remained one of the most listened-to daytime features.

Oklahoma women know Aunt Susan. They like her. 47,700 women have visited her elaborately equipped laboratory-studio-kitchen which is always open to visitors. 176,000 have attended her annual Cooking School which attracts interested visitors from every section of the state. Upwards of 25,000 have asked for . . . and received . . . her help in solving their everyday household problems.

And so, Aunt Susan's quarter hour has become more than a homemaker's broadcast. It is a chatty, friend-to-friend get-together that has no equal on the air today . . . that moves merchandise for sponsors because of its sincerity and helpfulness.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN
KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.

Purely PROGRAMS

CARRIED on a three-station Mexican hookup, the Mexican Government's weekly *Good Neighbor Hour* features Mexican music and folk-lore, along with an interview each week with a prominent American visitor on his impressions of various phases of Mexican life, Mexican recipes and a quarter-hour summary of the latest Latin American news. Started March 9, the program was inspired by President Roosevelt's "Good Neighbor Policy" and is designed to further the aims of democracy and friendship in the Western Hemisphere. The program is heard Thursday nights, 11 to 12 p. m., Mexico City time, on XEDP and XEXA, Mexico City, and XENT, Nuevo Laredo, Tamaulipas.

* * *

Drama in Montreal

IN CONFORMITY with the trend among moviegoers to shop around for entertainment, CFCF, Montreal, recently started a Monday evening broadcast *Theatre Review*, in which definite opinions are given on the respective merits of pictures shown in Montreal. In addition to film criticism, the program also covers the activities of civic, college and school amateur theatrical groups in Montreal. Kay Morris, the radio theatre reviewer, avoids all movie gossip, but gives a strict review of the films, with ratings. He also touches on theatrical developments in New York, Hollywood and London.

* * *

Money for Charity

ANNUAL all-request program on CJKL, Kirkland Lake, Ont., which in the last five years has raised between $6,000 and $7,000 for the Victorian Order of Nurses, during its recent broadcast accounted for another $1,500. Held in a local theater, the broadcast was attended by about 1,000 persons, who along with listeners made their contributions in the form of bids for certain performances by participating artists. With individual bids ranging from $1 to $10, the performances of the artists, among them Foster Hewitt, well-known Canadian hockey announcer, and Hertha Glotz, famous opera and concert star, made first-class entertainment for both the visual and listening audiences.

* * *

Just Before the Altar

INTERVIEWS with couples who have just secured marriage licenses are carried on *Cupid's Court*, new half-hour weekly series started on KXOK, St. Louis, by the makers of Walkeasy shoes. Alex Buchan, announcer, queries the couples as to where they met, how long they've known each other, when they will marry and what they expect in the way of a perfect husband or wife. The sponsor, in addition to giving each interviewee his choice of Walkeasy shoes, presents an orchid corsage to the bride-elect.

* * *

Short Stories Narrated

ORIGINAL translations are now featured on *The World's Greatest Short Stories*, heard Saturday mornings on WBAP, Fort Worth. First of the new group was Daudet's "The Last Class", translated from the French by William Jolesch, of WBAP's staff. The underlying idea in translation is to retain as much of the original thought and clarity of expression as possible and still remain idiomatic.

Feminine Epistle

QUARTER-HOUR show presented in the form of a weekly letter to an unknown lady correspondent is *A Letter to a Lady*, new feature conducted by Martha Dulin on WBT, Charlotte. The letters include some of Miss Dulin's own observations about things in general, fashion notes, women's news, and occasionally a bit of verse or anecdote. The feature signs off with "Yours very sincerely, Martha Dulin". Sponsored by Lily Mills, a prize is offered each week for the best testimonial letter for the sponsor's product, the letter constituting the commerical plug.

* * *

Test Tube for Talent

GIVING untried talent an opportunity to take a stab at radio in a specially-arranged audition, *The Talent Laboratory* has started weekly on WPTF, Raleigh, N. C. Each week the program presents the personality winning an audition the week before, for which all listeners are eligible. Although the station makes no promises, the winner of the 15-week series, based on audience response and prospects, is eligible to go after a permanent program of his own on WPTF. Singers who participate are required to do popular songs only, with no hillbilly ballads allowed.

* * *

Adventurers' Whoppers

TRUE tall tales by famous explorers and scientists, as well as little-known persons who have had hair-raising experiences in far corners of the world, will be told during initiation ceremonies of *The Order of Adventurers*, new club which will broadcast its weekly meetings on NBC-Blue starting June 5, 8 p.m. (EDST).

* * *

'Sunshine Special'

SOME 50 local firms sponsor *The Sunshine Special* on KPQ, Wenatchee, Wash., a program remoted from Cashmere, 13 miles away, since Oct. 15, 1930. The entire program, except commercials, is ad libbed by Gene Simonson and his wife.

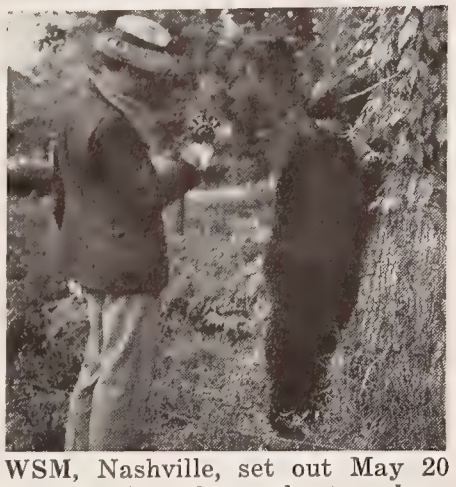
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Farmer Queries

TO AID farmers in solving their problems, WNAX, Yankton, S. D., has started a Monday night *Farmer's Question Box* with Charles Worcester, farm service director. Puzzling farm problems sent in by rural listeners are answered.

Filled From Discs

WHEN a recent radio speech by President Roosevelt caused a pile-up on the program schedule of WOW, Omaha, edging out the first 14 minutes of *Dr. I. Q.*, Engineer Bob Rudd slapped on recording apparatus and started taking down the quiz program in two-minute takes, Take 1 going on the air as Take 2 was being recorded, and so on. Thus the program went on the air smoothly until the schedule caught up.



WSM, Nashville, set out May 20 to test the adage about a bear robbing a wild beehive. A trained bear was obtained and turned over to David Cobb and Lionel Recau, announcers, and Aaron Shelton, engineer. After some prodding, Bruin climbed this tall oak in a Nashville park just before the end of the program and enjoyed a spot of wild honey. Once up, however, he refused to come down and went on eating for an hour. Here is Cobb, protected by a bee net, just as the program's star performer started up the oak. NBC-Red carried the event.

* * *

All About Artists

PRESENTING dramatized accounts of the highlights in the careers of famous personages of the arts, *Artists in Miniature* has started on KSTP, St. Paul. The series is written by 'teen-agers and produced through the cooperation of KSTP with the Minneapolis Better Drama League and National Youth Administration. The new programs followed a previously successful educational series, *Tangled Lives*, under auspices of the same groups.

* * *

Self-Debate

NOVEL series of book reviews, in which Rep. T. V. Smith of Illinois debates with himself on the books' merits—from conflicting viewpoints of Congressman and philosophy professor—begins June 7 on the CBS *Of Men and Books* program, 5:15-5:30 p.m. (EDST). As Democratic Congressman-at-large from Illinois and professor of philosophy at the University of Chicago, Rep. Smith is well equipped for the dual role. His faculty of changing voice adds color to the program. The congressman-professor is known to a nation-wide audience for his debates with Senator Robert Taft of Ohio on the CBS *Foundations of Democracy* series.

* * *

Direct From the Fair

BY DIRECT line from the New York World's Fair, Joseph Ries, WLW educational director, on May 18 began broadcasting through his station a series titled *This Is the Fair*, to present intimate glimpses of what to look for at the Fair. The programs, carried Mondays through Fridays, 10:15-10:30 p. m., are sponsored by Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars). Ries was in New York for nearly a month preparing for the series, and three microphones have been set up at strategic points.

Tomorrow's Women

A NEW CBS series produced in conjunction with the Women's National Radio Committee is entitled *Women in the World of Tomorrow* heard Saturdays, 12:15-12:30 p. m. The World of Tomorrow theme was suggested by the New York World's Fair. Participating units include leading women's organizations each of which will be responsible for one of the programs. The opener May 27 was titled "Women and the Music of Tomorrow" and was directed by Mrs. Albert Spalding, wife of the concert violinist.

* * *

Source of Slang

A SILVER DOLLAR is sent to each listener who submits a word, phrase or slang expression to which an authentic story of its origin cannot be given by Bill Stull on his weekly quarter-hour *Cacklers* program sponsored by Todd Clothes Shop, Los Angeles, on KFI, that city. Program derives its name from the "hen box" part of the show. Each time Stulla is stumped for an answer or "lays an egg" the little Red Hen cackles to the tune of a silver dollar.

* * *

Memphis Chatter

A QUESTION of local or national significance is chosen and discussed by a small group of young Memphis men and women on *Young Memphis Speaks*, Wednesday evening half-hour of WHBQ, Memphis. Participants gather in the studio 15 minutes before program time and begin talking among themselves. The program is introduced by an announcer in another studio, and the microphones fade into the conversation, with participants having only a general idea of when they are on the air.

* * *

Juvenile Hobbies

INTERVIEWS with boys and girls about their pet hobbies are carried on the twice-weekly quarter-hour series, *Junior Hobbies on Parade* of KFYR, Bismarck. With advice and constructive criticism offered by older authorities on particular hobbies, the program is based on the premise that spare time hobbies help youngsters build active hands and minds and keep them off the streets.

* * *

Both Sides of the News

PRO and con of the most important questions of the day are debated weekly on a new program on WEVD, New York, entitled *Weekly Editorial Debate*, by Herman W. Liebert of the executive editorial staff of Paul Block Newspapers, and Samueal Grafton, chief editorial writer of the *New York Post*, with Maurice G. Dreicer acting as moderator.

* * *

Business in Cleveland

STEARN ADV. Co., in the interest of street car advertising, is producing a weekly half-hour on WGAR, Cleveland, titled *The City Speaks*. A narrator tells of new concerns locating in Cleveland, describes business conditions, new developments in industries and recounts personal items about Cleveland business executives.

* * *

Plugs and Parodies

USING an idea stemming from a newsboys' singing of parodies to old-time songs, *Yellow Cab Melody Time* on WKY, Oklahoma City, now delivers its sales punch in the form of parodies sung on each program by the full orchestra.

Words and Nuggets

BILL BALDWIN, master of ceremonies for the *Yawn Patrol* of KSFO, San Francisco, can attest that his words brought forth gold. During a recent program he remarked to the air audience that he was from the mid-West and had never seen raw gold. A listener in Sonora, Cal., in the heart of the gold country, immediately mailed Baldwin a tiny gold nugget with the comment: "When I heard your show I went across the way and panned until I struck a color for you . . . ."

Yesterday's Fairs

TITLED *World's Fairs of Yesterday*, a series has started on WBBM, Chicago, under auspices of the Chicago Historical Society. Interviews with Chicagoans who attended fairs of the past and dramatizations of former historical expositions are featured. Costumes seen at fairs of yesterday are worn during the dramatizations.

* * *

For Minnesota Women

TO KEEP busy housewives informed on new books, plays and women's activities, KSTP, St. Paul, has started feeding *In Tune With the Times*, featuring Bee Baxter of KSTP's *Household Forum*, to the new Minnesota Radio Network. The feature is piped three mornings weekly to KROC, Rochester; KFAM, St. Cloud, and KYSM, Mankato.

* * *

Kilocycle Club

FAVORITE with high school students is *920* (kc.) *Club* on WORL, Boston, which was started on that station in January when Manager George Lasker brought it up from WPEN in Philadelphia, where he first introduced it. Now heard three times daily, the program provides recorded music of more than 40 dance bands, and draws an average of 7,000 fan letters weekly.

* * *

On Human Behavior

PERVERSITIES of human nature are diagnosed and prescribed for in the new *Human Nature in Action* series on NBC-Red, Wednesdays, 7:45 p.m. (EDST). Dr. Harold D. Lasswell, well-known authority on propaganda and a pioneer in joining the findings of medical psychology and political science in explanation of the quirks of human behavior, conducts the series which started May 17.

* * *

Farm Worries

PRESENTED as a public service feature each week, *Peril of Peasantry* on WIRE, Indianapolis, offers elementary discussions of the important facts and underlying principles of the farm problems now confronting the American people". Scripts are written by John Napier Dyer, agricultural economist of Vincennes, Ind.

* * *

Barrister of the Air

ILLINOIS laws form the subject matter of a new series on WLS, Chicago, featuring Judge Cornelius J. Harrington, of the circuit court. The first talk on May 22 was titled "Ladies and Gentlemen of the Jury", and discussed a new law permitting women to sit on Illinois juries.

Puns for Fun

FREE pun service to advertisers is being offered by WIS, Columbia, S. C. Contributions are given all advertisers with no increase in the monthly billing and at intervals depending on staff inspirations. The first offering is a new theme song for the NBC *Fitch Bandwagon*, advanced by Announcer Frank Burger—"Three Little Fitches"!

* * *

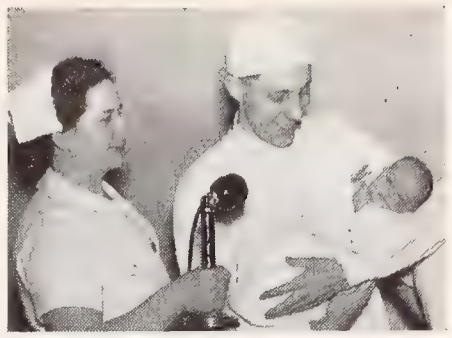
Gleaning the Weeklies

WEEKLY editorial commentary, using editorials from the columns of North Dakota weekly newspapers, is creating wide interest among listeners of KFYR, Bismarck, N. D. Prepared and edited by Mervin Clough, KFYR news director, a former weekly editor, the program also is building goodwill with the newspapers of the State.

* * *

Sacred Openings

TO OPEN its broadcast day, at 7 each morning, WTAG, Worcester, Mass., has started *Bible Narratives*, with a different Worcester minister each week telling the story of a Bible character of whom he has made a particular study.



THE 2,000th infant to be reported on Bob Wilson's *Stork Express*, daily feature of WOWO, Ft. Wayne, in which he announces births in the Midwest area, did his own honors before the mike May 10. A few days after his arrival, WOWO's tiniest fan posed at the hospital with Wilson and a nurse before the Dick Galbreath camera.

* * *

Street Pilots

DRAMATIZED incidents in which cab drivers perform deeds of heroism or honesty are furnished on *Crank Handle Knights*, new thrice-weekly series sponsored on WRC, Washington, by Diamond Cab Co.

FRIENDS REUNITED
As 'Caroline Store' Goes to General Mills Hour

AFTER a 26-week test on WHO, Des Moines, *Caroline's Golden Store*, written by Caroline Ellis, who also plays the lead, on June 5 becomes part of the *General Mills Hour* for Gold Medal Flour on NBC-Red under a contract signed by Mix Dancer, vice-president of Blackett - Sample - Hummert, with Arthur B. Church, president of KMBC, Kansas City, who holds rights to the show. Miss Ellis will resume work with Fran Heyser, her former program director at KMBC, now directing national shows for Arthur B. Church Productions. Mr. Dancer and Mr. Church, incidentally, were boyhood friends in the village of Lamoni, Ia. Miss Ellis formerly did *Joanne Taylor's Fashion Flashes* on KMBC, and in 1937 was signed by Montgomery Ward for the *Travels of Mary Ward* series. Mr. and Mrs. Church plan a party June 5 for General Mills and B-S-H executives and the program cast in Chicago.

Must

to reach the rich Kentuckiana listening area you must use . .

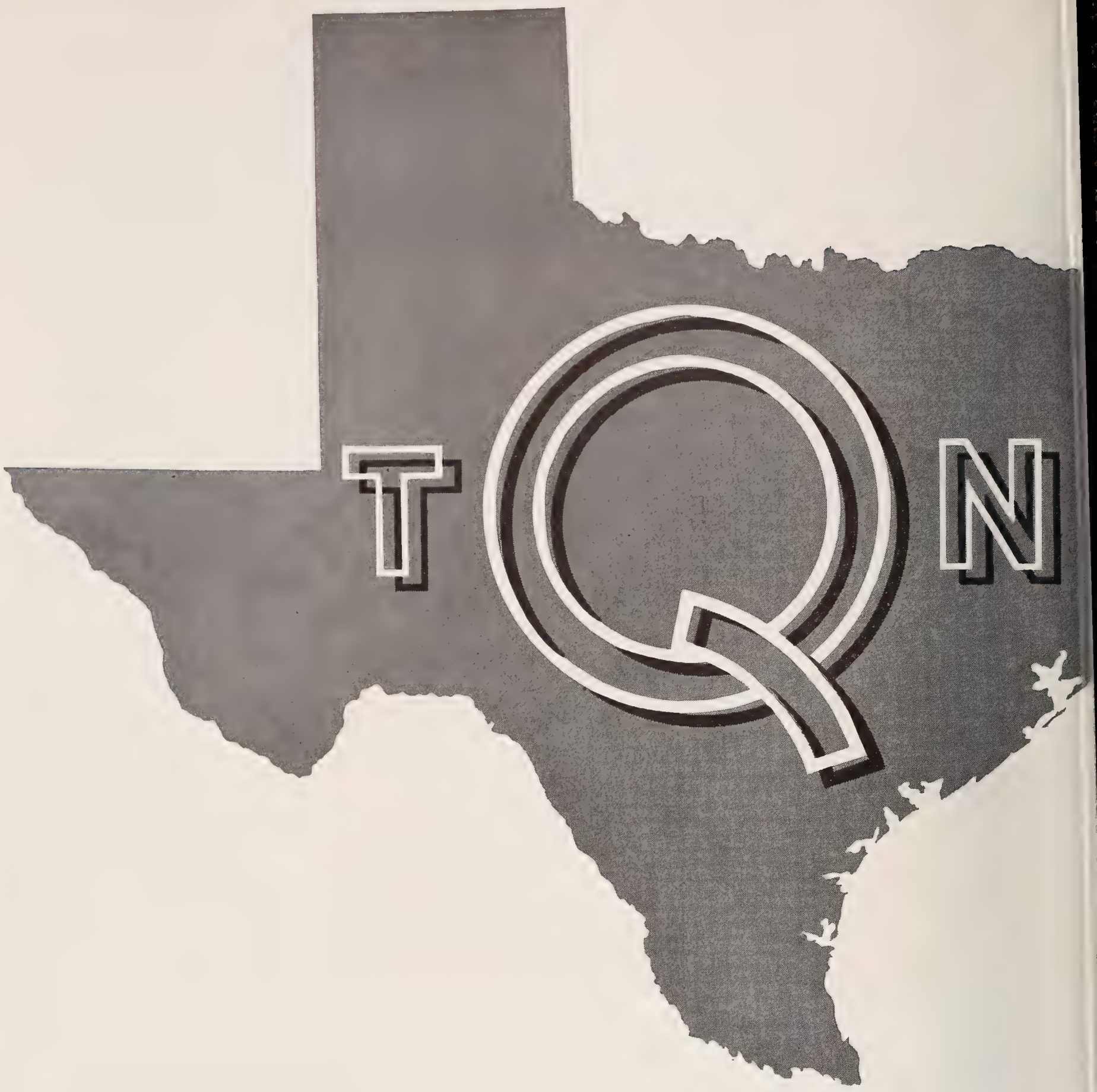
WHAS

Owned and operated by The Courier-Journal and The Louisville Times

C.B.S. BASIC STATION

50,000 Watts . . . 820 Kilocycles

REPRESENTED NATIONALLY By EDWARD PETRY & CO.



THE TEXAS QUALITY NETWORK

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Ne

EDWARD PETRY & COMPANY, I

IT'S THE Q THAT COUNTS!

The Texas *Quality* Network broadcast its first commercial program in September, 1934. Since then 60 national and regional advertisers have used TQN successfully — and 5 of the current advertisers have had more than 4 years of profitable TQN broadcasting experience!

A reliable signal plus superlative programming makes the Texas *Quality* Network first choice in the 4 key Texas cities—Dallas, Fort Worth, Houston and San Antonio.

The Texas *Quality* Network is first choice, too, with that 60% of the population who live away from the urban centers. These Texas families consistently rely upon the 105,000 watts of the TQN stations for dependable radio reception (as do other families in Southern Oklahoma, Louisiana and Arkansas).

The Texas *Quality* Network is the only radio way to reach all of this large and responsive audience at one low cost. Let that *Q* in TQN be your cue to greater sales in the big, rich, booming Texas market.

• • WFAA-WBAP DALLAS FT. WORTH **KPRC** HOUSTON **WOAI** SAN ANTONIO

andard Market Data Brochure

.– NATIONAL REPRESENTATIVES

Merchandising & Promotion

Texas Dirt—Television—Free Groceries—Drama in Refrigerators—Baseball Stickers

REAL "pay dirt" is passed out to prospective clients by KTSM, El Paso, Tex., in a small glass tube containing minuscular samples of minerals produced in the region by the El Paso Smelting Works, "largest copper and lead customs smelter in the world." The bottle's contents, each separated by a cork partition, include samples of copper sulphide ore, pyrite of iron, copper bullion, and galena or lead sulphide. The merchandising message is carried on a separate sheet of paper used to wrap the bottle.

* * *

KTSA Collection

KTSA, San Antonio, has issued a colorful folder containing copies of direct mailing pieces, newspaper advertisements and courtesy announcements used recently to acquaint its listeners with time changes. Emphasizing its merchandising activities, KTSA's folder states in part, "There is more to a successful radio program than just putting it on and letting it run. When you sign a KTSA contract that's where our work begins."

* * *

How Women Think

HOW NBC reflects the trends of modern thought from a woman's point of view with its special educational and cultural programs under the guidance of the NBC Women's Activities Division is the subject of *Calling All Women*, a blue and orange promotion folder, showing pictures of well-known women associated with NBC broadcasts and descriptions of NBC to various women's programs.

* * *

RCA Video Models

RCA-VICTOR has published a 24-page illustrated catalogue in color, portraying RCA-Victor television receiver models and explaining briefly in picture and text the technical development and operation of visual broadcasting.

* * *

KSAN's Trailers

NEWSREEL trailers advertising the recent affiliation with the California Radio System have been placed by KSAN, San Francisco, in 14 theaters of the Golden Gate Theaters Chain. Slides call attention to outstanding features.

KMOX Champions

MOTION PICTURE, "The KMOX Parade of Champions", has been completed under the supervision of Merle S. Jones, general manager, and direction of J. Soulard Johnson, sales promotion director of the CBS-owned St. Louis outlet. The film, to be exhibited before civic clubs, women's groups and dealer organizations in a 150-mile radius of St. Louis, features Marvin E. Mueller, assistant chief announcer, France Laux, baseball announcer, and Harry W. Flannery, news editor, along with other KMOX employes performing anonymously as extras. Adding to the entertainment value of the picture, several newsreel shots have been spotted between scenes in the KMOX studios.

Grocery Basket

STRICTLY a service feature, with no sponsors, the WEW Truckload of Groceries contest concluded recently after a six-week windup campaign. Each Saturday morning during the contest WEW, St. Louis presented the half-hour *Grocery Basket of the Air*, during which five big baskets containing about 60 grocery items were awarded to listeners submitting the best letters telling "Why I trade with my independent neighborhood grocer". WEW reports reaction of listeners, grocers, distributors and food manufacturers was "highly gratifying" and goodwill created "tremendous".

* * *

Dumas Classic Promoted

EARNSHAW-YOUNG, Los Angeles producers of the transcribed serial, *Count of Monte Cristo*, has mailed a 962-page edition of the Dumas book to leading agency and station managers with the name of each recipient inscribed on the book. Accompanying each volume is a letter signed by Harry A. Earnshaw, president, stating that he enjoyed re-reading the book and thought that the recipient would too. Though no sales talk is included in the letter, nor follow-up attempted, more than a dozen sales in the first two weeks of May were directly traceable to the book campaign, says Earnshaw.

* * *

Round About Frederick

MATCHBOOK, with a blue and white cover bearing the station's call letters and a miniature map of the Maryland, Virginia, West Virginia and Pennsylvania territory claimed in its coverage area, is the latest promotion piece being distributed by WFMD, Frederick, Md., to push its "matchless performance" slogan. WFMD also is running a two-week campaign of 20-word spots opening with "Say, Mr. Businessman" and going into the low cost of advertising on the station, and has begun distribution of 5,000 letter-size cards calling attention to the *Calling Call Cars* programs.

* * *

WIS Ad Is Cited

SECOND PLACE in the all-city newspaper advertising contest conducted by the *Columbia Record* was won recently by WIS, Columbia, S. C., for its full-page ad, prepared by Floyd Rodgers, WIS program director, as part of Open House Week, picturing WIS' activities in every phase of broadcasting during the last year.

* * *

Centennial Stunt

CELEBRATING baseball's 100th anniversary, General Mills, sponsor of *Bill Brown's Baseball Time* series on WHO, Des Moines, is giving baseball bat pencils to WHO listeners, from May 25 to June 10. Pencils, given for 10 cents and a Wheaties box top, are fully automatic and are exact replicas of regulation bats, even to the Louisville Slugger trademark.

Summer Comfort

DESIGNED to take the temperature out of the hot weather sales drop, WENR, Chicago, is currently sending out its fourth in a series of weekly mail folders. Produced by Emmons Carlson, sales promotion manager of NBC-Chicago, the colorful mail pieces carry the following punch lines: "Set Your Sails for Summer Sales with WENR", "Tack into Summer Sales Resistance with WENR", "Beat the Heat that Slashes Summer Sales", "Banish Siestas in Your Summer Sales with WENR".

* * *

Drama for Chillers

AS A merchandising stunt to help the Electrical Assn. of Philadelphia launch its spring drive on refrigerators, 25 members of the Little Theater Group of WFIL entertained a sales meeting of about 1,700 retailers in the Bellevue-Stratford Hotel with an hour-long series of comedy blackouts depicting the right and wrong way to sell refrigerators. Margaret Schaefer, WFIL program director, staged the skits, under supervision of Murray Grabhorn, national sales manager.

* * *

Syracuse Anniversary

DEY BROS. Department Store, Syracuse, enlivened its 62d anniversary sale window displays with exhibition of the WFBL news staff handling six-daily *Socony News Flashes* direct from a window booth in the store. News room, control room, and broadcasting table, along with teletypewriter and other equipment drew big crowds.

* * *

Music and Photo Awards

FREE autographed copies of requested musical numbers are given listeners if their selections are played by WFAA, Dallas, on *Mrs. Tucker's Smile* program, sponsored by Interstate Cotton Oil Co., Sherman, Tex. Accompanying the numbers are talent photos.

* * *

WBBM's Games

WBBM, Chicago, is distributing 750,000 windshield stickers showing the 1939 schedules of the Cubs and Sox with a caricature of Pat Flanagan, WBBM sportscaster.

* * *

Hobbyhorse Trinket

DAVE ELMAN'S Wednesday night *Hobby Lobby* on NBC-Blue is sending out a gold-plated charm in the form of a hobbyhorse as a souvenir.



A SPECIAL merchandising car has been put into service by the promotion department of WSYR, Syracuse. First ballyhoo as built around the shift of the Bob Benchley program to NBC.



WSPD's PRIZE trophy for high school bands was won last month by Napoleon (O.) High School, and pretty Mary Pohlman, drum majoress, is shown holding it in her left arm. The Toledo station awards the trophy annually to competing high school bands in towns outside Toledo but within WSPD's service area. It will become the permanent possession of the school winning it three times.

* * *

Barn Dance Prizes

TRACTOR, harvester, auto and 118 other prizes totaling $4,000 are offered on the *Murphy Barnyard Jamboree*, a part of the *WLS National Barn Dance*. The contest is sponsored by Murphy Products Co., Burlington, Wis., and is based on the essay theme with entrants required to complete a sentence about Murphy feeds.

BROCHURES

JOHN H. PERRY Associates: Brochure on the combined Mobile and Pensacola markets for WALA, Mobile, and WCOA, Pensacola.

WMCA, New York: Four-page folder, "They Pay Off On Winners", promoting the station's racing meet coverage.

WRC, Washington: Die-cut folder, "Make Sure of Your Listeners", listing comparative popularity ratings of network shows and stars for all networks, taken from reports published in the BROADCASTING, 1939 Yearbook Number.

WMAL, Washington: Orange and blue broadside folder promoting the *According to Coyle* sports commentary originated by WMAL.

COLONIAL NETWORK: Baseball promoting brochure, "They Stand Up and Yell".

KYA, San Francisco: Personally-addressed folder analyzing appreciation mail and titled "The Audience Writes".

OLMSTED-HEWITT Adv. Agency, Minneapolis: Four-page brochure citing success of the second annual Doughnut Dunking Jamboree sponsored jointly on WCCO, Minneapolis, by Northrup, King & Co. and Western Grocer Co.

KNX, Los Angeles: Color brochure, "This Ex-Farmer Was Haunted!", outlining the station's successful produce market campaign.

KFDM, Beaumont, Texas: File-folder brochure containing coverage and market data for the station, now under new ownership and management.

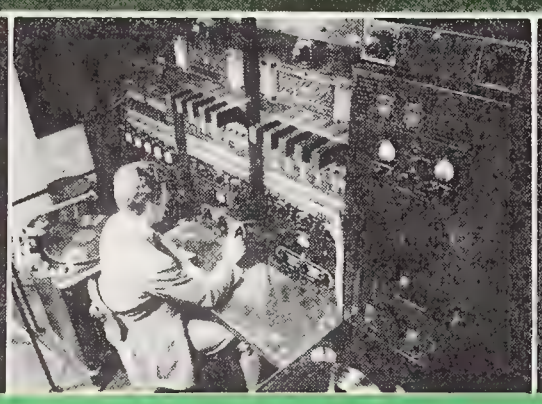
WTAM, Cleveland: Pictorial brochure promoting WTAM's morning woman's program, *Health & Home*.

CKLW, Detroit-Windsor: Printed 4-page letter outlining client-listener analysis and a few program successes.

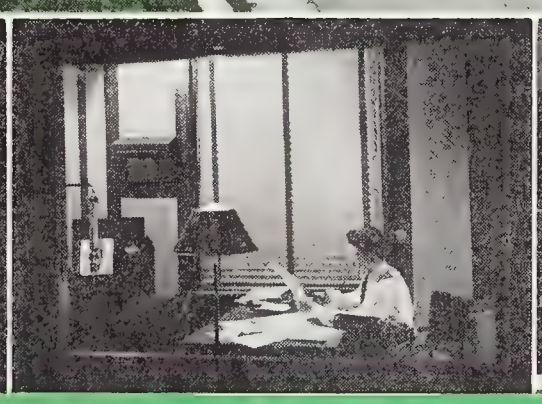
Our Hat's Off to Pikes Peak



● Elaborate and completely equipped studios occupy the terrace level of the Antlers Hotel.



● Superior broadcast facilities reflect the type of service KVOR renders Colorado Springs and Southern Colorado.



● Newscasting is an important and popular phase of KVOR's service to its listening audience of 219,000.



● KVOR programming is specifically patterned to the needs and wishes of Southern Colorado.

. . . . . but KVOR is the Number 2 attraction in the Pikes Peak region

● We're glad to concede that, to outsiders, Pikes Peak ranks as a greater Southern Colorado attraction than does KVOR.

Dwellers in the shadow of the Rampart Range, however, take Pikes Peak and the other scenic glories surrounding them pretty much for granted . . . they think KVOR is much more exciting!

They're proud of KVOR . . . as a brilliant addition to community showplaces and as a vivid reflection of the personality of the unusual Southern Colorado market.

Just as this market has a buying power far in excess of what might normally be expected from its 219,000 population, so does KVOR present a picture of equipment, talent and standards seldom encountered in cities of similar size.

Colorado Springs, statisticians will tell you, is the wealthiest city per capita in America. KVOR, advertisers will tell you, carries tremendous influence in the spending of that wealth . . . influence won by popular acclaim from the entire Southern Colorado listening audience.

KVOR *Colorado Springs*

COLUMBIA NETWORK ● 1000 WATTS ● FULL TIME

THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ● THE FARMER-STOCKMAN ● MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ● KLZ, DENVER (*Affiliated Management*) ● REPRESENTED BY THE KATZ AGENCY, INC.

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Boomerang

IN ATTEMPTING to encourage the development of international broadcast stations by lifting the commercial ban, the FCC has blandly provoked another censorship mess. By limiting the degree of commercialism and by attempting to define *cultural* programs, the Commission obviously oversteps the anti-censorship provisions of the law. It should not have forgotten so soon the *Mae West, Beyond the Horizon* and other incidents.

The actual effect upon the 14 international stations is not important. But the law itself does not distinguish between international or domestic broadcast stations. And if the FCC can restrict commercial sponsorship to name-mention and "good-will" or "cultural" programs destined for international reception, it might readily impose the same restrictions on the domestic wavelengths. The precedent is a dangerous one.

Since the beginning of radio regulation, international stations have been experimental and consequently noncommercial. With the adoption of the new rule, the stations may become commercial. We think the Commission should have stopped with the lifting of the ban and not have attempted to censor programs in advance, which it cannot legally do. We are in hearty accord with the thought that motivated the move, and we agree the corner drugstore should not put its plug on an international station. It stands to reason it wouldn't, anyhow, because it could not promote business that way.

Who, under the new regulations, will determine whether a program reflects the *culture* of this country or *promotes international good-will, understanding and cooperation*? Presumably, the FCC will assume that function, even though the law specifically says it cannot. We know of speeches by the President and some Senators that have not promoted "international good-will". But if one such were broadcast, under the new rules, the station might be liable to fine and imprisonment, let alone revocation of license.

The FCC might far better have limited the regulation to provide only for commercialization. Then it could easily have called a conference of the 14 licensees and, across the table, agreed mutually that in the best interests of the country, certain self-imposed rules be observed. Failure to observe such rules would still leave the FCC the authority to cite any licensee for failure to serve "public interest", either on renewal or under revocation proceedings.

As things stand, there must be a test of the rule. If the FCC, on its own motion, does not call hearings or amend the rule, one of the licensees should force a test in the interests of broadcasting as a whole. Otherwise, there may be a voluntary turning in of licenses, rather than operation under such dangerous conditions.

The Payoff

A PROVISION of the law applicable to commercial radio, which has slumbered for a dozen years, may bring a revised technique in the handling of commercial credits—especially in station-break and spot announcements.

No revolution is in order—far from it. Yet the situation is important, because it focuses attention on the manner in which commercials may be presented. Section 317 of the Communications Act, originally written in 1927, requires that all programs directly or indirectly paid for must be announced "as paid for or furnished". It was written into the law to prevent fraud or disguise.

In those days, broadcasting was just getting under way as an advertising medium. It was a wise provision, and still is today, for it certainly is a deterrent against the broadcasting of propaganda without identifying the paid propagandist. But at that time the station-break, spot announcement and the participating program were unheard of.

We do not criticize the FCC for its discovery of the provision and for its announcement that it will insist upon full compliance. It is required to enforce the law as written. To its credit, be it said that it is showing a disposition to cooperate with the industry in this instance by adopting a liberal attitude. It does not demand strict compliance but rather substantial adherence, and rules that when the name of a sponsor is so given as to indicate that the program is paid for it will meet the requirements of the law.

While the law itself mentions the phrases "paid for" or "furnished by", the fact that there has been no outcry against failure to use specific words either by Congress, the public of the FCC is sufficient basis to justify the conclusion there need not be literal adherence. In 99% of the programs now on the air, it is felt there will be no need to change present practices.

But the problem is serious in connection with spot announcements, and a change in style may be necessary even under the Commission's most liberal interpretation. For example, the announcement "Nine o'clock Bulova Time" might become a variation of something like "Bulova Watch Co. now brings you the correct time".

In the program classifications, as distinguished from spots or participations, there will be no difficulty, though it perhaps may make a commercial here and there more cumbersome. It can't be simply the "Sello program", we understand, but it must be "sponsored by the Sello Mfg. Co." or some similar full commercial credit line.

In the case of participations, like musical clocks and roundups, perhaps an announcement at the beginning, stating that the particular firms or persons are sponsoring the program, will suffice. After all, it is obvious that the authors of the Radio Act back in 1927 had only in mind the postal statute which requires newspapers to label advertisements in news format as "adv." to prevent any delusion that they are news items.

Because the FCC appears to have little discretion on the identity requirement as it pertains to the spot announcement or station break, it appears that a change in the law will be necessary if the usual method, admittedly not fraudulent, is to be retained. The public might be awfully fed up if it is forced to listen to some such phrase as "This announcement is furnished by the Hotspot Philandering Co" in a 30-word station-break. Many will recall the quick death of "By special permission of the copyright owner" because of public reaction and ridicule.

Sane (Tele) Vision

THERE can be no quarrel with the report of the FCC Television Committee. Quite sanely, it injects a note of caution lest the public and the industry be hurtled into economic chaos. Just as properly, it urges cooperation between government and industry. In suggesting to the full FCC a hands-off policy with respect to approval at present of standards, the Committee advocates a minimum of interference with visual radio's development and the encouragement of private initiative. Most significantly, it recognizes the right of private enterprise to realize a return on the millions already invested and yet to be invested in laboratory research and field operation.

It is only fair to report that the public reaction to television's first foray into the open has been disappointing. The Television Committee's report is far from bullish on the immediate outlook. While curious thousands have flocked to the New York World's Fair exhibits and to the store demonstrations, they are not buying sets. Much of this apparently can be attributed to the lack of public understanding of what television actually does.

Retailers report that many prospective purchasers immediately want to know where the "film" is located. They have the impression that television is nothing more than "radio movies". They do not realize that they are actually "seeing through space" and that spot events are picked up and immediately transmitted. It looks like an educational job must be done and that the public must be made to realize that television is not "canned" stuff but actually is *spotvision*.

We Pay Our Respects To —



GAYLE VINCENT GRUBB

WHEN radio was a pup (and with plenty of bars sinister at that) the boys who ran the peanut whistle transmitters were preponderantly engineers or entertainers. Most of the technical men have stuck, but few of the so-called "performer-managers" are still in the picture.

An exception is Gayle Vincent Grubb, genial general manager of WKY, Oklahoma City, recognized as one of the nation's most progressive stations. Even today Gayle, on slightest provocation, will sing you a ditty hill-billy style; throw a fit with *Kitten on the Keys;* wield the baton in Dixieland tempo; tailor words and music to fit any occasion, and even trip the light fantastic, a la ballroom or buck and wing. And he's a self-starter on comic repartee.

A natural showman, Gayle Grubb, however, has acquired more than a cursory knowledge of sales, schedules and spots. But he has found that the combination, properly fused, builds audience and prestige, and at the same time rings the cash register. He started out in radio with the theory that the show was the thing, as long as the show would meet the payroll.

In 1924, a wisp of a lad of 27, Gayle Grubb opened KFAB in Lincoln, Neb. His functions he now describes as manager, salesman, entertainment, sports commentator, musician, part-time operator and, of course, custodian of the cuspidors. Anything went in those days, because there wasn't much in the way of government regulation, rate cards or commercial or programming precedent. Operating schedules were unheard of and networks were things fishermen used, so Gayle recalls.

Talent was confined to hometown amateurs, phonograph records that wowed aplenty, and an occasional "guest-star" troubadour. One afternoon, while Gayle was at the mike, a lady telephoned that she would be glad to render a harp solo if some one would call for the harp and the harpist. Not bothering to call a meeting of his "audition staff", Gayle immediately signed off the station, after advising his listeners of the *special event,* coming up. He hired a truck, picked up the artist and instrument, and 32 minutes from sign-off, triumphantly signed on again with the program.

Before Gayle attained fame as a harp-toter, he led the normal adolescence of a midwestern youth. Born in Creston, Ia., on Feb. 4, 1896, he really started in the show and dance business while in high school. Later as a student at the University of Nebraska, he financed his way through college with his own homespun dance-band. It was logical for him to start the Southern Rag-A-Jazz band when he matriculated.

Later called the Collegians, he set out for Europe as the second American jazz aggregation to cross the ocean. London, remembering the visit of the Original Dixieland Band some months before, hadn't forgotten the new musical style of the precursor of the jitterbug, and gave Gayle's boys a great welcome. They opened at Rectors, made Edison gramophone records, and laid 'em in the aisles at the Coliseum, then the world's largest theatre, where they set a record by being booked for three straight weeks. It was Paul Whiteman who introduced Gayle's Collegians to the Coliseum.

Vaudeville, too, in its hey-day knew Grubb as "Gloomy Gus", a mild-mannered chap who strolled out on the stage, sat cross-legged at a piano and chorded while he recited original verses. He carried this character to KFAB, and his "Book of Etiquette Blues" and "There Goes a Horse", two of the scores of original novelty songs, are still leaders in the hit parade out in Cornhuskerland.

When Gayle departed from KFAB in December, 1928, to join WKY, he left perhaps the most consistent and loyal following ever acquired by any station figure in that territory. That's why Edgar T. Bell, dynamic general manager of the Oklahoma Publishing Co., which had just purchased WKY, picked him for the station's management.

With Mr. Bell formulating the policies, and Mr. Grubb developing audience, WKY, under its new ownership and management, began its planned build-up. It was agreed that before a radio message could get results the station would have to acquire listeners. Planned entertainment, designed to fit all segments of the audience, was devised. Given a free-hand on his theories, Grubb saw WKY go in the red for a year—a deliberate loss—but it was building audience. That it has paid dividends is more than evident today, for WKY is one of the best equipped stations in the country and ranks high in prestige, by virtue of efficient operation, civic cooperation, and all-around performance.

The Grubbs (Mr. & Mrs., plus Betty, 16, and Gene, 12) strangely enough, claim their favorite station is WKY, and their favorite network, NBC. Gayle used to shoot golf in the low 80's, but now is up about five. He is a home-gardener of merit, he claims, and his friends attest that he still plays a mean piano. Every so often he knocks out a novelty song or two, and gets them published — ASCAP or no ASCAP. Barring a special event, or orders from Mr. Bell's office, he refuses to get within earshot of a microphone.

Personal NOTES

J. HOWARD WORRALL, president and general manager of KGMB, Honolulu, and KHBC, Hilo, left Hawaii May 12 for a two-month trip to the United States. He will visit New York and Washington, and will attend the graduation of his daughter, Nancy, at Pine Manor school. Earl Nielsen, manager of KHBC, also sailed from Honolulu on the *Lurline* May 19 for a vacation on the mainland. He plans to attend the Rotary International convention in Cleveland, June 19-23. Jack Williams is acting manager during his absence.

DR. FRANKLIN DUNHAM, NBC educational director, attended the May 15-18 annual meeting of the American Association for Adult Education at Niagara Falls, where he took part in the discussion.

VINCENT F. CALLAHAN, general manager of WWL, New Orleans, on May 18 celebrated his second anniversary with that station. He was formerly commercial manager of WRC-WMAL, Washington. A testimonial dinner was tendered him by the WWL staff.

O. C. BENJAMIN, who has been in radio since 1927 with KFH, Wichita, and KWBG, Hutchinson, Kan., has been named manager and program director of KBIX, Muskogee, Okla.

J. VANCE BABB, formerly manager of NBC's New York press division, has been appointed director of publicity of the United Brewers Industrial Foundation, New York.

JACK LIGHT, assistant manager of WTAR, Norfolk, is expected to be confined to the hospital for several weeks following a recent operation.

CLARENCE C. DILL, who as U. S. Senator from Washington was co-author of the Communications Act of 1934 and the Radio Act of 1927, on May 13 in Seattle married Miss Mabel Aileen Dickson, former instructor at Michigan State College and Ohio State University, whom he met several years ago in Washington where she was an assistant in the Federal home economics experimental station. The couple will make their home in Washington, D. C., where Mr. Dill is a practicing attorney.

BENTON FERGUSON, vice-president of Texas State Network, carried his right arm in a cast during latter May as a result of a motorboat accident.

H. L. M. CAPRON, former manager of the radio department of R. H. Macy & Co. and Bamberger's Department Store, has been appointed merchandising editor of *Radio & Television Today,* published by Caldwell-Clements, New York.

E. M. STOER, New York executive of Hearst Radio, was on the West Coast in May to confer with Jack Gross and Reiland Quinn, managers of KEHE, Los Angeles, and KYA, San Francisco.

C. J. THORNQUEST, sales manager of WSAI, Cincinnati, since last September, has resigned. Dewey H. Long, general manager, is handling his duties for the time being.

MAJ. JOHN H. MARSCHING, head of the German section of NBC's international division, sailed on the *Ile de France* May 13 for a month's vacation in Europe. Most of the time will be spent in Germany, where he will attend a class reunion at the Oberreal Schule in Freiburg.

P. J. STANTON, vice-president and general manager of WDAS, Philadelphia, accompanied by Mrs. Stanton, left May 21 on a seven-week European trip during which he will study foreign broadcasting.

HUBERT FINLEY, formerly of KTSM, El Paso, has joined KFVD, Los Angeles, as account executive.

HARRY JACOBS, formerly of KDYL, Salt Lake City, and for the last five years in business in Hollywood, has rejoined the KDYL sales department.

JOHN SAMPLE, of the local sales staff of NBC-Chicago, will marry Miss Kathleen Calkins in June.

PHIL GRIFFITH, formerly of the Dallas office of KGKO, Wichita Falls, has joined the sales staff of KGNC, Amarillo.

W. KAVANAUGH PRUITT has been transferred from the announcing to the commercial staff of WICA, Ashtabula, O.

ARTHUR L. FORREST, formerly assistant to the sales promotion manager of MBS, has joined the promotion staff of Radio Sales, CBS organization representing the network's M & O stations. After a training period in the CBS headquarters in New York, Forrest will become sales promotion manager of WBT, CBS owned and operated station in Charlotte, N. C. Wallace A. Walker, formerly with CBS and C. E. Hooper, has joined the MBS sales promotion department in a market research capacity.

C. GLOVER DeLANEY, commercial manager of WTHT, Hartford, is the father of a girl born recently.

TRAVIS BARNES, salesman of WTAR, Norfolk, Va., has returned to his desk following an appendectomy.

SOL TAISHOFF, editor of BROADCASTING, drew a winning ticket that will pay him $1,872 on the Irish Sweepstakes of May 24. His horse was Bandinelli, which was entered but did not run.

WILLIAM B. DOLPH, manager of WOL, Washington, underwent an emergency appendicitis operation May 12 but is now fully recovered and back at his desk.

JUDGE E. O. SYKES, former member of the FCC, was admitted to practice before his former colleagues May 16. Edward K. Wheeler, son of the Montana Senator, was likewise admitted, being in the office of Louis G. Caldwell, Washington attorney. Albert E. Stephan, former FCC attorney, now practicing in Portland, Ore., was admitted May 23.

CLYDE SCOTT, commercial manager of KFI-KECA, Los Angeles, has recovered from injuries received when he fell from a horse.

MICHAEL WILSON, recently with KTMS, Santa Barbara, and KGDM, Stockton, has joined the San Francisco sales staff of KROW, Oakland, Cal.

LLOYD E. YODER, general manager of the San Francisco NBC stations, KPO and KGO, who holds a commission in the U. S. Naval Reserve, has concluded a fortnight of active service, attending the joint Army and Navy Selective Service Conference at the San Francisco Presidio.

RAY VAN BENSCHOTEN, salesman of WSYR, Syracuse, has been elected president of the Optimist Club of Syracuse.

CHARLES PHILIP, salesman of KXOK, St. Louis, is the father of a girl born in May.

GEORGE M. BENSON, NBC New York account executive, was in Hollywood during late May in connection with the *Melody & Madness* program sponsored by P. Lorillard Co.

JOHN F. MERRIFIELD, farm editor of WLW, Cincinnati, recently was named secretary of the newly-formed Ohio Chemurgic Commission. Gov. John W. Bricker announced the appointment as he broadcast on WLW May 19 from the National Farm Chemurgic Council meeting at Columbus.

C. G. SCRIMGEOUR, controller of the New Zealand government commercial stations, and William Queale, board chairman of 5DN, Adelaide, Aust., outlet of Macquarie network, sailed from Los Angeles on board the *Monterey*, May 24 for the Antipodes.

OSWALD ANDERSON, co-director of Broadcast Enterprises Ltd., London agency, has been appointed manager of 2UE, Sydney, Australia. He recently made a tour of the United States.

E. A. (Bob) ALBURTY, manager of WHBQ, Memphis, is broadcasting daily play-by-play accounts of the Memphis Chicks' home and away games for the local Coca Cola Bottling Co.

WLAP Staff Changes

CHANGES in the executive personnel of WLAP, Lexington, Ky., were announced May 23 by Gilmore N. Nunn, president. Ted Grizzard, program director for the last four years, has been made station director. Mr. Grizzard started in radio in 1932 at WLAC, Nashville, as announcer, and later was with KTAT, Fort Worth, and KLRA, Little Rock. Ed Willis, in the commercial department for the last five years, has been made commercial manager. Prior to his connection with WLAP, Mr. Willis was advertising and sales promotion manager for the A.-C. Dayton Co. He entered commercial broadcasting in 1932 with KFRU, Columbia, Mo. Gilmore Nunn remains as president and general manager, continuing to make his home in Lexington, although much of his time will be spent in direction of other radio properties in which he and his father, J. Lindsay Nunn, are interested. At the present time these include the new KFDA, Amarillo, now under construction, and WCMI, Ashland, Ky. The latter was purchased recently and the transfer awaits FCC approval.

Adams to Texas Net

JOHN T. ADAMS, radio director of Erwin, Wasey & Co., New York, has resigned from the agency, effective June 15, to become executive vice-president of the Texas State Network, with headquarters in Fort Worth. Mr. Adams was formerly with CBS in an executive capacity and with the Federal Broadcasting System before joining Erwin, Wasey several years ago.



Mr. Adams

Salute to a Pioneer

JOHN A. HOLMAN, general manager of WBZ-WBZA, Boston-Springfield, was feted by the station staffs May 19 at a dinner and gridiron show celebrating his fifth anniversary as NBC's general manager in Boston. Messages of congratulations were received from Westinghouse, RCA and NBC executives and from Gov. Saltonstall, Mayor Tobin of Boston and Mayor Putnam of Springfield. A salute from some of the notables with whom Holman was formerly associated in his early days at WEAF was presented on a transcription featuring Graham McNamee and Phillips Carlin. A three-act musical satire titled "Holmania" was presented, written and produced by the WBZ staff, including John McNamara, Bob White, Bob Evans, George A. Harder, Avner Rakov and Bob Duffield.

Lucien D. Shouse

LUCIEN D. SHOUSE, 62, father of James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting and general manager of WLW, Cincinnati, was buried May 20, at Eminence, Ky. Death followed an illness of more than a year. Dr. Shouse, a well-known dentist, died at his home in Tampa, Fla., where he had gone for his health several years ago. Funeral services, attended by members of the family and executives of WLW and WSAI, were held in the cemetery chapel at Eminence. In addition to James D. Shouse, Dr. Shouse is survived by his wife and a daughter, Mrs. Garnett Ivey.

George D. Reid

GEORGE D. REID, staff actor of *Five Star Final* on WMCA, New York, on May 19 was found dead in his New York apartment as the result of a heart attack. Mr. Reid, formerly announcer of WOL, Washington, was known as the "one-man minstrel" when he first joined WMCA. Aged 41 at his death, Mr. Reid is survived by his widow, Mrs. Lona Reid of Alexandria, Va.

LEO J. FITZPATRICK, executive vice-president of WJR, Detroit, has been named chief-of-staff to William S. Knudsen, president of General Motors, in a campaign to raise $1,250,000 for the Salvation Army and the Detroit House of the Good Shepherd. Detroit stations will join in conducting a "Mile of Dimes" campaign, placing a table with slots along the top in front of a department store on which dimes will be inserted. This idea originated and was carried out successfully in Washington last fall for the President's Birthday Ball paralysis campaign.

BEHIND the MIKE

STUART L. HANNON, formerly with MBS, has joined KFPY, Spokane, as program manager, with Wallace Brazeal, former program director, now handling national accounts. KFPY has also added to its staff Bob Hurd, formerly with WDGY, Minneapolis; Ed Butherus, formerly with KUJ, Walla Walla, and Lowell Hawley, formerly with KVOS, Bellingham.

DOROTHY ANN SIMPSON, former publicity director, on June 1 takes over *The Women's Page*, popular participating program on KVI, Tacoma, writing and conducting the feminine feature. She succeeds Kay Kelly, who has resigned.

BILL McCORD, former announcer of KFPY, Spokane, has joined the announcing staff of KGW, Portland.

EARLE McGILL, CBS casting director, instructor in radio at New York U. and author of a forthcoming book on radio direction, is serving as the director of the new CBS Sunday afternoon series, *Democracy in Action*, being produced jointly by CBS and the U. S. Office of Education as the successor of *Americans All—Immigrants All*, which this year won the major annual award of the Women's National Radio Committee.

EDMUND LINEHAN, program director of KSO, Des Moines, married Doris Zastow May 19.

AL GODWIN, sportscaster, recently joined the announcing staff of WWL, New Orleans.

Meet the LADIES



VERNICE BOULIANNE IRWIN

WITH her younger sister, Dorothy Doernbecker, Mrs. Vernice Boulianne Irwin inherited KVI, Tacoma, Wash., upon the death of their father, Edward M. Doernbecker, several years ago. Assuming the helm as general manager, Vernice Boulianne brought to her task the same sweetness of nature, coupled with sound business sense, that made her dad one of the most beloved and respected figures in the broadcasting industry. She was married early this year to Earl T. Irwin, formerly of the Chicago office of Free & Peters, who became commercial director of KVI last September. Mrs. Irwin, who returned early in May from Honolulu, is now in the East on a business trip.

HARRY SIMEONE, CBS Hollywood chorus director, who also conducted the weekly *Styles by Simeone*, has been granted six month's leave to join Fred Waring as assistant conductor and director of the band's choral group. Waring starts a new Chesterfield series on NBC June 19.

EULALAH NISSEN, known as Dorothy Day on KSAL, Salina, Kan., recently announced her approaching marriage to C. O. Snyder.

GENE EDWARDS, formerly of KFI, Los Angeles, has joined the announcing staff of WOPI, Bristol, Tenn.

VERNE HANSEN, announcer of WGN, Chicago, and Jane Wood recently announced their engagement.

BYRON OGLE, of the production staff of KGNC, Amarillo, and a photographic model, recently was pictured as an attendant in a full-page color automobile ad on page 42 of the May 13 issue of the *Saturday Evening Post*.

ESTON PACE, recently with KANS, Wichita, and formerly with WAPO, Chattanooga, WMSD, Sheffield, Ala., and WMFO, Decatur, Ala., has joined the announcing staff of KTSM, El Paso.

HAROLD OGDEN, sportswriter of the *Hartford Times*, has joined the affiliated WTHT for a five-weekly sports program.

MISS SYLVIA CROWLEY, secretary to Manager Cedric W. Foster, of WTHT, Hartford, on May 19 was married to Pat Kelly, Tennessee U. wrestler. Taking her place is Miss Rosemary Costello, Vassar graduate of 1937.

FRED FOSTER, formerly of WMBR, Jacksonville, Fla., has joined the announcing staff of WLW-WSAI, Cincinnati.

ALAN THOMPSON recently was promoted from announcer to program director of KROY, Sacramento, Cal.

LARRY THOMAS, formerly of WIBG, Glenside, Pa., has joined the production staff of WDAS, Philadelphia.

BLAIR EUBANKS of WTAR, Norfolk, Va., has been assigned to baseball broadcasts, replacing George Mayer, who has returned to New York.

DAVID BANKS, has been named chief announcer of KLRA, Little Rock, Ark., succeeding Earl Rodell, who resigned to become assistant manager of KFDA, Amarillo.

SHELDON W. PETERSON, formerly of the *Minneapolis Star* and *Denver Post*, has joined the news staff of KLZ, Denver.

JACK ROSS, bookkeeper of KLZ, Denver, on May 12 married Miss Marie Elizabeth Long, of Somerset, Col.

HERB HOWARD, formerly of WLS, Chicago, has joined the announcing staff of WNAX, Yankton, S. D.

PAUL WAGNER has been named to broadcast games of the Red Birds baseball team on WPAY, Portsmouth, O., under sponsors of Neighborhood Home-Owned Independent Grocers.

RICHARD T. SAMPSON, of the staff of KFXM, San Bernardino, Cal., has applied to the FCC for authority to erect a new 250-watt daytime station on 1390 kc. in Riverside, Cal.

GLADYS WAGSTAFF PINNEY, dramatic script writer of KSL, Salt Lake City, has her "Thanksgiving Prayer" included in the World's Largest Illuminated Book of Poetry which goes on exhibit at the New York World's Fair in early June.

WENDELL WILLIAMS, NBC Hollywood continuity acceptance editor, and Helen Buchta of the network's New York secretarial staff, will be married in the latter city June 24.

WILLIAM M. PARKER, continuity editor of 20th Century Radio Productions, Hollywood, has completed the first half of *Andre*, a two-part novel to be published in fall.

AN FLEMING, formerly CBS San Francisco production manager, has joined the NBC Hollywood production staff, taking over the duties of Joe Thompson, who is on leave to complete a book. Fleming will continue to write the CBS Pacific dramatic series, *I Want a Divorce*, sponsored by Sussman, Wormser & Co.

JACK WILSON, assistant program director of WNAD, University of Oklahoma station at Norman, was the Oklahoma City selection in the second *Gateway to Hollywood* talent quest held recently in the studios of KOMA, Oklahoma City.

MISS CLAIRE HARRISON, continuity supervisor of KWK, St. Louis, was the guest speaker May 9 at Jefferson College, St. Louis, which has instituted a special course in radio writing. The class is conducted by John Cole, Gardner Advertising Agency, St. Louis, who announces the *Green Hornet* program on KWK.

RICHARD K. BARD, formerly of the NBC publicity department and previously in the special features department of CBS, has been named director of special events and publicity of WNEW, New York, succeeding Larry Nixon, who resigned last February. Before entering radio in 1934, Mr. Bard served on the editorial staffs of the *San Francisco Examiner*, the *Pittsburgh Sun-Telegraph*, the *Miami Daily News* and other newspapers. Miss Julienne DuPuy, assistant publicity director, has been in charge of the department since Mr. Nixon's resignation.

ROBERT EWING, of the transcription department of NBC-Chicago, will marry Florence Moeller, secretary to Harry Kopf, sales manager of NBC-Chicago, in early June.

JOHN TILLMAN, formerly of WHAS, Louisville, and WSB, Atlanta, has joined the CBS announcing staff in New York.

W. G. FIELDS, formerly of KFJZ, Fort Worth, has been named merchandising manager of Texas State Network, according to an announcement by Benton Ferguson, TSN vice-president in charge of merchandising.

JOHN RANDOLPH, free-lance radio actor and formerly chief announcer of WHDH, Boston, has joined the announcing staff of WHN, New York.

VIC ROWE has joined the announcing staff of CFQC, Saskatoon, Sask., George A. Jordan and Murray Dyck, formerly of the CFQC engineering staff have been added to the sales staff.

FRED RAPHAEL, program director of WHN, New York, is the father of a girl born May 16.

DOUG MONTELL, for several years sportscaster for Tidewater Associated Oil Co., Associated Division, San Francisco, recently was appointed publicity director of the oil company.

Radio's "Iron Man"

WKBH, LaCrosse, Wis., lays claim to radio's "Iron Man" in Jack Martin, who up to May 17 had broadcast with never a miss every day including Sundays for 2,050 consecutive days as newscaster, sportscaster and barn dance announcer. He has not had a vacation in six years.

DON HOPKINS, announcer of KGNF, North Platte, Neb., is the father of a girl born May 8. The baby was the 500th to be born at St. Mary Hospital at North Platte.

ROY MASON, formerly of KFBB, Great Falls, Mont., has joined the announcing staff of KGNF, North Platte, Neb.

ROGER VON ROTH, formerly of WAIR, Winston-Salem, has joined the announcing staff of WPTF, Raleigh.

MRS. RUTH ROBINSON has transferred from KNOW, Austin, to the Texas State Network offices in Fort Worth where she will be secretary to Benton Ferguson, TSN, vice-president. Miss Claudine French, who has been in Mr. Ferguson's office, will devote her full time to continuity and to the *Woman's Page of the Air*.

A. H. PETERSEN, assistant manager of the CBS traffic department, recently became the father of a girl, Helen Patricia.

BILL MURPHY, who formerly handled exploitation for various Warner Bros. film exchanges, has joined KFWB, Hollywood, as publicity director. He succeeds Bill Schwartz, who is devoting full time to production.

VERA OLDAM, writer for radio and theatre on the West Coast, has joined the script-writing staff of Transamerican Broadcasting & Television Corp., New York.

GLENN TAYLOR, formerly of WMAL, Washington, and WGBI, Scranton, Pa., has joined the announcing staff of WJJD, Chicago.

LILLIAN SLATER, publicity director of WPEN, Philadelphia, on June 18 is to marry Harold B. Pressman, member of the Pearl-Pressman printing and advertising firm. She will return to her duties July 5 after a honeymoon trip to Canada and New England.

LLOYD G. Del CASTILLO, production manager of WEEI, Boston, has accepted the invitation to act as aide to his former classmate, Gov. Saltonstall, at June commencement exercises of Harvard.



"J. B. always gets a lot for his money . . . that's why he advertises over CKAC!"

CKAC, Montreal—"Canada's Busiest Station"—affiliated with CBS.





MR. SPONSOR: Why so much stress on coverage? That's only a mass of *potential* listeners. How many of them are *real* listeners depends upon how good your show is, and—which is too often overlooked—*how good your station is!*

212 stations—giving you nation-wide coverage—bought Western Electric equipment to assure you of highest quality. They could have bought other equipment for less money—but they didn't want to save at your expense.

You'll get your full money's worth—coverage *plus quality*—from the stations listed below. They are . . .

Western Electric
EQUIPPED FOR BETTER BROADCASTING

Alabama
WALA
WAPI
WHBB
WSGN

Arizona
KGLU
KTAR
KWJB

Arkansas
KTHS
KUOA

California
KDB
KDON
KFAC
KFOX
KFRC
KFSD
KFVD
KGB
KGDM
KHJ
KIEM
KLS
KLX
KQW
KRE
KRKD
KROW
KROY
KSFO
KTKC
KYOS

Colorado
KLZ
KVOR

Conn.
WDRC
WICC
WTHT

D. of Col.
WJSV
WMAL
WOL

Florida
WCOA
WDBO
WFLA
WFOY
WJAX
WKAT
WRUF
WSUN

Georgia
WATL
WMAZ
WRBL
WSB

Idaho
KFXD
KSEI

Illinois
WCBD
WHFC
WMBD
WMBI

Indiana
WHIP
WIND
WWAE

Iowa
KFJB
KFNF

Kansas
KFH
KGGF
KOAM
KOAN
KSAC
KSAL
WIBW

Kentucky
WHAS
WLAP

Louisiana
KALB
WBNO
WDSU
WJBO
WSMB

Maine
WGAN
WLBZ

Maryland
WBAL
WJEJ

Mass.
WAAB
WBRK
WEEI
WHDH
WLLH
WMAS
WNAC
WSAR

Michigan
WBCM
WEXL
WJR
WKZO
WMBC
WWJ
WXYZ

Minnesota
KATE
KVOX
KWNO
WCCO
WDGY
WMIN
WTCN

Missouri
KFRU
KFUO
KMBC
KMOX
KWK
WDAF
WHB
WIL
WMBH

Montana
KFBB

Nebraska
WOW

New Hamp.
WFEA

New Jersey
WCAM
WCAP
WHBI
WPG
WTNJ

New York
WABC
WBBR
WBIL
WFAB
WFBL
WHAM
WHDL
WHN
WIBX
WINS
WJTN
WKBW
WLTH
WNEW
WNYC
WOR
WOV

No. Car.
WAIR
WDNC
WRAL
WSTP

N. Dakota
KDLR
KRMC

Ohio
WADC
WCLE
WCPO
WHK
WHKC
WICA
WKRC
WLW
WOSU
WSAI
WSPD
WTOL

Oklahoma
KASA
KBIX
KOMA
KOME
KTUL
KVOO

Oregon
KOAC

Penn.
KQV
WBAX
WFBG
WHAT
WJAS
WKOK
WKST
WPIC
WSAN

Rhode Is.
WEAN
WJAR
WPRO

So. Car.
WAIM
WCSC
WIS

S. Dakota
KABR
WNAX

Tennessee
WLAC
WNOX
WROL

Texas
KABC
KCMC
KFDM
KGNC
KMAC
KPAB
KRIC
KRLD
KTAT
KTSA
WRR

Utah
KSL

Virginia
WBBL
WRNL
WRVA

Wash.
KABR
KELA
KFPY
KGA
KGY
KHQ
KIT
KMO
KRKO
KVI
KXRO

W. Virginia
WMMN
WSAZ

Wisconsin
KFIZ
WCLO
WKBH
WTMJ

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DAVE FREDERICK, publicity director of KXOK, St. Louis, has taken over the daily radio column of the *St. Louis Star-Times*. All St. Louis stations are given equal space in the column despite the fact that the *Star-Times* owns and operates KXOK.

JACK GREGSON, recently of KUJ, Walla Walla, and KDYL, Salt Lake City, has joined the announcing staff of KSFO, San Francisco.

OWEN CRUMP, KFWB, Hollywood, writer-producer, has been signed by Warner Bros. First-National Studios, to a writing contract.

JACK BENNETT, former chief announcer at KRE, Berkeley, Cal., is doing relief announcing at KPO and KGO, San Francisco, during the summer.

RICHARD BERTRANDIAS, formerly in the press department of NBC, San Francisco, has been transferred to production, with Dave McNutt replacing him.

JACK GREGSON, formerly with KUJ, Walla Walla, Wash., and KDYL, Salt Lake City, has been added to the announcing staff of KSFO, San Francisco.

MRS. LLOYD E. YODER, wife of the general manager of the San Francisco NBC stations KPO and KGO, and known professionally as Bette Marino, violinist, is recuperating at the Children's Hospital in San Francisco from a serious abdominal operation.

DICK de ANGELUS, for several years newscaster and announcer at KJBS, San Francisco, has left the station.

BOB FERRIS, production manager at KWLK, Longview, Wash., was appointed traffic manager when the station became a Mutual affiliate.

TED WILLIAMS, former horse race commentator in a series of movies, including "A Day at the Races" with the Marx Brothers, has joined the announcing staff of WIND, Gary, to do a daily racing news summary titled *Hoss Tales*.

WALT GILLESPIE, formerly of the *Moline* (Ill.) *Dispatch*, has joined WHBF, Rock Island, as sportscaster.

LEO BOULETTE, continuity writer of WLS, Chicago, has composed a popular song titled "Our Candlelight Dreams" featured on the *WLS Melody Parade*.

EARLE KALUSCHE, announcer of WFAA, Dallas, the last two years, will join KWK, St. Louis, June 15. Wilson Erwin, formerly of KOCA, Kilgore, Tex., will join the WFAA announcing staff June 6, along with Gene Martin, formerly of KLZ, Denver, who will join the WFAA news staff.

FRED FOSTER, formerly of WMBR, Jacksonville, Fla., has joined the announcing staff of WLW, Cincinnati.

HAROLD KIMMELL, formerly of KGKO, Fort Worth, KFBM, Beaumont, Tex., has joined the advertising staff of Universal Mills, Fort Worth, writing and announcing the Mills' daily cowboy show on KGKO.

EDWARD C. ALEXANDER, formerly a Federal accountant, has been appointed office manager of Honolulu Broadcasting Co., with headquarters at KGMB, Honolulu.

FRED PATTERSON, formerly on the stage in New York, has joined the announcing staff of KOMO-KJR, Seattle.

DORIAN ST. GEORGE, announcer of WRC-WMAL, Washington, has been narrating for a series of movie shorts for the Social Security Board, one of which is to be used at the Golden Gate Exposition.

JIMMY KENT, who has just completed his first year at the University of Saskatchewan, has joined the announcing staff of CHAB, Moose Jaw, Sask.



ALTHOUGH the softball players of KFI-KECA, Los Angeles, were beaten by a score of 7 to 6 when they recently played the NBC Hollywood team, a return match is scheduled for June 3. The KFI-KECA team includes (standing, l to r) Curtis Mason, co-chief engineer; Leonard Lake, announcer; Harrison Holliway, general manager; Douglas Evans, announcer; Lloyd Fritzinger, engineer; Bob Hiestand, sound effects; Bernie Smith, publicity director. Seated are Claude Sweeten, musical director; Jimmy Vandiveer, special events director; Herb Allen, announcer; Amos Baron, account executive; George Whitney, account executive; and last but not least, George Applegate, announcer.

J. FRANK WILLIS, of the CBC, has returned from a four-month exchange with the Australian Broadcasting Corp. While in Australia he produced a number of shows for the ABC.

BILL HINDS, announcer of KDKA, Pittsburgh, married Dolores Dollhopf on May 17.

MISS SUNSHINE HULCEY has joined KOMA, Oklahoma City, as receptionist, replacing Lois Ulery, recently shifted to the sales promotion department.

FRANK BARTON, announcer of KPO and KGO, San Francisco, is the father of a boy born in May.

BOB ANDERSON, NBC newscaster in San Francisco, on July 2 will marry Margaret Hanley, CBS sales department secretary.

DAVID STUART, new to radio, has joined WJJD, Chicago, as newscaster.

PAUL PIERCE, CBS Hollywood writer-announcer, and Richard Hall, of the music clearance department, have collaborated on a popular ballad, "Once Upon a Moment", to be published soon.

BERT METCALF, announcer of KXOK, St. Louis, and Judy Mast, staff singer, recently announced their engagement at a party held by the KXOK program staff.

DAVE MANNING, formerly of KWK, St. Louis, has joined the announcing staff of KXOK, that city.

NORMAN HARTFORD, formerly of KGFJ, Los Angeles, has joined KFWB, Hollywood, as sportscaster and is conducting the six-weekly quarter-hour *Your Sportscaster*.

MARGARET SOUTH, statistician, has joined WAPI, Birmingham, as assistant to Delmar Bradley, WAPI merchandising manager.

MAXWELL SHANE, Hollywood radio and screen writer, is in New York to arrange production of his new stage comedy, *Willis Does a Strip*, which he wrote with Ian Hunter. Shane has contributed to the CBS *Big Town* program, sponsored by Lever Bros.

ROBERT MORRISON, formerly of CKY, Winnipeg, has joined the announcing staff of CKOC, Hamilton, Ont.

HARRY BECKER, formerly of KITE, Kansas City, has joined the announcing staff of KFBI, Abilene, Kan.

Grandpa Celebrates

JIM LIGHTFIELD, probably radio's only great-grandfather, who as a hobby conducts a Sunday morning hour dedicated to shut-ins on WKRC, Cincinnati, recently celebrated his 14th anniversary with the station. Grandpa Lightfield, 65, conceived the idea for his program 14 years back and broached it to WKRC's manager, who offered him free time. People of all ages are offered an opportunity to display their talent on Jim's program. He receives nothing for his service, and he pays nothing for the broadcast time nor the services of his performers.

AGRAP, CBS Dicker

NEGOTIATIONS between American Guild of Radio Announcers & Producers and CBS for changes in the contract covering announcers and production men employed at WABC, New York, are progressing satisfactorily, according to AGRAP officials, who said that similar negotiations for the sound effects men at WABC would be started shortly.

AFRA Files Charges

VIC CONNORS, executive secretary of the American Federation of Radio Artists, San Francisco Chapter, has filed charges with the National Labor Relations Board over the discharge of three announcers from station KRE, Berkeley, assertedly for their union activities. Discharged were Ralph Kennedy, James Moore, both of whom have been reinstated, and Phil Bernheim, still out.

WILLIAM S. PALEY, CBS president, has been elected a director of Pan American Airways Corp., New York.

AFRA and WMCA Discuss Contract

Union Dickering With WIOD; Plans August Convention

AMERICAN Federation of Radio Artists has started negotiations with WMCA, New York, for a contract covering the staff announcers of that station. Announcers were formerly affiliated with American Guild of Radio Announcers and Producers, independent union, but recently withdrew to join AFRA which is an AFL union, according to an AFRA spokesman.

AFRA is also negotiating with WIOD, Miami, following a dispute between the station and the union that led the latter to file a complaint with the National Labor Relations Board. Dispute was over the discharge of Earle Barr Hanson, musical director of WIOD and president of the AFRA local in Miami, which Hanson charged was for union activities. Station agreed to reinstate Hanson, to pay him $500 in back salary and to recognize AFRA as bargaining agency for staff artists. Hanson resigned immediately following his reinstatement.

Second annual convention of AFRA will be held in Chicago beginning Aug. 24. In addition to the reports and other convention business the delegates will elect officers and 15 members of the 45-member board of directors for three-year terms. The official ticket presented by the nominating committee calls for the re-election of the present officers: Eddie Cantor, president; Lawrence Tibbet, Carleton Kadell, Virginia Payne, Mark Smith, and Margaret Speaks, vice-presidents; Alex McKee, recording secretary, and George Heller, treasurer. Nominated as board members are Clayton Collier, Ted DeCorsia, Eric Dressler, Wilfred Lytell, John McBryde, John McGovern, Al Swenson and James Van Dyke from New York; Virginia Payne, Vincent Pelletier and Sam Thompson from Chicago; Jack Benny, Jean Hersholt and Carleton Kadell from Hollywood.

Increases in national AFRA dues from $12 to a $24 annual minimum, with corresponding raises all along the line, which were recently voted by the national board, have been submitted to the various locals for approval. Emily Holt, executive secretary of the union, said that the increases are essential to the continued operation of AFRA.

Rumors that the inclusion of script writers in the contract recently negotiated by AFRA with WLW, Cincinnati, might lead to an inter-union battle with the Radio Writers Guild were pooh-poohed by Mrs. Holt, who said that AFRA was in no way trying to assume responsibilities or to take members properly belonging to the RWG, but that it was merely extending union protection to persons who otherwise would not get it, as there is no RWG chapter in Cincinnati.

EVERETT TOMLINSON and Paul West, of the CBS Hollywood continuity department, are designing their own model airplane in an effort to break the existing endurance record for rubber propelled models. The two hobbyists have built several other planes from standard blueprints, but this newest effort is the result of personal research and planning. They'll enter it in a championship meet scheduled for late this summer.

in the CONTROL ROOM

WILLICE E. GROVES has been named acting chief engineer of KSL, Salt Lake City, while Gene Pack is on an extended vacation. Jay William Wright has been placed in charge of transmission, Frank Y. Gate has been named recording engineer and L. Richard Evans is newly appointed audition engineer.

BILL MARKS has been reappointed chief engineer of CJKL, Kirkland Lake, Ont., having returned from the Pacific Coast.

ROBERT BARLOW, traffic manager of Universal Microphone Co., Inglewood, Cal., is the father of a girl born May 12.

ELMER PRITCHETT, transmitter engineer of WTAR, Norfolk, has announced his engagement to Kathryn Holderby. The wedding is set for July 26.

PAUL LEE, formerly of WIBX, Utica, has joined the engineering staff of WSYR, Syracuse.

ROBERT GURDON CORNWELL, of the engineering staff of WICA, Ashtabula, O., is to marry Margaret White on June 3.

WOODROW B. COX, formerly of KTSA, San Antonio, has transferred to the control room staff of Texas State Network in Fort Worth.

JOHN WOODS has joined the technical staff of WNAX, Yankton, S. D.

CHARLES PATTEE, transmitter engineer of WTAR, Norfolk, is the father of a girl born May 18.

ADRIAN MURPHY, director of developmental projects for CBS, sailed May 17 for a European vacation. He plans to visit England, France, Switzerland and other countries before returning to New York on June 25.

BOB BISHOP has joined the sound engineering staff of NBC in San Francisco, succeeding Don Fleming, resigned.

CLAUDE FULK, formerly of WHBU, Anderson, Ind., has joined the control staff of WFBM, Indianapolis.

HOWARD MILLS, sound technician, has joined the technical staff of KOMO-KJR, Seattle.

KGCU Labor Hearing

UPON COMPLAINT of the International Brotherhood of Electrical Workers, AFL affiliate, the National Labor Relations Board through its trial examiner, Charles E. Persons, recently held a hearing on the action brought against Mandan Radio Assn., operator of KGCU, Mandan, N. D., and John K. Kennelly, KGCU manager, by IBEW. Mr. Kennelly was charged with interfering with union activities and discharging Paul Edwards, an employe of the station, for engaging in union activities. Trial Examiner Persons has not yet made his report and recommendations to NLRB headquarters in Washington, and it is not known how soon the report will be made.

TALK on "The Patent Problem from the Viewpoint of Industry," given by Otto S. Schairer, RCA vice-president in charge of patents, at a roundtable conference of the National Industrial Conference Board last January, has been published as a pamphlet by RCA Institute Technical Press.

IRA AVERY, of the production staff of WRVA, Richmond, Va., recently watched the successful production of his one-act play, "You're on the Air", by the Richmond Theatre Guild.

STOPPED BY WRENS
WCKY Shifts Work to Care For Nesting Family

A PAIR of wrens in mid-May held up work on one section of the new 50,000-watt transmitter of WCKY, Cincinnati, because Mrs. Wren picked out some of the equipment as a safe place to build her nest. When Chief Engineer Charles H. Topmiller inspected a panel, which



had been stored for a few days in a garage at the transmitter, preparatory to its installation, he discovered the nest, with five tiny eggs in it. "Top" ordered the panel undisturbed, and went to work on other details of the installation. Next day the eggs had hatched out, and the wren family numbered seven. At press time, the panel and nest were still in the garage, with WCKY engineers awaiting the day when the young birds would be strong enough to fly. The pictures show Topmiller pointing out the nest and (inset in circle) a "close-up" of Mama Wren hiding her babies from the cameraman.

Facsimile Puzzle

FIRST cross-word puzzle transmission by facsimile is claimed by WGN, Chicago, with the puzzle broadcast May 13 and the answer transmitted May 20. The puzzle was three inches square and was selected because the pure black and white markings are especially adaptable to facsimile work.

THE VOICE OF THE SACRAMENTO VALLEY—

The Most Productive and Varied Agricultural Area in the World!

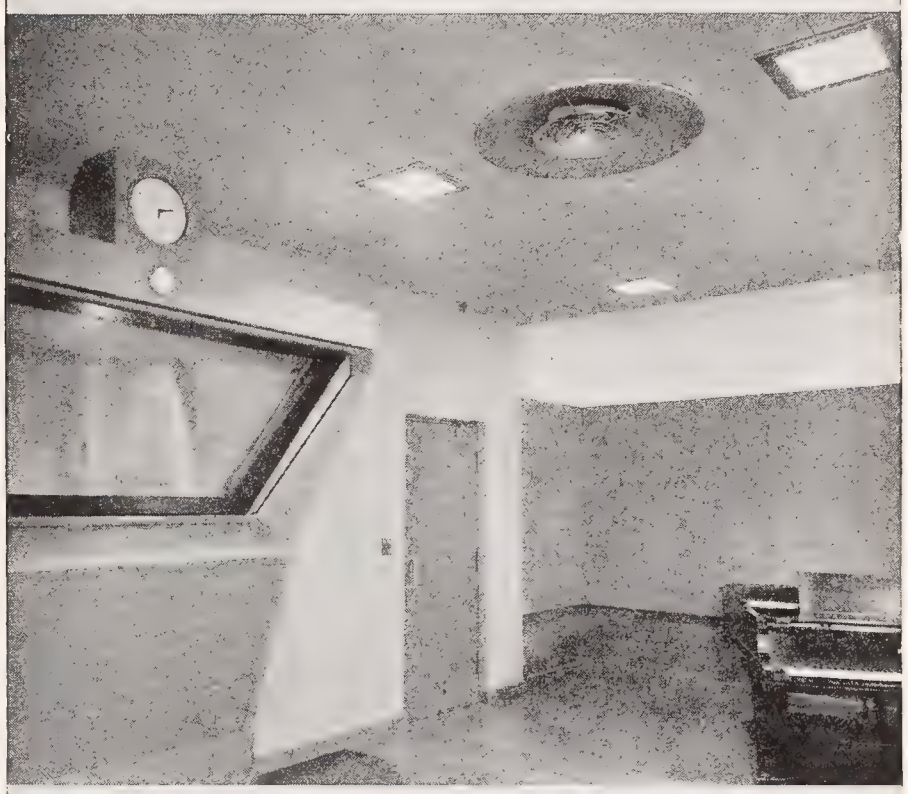
KFBK

10,000 WATTS

Sacramento, Cal.

Competent and Complete Acoustical Service

IS OFFERED YOU BY USG



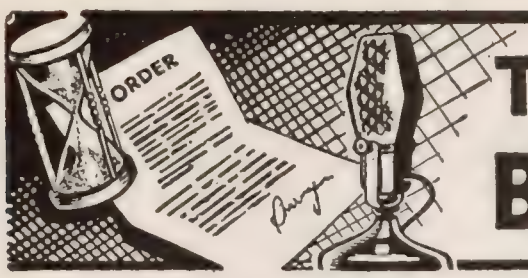
To meet today's exacting standards for high fidelity broadcasting, this studio utilizes the USG system of Sound Control

COMPLETENESS of service—plus *competence*—are two important things in seeking acoustical consultation or advice. You get both from USG. USG offers you a complete acoustical service . . . materials and methods that fit your needs today and tomorrow . . . a system containing vital, exclusive features both for absorbing noise within the studio and for preventing sound transmission between studios. And USG has the *competence* which assures your lasting satisfaction . . . for every USG material and method is the outgrowth of long research and wide practical experience.

Investigate the USG system of sound control—the system which gives you the right number of sound-absorption units at various frequencies in each studio, and which includes the highly effective, patented, full-floating wall and ceiling construction. USG consultation service is always available for your use, and it costs you nothing. Call or write us about *your* problems—USG stands ready to aid you.

UNITED STATES GYPSUM COMPANY

300 West Adams Street, Chicago, Illinois B-6-1



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFI, Los Angeles

Larus & Bros. Co., Richmond, Va. (Domino cigarettes) 6 *sa* weekly, thru Warwick & Legler, N. Y.
Zonite Products Co., New York (toothpaste), 2 *sa* weekly, thru Cowan & Dengler, N. Y.
Frigidaire Div., General Motors Corp., Dayton (Frigidaire) 117 *sa*, thru Lord & Thomas, Chicago.
Sparkletts Drinking Water Corp., Los Angeles (bottled water), weekly *sp*, thru Lockwood-Shackleford Adv. Agency, Los Angeles.
American Tobacco Co., New York (cigars), 3 *ta* weekly, thru Lord & Thomas, N. Y.
Wilmington Transportation Co., Wilmington, Cal. (island resort), 12 *sa*, thru Neisser-Meyerhoff, Los Angeles.
Santa Fe Trail Transportation Co., Los Angeles (bus), 5 *sa* weekly, thru Ferry Hanly Co., Los Angeles.
Mutual Citrus Products Co., Anaheim, Cal., (pectin), 2 weekly *sa*, thru Chas. H. Mayne Co., Los Angeles.

KWOS, Jefferson City, Mo.

Davis Vitamin Corp., Los Angeles, 18 *sa*, 18 *ta* weekly, thru R. H. Donnelly Corp., Los Angeles.
Griesedieck Bros. Brewing Co., St. Louis, 18 *sa*, 6 *sp* weekly, thru BBDO, Chicago.
B. F. Goodrich Co., Akron, 6 *sp*, 1 *t* weekly, through Ruthrauff & Ryan, St. Louis.
Hyde Park Breweries, St. Louis, 18 *sp* weekly, through Ruthrauff & Ryan, St. Louis.
Beatrice Creamery Co., Des Moines, 1 *t* weekly, through Lord & Thomas, Chicago.
Ford Motors, Detroit, 6 *sa* weekly, thru McCann-Erickson, Chicago.
Carter Products, New York, 6 *ta* weekly, thru Street & Finney, N. Y.

WOWO, Fort Wayne

Berghoff Brewing Corp., Fort Wayne, 66 *sp*, direct.
Ruud Mfg. Co., Pittsburgh (hot water heaters), 12 *sp*, thru Bozell & Jacobs, Omaha.
International Harvester Co., Chicago (twine), 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Murphy Products Co., Burlington, Wis., 78 *sa*, thru Wade Adv. Agency, Chicago.
Northwestern Yeast Co., Chicago, 39 *sp*, thru Hays-MacFarland & Co., Chicago.

WRC-WMAL, Washington

Durene Assn. of America, New York (2-ply yarn), 10 *sa* weekly, thru Kal Adv. Agency, Washington.
Maryland Baking Co., Baltimore (cones), 13 *sa*, thru Austin & Spector, N. Y.
Thos. Richardson Co., Philadelphia (candy), 39 *sa*, thru N. W. Ayer & Son, Philadelphia.

KFBK, Sacramento, Cal.

Buffalo Brewing Co., Sacramento, Cal., 7 *sa* weekly, thru Adam Damm Agency, Sacramento.
General Foods Corp., New York (Huskies), 5 *t* weekly, Benton & Bowles, N. Y.

WOC, Davenport, Ia.

Maryland Baking Co., Baltimore, 13 *ta*, thru Austin & Spector, N. Y.
Washington State Apple Commission, Seattle, 20 *sa*, thru J. Walter Thompson Co., San Francisco.

WGAR, Cleveland

Washington State Apple Commission, Seattle, 10 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Pullman Co., Chicago, 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Greeting Card Publishers, New York, 4 *sa* weekly, thru Badger & Browning, Boston.
Rudolph Wurlitzer Co., Cincinnati (musical instruments), 1 *t* weekly, thru Schwimmer & Scott, Chicago.
Standard Oil Co. of Ohio, Cleveland, 6 *sp* weekly, thru McCann-Erickson, Cleveland.
Manhattan Soap Co., New York (Sweetheart), 3 *sp* weekly, thru Franklin Bruck Adv., N. Y.
Master Lock Co., Milwaukee, 1 *sa* weekly, thru Scott-Telander Adv., Milwaukee.

KOMA, Oklahoma City

Los Angeles Soap Co., Los Angeles (White King soap), 39 *sa*, thru Raymond R. Morgan Co., Los Angeles.
Park & Tilford, New York (Tintex), 26 *sa*, thru Charles M. Storm Co., N. Y.
CSO Labs., Dallas, 66 *sa*, thru Ratcliffe Adv. Agency, Dallas.
Reid-Murdoch & Co., Chicago, 201 *sa*, thru Rogers & Smith, Chicago.
Arlington Hotel, Hot Springs, Ark., 13 *sa*, thru S. M. Brooks Adv. Agency, Little Rock.

KMPC, Beverly Hills, Cal.

New Yorker Bottling Co., Los Angeles (beverages), weekly *sp*, direct.
Benj. Franklin Life Assurance Co., Los Angeles (insurance), 6 *sp* weekly, direct.
Southern Pacific Co., San Francisco (rail transportation), 5 *sp* weekly, thru Lord & Thomas, San Francisco.
Wm. P. Ibelle & Sons, Los Angeles (paints), 6 *sa* weekly, thru Ivar F. Wallin Jr. & Staff, Los Angeles.

WOR, Newark

Metropolitan Life Insurance Co., New York, 5 *sp* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Chas. B. Knox Gelatin Co., Johnstown, N. Y., 6 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
De Forest Training, Chicago (school), weekly *t*, thru Presba, Fellers & Presba, N. Y.

KDYL, Salt Lake City

Acme Breweries, San Francisco, 3 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.
Interstate Transit Co., Omaha, additional *sa* weekly, 44 weeks, thru Beaumont & Hohman, Omaha.
Sears Roebuck & Co., Salt Lake City, 6 *sp* weekly, direct.

KFRC, San Francisco

H. Moffatt & Co., San Francisco (Scotty Allen Dog Food), 5 *sp* weekly, thru Leon Livingston Adv., San Francisco.
Calo Food Products, San Francisco (Calo Dog Food) weekly *sp*, thru Pacific Radio Products, Oakland, Cal.
Cook Products Corp., San Francisco (Girard salad dressing) weekly *sp*, thru Rufus Rhoades & Co. Adv., San Francisco.
Dr. J. C. Campbell, Los Angeles (dental chain), 20 weekly *sa* thru Ted Dahl Adv., Los Angeles.
Reid Murdoch & Co., Chicago (Monarch Foods), 30 *sa* weekly, thru Rogers & Smith, Chicago.
Bank of America, San Francisco (savings bank system), 4 *ta* weekly, 1 *sa* weekly, thru Charles R. Stuart Adv., San Francisco.
Union Pacific Railroad, Los Angeles, 3 *t* weekly, thru Caples Co., Los Angeles.
White Laboratories, New York (Feenamint), 5 *sa* weekly, thru William Esty & Co., N. Y.
Railway Express Agency, New York, 3 *sa* weekly, thru Caples Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Maytag Co., Newton, Ia. (Maytag Washers), 6 *sa* weekly, thru McCann-Erickson, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Walnettos), 26 *sa*, thru Platt-Forbes, N. Y.
Flamingo Sales Co., Los Angeles (nail polish), 45 *sa*, thru Buchanan & Co., Los Angeles.
Peter Paul Inc., Naugatuck, Conn. (Ten Crown Gum), 3 *sa* weekly, thru Platt-Forbes, Inc., New York.

KGKO, Fort Worth

Seidlitz Paint & Varnish Co., Kansas City, weekly *sa*, 13 weeks, thru Barrons Adv. Co., Kansas City.
Maryland Baking Co., New York, 3 *ta* weekly, thru Austin & Spector, N. Y.
Pullman Co., Chicago, 3 *sa* weekly, thru Blackett-Sample-Hummert, N. Y.
White Labs., New York (Feenamint), 19 *ta*, thru William Esty & Co., N. Y.

WDBJ, Roanoke, Va.

Procter & Gamble, New York (Crisco, Naptha, Ivory, Oxydol), 20 *t* weekly, thru Compton Adv. Inc., N. Y.
Jacob Ruppert Brewer, New York, 35 *sa*, thru Lennen & Mitchell, N. Y.
Greyhound Lines, Cleveland, 12 *sa*, thru Beaumont & Hohman, Cleveland.
American Tobacco Co., New York (Roi-Tan), 9 *ta* weekly, thru Lord & Thomas, N. Y.



"I'm used to being out in front since we bought WRC"

Pd. Adv.

WHO, Des Moines

General Mills, Minneapolis, 5 *t* weekly, thru Blackett-Sample-Hummert Chicago.
Associated Serum Producers, Des Moines (hog serum), 3 *sa* weekly thru Fairall & Co., Des Moines.
Dean Studios, Omaha (photographs) 100 *sa* thru Lessing Adv. Co., Des Moines.
Pullman Co., Chicago, 13 *sa*, thru Blackett-Sample-Hummert, Chicago
Procter & Gamble, Cincinnati (Ivory), 262 *t*, thru Compton Adv. Inc N. Y.
Wander Co., Chicago (Ovaltine), 150 *t*, thru Blackett-Sample-Hummert Chicago.
Firestone Tire & Rubber Co., Akron 104 *t*, thru Sweeney & James Cleveland.
Beatrice Creamery Co., Des Moines (Meadow Gold), 26 *t*, thru Lord & Thomas, Chicago.
Dr. Hess & Clark, Ashland, O. (stock remedies), 6 *ta* weekly, thru N. W Ayer & Son, N. Y.

KNX, Hollywood

Manhattan Soap Co., New York (Sweetheart soap), 6 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Chrysler Corp., Detroit (motor cars), 25 *sa*, thru J. Stirling Getchell, Detroit.
Challenge Cream & Butter Assn., Los Angeles, 6 *sa* weekly, thru Emil Brisacher & Staff, Los Angeles.
Schuckl & Co., San Francisco (Rancho soup), 6 *sp* weekly, placed direct.
Mutual Citrus Products Co., Anaheim, Cal. (pectin), weekly *t*, thru Charles H. Mayne Co., Los Angeles.
Mutual Citrus Products Co., Anaheim, Cal. (pectin), weekly *sa*, thru Charles H. Mayne Co., Los Angeles.
Arrowhead & Puritas Waters, Los Angeles (bottled water), 35 *sa* weekly, thru McCarty Co., Los Angeles.
Bank of America, San Francisco, 2 *ta* weekly, thru Chas. R. Stuart, San Francisco.
Chocolate Products Co., Chicago (Stillicious Vitamax), 6 *sp* weekly, thru McCord Co., Minneapolis.

KSRO, Santa Rosa, Calif.

Oldsmobile Motor Co., Los Angeles, 12 *sa* weekly, thru Willard S. Wood, Los Angeles.
Thermo Air Conditioning Institute, Los Angeles (air conditioning), 2 weekly *sp*, thru R. H. Alber Co., Los Angeles.
Seven Up Bottling Co., San Francisco (soft drink), 12 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
Hemphill Diesel Schools, Los Angeles, 2 *sp* weekly, thru R. H. Alber Co., Los Angeles.

KFAC, Los Angeles

Los Angeles Brewing Co., Los Angeles (beverages), 28 *sa* weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.
Luer Packing Co., Los Angeles (meats), weekly *sp*, thru Morgan & Davis Adv., Los Angeles.

KGFJ, Los Angeles

Davis Vitamin Corp., Hollywood (proprietary), 36 *ta* weekly, thru Rueben H. Donnelly Corp., Los Angeles.
Imperial Mutual Life Ins. Co., Los Angeles, 6 *sp* weekly, thru W. B. Ross & Associates, Los Angeles.

WJSV, Washington

Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N. Y.
Frigidaire Corp., Dayton, *sa* series, thru Lord & Thomas, Chicago.

CKOC, Hamilton, Ont.

Imperial Tobacco Co., Montreal (Old Virginia), 2 *t* weekly, thru Whitehall Broadcasting Co., Montreal.

KXOK, St. Louis

Gast Breweries, St. Louis, *sa* series, thru Kelly, Stuhlman & Zahrndt, St. Louis.

Radio Advertisers

QUAKER OATS Co., Chicago (Little Colonels), on May 20 started *The Circus* on WGN, Chicago, Sat., 11-12 noon. Signed for 26 weeks the show will be aired from a different theatre each week with regular acts presented by child amateurs. Impromptu contests are held with children from the audience competing in balloon blowing and nail-driving competitions. Ruthrauff & Ryan, Chicago, handles the account.

GLASS CONTAINER ASSN. of America, New York, has placed a daily 125-word announcement series on WRC, Washington, for nine weeks to promote the use of glass milk bottles. Theme of the drive is "see what you buy before you buy it." Courtland D. Ferguson Inc., Baltimore office, placed the campaign. Arthur Booth is account executive.

COCA COLA BOTTLING Co., Milwaukee, sponsors tri-weekly broadcasts on WISN, Milwaukee, by Mickey Heath, player-manager of the Milwaukee Brewers baseball team.

TIP TOP TAILORS, Linden, N. J., has started a twice daily spot campaign on WABY and WOKO, Albany, N. Y.; WBNS and WHKC, Columbus, O.; WEXL, Royal Oak, Mich.; CKLW, Windsor, Ont. The account was placed by Edward Gould, radio account executive of McConnell-Eastman, Toronto.

WINOLA Corp, Toronto (soft drinks) starts a weekly studio program June 2 on CFRB, Toronto, and CKCO, Ottawa. J. J. Gibbons Ltd., Toronto, placed the account.

PRAIRIE AIRWAYS, Moose Jaw, has started a weekly test campaign on CHAB, Moose Jaw, Sask., placed direct.

CHALLENGE CREAM & BUTTER Assn., Los Angeles, (dairy products), new to radio, in a campaign which started May 15, is using six-weekly one-minute transcribed announcements on KNX, KHJ and KLX. Agency is Emil Brisacher & Staff, Los Angeles.

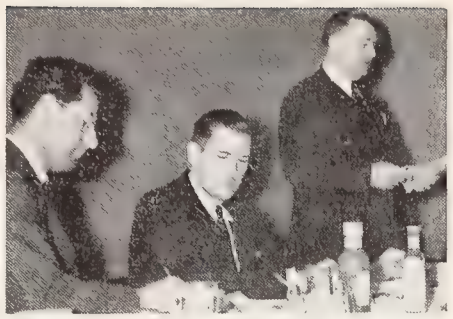
CHOCOLATE PRODUCTS Co., Chicago (Stillicious Vitamix), in a Southern California campaign is using participations six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 26 weeks, having started May 15. McCord Co., Minneapolis, has the account.

CADILLAC MOTOR Corp., Los Angeles, division of General Motors Corp., is sponsoring Fulton Lewis Jr., MBS Washington news commentator, on KHJ, Los Angeles, and the Southern section of the Don Lee Network five times weekly.

METRO - GOLDWYN - MAYER FILM Corp., New York, sponsored a total of 100 spot announcements from May 12 to May 18 to advertise the opening of "Goodbye Mr. Chips" at the Astor Theatre, New York, using WMCA, WHN, WNEW and WQXR, New York. Donahue & Coe, New York, placed the account.

AUTOBANX, Los Angeles (real estate loans), out of radio for approximately two years, in a 13-weeks campaign which ends July 30, is using 10 Sunday spot announcements on KHJ, that city, and plans to extend coverage to include other Southern California stations. Agency is R. H. Alber Co., Los Angeles.

SUMMIT HOTEL, Uniontown, Pa., has started a spot announcement series featuring special rates for World's Fair visitors. Agency is W. Earl Bothwell Adv. Agency, Pittsburgh.



WHEN the new Colorado Association of National Manufacturer's Representatives installed officers, Fred Allen (left), sales manager of KLZ, Denver, elected secretary, kept the records while he and Paul Richardson (center) of Wesson Oil & Snowdrift Co., the vice-president, listened to a talk by Paul Werner, Colgate - Palmolive - Peet district sales manager, the association's president.

SMART & FINAL Co., Los Angeles, operating 77 wholesale grocery units in Southern California, and a consistent user of radio, on May 23 started for 13 weeks, sponsoring the thrice-weekly quarter-hour *Mirandy's Garden Patch* on KFI, that city. Associated Adv. Agency, Los Angeles, has the account.

CALIFORNIA PINEAPPLE Co., Honolulu, a new firm, will use radio extensively, according to James Riley, promotion manager, who is on a tour of 10 key cities to establish distribution offices and set up advertising budgets.

MANHATTAN SOAP Co., New York (Sweetheart soap), on May 16 started Jack Berch, actor and singer, on WOR, Newark, Tuesdays and Thursdays, 12:15-12:30 p. m. The 13-week series was placed by Franklin Bruck Adv. Corp., New York.

GRUEN WATCH Co., Cincinnati, has extended its 13-week time signal test on WNEW, New York, to 52 weeks, using 36 signals weekly at the quarter-hours of the station's evening *Make Believe Ballroom* program. McCann-Erickson, New York, is agency.

OELWEIN CHEMICAL Co., Oelwein, Ia., has renewed for 39 weeks *Occo Farm News* thrice-weekly on WHO, Des Moines, Goolidge Adv. Co., Des Moines, handles the account.

ED SMITH, advertising manager of General Mills, Minneapolis, and Mix Dancer, account executive of Blackett-Sample-Hummert, that city, were in Hollywood during May to confer with Harry Maizlish, manager of KFWB, on the CBS *Grouch Club* program.

DAVID CRANE, advertising manager of George A. Hormel & Co., Austin, Minn., was in Hollywood during May to check on its CBS program, *It Happened in Hollywood*. With him was Wayne Tiss, radio director of BBDO, Minneapolis.

DURENE ASSN. OF AMERICA, New York, on May 22 started a test campaign for its garments of 2-ply mercerized cotton yarns using three to four spot announcements daily for four weeks on WRC, Washington. Kal Adv. Co., Washington, handles the account.

America's 4th Market

KEHE

780 Kc

is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST MAXIMUM EXTRA RESULTS

COLONIAL Steamship Line, which operates between New York and New England, on May 1 started advertising its ship-and-shore cruises to the New York World's Fair using one or two daily spot announcements on WAAB, Boston, WPRO, Providence, and WSAR, Fall River, Mass. Albert Frank-Guenther Law, New York, is agency.

ARROWHEAD LAKE Corp., Los Angeles (summer resort), a seasonal user of radio, is sponsoring a thrice-weekly five-minute news broadcast on KNX, Hollywood; twice-weekly participation in *Art Baker's Note Book* on KFI, Los Angeles; a daily 30-minute recorded program on KIEV, Glendale, Cal., and 36 spot announcements a week on KMTR, Hollywood. Agency is Continental Adv. Service, Los Angeles.

MILLER CEREAL MILLS, Omaha (breakfast foods), has started six spot announcements weekly on KMA, Shenandoah, and WOW, Omaha. Driver & Co., Omaha, handles the account.

CHICAGO, Milwaukee, St. Paul & Pacific Ry., Chicago, is using daily one-minute spot announcements on WOW, Omaha, and KSTP, St. Paul. Roche, Williams and Cunnyngham, Chicago, handles the account.

Met. to Add More

METROPOLITAN LIFE INSURANCE Co., New York, on May 22 added WOL, Washington, to *Edwin C. Hill's* program now heard on WOR, Newark, Mondays through Fridays, 9:15-9:30 p. m. WAAB, Boston, will be added June 5 and the company plans to add more Mutual stations to the program later this month. Young & Rubicam, New York, handles the account.

SALT LAKE CITY

—key city in the intermountain region is off to a good start on its greatest tourist - trade year (thanks to the San Francisco World's Fair) which means cash business for local firms, larger payrolls, increased buying. Talk to Salt Lake residents over the station that has won their preference by its sparkling showmanship . . .

POPULAR STATION . . .

5,000 WATTS daytime 1,000 WATTS night

KDYL

The Popular Station SALT LAKE CITY

NBC RED NETWORK

Representative: John Blair & Co.

WSPD

blankets Toledo Northwestern Ohio Southern Michigan

★

One Million Listeners

hear the topnotch shows of this NBC Red and Blue outlet

★

The Voice of Toledo is FIRST

in audience acceptance

in program popularity

in merchandising effort

WSPD

5000 watts day

1000 watts night

Represented by John Blair and Company

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Entertainment: . . . Programming: . . . news and sporting events—these are some of the reasons why CFCF is the *most listened-to* station in Canada's metropolis. That is why, year after year, National advertisers are quick to renew contracts.

CFCF and Short Wave CFCX

owned and operated by

CANADIAN
MARCONI
COMPANY

Representatives:

CANADA

All Canada Radio Facilities

U. S. A.

Weed & Company
NBC Affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Agencies

C. A. SNYDER, formerly an executive on the Socony-Vacuum Oil Co. account with J. Stirling Getchell, has been named director of radio of the agency. Robert Reynolds, formerly copy group head on the Socony-Vacuum account, succeeds Mr. Snyder, assisting Frank Griffin, vice-president in charge of the account for the agency.

HARRY KERR, formerly New York radio publicity director of J. Walter Thompson Co., now in Hollywood, is servicing motion picture accounts for the agency. James Bealle heads the agency's Hollywood radio publicity department.

ROBERT COLWELL, script writer of J. Walter Thompson Co., has returned to New York after two months in Hollywood.

HAAN J. TYLER, for four years radio account executive of John H. Dunham Co., on June 1 joins R. W. Webster Agency, Los Angeles.

TOMMY WRIGHT, Hollywood publicist of Young & Rubicam, has been transferred to the agency's New York office for the summer.

ROBERT BREWSTER, Hollywood producer of J. Walter Thompson Co., on the NBC *Kraft Music Hall*, and Jane Witherspoon, will be married in New York June 15.

HOWARD J. PERKINS, formerly in the sales promotion and production department of John B. Rogers Co., Fostoria, O., has joined H. Chas. Sieck, Inc., Los Angeles, as radio account executive.

JOHN C. MORSE, vice-president of Dan B. Miner Co., Los Angeles advertising agency, has been elected president of the Los Angeles Advertising Club. Tracy Moore, NBC Hollywood account executive, was elected second vice-president.

PLOP!

•

Yes—PLOP
your campaign
all over
Montana
by using—

KGIR
BUTTE · MONT.

You get KPFA, Helena, as a bonus station whether "spot" or NBC.

IRWIN A. VLADIMIR, account executive and chief of the foreign division of Maxon Inc., New York, on June 15 will form Irwin Vladimir & Co., an agency to handle both domestic and foreign advertising at 570 Lexington Avenue, New York. Mr. Vladimir was formerly vice-president of Rudolf Moose Adv. Agency and manager of the Trans-Pacific Adv. & Service Bureau in Tokyo. Frank B. Amos, also of Maxon, will join the new organization as vice-president, having been previously with Dorland International, George-Harrison-Phelps and Dodge Bros.

EDDIE HANDLEY, formerly national sales representative of KQW, San Jose, Cal., and KJBS, San Francisco, has opened a radio department for Ryder & Ingram, Oakland agency. At one time, Mr. Handley was connected with KYA, San Francisco, and prior to that operated his own agency in Los Angeles.

CEDRIC W. TARR, for the last year head of Tarr & Miles, Los Angeles agency, has joined Buchanan & Co., Los Angeles, as copy director.

BRUCE FOUCHE, formerly news editor of the CBS publicity department, has joined the New York publicity staff of N. W. Ayer & Son.

NORMAN WARREN, formerly with McCann-Erickson, New York, and previously assistant promotion manager of CBS, has established an advertising agency under his own name at 342 Madison Ave.; telephone: Vanderbilt 6-5354.

JIM LEPPER, of The Gilliams Service, New York, publicity agents, has been placed in charge of the organization's radio division.

SIDNEY P. MORSE, Chicago radio talent and program agent, has moved to larger quarters at 162 N. State St.; phone, State 1728.

LEE SOHN, former sales manager of Harry Latz Service, New York, and Arthur A. Judson, a former associate of Frank Irving Fletcher's advertising agency, have organized Sohn-Judson Adv., an advertising and sales promotion service, at 55 West 42d St., New York; telephone, Longacre 5-1777.

JOHN H. HAWLEY, president of Hawley Adv. Co., New York, will dissolve the agency Sept. 1 to join Young & Rubicam, New York. Mr. Hawley will take with him the welfare advertising of the Metropolitan Life Insurance Co. account, which has been handled by Hawley Adv. since 1922.

SAMUEL G. KRIVIT Co. has moved its New York offices to 280 Madison Ave.

H. W. KASTOR & SONS, has moved its New York office to 9 Rockefeller Plaza.



BECAUSE Carroll Carroll, J. Walter Thompson Co., Hollywood writer of the NBC *Kraft Music Hall*, sponsored by Kraft-Phenix Cheese Corp., made the NBC chimes nationally famous in that program, Don E. Gilman, western division vice-president of the network, presented him with a chromium set. The chimes were inscribed "To Carroll Carroll, the Ding-Dong Daddy of KMH, from NBC." Left to right are Mr. Carroll; Ken Carpenter, announcer, Don Gilman.

EARL T. RUSSELL, vice-president of National Export Advertising Service, New York, was entertained during a recent Honolulu visit on a world tour, when KGMB, Honolulu, staged an Hawaiian party at the home of Manager Webley Edwards. Talent featured on shows handled by the agency provided entertainment, 5-minute stunts "broadcast" via a portable mike and receiver, including a miniature edition of *Maxwell House Party*, *Heinz Hawaiian Serenade*, *Listerine Question Box* and *Prophylactic Amateur Hour*.

BEN C. FETHERSTON, formerly with the Life Office Management Assn., has joined the media department of Compton Adv., New York.

KARL SCHULLINGER, of the Lord & Thomas New York production staff, is at Catalina Island, Cal., to handle the NBC *Kay Kyser College of Musical Knowledge*, sponsored by American Tobacco Co.

PACIFIC MARKET BUILDERS, Los Angeles, has moved to 530 W. Sixth St., more than doubling its former office space. J. B. Kiefer has been elected vice-president in charge of radio.

PEATTIE, TRAVIS & BEATY is the name of a new advertising agency recently formed in San Francisco, with offices at 519 California St. Partners are Joseph Peattie, formerly advertising manager of the San Francisco Grocers, Jack Travis, commercial artist, and Jack Beaty, formerly freelance radio writer in Hollywood.



WHOM

JOSEPH LANG, *Manager*

New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!

Full-time foreign language programs in New York area.

Italian *German*
Polish *Yiddish*

5,000,000 POTENTIAL AUDIENCE

RYDER & INGRAM ADV. Agency, Oakland, Cal., recently opened a radio department, with Eddie Handley, formerly Oakland representative of KYA, in charge.

WILL B. PRESBA, of Presba, Fellers & Presba, Chicago, on June 3 will marry Miss Jean Countryman of Rockford, Ill.

EARL HODGSON, formerly in charge of radio for North Dakota Agricultural College, Fargo, has joined the radio department of Bert S. Gittins Adv., Milwaukee.

BOYNTON HAYWARD, BBDO New York talent scout, was in Hollywood during May.

BEAUMONT & HOHMAN recently moved into larger offices in the Russ Bldg., San Francisco.

WALTER BARUSCH Adv. Agency, San Francisco, recently moved to new quarters in the Golden Gate Bldg., that city.

Reps

ROY F. SHULTS, for 10 years a space buyer of Compton Adv. Inc., New York, has joined the New York office of William G. Rambeau Co., national representatives. In addition to space buying activities with the Compton agency, Mr. Schults organized that agency's spot radio and outdoor advertising departments. For the eight years prior to that, he was with the Thomas Cusack Co. and its successor, General Outdoor Adv. Co., in various capacities, including the national sales department and manager of the Atlanta and Rochester branch offices.

HOWARD M. DODGE, for four years with the advertising department of Curtis Publishing Co., Chicago, has joined the Chicago office of Gene Furgason & Co., national representatives. Prior to 1935, Mr. Dodge was with the Rodney E. Boone Co., newspaper representatives, and before that was an account executive of Hays Macfarland Co., Chicago agency, handling the Majestic radio account. From 1926-1929, he was radio advertising manager of the *Chicago Herald & Examiner*.

THE BRANHAM Co., newspaper and radio representatives, has taken over the national representation of WNOX, Scripps-Howard station at Knoxville.

KOB, Albuquerque, N. M., has dropped its special representation offices in New York and Chicago, and is now being represented by the Katz Agency.

KWOS, Jefferson City, Mo., has appointed Sears & Ayer as national representatives, effective May 15.

INTERNATIONAL Radio Sales has been appointed national representative of WKBB, Dubuque, Ia.

WNBF, Binghamton, N. Y., has appointed John Blair & Co. its national representative, as of May 15.

WYTHE WALKER & Co., Chicago, announces the representation of KOAM, Pittsburg, Kan.

New Pawtucket Hearing

THE once-denied application of Pawtucket Broadcasting Co., for a new regional station in Pawtucket, R. I., was reopened when the FCC May 16 ordered a new hearing. Seeking assignment on 1390 kc. with 1,000 watts unlimited time, the company is controlled by Francis Crook, local auto distributor. The new hearing was ordered to ascertain whether there is a frequency available and whether 1930 kc. will provide adequate service and be consistent with sound allocations.



WHEN the Nehi Corp. opened its new Royal Crown Cola manufacturing and bottling plant at 39 Old Colony Ave., Boston, on May 15, WCOP, Boston, carried a half-hour commercial broadcast covering the ceremonies, attended by several state and civic officials and Nehi executives. Pictured here during the broadcast are (l to r) W. E. Upchurch, vice-president of Nehi Corp. from Columbus, Ga., Gov. Leverett Saltonstall of Massachusetts, and Russell (Farmer Russ) Offhaus, of WCOP.

AGENCY Appointments

RAINIER BREWING Co., San Francisco, to Buchanan & Co., Los Angeles, effective Oct. 1.

WHEATENA Corp., Rahway, N. J., to Compton Adv., N. Y.

AMERICAN RECORD Corp., Bridgeport, Conn., to Ward Wheelock Co., Philadelphia, for Columbia, Brunswick and Vocalion records.

FRAILEY PRODUCTS, Norwalk, Conn. (cosmetics), to Mackay-Spaulding Co., N. Y.

CROSLEY Corp., Cincinnati, to Allen, Heaton & McDonald, Cincinnati, for midget auto.

FIDELIO BREWERY, New York, to Dillingham, Livermore & Durham, N. Y., for McSorley's ale and beer.

L. E. WATERMAN Co., Newark (fountain pens), to Chas. Dallas Reach Co., Newark.

FRANK FEHR BREWING Co., Louisville, to McJunkin Adv. Co., Chicago.

JAY KAY LABORATORIES, San Francisco (cosmetics), to Botsford, Constantine & Gardner, San Francisco.

GROCERY STORE PRODUCTS Co., New York (Foulds' and Golden Age macaroni, etc.), to Chas. W. Hoyt Co., New York.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., re-appoints Arthur Kudner, N. Y.

WALGREEN Co., Chicago (drug chain), to Schwimmer & Scott, Chicago.

NUTRITINE HEALTH PRODUCTS Co., New York (tonic), to Redfield-Johnston, New York. Will use spot campaign late in September.

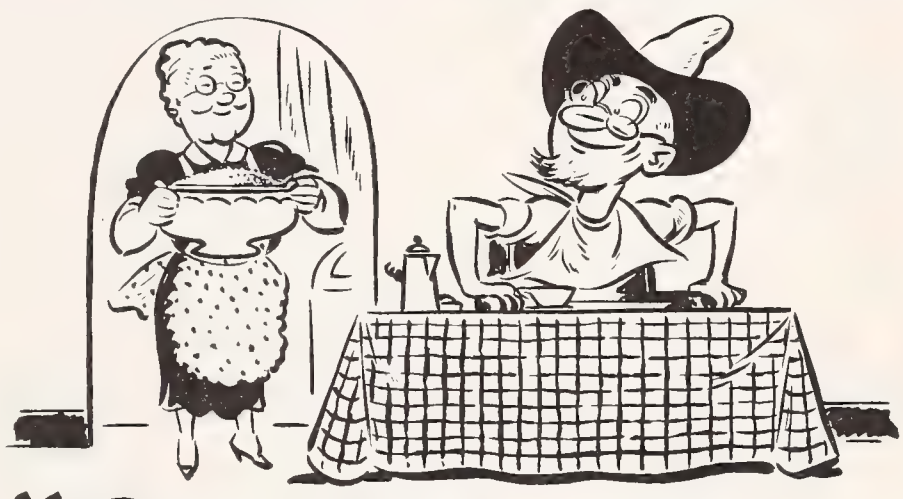
CBS is disclosed as donor of $10,000 as its 1939 firm gift to the Greater New York Fund, which appeals to business firms and employe groups for funds needed by voluntary health and welfare agencies.

FTC Complaints

COMPLAINTS involving allegedly unfair trade practices have been issued by the Federal Trade Commission in the last fortnight against: McKesson & Robbins, Bridgeport, for association of pictures of cinema stars with the slogan "for teeth that shine like the stars", as well as implications about cleansing properties; Gordon-Gordon, Chicago, for seven claims involving its Princess Pat cosmetics; amended complaints against Elizabeth Arden Inc., and Coty Inc., as well as subsidiaries of both concerns. General Foods Corp., New York, has agreed to cease certain claims for its La France soap.

MRS. C. M. PASMORE, wife of C. M. Pasmore, radio executive of MacLaren Adv. Co., Toronto, died in Toronto May 12 after a long illness.

K F E Q
ST. JOSEPH, MO.
"The Midwest Market Station"
ANNOUNCES:—
Two additional hours of nighttime broadcast service to St. Joseph, Missouri's third largest market, and its rich agricultural trade area.
6:00 A.M. to 9:30 P.M. Daily
680 KC
National Representatives
KELLY-SMITH CO.
New York Chicago
Detroit Atlanta



"BRING ON THE CAVIAR, ELMIREY!"

Here in the Red River Valley we're doing very nicely, thank you! Our industrious hayseeds continue to make a good income year after year in this fertile valley. That's what makes Fargo one of the busiest little cities in the country—only 35,000 population, but it is the buying center of more than 1,000,000 prosperous farmers. And when these farmers sit down to listen to their radios, they must listen to station WDAY—there isn't another network station within 190 miles of Fargo! That's why WDAY is the biggest, low cost radio "buy" in the Nation. Won't you write today for the complete story?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS
FREE & PETERS, INC. — Natl. Rep.

Sponsors Angling

A UNIQUE sponsored series tying in with the fishing season was started last month for 13 Saturdays over KFJZ, Fort Worth. A local sporting goods company sends Jack Hurt, the station's sportscaster, out in a boat equipped with shortwave transmitter to interview anglers on Eagle Mountain Lake. A mobile unit on shore picks up the transmissions, relays them to a shortwave receiver at a local church whence they are sent via telephone line to KFJZ. Chief Engineer Ed Starnes, assisted by James Peterson and Buddy Crouse, handle the technical work.

SPORTS

CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

Two Plants Being Built By Davis & Schwegler

PLANS to erect record pressing and processing plants in Los Angeles and Cincinnati were announced in Washington May 17 by Kenneth C. Davis, secetary-treasurer of Davis & Schwegler, recently organized firm of musical publishers and transcribers. While in Washington with Henry Hartman, vice-president of the company and former head of the Hartman Furniture Co. of Chicago, Mr. Davis said the Los Angeles plant would be completed by mid-July with the Cincinnati operation to be ready a little later.

While he did not mention costs, Mr. Davis declared both plants would be equipped with pressing apparatus, studios and processing units. They would be capable of producing both 16-inch transcriptions and 10-inch home recordings. The old Paramount Studios at Beverly and Occidental Streets in Los Angeles have been leased, he declared, and an option already has been procured on the site for the Cincinnati plant. Earl C. Carter, former RCA recording engineer, is in charge of construction, he said, adding that the Hollywood plant would be the largest on the Coast.

TWO recently authorized local broadcasting stations have changed their proposed call letters by authority of the FCC. The new station being constructed in Asheville, N. C. by Harold H. Thoms, publisher of the *Asheville Daily News* [BROADCASTING, April 1] will be known as WISE instead of WADN as originally assigned. The new station at St. Petersburg, Fla. [BROADCASTING, April 15] will be called WSTP instead of WBOX.



DEVELOPED after five years' research, Clifford C. McDonald (left), recording supervisor of Don Lee Broadcasting System, plugs in the control board of his newly-perfected constant - speed multiple-drive sound recording system. So precise is the mechanism, it is said, that the drive system is accurate to .1 of 1% on a 1,000-cycle note by meter, insuring almost perfect reproduction of symphonic music.

KEHE Drops Staff Band For Three-Month Period

BY AGREEMENT with the Los Angeles Musicians Union, KEHE, that city, on May 27 discontinued for three months its 8-piece staff orchestra headed by Jack Stanley. The Hearst-owned station is required by the union to spend $20,800 on musicians during its fiscal year which started Feb. 27 and to date has used approximately $8,000 of that amount.

KFI-KECA, Los Angeles, owned and operated by Earle C. Anthony Inc. on May 20 dropped for six weeks its 14-piece staff orchestra headed by Claude Sweeten. It is generally believed in Los Angeles that dropping of the two orchestras at this time was in preparation of Earle C. Anthony taking over KEHE to replace KECA as the NBC-Blue network outlet if FCC permission is granted. Under those conditions several station personnel changes would also be made. Sweeten, it is expected, would be retained as musical director under the new setup and the orchestra enlarged considerably. The Earle C. Anthony proposal to buy KEHE has been before the FCC for some months. If sanctioned, the KECA call letters would replace KEHE's.

WORLD Broadcasting System has recorded a special quarter-hour salute to WSVA, Harrisonburg, Va., including a message of greetings from P. L. Deutsch, WBS president, which the station will broadcast on its fourth anniversary, June 9.

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street
New York City

TRANSCRIPTIONS

AMERICAN RECORD Corp., New York, now a subsidiary of CBS, on May 19 moved all executive, sales and advertising offices to new and enlarged quarters at the company's factory, 1473 Barnum Ave., Bridgeport, Conn., only the artists and repertoire departments remaining in New York. In addition to new modern executive offices, the record factory is being renovated and modernized, and new equipment including a material plant has been installed.

TED COLLINS Corp., New York producing company headed by the manager of Kate Smith, is offering two new transcribed features to radio buyers—*Washington Merry-Go-Round* with Drew Pearson and Robert S. Allen, as commentators in a quarter-hour series, and *Linda Waring*, a five times weekly dramatization. For fall presentation, the company will offer the dramatic serial, *My Son and I.*

IMPORTANT point to producers of recorded features is raised by the New Zealand National Commercial Broadcasting Service in a communication to BROADCASTING concerning the printing of transcription labels. Explaining that conditions in that country often compel speedy handling of transcriptions by technicians, it is pointed out that in many cases the episode number on the label is in very small type and not always in the same position on two-sided discs. Also the color of the label does not contrast sufficiently with the episode number and other figures, and the title of the feature is often in the smallest type on the label. It is suggested that all labels be standardized, particularly in regard to the placing and prominence of titles, episode numbers and other instructions.

NEW subscribers to NBC's Thesaurus library service are WTMC, Ocala, Fla.; KMED, Medford, Ore.; WRAW, Reading, Pa.

A TEN-MINUTE disc covering fireworks accidents on July 4 is offered stations by the National Society for the Prevention of Blindness, 50 W. 50th St., New York, for use in June or the first few days of July. The program consists of a short interview by Myron Weiss, associate editor of *Time*, with Lewis H. Carris, Society director, followed by a dramatic sketch. The Society urges stations to use spot announcements advising parents to keep fireworks from children.

NEW SUBSCRIBERS to World Library Service are KTRH, Houston; WCSC, Charleston, S. C.; WTOC, Savannah.

STANDARD RADIO announces the following subscribers to its Standard Library: KOWH, Omaha; CFRC, Kingston, Ont.; VONF, St. John's Newfoundland.

PRESS RADIO FEATURES, Chicago, announces the sale of these 15-minute programs to these stations: *Hymn Time With Smilin' Ed McConnell*, WDBJ, Roanoke, Va., and WIS, Columbia, S. C.; *One Girl in a Million*, WSAU, Wausau, Wis.

EARNSHAW-YOUNG, Los Angeles, producers, has announced a summer "package" transcription sale of three serials, *Portraits in Literature*, *Chandu* and *Crazy Quilt.*

FIELDS BROS., Hollywood production unit, has announced that its second series of 78 transcribed episodes of *The Shadow of Fu Manchu* will be distributed direct from its West Coast offices. The first series is being distributed by Radio Attractions, New York. That firm will continue to syndicate the first unit of the transcribed serial.

BAKER DOCTOR CANDLE STICK MAKER

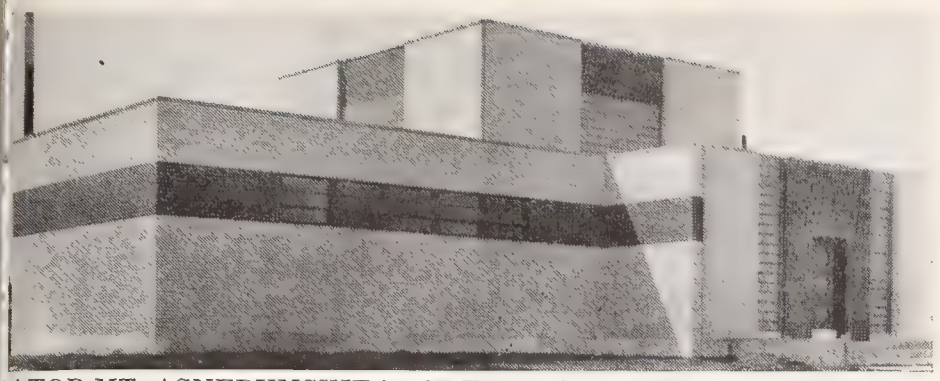
Everybody's Working in SHREVEPORT

Everybody's working in Shreveport. Business is booming. Building permits this year will greatly exceed record breaking 1938. Put KTBS to work for you in this rich, able-to-buy, RECEPTIVE MARKET.

1,000 WATTS KTBS NBC

SHREVEPORT LOUISIANA

Represented by THE BRANHAM CO.



ATOP MT. ASNEBUMSKIT in the Town of Paxton, near Worcester, this transmitter building for the $200,000 Armstrong frequency modulation experiments of the Yankee Network has just been completed. To get the widest possible horizon for the ultra-shortwave transmissions, the site is 1,400 feet above sea level. The radiator, immediately behind the building, is a 400-foot guyed mast with a four-bay turnstile array.

Yankee Frequency Modulation

(*Continued from Page 19*)

mitter of C. R. Runyon, in Yonkers, operating on 110,000 kc., that he authorized the project which is now nearing completion on Asnebumskit Hill.

Under date of Sunday, May 14, Henry M. Lane, engineer and technical radio editor of the *Boston Post* stated in an article about W1XOJ, referring to the relay transmitter W1XOK:

"We have listened to this signal in and near Boston and in Paxton. The tone fidelity of the reception is the finest we have heard on any radio reception. What is more striking at the moment, the reception is absolutely quiet with no sign of static, tube noise or transmitter carrier noise. This applies whether listening nearby or at considerable distance from the transmitter.

"It is expected, then, that this new system of broadcasting will provide the listener with greatly improved fidelity. The tests on the 250-watt transmitter at Boston, which include measurement from the microphone terminals to the loudspeaker terminals of the receiver, are said to be flat within two decibels from 30 to 17,000 cycles per second with no measureable harmonic distortion. The loss is but 7 db. at 30,000 cycles per second. This is approaching nature herself when it comes to reproducible audible sounds.

"The system includes a unique method of signal amplitude control which, to use more familiar language, is an improved automatic volume control. There is no fading of the frequency modulated signal. It is not disturbed by noise fields from electrical machines. No amplitude changes affect the receiver output. It responds only to changes in frequency.

"Listening to the reception one is particularly impressed by the quiet background. The system will reproduce silence. This lends materially to the naturalness of reproduced sound. Everything from full orchestra volume to a pin-drop can be heard."

deMars Is Enthusiastic

"The quality of performance achieved with relay station W1XOK and broadcast station W1XOJ," Mr. deMars stated to BROADCASTING, "does not result simply from the use of a system of frequency modulation. The transmitting equipment of these stations was designed by Maj. Armstrong and Mr. Runyon, who from years of experimentation and development have reduced to engineering practice the wide band system of frequency modulation invented by Armstrong.

"Their achievement has created a new standard of performance for the broadcast art. The transmitters and speech input equipment of both stations were manufactured by the Radio Engineering Laboratories, New York. The equipment sets new standards of quality of materials, workmanship, accessibility and efficiency from microphone to antenna. Both transmitters use Eimac tubes in the final stages. These tubes perform with an efficiency power output and length of life not exceeded by power tubes at the medium frequencies."

HORSE RACING
Latest Sport to Be Sponsored By General Mills

SMASHING precedent, General Mills (Wheaties) recently signed with WOW, Omaha, to sponsor daily broadcasts during the season of the Ak-Sar-Ben meet in Omaha, May 27 to July 4. With racing broadcasts heretofore rejected by General Mills as being possibly "unsavory", this is the first parimutuel race meet bought by the company. The Ak-Sar-Ben meet is reputed to be the only one in America operated for civic purposes, proceeds going to aid 4-H Club work and Nebraska county fairs.

The contract calls for a half-hour broadcast of feature races daily, and a quarter-hour commentary by Harvey Foster each night during the season. Pedometers will be given as merchandise premiums to promote the series. Visiting grocers will sit as guests in the WOW broadcasting box at the track each day, according to present plans.

Institute Using 11

UTILITIES Engineering Institute, Chicago, on May 21 started a Sunday afternon show on WGN, that city, featuring Jimmy Evans, All-American football player of Northwestern U., in *Evans' Sports Oddities*, 2:30-2:45 p.m. (CDST). The sponsor has also started a varying series of from one to three weekly quarter-hour transcriptions called *Music for Men* on WLW KHQ KEX KOL KRSC WFIL WMMN KGVO KIT CJOC. First United Broadcasters, Chicago, is agency.

Absorb the Sound

DISTRIBUTING tickets through the Board of Education, CBS is inviting 500 New York City high school students every Wednesday afternoon to observe Raymond Paige's 100-piece symphony orchestra in rehearsal at Columbia's Radio Theater No. 1, 242 W. 45th St. in preparation for the *99 Men and a Girl* program. Not only orchestral music technique but production and engineering methods are demonstrated. The students in turn prove of acoustical advantage in that they fill the auditorium and serve as a sound-absorbing body whereas an empty hall might be too resonant.

WWNC
ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Rand-McNally Survey Confirms

The Rand McNally survey of Trading Areas recently completed by Dr. Harry R. Tosdal, Professor of Marketing at the Graduate School of Business Administration of Harvard University confirms the findings made by St. Louis KWK surveys last summer. Dr. Tosdal defined the contour by county lines of the St. Louis Basic Trading Area as almost identical to the outline of the "St. Louis Zone of Radio Influence" previously defined by KWK. In the St. Louis Zone of Radio Influence there are potential retail sales of $393,650,000 (news papers please copy) and KWK sponsors directly influence 90% of these sales. St. Louis KWK is represented nationally by the Paul H. Raymer Company.

Pd. Adv.

KFRU

COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri



KRIC

Beaumont, Texas

CAN



MOW 'EM DOWN

and

RAKE 'EM IN

Ask

KELLY-SMITH

Debate Ends FCC Inquiry

(*Continued from Page 25*)

carry the frequency, would be the first and the most serious entrance into the whole field of Government censorship of programs."

Mr. Thompson, an Alabama newspaper publisher, denied any censorship implications, declaring that "censorship is a restriction that prevents a person from expressing an opinion." He said there was nothing in his suggestion beyond "control of the licensee in that a violation may have arisen during a period of time that he had assigned or sold." Having lost responsibility over that time, the station would be the wrong party cited if the program came from the network, he said.

Sitting at the counsel table while Mr. Sarnoff answered questions posed by Mr. Dempsey and committee members, were P. J. Hennessey Jr., NBC Washington counsel who has handled the NBC appearances all through the inquiry, and A. L. Ashby, NBC vice-president and general counsel.

Testifying briefly May 18, Marks Levine, manager of the concert division of NBC Artists Service, was questioned by Mr. Dempsey as a substitute witness for George Engles, NBC vice-president and managing director of its Artists Service, who because of illness also had been excused from cross-examination during his appearance in the early stages of the inquiry last fall. The proceedings concluded May 19 with the introduction by DeQuincy V. Sutton, FCC head accountant, of a series of financial exhibits on station and network operations prepared by the FCC accounting department.

Explains Non-Profit Stations on NBC Networks

With William J. Dempsey, FCC general counsel, leading the cross-examination, Mr. Sarnoff began by briefly outlining the organization of the RCA parent corporation before launching into matters involving network operation. Referring to previous testimony of William S. Hedges, NBC vice-president in charge of station relations, and Roy C. Witmer, vice-president in charge of sales, Mr. Dempsey asked it it were true, as their testimony indicated, that NBC as a practical matter did not link stations from whom no financial benefits could be expected by the network. Mr. Sarnoff declared that facilities have been extended in several instances without profit to the network simply to furnish "a rounded national service", even when it meant taking a loss from a few affiliated stations.

From the listeners' standpoint, competition between networks is desirable, Mr. Sarnoff continued, because by competing for listener interest the networks constantly strive for greater excellence of programs. Since revenue follows the listeners, this competition amounts to going after the listeners' attention and the advertiser's dollar at the same time, he added.

Asked about competition between NBC's Red and Blue networks, the RCA executive said that although certain NBC departments were available for the common use of both Red and Blue, yielding an economic advantage over their operation as separate entities, there was still "internal striving and competition" for business between the two. Each has its separate sales organization, he pointed out, and each has a sales head who is responsible for individual sales efforts and records. If it were not for this organization within NBC, the Blue probably could not afford to carry such sustaining features as Toscanini, he declared, adding that the whole NBC setup is designed to operate with the objective of an improvement of public service. The public service element in broadcasting is helped rather than hindered by common ownership, he declared, and as for RCA, it is not so much interested in owning two networks as in advancing the radio industry.

With competition boiling down to a question of who is to gain the listeners' attention, Mr. Sarnoff commented that "the whole business of selling network time involves not only available time on your own network, but also competitive hours on every other network and station—the advertiser wants to know about 'opposite hours'." Practically speaking, the network not only furnishes a nationwide advertising medium, but also acts as agent in selling time to clients, he added.

Key Station Ownership And Exclusivity Defended

Network ownership of key stations furnishes a measure of stability which insures continuous operation, Mr. Sarnoff said. Were it not for the assurance of time resulting from this ownership and "reasonably long term" contracts, a national network constantly would face the possibility of being deprived of certain facilities vital to its continuing operation, he said. He pointed out that although a network might have 120 or 150 affiliates, loss of only a few in the key points could so cripple its operation that it might be forced out of business.

Queried by Mr. Dempsey about "reasonably long term" contracts, Mr. Sarnoff said that five years would be "reasonable" if key stations were owned by the network, whereas if it owned no stations the "reasonable term" would be "as long as you can get" in order to create stability of organization.

As a potential threat to network stability, the length of the license period stands before the possible loss of a station affiliation, Mr. Sarnoff said, since "in one case it means losing a leg or an arm and in the other losing your head." Commenting further, he pointed out that although a station might give up its affiliation with one network to join another, so long as it held its license and continued operating it was still possible to win it back, while in the case where a station lost its license, it was completely lost to all networks.

Required Sustaining Programs Called Unwise

Mr. Sarnoff emphasized his view that exclusive provisions in network contracts are a necessity and that they promote greater public service. "My opinion with respect to the exclusive limitation in contracts is that it is in the interest of the listener, that it is in the interest of public service, and that it is the basis of the American system of network broadcasting," he declared. "There is no complaint that I know about, coming from the public, on the ground of that provision; there is no complaint that is coming, so far as I know, from the stations affiliated with the networks. There may be some individual instances, but by and large the testimony has supported that provision. It has been supported by these independent broadcasting stations.

"Obviously, if a network spent

HERE'S WHY THE *Fairchild Recorder* PACES THE INDUSTRY . . . !

1. The *F-26-2 Recorder itself* provides simply for variation of pitch and direction of cut. You don't need expensive feed screws.

2. Objectionable motor vibration is eliminated because the Fairchild F-26-2 Recorder has a *floating motor mount.*

3. You merely push a button to change *instantly* from 33⅓ r.p.m. to 78 r.p.m. and you get split-second timing at either speed.

4. The 16" cast-iron turntable is dynamically balanced and is driven by a synchronous motor through a worm and gear.

5. The Fairchild Standard, "No compromise with quality" guides us always in making precision instruments. Our job is not done until *you* get maximum results....

"... it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES,

Has Just Rounded Out the Busiest Season in Its Thirteen Years of Existence. Advertisers Would Be Well Advised to Make Their Summer Bookings AT ONCE.

U. S. Representatives:

WEED & COMPANY,

350 Madison Ave.,

New York City



FACSIMILE AT THE FAIR is being offered on a daily 3 p. m. schedule by KSD and the *St. Louis Post-Dispatch* in cooperation with RCA. A "radio edition" like the one which the newspaper has been broadcasting daily since last Dec. 7 [BROADCASTING, Dec. 15, 1938] emanates from a special transmitter in the Missouri Bldg. at the New York World's Fair and is received in sets in the building and elsewhere on the grounds. Copy is prepared and set in type in St. Louis and mailed daily to New York, including three pages of news, a page of editorials, a cartoon by Fitzpatrick, a page of sports news and two pages of pictures—in all, eight four-column pages, 8½ x 12 inches. Meanwhile, in St. Louis, nine pages are broadcast over W9XYZ on 31.6 mc. from 2 to 4:15 p. m. daily.

money, as we are doing, to develop the popularity of an individual broadcasting station in some territory; if we gave them sustaining programs and they attracted a listening audience and built up circulation, and then some other organization came along that did none of these things, but just had a commercial program, and asked that station to take their program and put behind it the goodwill and the circulation and the pioneering that had been done by whoever built that station up—of course that somebody would have a temporary advantage, but American broadcasting would have a loss.

"I think there would be great confusion [over eliminating the exclusive provision]; that there would be a demoralization of the whole system of network broadcasting; that it would be a grab-as-grab-can and catch-as-catch-can. Every fellow would go out and try to make any kind of commercial arrangement he could, and I think there would be a diminution of sustaining programs. There would be no incentive on the part of the major networks to build up the position of their local stations."

Any requirement in the contract that affiliates carry certain sustaining programs would be unwise, Mr. Sarnoff commented, since the whole network operation is based on voluntary affiliation. Such a requirement would introduce "an element of compulsion" not in keeping with the spirit of the association. He pointed out that NBC recently released voluntarily for local programs a 7 to 7:30 p. m. period, which had previously been included in network optioned hours, at a cost of "millions of dollars of revenue" to itself.

Although no license should be revoked purely on the basis of poor programs, so long as they do not offend good taste, a licensee probably would be driven out of business if he broadcast poor programs since he would lose both listeners and revenue and would have no reason for remaining on the air, Mr. Sarnoff commented. With the visioned developments, there would be less necessity for regulation than today in everything except the physical aspects, he added.

Commissioner Gives Views On Extent of Regulation

Commissioner Thompson took up the questioning at this point, alluding to Mr. Sarnoff's references to future developments from the standpoint of networks and his statement that he had no objection to control of the airwaves by the Government, but did object to governmental control of programs. Commissioner Thompson directed his questions at the prospective increasing control of broadcasting in the hands of a few private individuals and Mr. Sarnoff's allusions to "censorship."

"In the last analysis, the element of intent in the construction of a radio station is an insignificant factor in the license to operate a radio station. The real essence of a radio license is the control of a frequency," Mr. Thompson began. "Now that frequency appears at the present moment to belong to the people of the United States or the people of the world. I judge from your statement that you felt that those who may hold licenses should have complete freedom without any Government interference whatever rather than any supervisory control by the Government of those frequencies. Is that correct?"

"No, sir," Mr. Sarnoff answered. "I have said that I believe that in the present state of the art, and even in the future of the art as I have tried to envision it here, it was perfectly proper and necessary that the Government should have the control and the regulation and the allocation of these frequencies to these various services. Where I would like for the Government to stop is in any effort to control the programs which go over these frequencies. Now, whereas you say that the real importance of a station is the frequency, perhaps you will permit me to say that the real importance of a station is the program, because a frequency without a program has no value."

Commissioner Gives Views On Network Licensing

Continuing the discussion, Commissioner Thompson went into the proposition of licensing networks. He said:

"At the present moment I think there must be considered this fact, that where a corporation, partnership or individual is licensed to operate a station and is assigned a frequency, and in a very short time — and it is common now to large proportions — that licensee makes an assignment of time to a network, in some cases 100% of the time, and thus, we find that consideration for the granting of that license, which takes in many

Have you seen— "WONDER OVER KANSAS CITY"— A comprehensive analysis of coverage and listener response. A copy is yours for the asking.

Radio Station KITE
KANSAS CITY, MISSOURI
1000 WATTS · 1530 KILOCYCLES
D. E. "PLUG" KENDRICK · L. L. "JAKE" JAQUIER

WSYR
Lowest Cost per Listener .. Both RED & Blue NBC shows
SYRACUSE

THE WONDER KITCHEN
a low cost participation program that offers all these features

- Reaches over 500,000 housewives in the Cincinnati area.
- Demonstrates your product to a daily live audience of more than 150 women.
- Combines culinary instruction with entertainment and gossip.
- Enables you to obtain a cross-section of consumer reaction through meeting with selected groups.

WSAI
CINCINNATI'S OWN STATION
Call or write WSAI or any International Radio Sales Office



JUST around the corner from the new N.A.B. Headquarters on K Street, In the center of busy Washington.

Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER

Connecticut Avenue at L Street
WASHINGTON, D. C.

R. L. POLLIO, Manager

aspects of local interest as well as national interest, the licensee has been placed in the position where he, in some cases, cannot conform to the conditions upon which a license is granted without asking the permission of some official of the network. We thus come not to one individual or a small group of individuals, but to several small groups where through this assignment of time the actual control of that station is transferred to other than the licensee."

Thompson Approves Stand on Censorship

Following further colloquy [see page 25] Mr. Thompson read into the record a recent statement made by Chairman McNinch that he was "unalterably opposed to Government censorship of radio in any shape, form or manner". Mr. Thompson said he was in full accord with this statement and believed it represented the views of the other Commission members.

Referring to his testimony of last fall, in which he advocated a voluntary study of program problems by the industry itself, Mr. Sarnoff recalled the activities of the NAB in following up his suggestion by revising its 1935 program code. If the industry can agree on a set of fundamental standards below which program quality will not fall, it will be a great benefit to the broadcasting industry as a whole, he declared, observing that stations operating with higher program standards turn out to be the best business propositions in the long run. Persuasion, suggestion and education, he suggested, are means of enforcing the revised standards, although he flatly opposed any form of compulsion. Any effort to improve public service is merely good business and ultimately is translatable into profits, said Mr. Sarnoff.



ALARM CLOCKS galore keep listeners of WKRC, Cincinnati, informed of the time, ringing at frequent intervals on the 6:30-7 a.m. *Minute Man* program conducted by Merwyn Love. The programs, heard daily except Sunday, are sponsored by Fifth Third Union Trust Co.

In the aggregate the primary purpose of the code would be threefold, Mr. Sarnoff declared: To establish a higher grade of consistent public service; to minimize the possibility of the Government imposing codes that would lead to censorship; to secure greater financial return by satisfying more listeners. In outlining these points he emphasized the importance of keeping the undertaking on a purely voluntary basis, with no compulsion and no censorship powers vested in any over-all person or group.

Says Program Licensing Is Tantamount to Censorship

Questioned further concerning a Government-written program code, Mr. Sarnoff declared a program code in the statute would hamper free speech and would be the primary step in reducing the status of American broadcasting to that of the Government-controlled broadcasting of Europe. The freedom of speech principles of the Constitution are not altered by the fact that opinions in one case come off a printing press and in the other from a microphone, he said. No "referee" could enforce any program code arbitrarily, he added, "unless he was the U. S. Government".

As Commissioner Thompson once more resumed his discussion of licensing networks, Mr. Sarnoff said:

"If you are going to license the organization which creates and produces the program in addition to, or as distinguished from, the physical agency which sends out that frequency, you are introducing a new philosophy into the licensing structure of the United States. What you are then saying in effect is that you are going to license the program creating agency which may be doing nothing but creating programs. To carry that analogy further you ought to be licensing the artist bureau; the advertising agency which makes these programs; the program department. You ought really to be licensing the individual who uses that frequency at the time that he uses it.

"I recognize, of course, that that is not your intention, but I do say that the minute you give to the licensing authority the power to regulate the program-creating agency, you are regulating the entertainment field and the educational field and the news field and the picture field. You are not merely regulating a radio frequency emanating from a radio transmitter.

"The minute you have that character of regulation in your hands and you have the power . . . there then resides in the hands of the regulating body almost unlimited power to license everything from the beginning to the end. The minute a Government regulating body has the legal authority to regulate every step of operation, then it has in fact the power of censorship because censorship must not be mistaken as limited to the blue pencil. There is censorship before the speech and there is censorship after the speech, and you can regulate in a dozen different ways which would make the station operator subject to the most rigorous type of Government censorship."

Marks Levine Tells of Artists Service Options

Appearing briefly at the May 18 session, Marks Levine, manager of the concert division of NBC Artists Service, testified under cross-examination by Mr. Dempsey that the Artists Service grants options on concert artists on a "business before" basis and that there is no general option arrangement *per se* between CBS' Community Concerts Corp. and NBC's Civic Concerts Service. With option arrangements varying from town to town, each treated as a separate situation, Mr. Levine said that ordinarily a former purchaser would be offered an option on a certain artist's services before it was offered to another purchaser in the same city. Mr. Levine substituted for George Engles, NBC vice-president in charge of the NBC Artists Service, who presented direct testimony in the early stages of the inquiry last fall.

Concluding testimony, as the Inquiry Committee adjourned subject to call on May 19, was presented by DeQuincy V. Sutton, FCC head accountant, in the form of 13 tabulations covering 1938 figures on aggregate network and independent station operations.

FULLTIME operation of WSNJ, Bridgetown, N. J., 100-watt daytime station, has been authorized by the FCC in proposed findings subject to routine approval. It will operate with 250 watts day and 100 nights on the same frequency, 1210 kc.

HIGHLIGHTS
on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

Radio AND Education

TO ASSIST the administrator who is considering the introduction of a radio series for classroom use, the educational broadcast experiences of six representative cities have been gathered together in a single volume *Local Broadcasts in Schools* [University of Chicago Press, $2], edited by Dr. Irvin Stewart, former member of the FCC and now director of the Committee on Scientific Aids to Learning of the National Research Council. The book presents suggestions and observations from experience encountered in educational broadcasting in six selected cities—Detroit, Cleveland, Rochester, Akron, Portland, Ore., Alameda, Cal.

TRANSCRIPTIONS of *Hail, Minnesota*, weekly historical series broadcast on WCCO, Minneapolis, by high school students directed by Max Karl, station's educational director, are being cut by WCCO and furnished to a dozen high schools for use in connection with the history curriculum. If the trial being made this spring proves successful, the station will extend its service to include other of its educational features in the fall.

A. MURRAY DYER, script writer for CBS' *American School of the Air*, will conduct a workshop course in educational script writing at the Progressive Education Assn. summer institute in Bronxville, N. Y. Other CBS representatives who will participate in the summer radio institute are Sterling Fisher, director of education and radio talks, and Leon Levine, assistant director.

AL BLAND, chief of the *Safety Patrol* of WKRC, Cincinnati, has announced continuation of patrol broadcasts throughout the summer by picking up programs from representative Cincinnati playgrounds. Winter and spring broadcasts in the series originated in WKRC studios in cooperation with the Board of Education and individual schools. With the close of school June 16 Bland will visit a different playground each Friday afternoon and record a half-hour broadcast of patrol activities to be broadcast the following Saturday morning. WKRC has enrolled more than 75,000 members in its safety group.

WITH the school vacation season at hand, WHMA, Anniston, Ala., has started a daily *Child Safety* campaign to acquaint youngsters with the proper precautions for summer play. Daily safety talks are made by various school and civic officials, and WHMA is distributing safety booklets to more than 2,000 students. Prizes are to be awarded youngsters for the best answers to "safety quiz" questions.

DRAMATIZATIONS of events in American history, followed by round table discussions, have been started on KXOK, St. Louis, as part of the program of the Young Citizens Day movement, recently inaugurated in St. Louis public and parochial high schools. The KXOK series is required listening for all members of the group. The movement is directed by an executive board headed by Mayor Bernard Dickmann and Dr. Henry J. Gerling, board of education supervisor.

GRADUATES of Chicago's 330 elementary schools totaling 20,780 students will hear Superintendent of Schools Johnson June 22 as he broadcasts the graduation exercises on WJJD, Chicago. Each school is equipped with a radio receiving set.

GIRLS are almost as enthusiastic as boys about the *Lone Ranger* serial, according to a survey recently completed by parochial school teachers in the fourth, fifth and sixth grades of six Catholic schools in Baltimore. Eighty-five per cent of the boys and 84% of the girls in those grades were found to listen to the program regularly.

FAMOUS SPEECHES Recorded By Indiana Schools via Line From WBOW

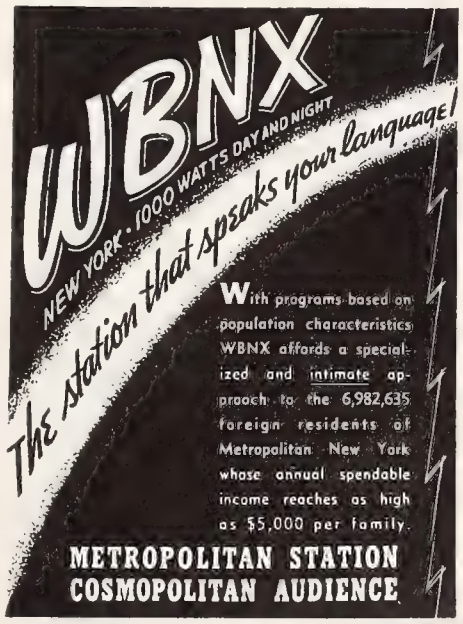
AN ARRANGEMENT between WBOW, Terre Haute, and the Indiana State Teachers College is creating a new recording libary of historically important speeches for distribution to Indiana schools. Dr. Clarence Morgan, college radio director, and members of the history faculty cooperate in choosing such speeches as Chamberlain's on the Munich pact, Hitler's to the Reichstag, the Duke of Windsor's appeal for peace, King George's speech on arriving at Quebec, and speeches by American statesmen.

The station's NBC wire has been piped into the recording studios at the college in order to eliminate static or distortion. Master discs are made, from which duplicates will be taken for distribution and transcription in the history classroom along with study of the event. Indiana teachers are enthusiastic over the idea. They believe that much more meaning is given to history if momentous speeches and events can be reproduced in the classroom.

Music Scholarship Plan Is Announced by WLW

TWELVE tuition scholarships at the College of Music of Cincinnati are offered music students between 18 and 25 in a *Scholarship Auditions* plan conducted by WLW, Cincinnati, the College and MBS stations all over the country. Throughout the United States the MBS stations will hold local eliminations during June, with winners qualifying for final competition required to mail a recording of specified selections to WLW by July 15. Judging is to be completed by Aug. 10.

Students may enter the auditions by writing local MBS stations, which will choose five entrants for the final competition. Entry requirements stipulate that the student be a graduate of a public high school or accredited private school. Each contestant in the local auditions must perform two numbers, one of his own choosing, and a second standard number selected for the instrument he plays. Details are announced on broadcasts of the College of Music orchestra and soloists, heard on MBS Wednesdays at 8 p.m. (EST).



All Functions of WBNS Performed by Students

WBNS, Columbus, on May 19 turned over its facilities to 23 Ohio State U. students who for the whole day announced, wrote, produced and sold time along with the regular staff. The students, participating in the second annual "Ohio State Day" at WBNS, were in the radio classes of Donald W. Riley at the University.

The affair was planned by Jerome R. Reeves, of the WBNS publicity and promotion department, and Irwin A. Johnson, director of developmental programs. All members of the station staff were pressed into service as consultants. Arriving at the station, each student was given a list of 25 questions dealing with the various phases of commercial broadcasting. The list was designed to help the students organize their discoveries from experience, and at the end of the day they answered the questions during a special broadcast at 10:30 p. m.

During the morning and afternoon, in addition to regularly assigned duties in the various departments of the station, forums were held on merchandising and promotion, program building, sales and education. The entire operation of the station was made available to the students.

ORSON WELLES, director of the CBS *Campbell Playhouse*, has been named as recipient of the first "Achievement Award" of the Essex County (N. J.) Symphony Society.

Relays MBS Programs

W1XAL, non-commercial international shortwave station of the World Wide Broadcasting Foundation at Boston, has entered into an arrangement with Mutual Network whereby it picks up MBS programs from 10 a. m. to 12 noon on Tuesdays and Thursdays and the MBS Monday night *Pageant of Melody* program for relay to Europe and South America. W1XAL thus adds 4 hours, 45 minutes to its weekly schedule which will be maintained until August when it shuts down while a new transmitter is erected. Headed by Walter Lemmon, of the Radiotype division of International Business Machines Corp., World Wide last year secured a $100,000 Rockefeller grant.

PICK A PULLER!

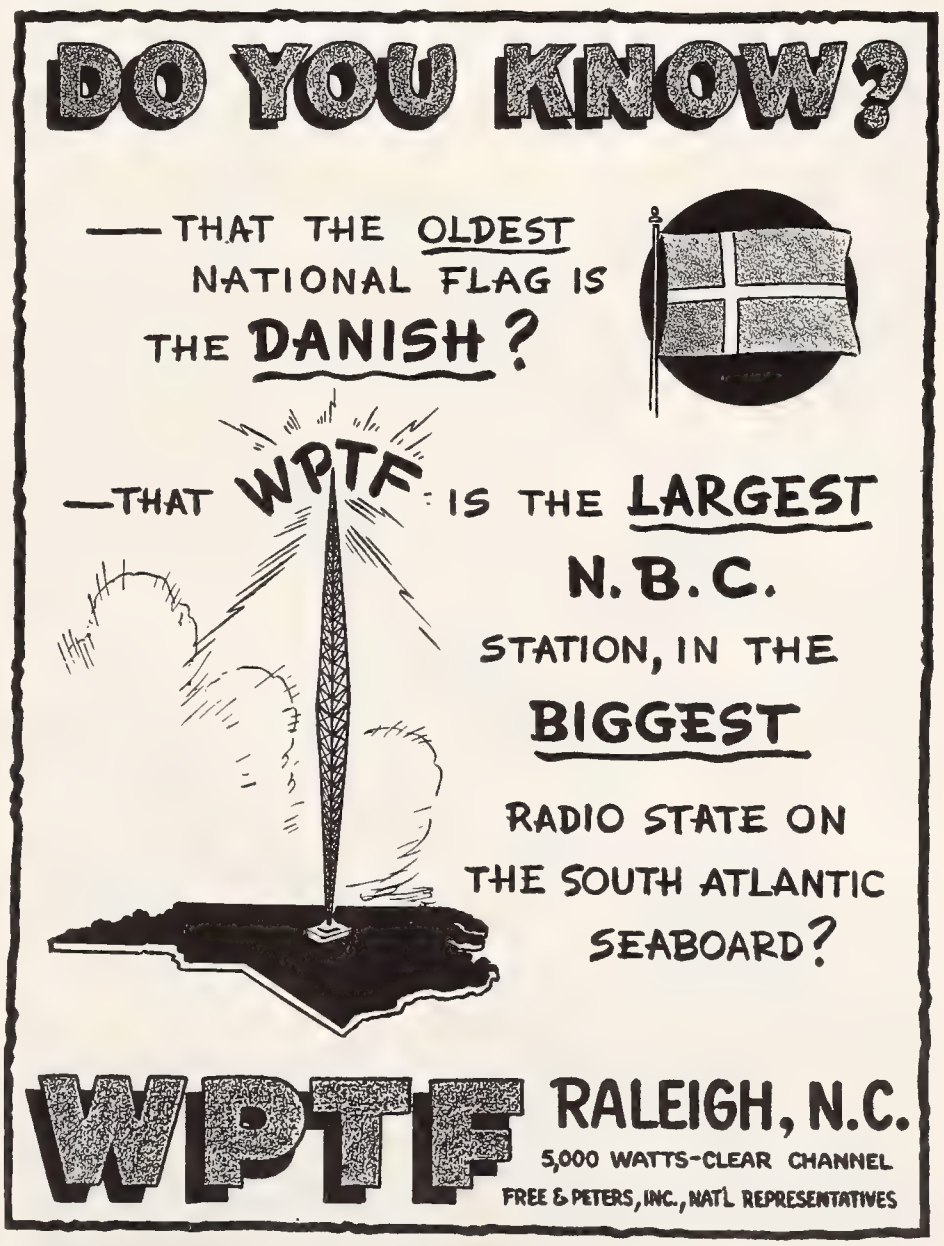
Only pullers pay! You know that. But did you know that WAIR is unquestionably one of the most powerful pullers in the entire radio field? It's a fact!

WAIR

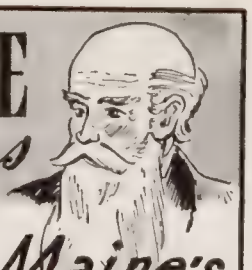
Winston-Salem, North Carolina

National Representatives

Sears & Ayer



SAGE Sayings about Maine's Oldest Station



There Are ONE MILLION REASONS Why YOU SHOULD ADVERTISE ON WABI DURING THE SUMMER MONTHS.

Maine's population increases by one million during the summer. Summer real estate owned by non-residents is valued at $110,000,000. In 1938 non-residents spent $2,000,000 in improving and building summer property.

Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

Sponsors, Agencies Are Urged by NBC To Cooperate in Television Experiments

AN INVITATION to advertisers and advertising agencies to cooperate with NBC in the experimental production of commercial television programs was given by E. P. H. James, sales promotion manager of NBC, in a talk on television at a luncheon meeting of the Sales Executives Club of New York May 16. Pointing out that the FCC at this time will not permit the sale of television time to sponsors, Mr. James said there is no ban on experimental work in anticipation of the time when telecast advertising will be permitted and that NBC will be glad to telecast without charge experimental advertising programs prepared by advertisers and agencies, the latter to stand only the special costs of producing the programs.

"NBC," he said, "does not take the attitude that television is something which we are going to hatch while it is still in the egg form and then suddenly produce a little bird all ready to fly. We are inviting and have invited advertisers and advertising agencies to participate with us in the development and in the birth of this new medium. We are equipped already to answer a great many practical questions because nearly four years ago we engaged two men whose job was to watch television from its commercial standpoint, to build up files of information about it, to study it carefully, to be prepared with answers to the questions that advertisers would probably ask, to examine those products that looked as if they might be televisible and to study those industries that seemed most likely to benefit from this new medium.

"That has been done. Files have been built. The information is available and we hope to be able to give advertisers some guidance in working out with us the physical problem. It is true that at present all of the 20-odd stations licensed to broadcast television programs are on experimental licenses. It is also true that the FCC has not authorized any commercial sale of television.

The Early Bird

"However, that does not mean that advertisers cannot participate with us so long as there is no payment or reimbursement made to us for televising your material. We cannot—and no licensee can, nor would he want to—permit the use of our television facilities as an inducement to go on the air with a sound broadcast. It is not possible to plug a television show on the air or a radio show on a television program. Those restrictions are understandable, but under them it is possible for us to work with advertisers in producing more and better programs.

"Public interest will be the watchword of television. But we believe that a commercial type of program that is in good taste, that does not lay it on too thick, and that is entertaining, can be used in television so long as no payments are involved. And that covers both live programs and films."

Answering the question why an advertiser should bother about television now, when there is such a limited audience, Mr. James pointed out that more sets are being sold daily, that each set has an audience of all the owner's friends and that the novelty of the medium makes it an intense audience. The early user of television, he said, will gain both in experience and in the prestige that comes from being first in any new field.

"Besides that," he continued, "the development of this new medium will bring up so many new problems that we think advertisers will do better to work with us in solving them than to wait for us to solve them and tell them how we did it."



Herb Hollister Meets Prince

DURING the trans-continental tour of Crown Prince Olav and Crown Princess Martha of Norway, KROC, Rochester, Minn., and KANS, Wichita, carried special pickups of the royal couple's appearances in their communities. On May 8 KROC broadcast a scheduled address by Prince Olav from Rochester's Soldiers Field at 2:50 p.m. during ceremonies there, following it immediately with the NBC pickup of the Duke of Windsor's speech from Verdun, thus bringing its listeners two speeches by royalty in a period of less than 30 minutes.

As the royal party moved westward, Herb Hollister, manager of KANS, arranged a five-minute interview with the couple as they paused briefly in Newton, Kan., the next day. The interview was recorded, and the transcription will be preserved for future use at the time of the Prince's accession to the Norwegian throne, according to Mr. Hollister. The Princess' brief "thank you" remarks marked her second appearance at a microphone in the United States. During the interview, Mr. Hollister became probably the first American broadcaster to shake hands with the royal couple.

Cautious on Television

(*Continued from Page 33*)

in the RMA standards "this high cost factor" as compared to regular broadcast receivers. In view of the rapidity of technical development, the Committee said it is perhaps fortunate that the initial cost of television receivers is relatively high because insofar as numbers of the public are concerned any changes or radical developments in transmission may be accomplished without inconvenience to large portions of the public.

Finally, in dealing with interference, the Committee said one of the problems which must be faced in development of television as a practical service is the effect of electrical interference from home devices, X-ray, diathermy machines, automobile ignition and similar contrivances. Under certain conditions these devices may have the effect of blurring or blotting out the received pictures. Declaring that insufficient information has been accumulated regarding the practical effects of this type of interference in actual service, the Committee said until television has operated as a practical service to a greater extent than at present "it seems premature for the Commission to fix rigidly any requirements for transmitter performance which might have the implication of permanence."

DENYING its request for 1,000 watts, the FCC has authorized WICA, Ashtabula, O., 250-watt daytime station on 940 kc., to increase its power to 500 watts.

flying high

YOU'RE "flying high". That's what our Advertisers say when you broadcast "The Triumphant Trio Way"—
ITALIAN, JEWISH, POLISH.
So right NOW, our foreign language field is a "bird" of a market for you to start your *Summer Sales* soaring!



WPEN PHILA. 1000 WATTS
WM. PENN BROADCASTING CO.

LANG-WORTH planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

Equipment

KVAN, Vancouver, Wash., new station recently authorized by the FCC and scheduled to start operating July 5, has purchased complete Gates transmitting and speech input equipment, including 20-B console, 27-C limiting amplifier and remote amplifiers. Gates American Co., Quincy, Ill., also reports that KFXJ, Grand Junction, Colo., has purchased a 250-watt transmitter complete with limiting amplifier and speech equipment and expects to be in operation with this equipment in late August. Speech input equipment has also been ordered by CMK, Havana, and La Emisoro Atlantico, Baranquilla, Colombia.

RCA MFG. Co. announces a new portable measuring instrument for use in surveying the service range of television and other stations operating in the 20-125 m.c. band called the Ultra-High Frequency Field Intensity Meter, it provides accurate indications of signal strength, and automatic records can be made with suitable attachments. In addition, data are provided on the amount of noise which might interfere with television pictures.

STANDARD-VOX Ltd., Quebec, Canada, new transcription concern, has equipped its studios with two complete master wax recording machines; a master sound recording channel and amplifier manufactured by Universal Microphone Co., Inglewood, Cal.

SOLAR MFG. Corp., New York, has issued a bulletin covering complete specifications on television condensers, said to be the first published standards by any condenser company covering television types.

PRECISION APPARATUS Corp., Brooklyn, has expanded its facilities for the second time in a year, moving both the executive offices and factory to 647 Kent Ave.

UNIVERSAL Microphone Co., Inglewood, Cal., announces that as of June 1 all microphones manufactured by it have been licensed by Western Electric, ERPI and A. T. & T. Contractual agreement is a retroactive one and covers the organization's microphone activities from the date of its establishment 11 years ago, according to James R. Fouch, president of Universal.

E. F. JOHNSON Co., Waseca, Minn. has purchased only the socket contact division of Centralab, Milwaukee, and not the entire business as stated in the May 15 issue of BROADCASTING.

THE former NBC Hollywood publicity building on Melrose Ave. has been taken over by RKO Radio Pictures to house two film production units. Structure at one time was also occupied by the Hollywood radio division of J. Walter Thompson Co.



CBC Building Plans

PLANS for the Canadian Broadcasting Corp.'s two $800,000 studio buildings at Montreal and Toronto are progressing, according to Dr. Augustin Frigon, CBC assistant general manager, in charge of the buildings. The City of Montreal has given the CBC a 100,000-sq. ft. site opposite a new park on Ontario St. Final plans for the Montreal building have not yet been adopted. Only preliminary sketches have been made for the Toronto building, site for which was bought some months ago. Date for the actual construction has not yet been set and will depend on the completion of a financing plan, to be adopted at the summer meeting of the board of governors.

Return of Duplex Right Asked by Amateur Group

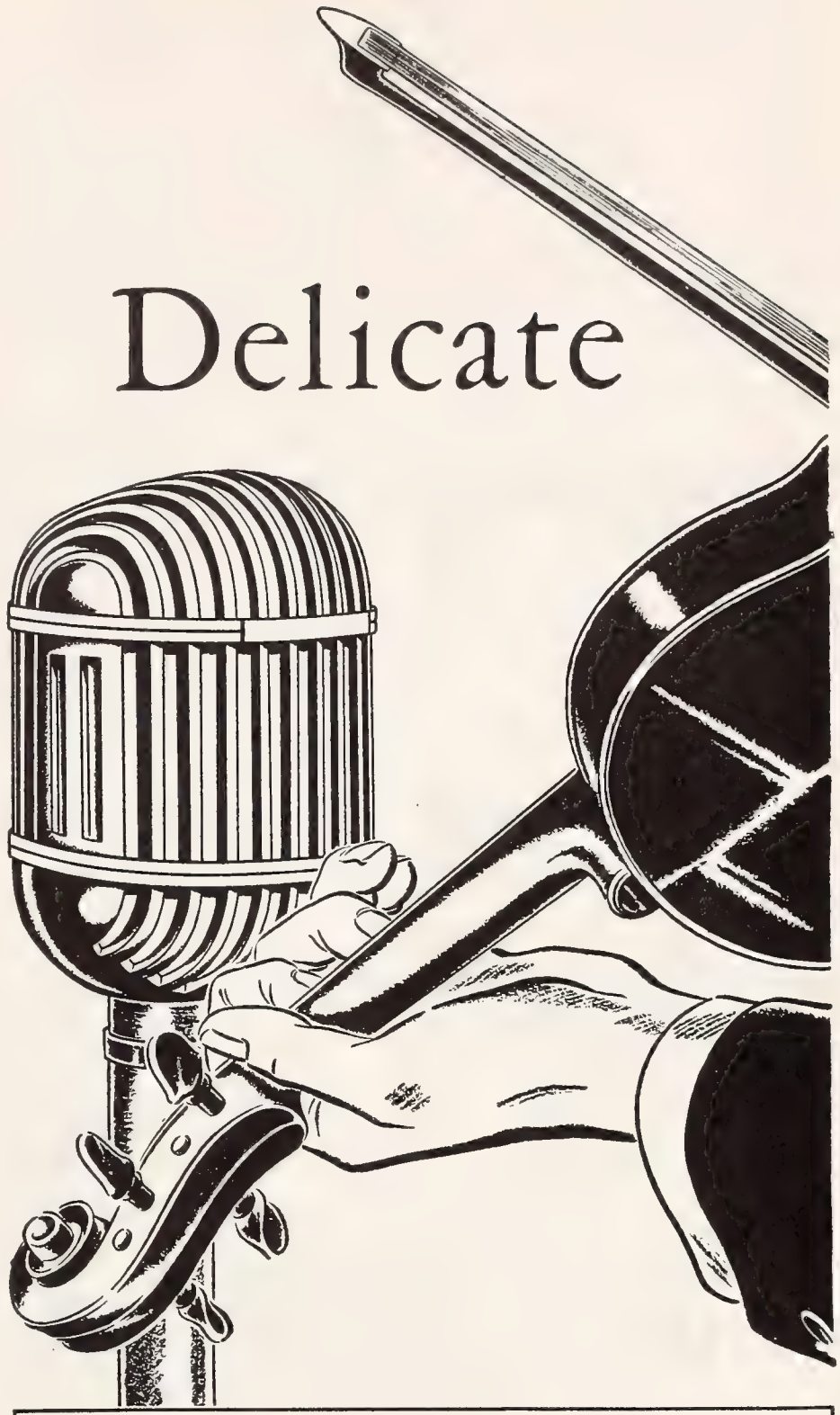
THIS country's 51,000 amateur radio operators, through their national association, the American Radio Relay League at Hartford, have requested the FCC to permit them to use "duplex", or simultaneous two-way contacts on amateur frequencies above 112 mc. After a conference with Commission officials in Washington, K. B. Warner, ARRL managing secretary, reported the FCC looked with favor on the proposal. Mr. Warner pointed out that amateurs spontaneously gave up this right a year ago to relieve the interference situation, but that on frequencies above 112 mc. the interference was not so strong as to require the rule. The new regulation would allow each station to keep his "carrier" on the air at all times, thus providing as rapid-fire conversation as in a telephone circuit. The action, Mr. Warner stated, was the result of a request of the League's board of directors at its meeting in San Francisco May 5-6.

RCA Picture Device

A NEW SYSTEM of transoceanic radio picture transmission said to permit much greater detail and to triple transmission speed has been put into operation by RCA Communications. Technical details are not available, but it is understood the system entails shifting frequencies in relation to the density of the pictures, maintaining a constant modulation and thus practically eliminating fading. Instead of transmitting pictures in a series of dashes, the light and shade values now come over as a continuous electrical wave, says RCA's announcement, which adds that the new system "is regarded by technicians as the biggest step forward in the art of overseas radio facsimile since RCA achieved the transatlantic reception of the first crude image in 1923."

WLS Facsimile

WLS, Chicago, printed the first facsimile edition of the *Prairie Farmer* May 19 in a demonstration before the Chicago chapter of the Institute of Radio Engineers. Supervised by Harold Vance of RCA Mfg. Co., the edition was sent by wire from the Engineers' Bldg. to the RCA transmitter atop the Civic Opera Bldg. and picked up again at the Engineers' Bldg.



• Regardless of the source—all sound is delicate to a telephone engineer. The fine nuances of speech, the timbre of music, the realism of sound-effects—*all* must be considered in transmission over the network circuits.

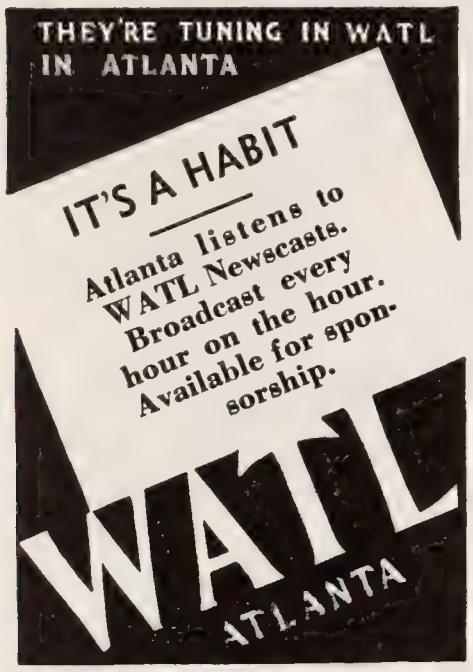
The Bell Telephone System supplies special circuits, the most modern equipment and trained supervision to guard delicate sound on network programs.

And, continuously, telephone engineers are at work to improve today's service, anticipate tomorrow's needs, and help increase the public's enjoyment of radio.

AMERICAN TELEPHONE & TELEGRAPH CO AND ASSOCIATED COMPANIES — BELL SYSTEM

Don Lee's Video Work

DON LEE Broadcasting System, Los Angeles, is making changes in its television transmitter, W6XAO, having started the work on May 19. The major change involves a switch from 300 to 441 line transmission. The work will take at least 30 days and during that time all live telecasting has been discontinued. Films will continue to be projected thrice weekly for one hour. When work on the live talent pick-up equipment has been completed, technicians will begin installation of 441-line projectors for motion picture film. W6XAO is the only television station on the West Coast.



Censorship Seen in Ruling

(*Continued from page 13*)

ing it to classify radio stations and to "prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class." In other words, the contention is that despite the non-censorship provision, which prohibits the Commission from censoring or interfering with free speech, it can prescribe service even down to the point of licensing particular stations to broadcast only particular types of programs, if it so desires.

It is regarded as a foregone conclusion that there will be a test of the new rules in this light. The test may come on the renewal of the license of one of the 14 international stations already licensed [BROADCASTING, May 15] or through possible revocation proceedings. It is also possible that the Commission will be petitioned to reopen the matter, since there was no hearing on the change in rule. The rule was promulgated May 23 to become effective immediately.

Minimum Power

In addition to the specifications covering commercial program service, the rules provide that all stations in the international field shall use a power of not less than 50,000 watts, this provision to become effective by July 1, 1940. Of the 14 stations licensed, only two—General Electric's W2XAF, Schenectady, with 100,000 watts, and Crosley's W8XAL, Cincinnati, with a construction permit for 50,000 watts—now meet the requirement. Additional grants in this field are not contemplated and it is entirely possible several of the existing licenses either will be transferred or dropped in view of the new requirements. The technical specifications also require the use of directive antennas to deliver maximum signals to the country or countries for which the service is destined.

The provocative section not only would place within the FCC the power to determine what reflects the "culture of this country" but also what programs may be judged as acceptable internationally. This is construed as a definite encroachment on program policy matters specifically reserved to the licensee under the law. Commercial continuities, it is specified, shall give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service advertised. Such limitations, it is felt, compound the censorship since the Commission is not authorized to prescribe advertising limitations beyond those specifically covered in the law, such as profane, indecent or obscene utterances, lotteries and the like.

Text of New Rules

The section (42.03) which has precipitated the new censorship furor reads as follows:

(a) A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(b) Such international broadcast service may include commercial or sponsored programs provided that,

1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with subsection (c) of this section.

3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with subsection (c) of this section.

4. In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.

5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with subsection (c) of this section and is consistent with the purpose and intent of this section.

Directive Antennas

(c) The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward th specific foreign country or countri served shall be at least 3.16 times th average effective signal from the st tion (power gain of 10).

(d) An international broadcast st tion may transmit the program of standard broadcast station or ne work system provided the conditio in subsection (b) of this section regard to any commercial continuiti are observed and when station ident fications are made, only the call lett designation of the international st tion is given on its assigned frequenc and provided further that in the ca of chain broadcasting, the program not carried simultaneously by anothe international station (except anothe station owned by the same license operated on a frequency in a differe group to obtain continuity of sign service), the signals from which a directed to the same foreign countr or countries.

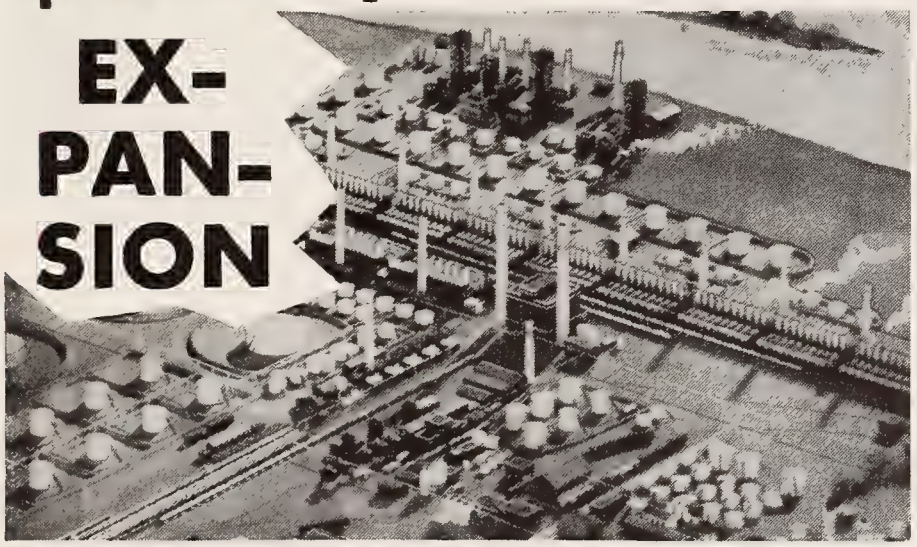
(e) Station identification, progra announcements, and oral continuit shall be made with international si nificance (language particularly which is designed for the foreig country or countries for which th service is primarily intended.

Antrol Picks List

ANTROL LABORATORIES Inc Los Angeles (insecticides), in two-month campaign which starte May 29 is using thrice-weekly par ticipation in programs on WTA WJR WCAU WGN WHAM WJ2 Firm is also using thrice-weekl participation in *Marjorie Mills* o the New England network of seve stations. In addition from three t eight spot announcements weekl are being used on WHO WOK WHN and KOIL. It is planned t use a group of western station later in the season. Agency is J Walter Thompson Co., Hollywood

$800,000.00

EX-PAN-SION



WORLD'S LARGEST REFINERY

operating exclusively on Mid-Continent Crude further enhances Oil Capital property!

Mid-Continent Petroleum Corporation (Diamond D-X) is further increasing its mammoth Tulsa refinery, to serve its 8,000 stations in 17 states! This huge plant and its employees, located in Tulsa, are part of the market within 75 miles radius of the Oil Capital, where lie 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! *Cover Oklahoma's Greatest Market with KVOO, Oklahoma's Most Powerful Station!* 25,000 watts. Both N.B.C. Networks.



Edward Petry and Company, National Representatives.

ARE YOU STYMIED IN CALLABOOSE (KENTUCKY)?

We rather think you're not worried about sales in this small Kentucky town, but if you are, we cain't help you out a bit! WAVE covers only the Louisville Trading Area—the 43 counties that contain 200% more income-tax payers than all the rest of Kentucky combined—people who buy more than twice as much as the rest of the state. WAVE covers *this* area at the lowest possible cost. Won't you write for the complete story—today? . . . An N. B. C. Outlet.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

'OREIGN SERVICE EXPANDED BY CBS

PECIALIZING heretofore in hortwave broadcasts to Latin merica, CBS on May 15 added rench, German and Italian news roadcasts to the schedules of 2XE, its 10,000-watt interna-onal shortwave station at Wayne, . J. The occasion was the second nniversary of W2XE, which tarted two years ago with a staff f two—Elizabeth Ann Tucker, di-ector of shortwave programs, and lberto Zalamea, Spanish news roadcaster.

Today the staff numbers 17, with rsula Flynn and Aida Diaz, Eng-sh and Spanish assistants; John undley and Clarence Schimmel, roducers; Alberto Zalamea, Lugo omero, Carmen Castelo, Nicholas edroso and Adriano Rubio, Span-sh news; Luiz Correa, Portuguese ews, engineers and others.

A half-hour of French, German nd Italian news is now being arried each weekday, 5-5:30 p.m., EDST), 10 minutes being allotted o each. French news is handled by Henry de Liew, German by Field Morine and Italian by Mario Cap-eli. These augment the daily news n Spanish and Portuguese.

Baker Heads GE Radio

GENERAL ELECTRIC Co. has es-ablished a new department, con-olidating for the first time all adio, television and related acti-rities in headquarters at Bridge-ort, Conn. Dr. W. R. G. Baker, hairman of the GE radio man-gement committee, under whose upervision WGY, KOA and KGO were designed, has been named manager. The new unit will be shown as the Radio & Television Dept. Mr. Baker recently has been engaged with Major E. H. Arm-strong in the development of his system of frequency modulation ransmission, and GE will produce he special shortwave receivers this service [see page 19] will receive Radio and television receiver sales of the company remain under Per-y F. Hadlock.

UNITED PRESS has established an office in the Press Building at the New York World's Fair as a headquarters for the UP news staff at the exposi-tion and as a lounge and office for visiting broadcasters and publishers it serves. Merrill Compton of UP's Ohio division is in charge. UP is feeding to the office its full news service.

Ruling Is Rapped

(*Continued from page 13*)

disapproval, will be certain to give the impression abroad that any program which it does permit will have the Government's positive approval.

"If a speaker on such a broadcast, for example, though he has no official standing, attacks the policies of Japan in the Orient, the Japanese Government may want to learn from ours whether it considers this attack likely to 'promote international good-will.' If it were the announced policy of our Government to allow the utmost practicable freedom of speech in international broadcasts, it would not assume responsibility for what was said. Nothing whatever should be done to encourage the impression that our private international broadcasting stations will be used as an instrument to reflect our Government's foreign policy."

Herald-Tribune Warns

The *New York Herald-Tribune* of May 25 said that "if the order be taken literally it can be construed as authorizing strict Government supervision—which means censorship—over any local station whose programs may be heard outside of the United States." Declaring this in itself is reason enough to question the soundness of the ruling, the newspaper said it is quite obvious it could be so used to enable direct Government interference in program making and broadcasting anywhere within the country.

Raising the question as to what the FCC had in mind, the *Herald-Tribune* asked whether, because the Commission had failed in other ways do more than frighten stations into compliance by threat of license revocation, it "now hopes to exercise direct control of the air in the good name of 'the culture of this country'." The editorial concluded:

"In time of war some sort of close regulation of what goes out over the air—especially to foreign nations—would probably be unavoidable. But, despite all the President's fears, we are not yet at war, and there is no need for supervision of programs by government agents so that they will surely reflect the 'culture of the country.' German broadcasts for foreign consumption are closely directed by the government—for government ends. This is probably efficient.

"But however desirable it may be to have an efficient American propaganda abroad to counteract German and other foreign propaganda, this is not—and should not be—a government function, either through the creation of an official government broadcasting station or through government control of broadcasting programs which may be overheard abroad, in the name of 'culture of the country'. Such control is the entering wedge of the sort of regulation which spells censorship, and descent to totalitarianism has begun."

PHILCO announces that its new 1940 radio line, including its first television receivers, will be disclosed at a national convention at French Lick, Ind., June 5-8.

In Omaha
KOIL
is now a
BASIC
COLUMBIA
STATION

"Plus" Services

Maybe we're a little naive, but WNOX still believes in giving you "MORE FOR YOUR MONEY." You, our advertisers, receive the additional benefits of these "plus" services: a daily column in our affiliated newspaper, the KNOXVILLE NEWS-SENTINEL . . . strategically located billboards . . . movie trailers in Knoxville's leading theatres . . . use of taxicab tire covers for promotion . . . dealer calls which aren't just routine . . . direct mail which is read . . . merchandise displays in street level windows of the WNOX studios located on Knoxville's main street . . . and many other services to fit the account.

WNOX 1010 KILOCYCLES CBS AFFILIATE

5000 WATTS DAY—1000 WATTS NITE

KNOXVILLE, TENNESSEE

Represented by
THE BRANHAM CO.



NEWS FOR SALE



Available
UNITED PRESS
NEWS
over
KFBB
effective
JUNE 1

NEWS PERIODS AVAILABLE FOR SPONSORSHIP
7:30 AM; 10:15 AM; 10:45 PM

News Broadcasts over KFBB will reach listeners from 12 to 24 hours earlier than any daily paper in the State. KFBB News will create sales for you.

KFBB
Great Falls
MONTANA
CBS
5000 W. Day · 1000 W. Night

Cathode Love

JUMPING on the television bandwagon, Bess and Bill Greenwald, owners of KWBG, Hutchinson, Kan., have written one of the newest romantic ditties, "My Television Romance." The piece was plugged on the air for the first time by Rubinoff during a broadcast April 29, the same day RCA dedicated its television exhibit at the New York World's Fair. The Greenwalds intend to have their new composition published.



Studio Notes

CHARLES WORCESTER, newly-appointed farm director of WNAX, Yankton, S. D., has organized an announcers' school to instruct WNAX announcers in the terms used in market reports of the station. A recent survey of the Bureau of Agricultural Economics indicated farmers wanted more authoritative market reports and grain quotations by better informed announcers with a definite knowledge of farm facts.

SHERIFF for a day was Russ Winnie, *Sidewalk Reporter* of WTMJ, Milwaukee, when he recently took his daily program, sponsored by Schaaf Sausage Co., to Winneconne, Wis., 125 miles away, for the annual White Bass Festival. Winnie was given a big star badge by the real sheriff during his vox pop program.

WFMD, Frederick, Md., has installed studios and offices in Westminster, Md., and has planned an origination schedule increasing from the present two hours weekly from the new studios.

MBS will broadcast the ceremonies dedicating the new Knute Rockne Memorial field house at Notre Dame U. June 3 with Arch Ward, sports Editor of the *Chicago Tribune*, as m.c.

WTAR, Norfolk, and WRTD, Richmond, both owned by the *Norfolk Ledger-Dispatch* and *Virginian-Pilot* and the *Richmond Times-Dispatch* interests, have announced joint rates. WRTD is offered at 20% added to the net cost of WTAR time.

KTSA, San Antonio, is offering gratis to any and all newspapers within its service area a column, "KTSA News Review", summarizing the major national and international stories of the week. About 25 papers are carrying it.



TAIL-WAGGING, to all appearances, is here being studied by Henry Putnam as he covers the Hawaii Kennel Club's obedience test for Honolulu dogs on the front lawn at the studios of KGMB, Honolulu, as a part of the station's Be-Kind-to-Animals Week activities. Four pure-bred dogs went through their paces, and Putnam and Bill Livesay covered the events and interviewed the dogs' owners. With portable mikes, they accompanied the trainers, picking up the various commands and reporting the dogs' response. For younger dog-lovers, whose pets couldn't qualify for membership in the Kennel Club, KGMB conducted a contest to find out from young owners why "I think my dog is the best dog in town" in 50 words or less. A case of Pard dog food went to the winner, with runners-up receiving a harness and leash.

WHO, Des Moines, has issued Rate Card No. 11, including changes affecting only daytime announcements, musical clock programs between 7 and 8:30 a.m. and quantity discounts for a year. All orders received before Oct. 1, 1939, entitle advertisers to rates now in effect until Jan. 1, 1940. After Oct. 1, Rate Card No. 11 will be in effect for all new sponsors.

KATHRYN SNODGRASS, the "Jane Porter" of KMOX, St. Louis, and Charley Stookey, KMOX farm editor, recently toured the St. Louis region meeting listeners, Miss Snodgrass accompanying the mobile unit of the *KMOX Magic Kitchen* as part of the Ford Motor Co.'s caravan, and Editor Stookey visiting the shops of the country editors he quotes in his *News of Our Neighbors* feature of the 90-minute morning *Country Journal* program.

WMAS, Springfield, Mass., gave its listeners a lesson in the practical application of psychology when it installed microphones in a local theater to pick up direct from the sound track the text of a film with a psychological background and then carried a discussion of the show between Springfield College students and their psychology professor. The broadcast was handled by F. Turner Cooke, WMAS program director.

WHEN WDZ, Tuscola, Ill., went to 1000 watts daytime May 14, its first broadcast under increased power was a quarter-hour transcription made in the studios of WLW, Cincinnati, by "Lazy Jim" Day, WDZ alumnus, and other members of WLW's *Boone County Jamboree*. Clair Hull, WDZ general manager, discovered "Lazy Jim" in an amateur contest and developed him on that station.

FOLLOWING a successful Better Homes Exhibit, presented during Better Homes Week, May 1-6, KGVO, Missoula, Mont., has been asked to promote the Parade of Progress in Montana's Golden Jubilee Celebration in Missoula, July 1-4. The Parade of Progress will be a merchandise exhibit following the theme of 50 years of progress, with national advertisers already indicating their intention of arranging displays for the event. KGVO is offering a combination of radio advertising with the display. The Golden Jubilee Celebration is sponsored by the Junior Chamber of Commerce and other local organizations, who asked KGVO to take charge of the Parade of Progress feature.

SUCCEEDING the *Safety Cruise* program which won the annual C. T. Safety Plaque, WGAR, Cleveland in cooperation with the Cleveland Police Department is presenting a new safety program, *What's the Law?* Announcer Wayne Mack and an officer of the Accident Prevention Squad cruise in the WGAR mobile unit, hold informal vox pops, with safety as the subject. Persons answering questions correctly receive theater passes.

TEXAS State Department of Safety has issued special "radio cards" to staff announcers and publicity department of KGKO, Fort Worth. Cards show members' finger prints and extend privileges of the press to KGKO holders.

TELE-PLAY PRODUCTIONS Inc., 202 N. Canon Drive, Beverly Hills, Cal., has been organized to produce commercial programs for telecasting. Organizers are Robert Loewi, of the William Morris Agency radio department, son of Mortimer W. Loewi, vice president and board chairman of Allen B. DuMont Laboratories; Ashmead Scott, Hollywood freelance writer-producer; Walt Schuman, composer, and Robert Longnecker, CBS producer. The group plans to produce three dramatic shows on film. First is to be based on "Melancholy Mood", a song composed by Schuman with lyrics by Victor Knight.

HEADED by Manager Bernard Howe, WCOU, Lewiston, Me., has formed a ping-pong team. Other members are Bert Cote, Elden Shute Jr. and Guy Ladouceur.

WLS, Chicago, sent a unit of its *National Barn Dance* to Winnipeg the week of May 19 to help welcome England's King and Queen. WLS officials invited the cast of the *Yawn Patrol* of CJRC, Winnipeg, Man., to make a guest appearance with the *Barn Dance* troupe.

TO GAIN practical experience, 32 high school students recently took over KHBC, Hilo, Hawaii, for two days, doing various jobs assigned them in all departments of the station by Earl Nielsen, station manager. Only the regular licensed technicians stuck to their posts during the student invasion. May 8 was designated Boys' Day, and May 9 Girls' Day.

WHBL, Sheboygan, Wis., cooperating with the Junior Assn. of Commerce, recently held a *Rural Youth Day* in which 2,700 rural school children were brought into Sheboygan, taken to a movie, and served lunch in the high school before touring the WHBL studios. Success was so great that the function will be made an annual event on the first Saturday of May, according to WHBL.

STORIES on criminology and case histories of jail inmates are heard on *The First Offender* programs, a new series on MBS broadcast Mondays 9-9:30 p. m.

WRITING in the *High School Journal* for May, Eunice E. Kneece, director of radio activities for the public schools of Greensboro, N. C., gave a comprehensive outline of the growth of local school broadcast activities through cooperation with WBIG, Greensboro, owned and operated by Maj. Edney Ridge.

*17,967 listeners asked for a Talent Folder? Where? *WMT, of course!*



Last year, we received hundreds of letters asking what Toby and Susie look like—how many there are in Les Hartman's German Band—what makes the Cedar Valley Hillbillies go 'round—and so on.

So in January we printed a folder picturing a number of the WMT gang.

For seven days the folder was plugged three times a day. That's a total of 21 plugs. And the response? 17,967 requests piled into the station. 13,715 were from Iowa, 1,547 from Illinois, 1,419 from Wisconsin and 1,021 from Minnesota. That gives you an idea of the concentration WMT gives you in Eastern Iowa, Western Illinois, Southwestern Wisconsin and Southern Minnesota.

And the interest in WMT and WMT programming. Being the only station in Eastern Iowa with 5,000 watts day and 1,000 watts night, power, plus a frequency of 600 k.c., WMT is the "of course" station when you're selling the middle west.

** And, of course you can buy WMT in combination with WNAX and KSO or KRNT at an exceptionally low rate.*

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

TO BUILD good will between business men and the city's two radio stations, KMO, Tacoma, recently conducted a Radio Day at a Tacoma Chamber of Commerce luncheon, with representatives of both stations participating. Larry Huesby, KMO special events announcer officiated, and Earl E. Haymond, president of KMO, Mr. and Mrs. Earl Irwin, heads of KVI, and Jim Wallace, chief engineer of KVI, spoke at the meeting, each covering a different phase of the industry.

DUE to a growing demand for speakers and lecturers on current topics, NBC Artists Service has re-entered the lecture field with the inauguration of a speakers division under the direction of Sam L. Ross, who will continue to handle the Artists Service special stations activities in addition to his new assignment.

WLS ARTISTS Inc., Hollywood office has booked the *Texas Rangers* of WMBC, Kansas City, to appear in a forthcoming movie with Patsy Montana, WLS singing cowgirl, to be filmed by Republic.

WINS, New York, which recently began broadcasting the weekly Sunday talks of Father Coughlin, discontinued the broadcasts on May 28 after carrying only two. The station declined to make any official statement on its action.

WNYC, New York's municipal station, has a legal right to broadcast programs at communion breakfasts of departmental Holy Name Societies, according to a ruling made May 23 in the Supreme Court by Justice Shientag, in dismissing the suit brought by Joseph Lewis, head of the New York League for the Separation of Church and State, against Mayor F. H. LaGuardia and Edward M. Markham, former Commissioner of Public Works. Justice Shientag held that the broadcasts were chiefly speeches by prominent Catholics and non-Catholics and were of public interest on a par with any other public function of city employees.

WBNX, New York, has subscribed to INS news and plans to carry five-minute English newscasts morning and evening, with supplementary bulletins and special foreign language broadcasts.

WPTF, Raleigh, last month set up microphones in a strawberry shed at Wallace, N. C., leading strawberry market, to broadcast part of the annual strawberry festival held there. Bill Hussey, auctioneer, presented what was probably the first "strawberry auction jargon" ever heard on the radio. Wesley Wallace, assistant program director of WPTF, was in charge of production.

COVERING Indianapolis Speedway activities, WIRE, Indianapolis, began to broadcast daily *Behind the Scenes* programs from the track May 15. Morris Hicks, sports announcer, handled two shows daily the week of May 22, and on Memorial Day he, Bill Brosch and Dick Reed originating periodic broadcasts of the race for MBS.

Covering a Fire

DURING the $4,000,000 grain elevator fire on Chicago's Southside May 11, WBBM ran its mobile unit near the blaze for interviews and descriptions aired on CBS by WBBM's Stan Thompson, Art Mercier and Ken Ellington. NBC's mobile unit was also on hand for two network broadcasts from the fire. En route to the fire NBC's crew got lost from its police escort and Engineer Harold Jackson successfully imitated a siren and cleared all traffic. Norman Barry, NBC announcer, was knocked down by a fire hose and the roof of NBC's mobile unit caught fire from flying sparks.

FEATURING an extemporaneously concocted story, built around an anecdote given at the beginning of the program, by writers summering at the Summer Colony for Writers, near Denver, *Writers' Round Table* started recently on KLZ, Denver. Howard Chamberlain, KLZ production head, produces the weekly program.

WNYC, New York's municipal station, on May 23 started rebroadcasting via transcriptions the entire *Americans All—Immigrants All* series, recently concluded on CBS. WNYC is rebroadcasting the series Tuesdays, 8-8:30 p. m., as a service to listeners who may have missed some or all of the episodes enacted.

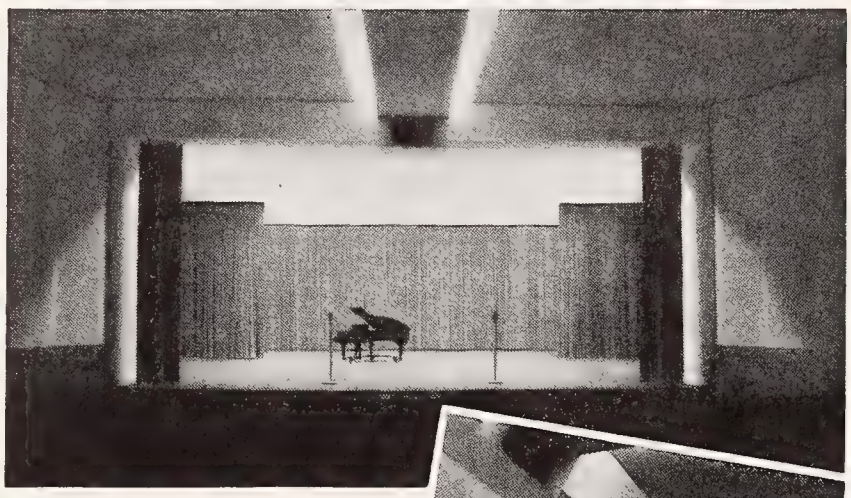
A MURRAY DYER, script writer for the CBS *American School of the Air*, will conduct a workshop course in educational script writing at the Progressive Education Assn. summer institute in Bronxville, N. Y. Three of Dyer's scripts have won citations in recent weeks.

AN EXPERIMENT in musical education has just been completed by CKGB, Timmons, Ont., which offered prizes for essays on music and composers studied on its weekly music appreciation program conducted by the local public school music supervisor. The programs will be continued next year.

WWL, New Orleans, plans to present scrolls to those who broadcast on the station. The scroll will contain the name of the broadcaster and bear the signature of Vincent F. Callahan, general manager.

NEWS broadcasts on regular daily schedules in five tongues are carried over WHOM, Jersey City. John Feistal translates the INS reports into German, Edward Witanowski into Polish, Israel Lutsky into Yiddish, Capt. Pietro Garofalo into Italian and Edward Alvarez into Spanish.

Here's how NBC ASSURES HIGH FIDELITY in their new HOLLYWOOD RADIO CITY





STUDIO "D," NBC's Hollywood Radio City, is an exact twin of Studio A. These two, the second largest studios in the NBC chain, are efficiently quieted with J-M Materials.

• • •

CONTROL-ROOM acoustics exactly duplicate those in the studio. Here, J-M Sound-Control Methods and Materials assure perfect listening conditions—proper monitoring of every broadcast.

Working with J-M Sound-Control Methods and Materials, NBC Engineers have assured perfect acoustical conditions, better broadcast quality throughout the station

IN NBC's new Hollywood Radio City, as in hundreds of other stations from coast to coast, J-M Sound-Control Materials form exactly the right acoustical background. Reverberation and distortion in studios are eliminated, high and low frequency sounds completely controlled. Reproduction of every type of program is always of high-fidelity quality.

If you have a sound-control problem in new or existing studios, a J-M Acoustical Engineer will gladly help you work out the most efficient, economical solution. For details on this helpful service and on J-M Sound-Control Materials, write Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

WBAL means business in Baltimore

Tums Tests New Idea

LEWIS-HOWE Medicine Co., St. Louis (Tums), on May 23 started a test show on WMAQ, Chicago, titled *Quicksilver* and featuring Ransom Sherman and Bob Brown in a series of interviews from busy gathering spots in Chicago. The announcers hold a hat full of silver dollars and every interviewee gets a dollar whether or not he answers a riddle correctly. The Tuesday evening show replaces *Vocal Varieties* on WMAQ, but that show continues from Chicago on 22 NBC-Red stations. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

1,548,109 people are within WDRC's good listening area. These people, who listen regularly to WDRC, have money to spend! Increase your sales by reaching this potent market over WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Talent Unions Vie For Video Control

DECISION as to which talent union will be awarded jurisdiction over television by the Associated Actors & Artistes of America, parent union of all AFL talent organizations, will not be made until June 7 at the earliest. At the request of the Screen Actors Guild and the American Federation of Radio Artists, both of whom feel that they have inherent interests in this new field of entertainment, and with the consent of Actors Equity Assn., which claims sole rights over actors employed for television broadcasts, the subject was tabled for two weeks at the May 24 meeting of the AAAA executive council.

Reporting on television jurisdiction at the annual meeting of Actors' Equity May 26, Philip Loeb told the members that the AAAA executive board had confirmed Equity's jurisdiction over this new entertainment field but had referred the administration of it to the committee on reconstruction of the AAAA organization, which is now attempting to work out a single-card arrangement by which an actor can work in any entertainment field without the necessity of joining another union.

Equity's claim that television properly falls under its control, as outlined by an Equity executive to BROADCASTING, is based on the fact that when the AAAA granted it a charter in 1919 it was given jurisdiction over all entertainment except vaudeville, burlesque and certain foreign language actors' groups. Television was not specifically mentioned because such a thing had not even been thought of by theatrical people in 1919.

First specific claim to television was made on March 17, 1930, when Equity amended its constitution by adding to the phrase, "art of the theatre," the words "including motion pictures whether talking or silent, radio and television," which claim was granted by the AAAA. On Oct. 29, 1931, this claim was reaffirmed and a resolution passed that no Equity member "shall agree or contract to appear or appear in television or upon any program broadcast by television unless all persons participating in any presentation as actors are members of Actors Equity Assn., except by special permission of the Council."

Hold AAAA Should Assign

When the Screen Actors Guild was given its charter in 1934, the jurisdiction surrendered by Equity was definitely limited to motion pictures only, and television was not mentioned. But when AFRA was chartered in 1937, the description of the jurisdiction that it was granted contained the words "television specifically excluded." Neither of these unions have claimed to hold television jurisdiction, but they have challenged Equity's claim on the grounds that the jurisdiction was never given to Equity but remains with the AAAA and, now that television is here, this parent body should assign control to one of its branches, with the SAG and AFRA having claims equally as strong as that of Equity since television will undoubtedly employ actors now engaged in the fields of radio and the movies as well as in the theatre.

The long-discussed plan of combining all branches of the AAAA into a single union, with a single union card and single dues for members, many of whom now pay at least partial dues in one or two other unions, in addition to the one in which they hold full membership, was favorably reported at the May 24 session by a subcommittee consisting of the executive secretary and two delegates from each member union. While the plan would cut down office overhead and eliminate a great deal of detail to the benefit of all members, it would not greatly affect jurisdictional problems, as each branch would continue to administer to its own people.

STANDARD BRANDS, General Foods and Kraft-Phoenix Cheese Corp., all large radio advertisers, will carry announcements promoting National Hotel Week, June 11-17, the week previous to the campaign sponsored by the American Hotel Association.

EPIDEMIC ALLAYED
WCSC Calms Community in Infantile Scare

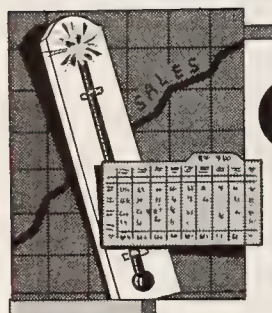
WHEN the community was faced with mounting hysteria in the face of an infantile paralysis epidemic recently, WCSC, Charleston, S. C. came through in more ways than one to calm down the populace and enable the city to carry on its cultural activities without dangerous exposure of the citizens.

On May 15 the health committee of the Charleston Chamber of Commerce took up the WCSC offer to help allay public hysteria. Immediately, on its man-on-street and other programs, the station invited persons to write in the questions they wanted answered about poliomyletis. Culling the flood of inquiries, WCSC got about 25 good questions. With the health committee chairman as m.c., these questions were answered by laymen and members of the medical profession on special broadcasts. Attesting the success of the campaign, up to the time of the broadcast the health officer of Charleston County had been forced to maintain a 24-hour staff at his home to answer telephone inquiries; in the 24 hours following the broadcast he got only two telephone calls.

Among other interesting situations handled by the station during the epidemic was the commencement exercises of the College of Charleston. When health bans made public attendance at the exercises impossible, WCSC broadcast the entire ceremonies.

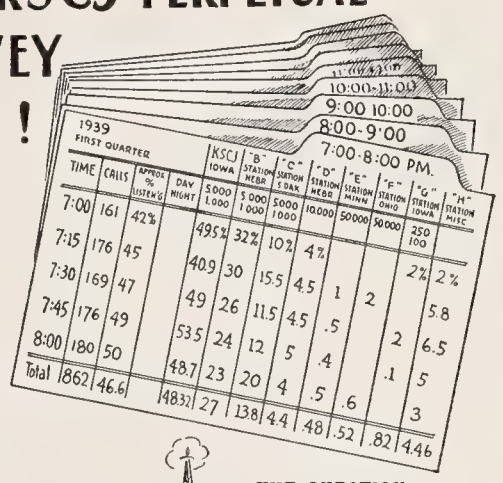
Sedgwick Replies

HARRY SEDGWICK, president of the Canadian Association of Broadcasters and manager of CFRB, Toronto, replied for the industry to charges made May 8 in the *Toronto Globe & Mail* that millions are wasted on nostrums sold by radio. Mr. Sedgwick pointed out that all patent medicine advertising by radio is controlled by Department of National Health at Ottawa and by the CBC, and that this control is much stricter than any imposed on newspaper advertising. He stated that "the whole article is a malicious and unwarranted attack on radio stations (and) on those advertisers using them." He pointed out that patent medicine advertising is censored for broadcasting in Canada but not for newspapers.



GOING UP?

The KSCJ PERPETUAL SURVEY WAY!

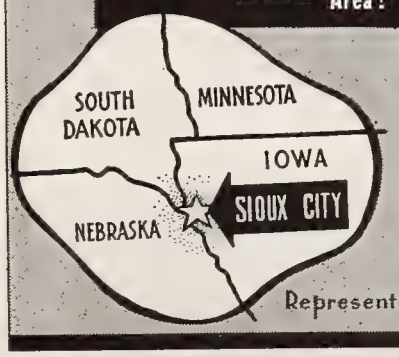


Boost your sales graph to a New High for the 1939 Summer Months

KSCJ or George Hollingbery will tell you about the Perpetual Survey

THE QUESTION: "Is Your Radio Turned On? If so, to What Station are You Listening?"

Over 1,688,070 Listeners in KSCJ 0.2 Millivolt Area!



KSCJ The JOURNAL

Sioux City, Iowa

Affiliated with C.B.S.

Represented by GEORGE HOLLINGBERY · C. W. Coikhill, MANAGER

"VOICES of YESTERDAY"

Actual voices of celebrities of years past preceded by dramatizations of events in their lives. 15 minutes of thrills selected by leading N. Y. papers as

"THE PICK OF THE AIR"

Written up in March 1939 issue of

"POPULAR MECHANICS", Page 378

"TIME MAGAZINE" April 10th, Page 43

"THE SATURDAY EVENING POST" May 27th

(Page 12 — last 2 col. Page 76)

52 15-minute transcribed programs now available

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

ANTENNAS

TO SUIT YOUR PREFERENCES



Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:—

SELF SUPPORTING CONSTRUCTION

Bolted, galvanized
Bolted, painted

GUYED CONSTRUCTION, UNIFORM CROSS SECTION

Bolted, galvanized
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Welded, galvanized
Welded, painted

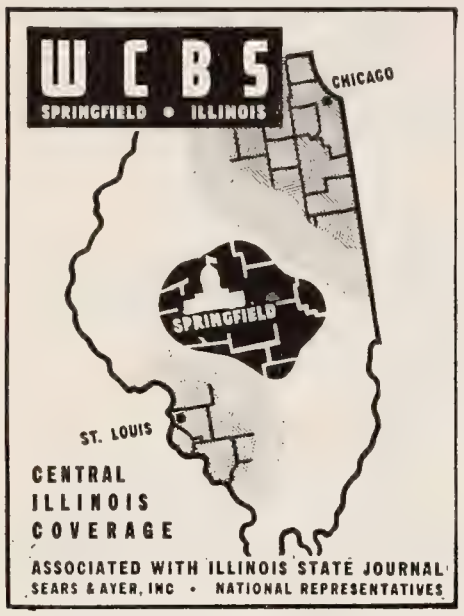
Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

BLAW-KNOX VERTICAL RADIATORS

WHOM Renewal

PURSUING its recently instituted course of tapering off temporary license renewals occasioned by program complaints, the FCC May 23 granted WHOM, Jersey City, a regular renewal of license until Nov. 1, 1939. The station last fall had been given a temporary renewal to May 1 pending a further investigation of a complaint in which the station was charged with purported "profascist broadcasts". Commissioner Geo ge H. Payne voted against the regular renewal. There are still pending before the Commission a number of temporary renewals, based on program complaints, though the bulk of such citations, which brought a torrent of editorial criticism and station complaints were quashed.



Funds for FCC's Operation Slated for Deficiency Measure

Commission Policies May Come Up for Scrutiny At Hearings; Other Measures Languishing

By WALTER BROWN

WITH no prospect of passage of FCC reorganization legislation before June 30, and probably not at this session, the House Appropriations Committee will include an appropriation for the Commission in the Third Deficiency Bill, expected to be passed by Congress before the new fiscal year begins July 1.

Rep. Woodrum (D-Va.), who will handle the deficiency bill in the House, told BROADCASTING May 25 the appropriation committee has received a letter from the FCC pointing out that no appropriation had been passed for the FCC and unless some action was taken before July 1 the Commission would be without funds. It is likely the appropriation will be for $1,700,000—the same as for the current fiscal years—rather than the $2,000,000 originally sought.

No Delay Foreseen

Mr. Woodrum said his Committee had eliminated the FCC appropriation from the Independent Offices bill on the theory that a reorganization bill would be passed early in the session and for this reason the better policy was to wait and make the appropriation for the new commission.

Since no action has been taken, he did not plan to delay further the appropriation and said the committee handling the deficiency would hold a hearing on the budget estimate of $2,038,175. This compares with an appropriation of $1,745,000 for the present fiscal year.

Announcement by Mr. Woodrum that hearings would be held indicated that Commission policies may again be subjected to examination on Capitol Hill. When Chairman Frank R. McNinch and other officials of the Commission appeared before the subcommittee early in the session, they were cross-examined at length. It was during this examination that the story broke of the President's intention to ask for FCC reorganization legislation.

Should the deficiency bill be tied up and not acted on before the end of the fiscal year June 30, a special resolution would be presented to provide for the FCC. There is no disposition on the part of Congress to make this agency a "legislative orphan."

Mr. Woodrum said hearings on the deficiency bill would get under way around mid-June and he saw no reason why the bill should not be passed before July 1.

Agreement between the White House and Congressional leaders over taxes removes an obstacle to mid-summer adjournment. Another legislative matter which may delay adjournment is neutrality. Administration leaders, after conferences with the President, are working on a July 15 adjournment. Some date between then and Aug. 1 would be a good adjournment guess.

Telegraph Hearings

With the adjournment drive already under way, there appears little chance of action on the pending FCC reorganization bills. Neither committee of Congress before which the bills have been pending for weeks has made a move toward hearings. No recent pressure has come from the Administration for action and it continues to look as though the session will end with the Senate committee being ordered to make an investigation and study of the FCC and matters under its jurisdiction and report next year.

The Senate Interstate Commerce Committee has held hearings on legislation dealing with the telegraph industry, but this is not expected to have any direct relation to the broadcasting industry or even deal with FCC policies and administration.

In addition to reorganization bills, the Senate Committee has before it a resolution by Senator White (R-Me.) calling for a broad study of the FCC and radio.

A number of bills are pending in Congress relating to broadcasting but the session may end with no definite action on any of them. Of particular importance to the industry are measures to prohibit the advertisement of beer or alcoholic beverages over the air.

Senator Johnson, (D-Col.) has a bill on the Senate calendar directing the FCC to deny licenses to stations which permit advertisement of any alcoholic beverage. This measure has a favorable report from the committee but a strong minority report has been filed against its enactment by Senator Gurney (R-S.D.).

Senator Johnson intends to offer a motion that the Senate take up his bill before the session ends.

Alcohol Restrictions

The House Ways & Means Committee has taken no action on the bill introduced by Chairman Doughton (D-N.C.) which would have the Federal Alcohol Administration deny permits to liquor and beer distributors if they advertise by radio.

Chairman Doughton introduced the bill at the request of the FAA and was careful to point out at the time that this did not signify his support of the legislation. The Committee is loaded with tax matters, so there is little prospect of consideration this session.

Senator Capper (R-Kan.) is author of a bill which would ban all forms of advertising of alcoholic beverages.

Senator Sheppard (D-Tex.) on May 22 reintroduced a bill (S-2466) which directs the FCC to refuse licenses to any broadcasting station with power over 50 kilowatts that broadcasts any network program. This measure is the same as the bill he offered at the last session and upon which no action was taken.

Senator Sheppard told BROAD-

Epic of America

AN EPIC program, running as a sustainer for one hour on NBC-Red June 4 at 3 p.m., will be presented by the Interior Department in collaboration with *Time* and *Life* magazines to dramatize the Department's new official master map of the United States which is about to be released. It will be titled *This, Our America* and is being written by Raymond Scudder of the NBC script division in cooperation with the Office of Education's radio experts and the editors of the magazines. It will dramatize the growth of this country from a narrow strip along the Atlantic seaboard to a nation embracing one billion acres. The map will be reproduced in a color spread in the June 5 *Life*.

CAPTURE
SYRACUSE'S
Central New York
MARKET

With the
"MUSICAL CLOCK"
Low Cost, Live Talent show on
WFBL

Fast-moving . . . sparkling entertainment . . . big immediate returns! That describes the "Musical Clock" Program—a live-talent show of wide appeal scheduled from 7 to 9 A. M. daily.

Returns from this show came in from 209 cities in 23 counties during the first week!

There are a few choice strips available on this top-ranking show. Let us explain to you how it will help you to establish distribution and increase sales of your product in the rich market of Syracuse and Central New York.

For full details, rates, time available write or wire WFBL, Syracuse, N. Y., or get in touch with Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES



ASTING May 23 that he expected s measure to meet the same fate this Congress unless the small ation operators, at whose urging e introduced the bill, get behind it.

"I certainly am not going to ush the bill if they don't display ore activity than they have preously shown," he declared. They've got to get the idea out of eir heads that they have finished eir task when they get a bill inoduced and must realize that's nly the beginning of the fight."

He said his bill had been introuced because of the complaints of mall broadcasters that network rograms of the larger stations ere coming into their territory nd driving business from them. he measure defines a network rogram to include all types over ve minutes long including recordngs and transcriptions and broadast over two or more stations at he same time. The FCC could nake exceptions to such broadcasts f it found they were in the pubic interest but must limit the time o not more than one hour a nonth.

Government Station

Early in the session Chairman Vinson (D-Ga.) announced there would be no hearings on bills to uthorize construction of a superower station to be operated by he Government to improve Pan-American relations. This killed any hance of passage of such legislaion at this session, but supporters of the proposal have continued heir efforts.

Senator Chavez (D-N.Mex.) has pending in the Senate a bill (S-2251) calling for a Government shortwave station to be known as "P-A-Z". The station would be operated by the Navy, its programs selected by the Secretary of State and a special Pan-American radio advisory committee set up in the bill. This group is composed of the Secretaries of State, Interior, Commerce, the chairman of the FCC and two members selected by the President.

Senator Chavez told BROADCASTING May 19 he would seek favorable action at this session. It is now pending before the Committee on Foreign Relations.

All bills introduced at this session remain pending until the 76th Congress ends in January 1941.

Boxing Sought for Video

Passage of the bill (S-2047), introduced by Senator Barbour (R-N.J.) to eliminate the Federal restriction on television broadcasts of prize fights across State lines, was advocated before a Senate Interstate Commerce Subcommittee May 25 by NAB President Neville Miller. Pointing out that programming will be one of television's most difficult problems and that it must rely on special events as a major source of material, he said prize fights have proved acceptable to the public as broadcast material and unquestionably would prove desirable for television. A prohibition against prize fights for television programs would deprive the industry of valuable program material and accomplish no good purpose, he testified.

Rep. Sweeney (D-Ohio), in a statement inserted in the *Congressional Record* May 16, criticized the report of the FCC Committee on Rules & Regulations limiting clear channel station power to 50 kw. He said the Committee proposed to "toss superpower out the window" and in effect proposed to deny rural listeners good radio reception under all conditions.

Making one of the first defenses of superpower in Congress, Rep. Sweeney held that rural and small town listeners are deprived of parity with urban listeners in reception and choice of programs.

Declaring the report was designed to "protect the networks", Mr. Sweeney referred to WLW's operation with 500 kw. and called the Commission's decision in denying it a renewal "unprecedented, arbitrary and capricious". He said WLW had demonstrated that its operation was not destructive and in no way squeezed out local stations which are dependent upon local and some network advertising.

The Committee's recommendation against superpower "condemns the rural listener to a fate on a par with the peasants of communistic Russia," he said. Rural America today, he concluded, stands condemned to the "tongueless silence of the dreamless dust".

McNinch Due Back

FCC CHAIRMAN Frank R. McNinch, who has been absent from the Commission since May 1, undergoing treatment for an intestinal disorder, plans to return to his desk by June 5. Mrs. McNinch asserted May 25 that the Chairman has been in a Philadelphia hospital undergoing treatment upon advice of his physicians. He has not been seriously ill but requires periodic rests because of a colitis condition, she stated.

Expo Staff Revised

REORGANIZATION of the Golden Gate International Exposition's radio division indicates that more commercial talent will be used in shows produced in the Treasure Island studios at San Francisco. In May, the publicity and promotion department of the exposition absorbed radio, under the direction of Clyde M. Vandeburg, formerly radio chief at the San Diego and Dallas expositions, who has announced that Treasure Island exhibitors would be aided in producing talent programs. Productions of direct gate-building value to exhibitors and the Exposition, with lavish use of music in small units, will be emphasized in the new radio program, according to Mr. Vandeburg.

$40,000,000

in wheat is sold in an average year through the Board of Trade in . . .

WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.



$772,761,000

ON TAP FOR YOU AT WOWO

Here is important year-round buying power . . . in this compact, easy-to-reach market.

"Brand Preference" in the spending of this money is being controlled through WOWO. May we show you how?

10,000 Watts 1160 Kilocycles NBC Basic Blue Network

WESTINGHOUSE RADIO STATIONS, INC.
FREE & PETERS, National Representatives

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

CLARK
FOR
QUALITY
IN
ELECTRICAL
TRANSCRIPTION
PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



CLARK
PHONOGRAPH
RECORD CO.
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216 HIGH ST.
Humboldt 2-0880

Longest Ball Game

WHN, New York, on May 17 carried what is probably the longest one-game baseball broadcast in history when the game between the Chicago Cubs and Brooklyn Dodgers lasted from 3:55 p. m.-8:48 p. m., ending in a 9-9 deadlock after 19 innings. The entire game had to be broadcast according to the station's contract with the three sponsors, General Mills, Socony-Vacuum and Procter & Gamble, and the commercial schedule of broadcasts immediately following the game had to be revised as a result. UP news, sponsored by Hanscom Bakeries, *Today's Baseball*, sponsored by Gillette Safety Razor Co., and George Combs' *Editorial Slant on the News*, all quarter-hour programs regularly scheduled on WHN from 7:15 to 8 p. m., were broadcast in a 17-minute period as soon as the game had ended.

Sofenz Now on 10

SOFENZ SALES Corp., Los Angeles (face cream), which has been sponsoring *Beauty Secrets* on KNX, Hollywood, on May 23 expanded coverage to include 6 CBS Pacific network stations (KNX KSFO KARM KROY KOY KTUC) and on June 5 adds KOIN KIRO KVI KFPY to the list. Firm will also continue to use weekly participation in *Norma Young's Happy Homes* on KHJ, Los Angeles, and on May 28 was to switch from *Ann Warner's Chats With Her Neighbors* to a new participating program on KFI, that city. In addition Sofenz Sales Corp. will use weekly participation in other Pacific Coast centers as markets are established. A national radio campaign, to start in late summer, is also being planned. Agency is Richard F. Connor Adv., Manhattan Beach, Cal.

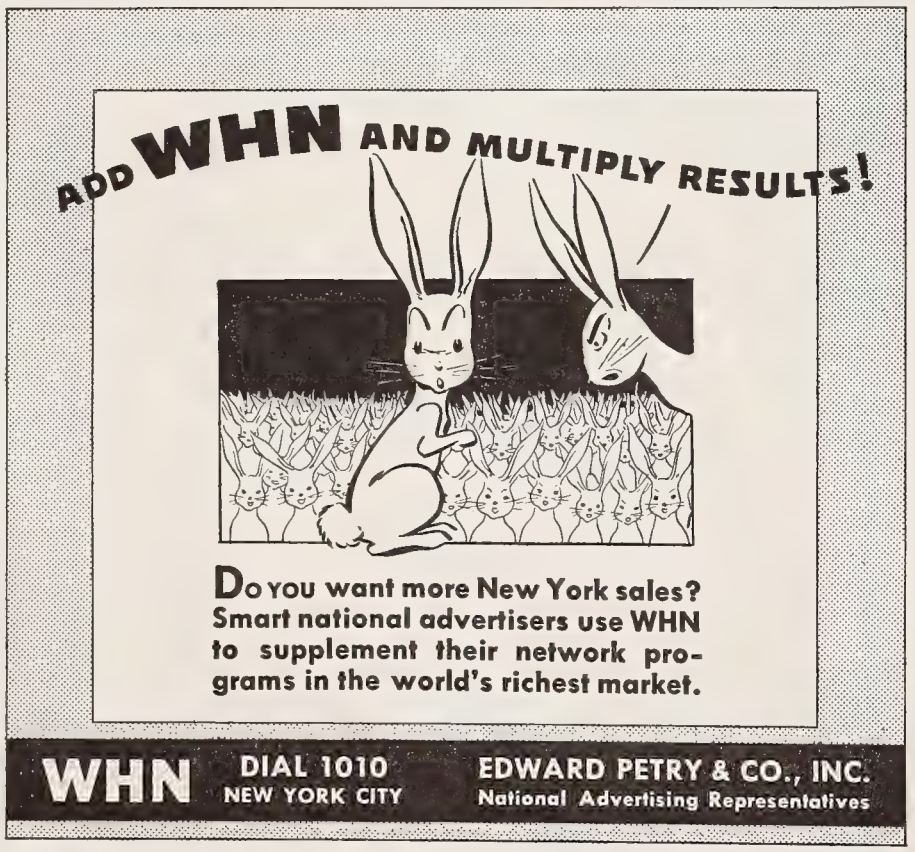
A REHEARING of the application of William F. Huffman, publisher of the *Wisconsin Rapids* (Wis.) *Tribune* for a new 250-watt station on 580 kc., was authorized by the FCC May 16. The Commission last Jan. 3 denied the application but granted the petition for rehearing "on further issues to be determined."



CRAZY-QUILT shirt worn by George B. German, m.c. of the *Trading Post* program of WNAX, Yankton, S. D., testifies to the listener interest in the program. During a recent broadcast of the *Trading Post*, German flubbed a pun on crazy-quilts, and Art Smith, also on the show, immediately kidded him about it, suggesting that he should have a crazy-quilt shirt. Shortly listeners began mailing in various patches, some elaborately embroidered with maps, bronchos and other figures. Another listener offered to piece the patches together for a shirt. As it turned out there was plenty material for two shirts, with enough left-overs to make a sofa pillow for Smith!

FOR FAILING to file a written appearance in compliance with regulations, the FCC has denied a license renewal to W9XAK, television station of the Kansas State College of Agriculture and Applied Science at Manhattan, Kan. The station has been one of the few licensed for experiments in the 2000-2100 kc. band.

OFFICIAL dinner given by the Communist Party to mark the opening of Israel Amter's campaign for city councilman from New York County was broadcast on WQXR, New York, for one full hour May 27, the largest amount of time ever taken by the Party for a single station broadcast.



Burn Sells Out Intere In Rep Firm to Toothi

JOHN A. TOOTHILL, Chica manager of Burn-Smith Co., rac station representatives, announc May 27 that he has purchased t corporation shares formerly he by Walter P. Burn. Mr. Burn h relinquished all financial intere in the corporation to devote his e tire time to Walter P. Burn Associates Inc., and Market Da Service Inc., his research orgar zations. No changes in either pe sonnel or functions of Burn-Smi are contemplated. The Burn-Smi company last winter took over re resentation of the stations in th J. J. Devine group after tha newspaper representation firm ha decided to withdraw from the r dio field.

WFIL Press Tieup

WFIL, Philadelphia, recently n gotiated its fourth newspaper ti up when General Manager Roge W. Clipp completed arrangement for a reciprocal time-space trad agreement with the *Shopping Guid* new door-to-door handout shee with a 330,000 circulation in th Philadelphia territory. At the sam time new agreements were mad with the *Philadelphia Record* an the *Evening Public Ledger*. Th *Shopping Guide* space will be use by the station to promote program with feminine appeal, while th publication will use its radio tim for a nighttime *Woman's Corner o the Air*. Both the *Record* and *Eve ning Ledger* are using classica music programs, the former broad casting an hour of transcribe symphonies Sundays to exploit circulation-record drive, while th *Ledger* uses a half-hour of ligh classics every morning to promot editorial features, and a weekl sports review by its columnists.

Video Set Sales Slow

THE June edition of *Radio Today* dealers' trade journal edited by O H. Caldwell, reports that during the first two weeks in May its survey showed only 200 television receivers were sold in the New York metropolitan area, where RCA-NBC began daily service with the opening of the World's Fair April 30. At the average price of $400 said the trade paper, these sales mean $80,000. Only about two-tenths of 1% of those who witnessed store demonstrations actually bought, while another six-tenths of 1% were reported as "good prospects."

Theaters Televise Derby

FIVE motion picture houses in London picked up and flashed on their screens the telecasts of the Derby May 24, and press reports stated that the reception generally was excellent despite the blurring of wide-angle shots caused by the sun. All of the theaters were jammed. Baird apparatus was used for the theater projections since the Gaumont British Film interests are interested in that company. Ian C. Javal, commercial director of Baird Television Ltd., is now in this country, headquartering at 1600 Broadway, New York, making plans to introduce theater television in New York. Demonstrations await arrival of the new Baird tubes used in the London shows, which are capable of projecting a 15x20 foot screen.

'CC Seeking Test f Court's Power

onfers With Justice Dept. on upreme Court Proceedings

TEPS looking toward Supreme ourt review of the Pottsville and eitmeyer cases, in which the U. S. ourt of Appeals for the District Columbia upbraided the FCC for ilure to comply with its rulings, ave been instituted through the epartment of Justice by the Commission.

In the Heitmeyer case, the court n May 24 issued a writ of manamus commanding the Commison to set aside its decision of pril 20, 1938, which ordered Paul . Heitmeyer to appear at a conolidated hearing involving a new ation at Cheyenne. It instructed ne Commission to decide the Heitmeyer application on the basis of ne record as originally made and ithout the necessity of combating her applications for similar falities.

In the Pottsville case the court sued a writ of mandamus directng the Commission to set aside its ecision of June 9, 1938, denying ne application of Pottsville Broadasting Co. for a new station in ne Pennsylvania city and ordered to consider the request without orcing it to compete with other pplicants for similar facilities.

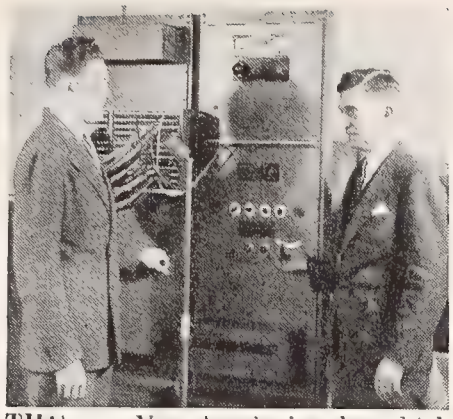
Final Test Sought

Immediately following the writs, 'CC General Counsel William J. empsey, conferred with Solicitor eneral Robert H. Jackson, looking oward filing of petitions for certiorari with the Supreme Court by he Department of Justice, which s the customary procedure. The ommission contends the Appellate ourt is usurping its administrative functions and in effect petioned the court to pave the way or possible Supreme Court review by issuance of the formal nandamus orders.

On May 20, Northside Broadcastng Co., operating WGRC, New Albany, Ind., across from Louisville, appealed from the FCC decision rendered Feb. 6 granting the application of the Kentucky Broadcasting Corp., headed by D. E. (Plug) Kendrick, for a new station in Louisville on 1210 kc. with 250 watts day and 100 watts night. The appeal was filed following denial by the Commission of WGRC's petition for rehearing. The appeal was based on economic grounds as well as on the fact that the station has pending an application for a change in frequency from 1370 kc. to 880 kc.

Hess & Clark Drive

DR. HESS & CLARK Inc., Ashland, O. (stock remedies), is placing an autumn half-hour transcription series on 25 stations in chief cattle and poultry-raising regions through N. W. Ayer & Son, Philadelphia. Titled *Farmers' Forum*, the program includes an orchestra, Fran Allison, singer, and Sam Guard, publisher of *Breeders' Gazette*, as m. c. Mr. Guard will conduct a "farm neighbor" interview with a farmer from the territory covered by the broadcast. Supplementing the half-hour show will be an announcement campaign on 15 other stations, a half-dozen of them in Canada. The *Farmers' Forum* was tested successfully on WLS, Chicago, and WHO, Des Moines.



THE new Vocoder device, by which a voice can go into the microphone one way and come out of the loudspeaker another, is demonstrated by H. W. Dudley (right), its inventor, and C. W. Vadersen, also a member of the Bell Telephone Laboratories staff, whose voice is being controlled.

TRICKS WITH VOICE
Speech Is Artificially Built By Bell Device

THE VOCODER, a device that sounds like a sound-effect man's dream, was demonstrated by Homer Dudley of the Bell Laboratories at the tenth annual meeting of the Acoustical Society of America in New York, May 16. By twisting the dials of the apparatus Mr. Dudley changed the normal voice of his assistant into deep bass, high falsetto, a monotone and the quavering tones of an old person, enabled him to sing a duet with himself and performed other similar tricks of vocal magic. The apparatus, developed by the Bell Laboratories as a part of their research in the field of speech, does not transmit speech as a telephone or microphone does, but after changing it into electrical energy uses that energy to operate a mechanism that artificially builds speech, at the same time varying the frequency and intensity to give the desired effect. While it may find immediate uses in radio and sound movies, the motive of the Bell Laboratories is to use it to reduce speech to a monotone which can be transmitted in a band about 25 cycles wide, as contrasted with the speech band of 3,000 cycles, permitting simultaneous transmission of a number of telephone messages over a single wire and thus reducing the cost of telephone service.

RENEWING its reciprocal arrangement with WDAS, the *Philadelphia Ledger* for three more years will continue its daily hour of classical music with commercial copy keyed to the feminine audience. WDAS also has reciprocal agreements with the *Philadelphia Record* and *Philadelphia Daily News*.

Spot buyers use 169% more time over WOAI than over any other San Antonio station

WOAI in San Antonio

NBC TQN

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

15 HOUR "BEAT" ON SQUALUS FOR WLAW

ON the scene where the submarine Squalus went down, WLAW, through use of portable ultra-shortwave transmitter W1XRZ, brought to the nation the first ear-witness radio coverage of the submarine disaster. Seven hours after the actual sinking, WLAW's crew was on the ocean, arriving at the scene 15 hours before other stations were able to reach the area.

WLAW broadcast the first news directly from the spot, then included both the Red and Blue Networks of NBC, fed through WBZ, Boston. WLAW's especially chartered boat left Hampton Beach, N. H., at 4 P. M. on Tuesday and stayed at the scene until Wednesday evening. It was WLAW, first, that gave to the nation the thrilling eye witness account of the desperate early efforts to contact the sunken boat and the preliminary rescue attempts.

WLAW provides the only primary service available to Lawrence, Lowell and Haverhill—one continuous city of 325,000 people who regularly listen to WLAW's clear 10 MV/M signal.

WLAW

680 Kc. 1000 watts

LAWRENCE, MASS.

STATION EXECUTIVE AVAILABLE

With 12 years successful record as General Manager in the development and operation of popular radio station. Capable, from past experience, of direct supervision of all departments of broadcasting activities.

Possessed of financial and agency background, with wide acquaintance in national field. Would welcome investment.

Address Box A379
BROADCASTING

Late Personal Notes

RICHARD A. RUPPERT, sales promotion manager of WKRC, Cincinnati, has joined WSAI in a similar capacity, according to an announcement by Dewey H. Long, WSAI general manager. Richard W. Garner, who is succeeded by Mr. Ruppert, has been transferred to the sales department to handle national sales and sales promotion. Mr. Ruppert June 1 graduates with top honors from Cincinnati night law school.

WALTER GUILD, m.c. of *Salute to Industry* on KSFO, San Francisco, has been named radio director of the Sidney Garfinkel Adv. Agency in San Francisco.

AIDAN FITZPATRICK, announcer of KDKA, Pittsburgh, is the father of a girl born recently.

C. ALDEN BAKER has left WCHS, Charleston, W. Va., and has joined WCMI, Ashland, Ky.

WALTER PATRICK KELLY, former advertising manager of Barney's Clothes, New York, has been appointed program director and merchandising counsellor of WAAT, Jersey City, N. J.

FLORENCE LEHMANN, conductor of the cooperatively sponsored *Ladies First* program of interviews with prominent people on WCCO, Minneapolis, is in New York recording interviews for use on her program during the summer.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

there is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Progressive Midwest NBC station wants experienced commercial announcer. Prefer young man who has good selling voice and ad lib ability. Position to be filled at once. Only applicants who can appear for audition and interview will be considered. Good starting salary and chance for advancement. Address inquiries to Box A374, BROADCASTING.

Situations Wanted

Engineer employed in midwestern small town local desires change to larger city or station. Box A388, BROADCASTING.

Advertising Manager daily newspaper servicing local and national accounts, promotion and merchandising wishes to enter commercial radio field. Any reasonable offer accepted. Box A375, BROADCASTING.

Writer-Producer available! Steady family man, employed part time, wants permanent connection. College, professional training. Experienced announcer, writer, actor, director. Own 200 successful dramatic scripts, plus other material. Will interview. Box A376, BROADCASTING.

Engineer on network station, desires change, preferably chief engineer progressive local or regional. Four years experience design, maintenance. Age 24. Married. University communications training. References. Box A377, BROADCASTING.

Salesman—with ideas; ten years experience, leading force on chain station and billing $50,000 yearly in small city. Desires change. Proven record, good references. Box A378, BROADCASTING.

Experienced radio man consider sales management regional station or local station management. Exceptional record. Plenty experience. Know radio thoroughly. Valuable agency contacts. Box A381, BROADCASTING.

Radio Stations—Representatives—Advertising Agencies: Topnotch, youthful salesman, announcer, copywriter desires change. Now employed as registrar of radio college. Will arrange to go anywhere for interview or audition. Box A382, BROADCASTING.

Announcer desires opportunity with small station. Salary secondary. Personal interview or recordings on request. Box A383, BROADCASTING.

Employed Southern announcer, experienced continuity, sports, specialist on news. 26, married, ambitious. Voice recording on request. Box A384, BROADCASTING.

Production, script man: Commercials, sustainings. Publicity, promotion. Now working. Brings fifty-two original half-hours and clicking serial. Salary secondary. Box A385, BROADCASTING.

Sports Announcer—Valuable sports background. Handle studio utility. References. Recordings available. Box A386, BROADCASTING.

Station promotion, sales promotion and merchandising man. Experienced. Capable. Work widely recognized. Box A380, BROADCASTING.

Attention Radio Academies & Stations! Instructor-speech, announcing, dramatics, programming. Studio-Announcerial duties. Box A387, BROADCASTING.

Do you need an efficient and reliable operator? Experienced and available at once. Now employed at major network station, but desire better opportunity. Box A389, BROADCASTING.

CECIL K. CARMICHAEL, press
lations director of WLW, Cincinr
on May 26 was appointed by Ja
D. Shouse, vice-president of the C
ley Corp. in charge of broadcast
as assistant in his office. Mr. C
michael will have executive su
vision over publicity, special ev
work and the maintenance of cont
on remotes for WLW and WS
Herb Flaig will remain as spe
events man reporting to Mr. C
michael.

CHARLES C. SHAW, former Pi
burgh newspaperman, and his w
Nancy Shaw, formerly with Univer
of Pittsburgh's Retail Research
reau, have joined KTSA, San Ant
—Mr. Shaw as news editor and M
Shaw as secretary to Program Di
tor W. C. Bryan and as conducto
two women's programs daily.

HAROLD HOUGH, director
WBAP and KGKO, Fort Wo
once noted as the "Hired Hand"
WBAP, returned to the microph
May 28 to act as m.c. for the Sun
Americanism Service climaxing
three-day state Shrine ceremonial
Moslah Temple's silver jubilee wh
was carried over both Red and B
networks of NBC.

CLYDE SCOTT, commercial m
ager of KFI-KECA, Los Angeles,
recovered from injuries received wh
he fell from a horse.

JOHN C. MORSE, vice-president
Dan B. Miner Co., advertising ag
cy, has been elected president of
Advertising Club of Los Angeles, s
ceeding D. D. Durr.

ANNE MAE FITZPATRICK, of
program department of WIP, Phi
delphia, is recovering from a disloc
ed collar bone received recently in
automobile accident.

TED HUSTON, formerly of WSJ
Durham, N. C., has joined the a
nouncing staff of WBRY, Waterbu
Conn.

JOHN SAMPLE, of the local sa
staff of NBC-Chicago, married Ka
leen Bradley Calkins on May 20.

LLOYD MORSE, engineer of WEI
Boston, leaves June 3 to join the CI
technical staff.

AL PIERCE, formerly of KXE
(now KITE), Kansas City, a
KFNF, Shenandoah, Ia., has join
the engineering staff of WWL, Ne
Orleans, for vacation relief.

Class Audience Preference

WOMEN radio listeners are n
primarily interested in radio pr
grams about household hints, r
mance, and the care of babies, a
cording to a survey conducted b
Lisa Sergio, noted woman comme
tator, on her *Column of the A*
broadcast on WQXR, New Yor
The first 500 responses to Mis
Sergio's request for listeners' opi
ions, show that music, art, inte
national affairs and news topics i
general are the favorite subject
88% of the letters coming fro
women listeners and 12% fro
men. These unusual results a
probably due to the fact tha
WQXR is known as New York
"high-brow station," devoting th
large majority of its time to pr
grams of classical music, chiefl
recorded, and in general caterin
to a "class" audience.

FOR SALE

1 - 6B Western Electric 1000 - watt Broadcasting Transmitter complete with motor generator sets, added high voltage rectifier and tubes. Complete inventory may be had on request.

Address all inquiries to
Box A373, BROADCASTING

adio Popularity rows in Europe

½ Million Homes Installed ts During Last Year

IAT feverish Europe is depend- more and more upon radio for ormation and entertainment, is parent from the fact that some- ng like 3,500,000 homes added dios during 1938, bringing the al number of registered radios what is called the "European ne" to 35,130,000 as of Dec. 31, 38.

The figures for each country, th the exception of Russia, have en made public by the Interna- nal Broadcasting Union at Ge- va, which annually compiles em on the basis of registrations r the payment of license fees ich are required in practically countries. With the exception Czechoslovakia, an increase dur- g the year is shown, and the de- ease there (and exceptional in- ease in Germany) is accounted by the Austrian and Sudeten sorptions. Turkey's large in- ease is attributed to the new gh power station at Ankara.

The radio count by countries, ex- usive of free licenses issued to e blind, etc., and the percentage increase over 1937 is given as llows:

	Dec. 31, 1938	*% Increase over 1937*
rmany	11,503,019	26.58
eat Britain	8,908,366	5.06
ance	4,705,859	13.02
eden	1,226,858	14.18
lgium	1,126,218	10.61
lland	1,108,625	3.43
land	1,016,473	18.02
ly	995,500	25.22
echoslovakia	764,076	—26.84
nmark	762,711	8.33
itzerland	548,533	8.81
ngary	419,215	9.37
rway	364,548	19.56
nland	293,790	26.80
umania	270,000	25.11
re	148,811	32.64
goslavia	135,169	19.70
tvia	134,970	18.08
giers	90,903	22.10
rtugal	81,171	17.46
gypt	79,717	17.36
tonia	66,268	35.38
thuania	59,527	31.01
lgaria	46,600	37.06
rkey	46,244	110.20
nzig	44,430	20.57
orocco	38,714	13.06
lestine	35,708	25.22
xembourg	35,000	16.66
reece	23,375	30.12
nis	22,367	26.48
eland	15,479	7.44
ria and Levant	11,204	20.59

World's Fair Trips

AMERICAN EXPRESS Co., New York, in conjunction with its World's Fair Travel Service, is working radio stations to organize groups of 25 or more persons for three or five-day trips to New York to see television and visit the Fair. According to American Express, "radio stations should be highly successful in promoting trips of this kind, because they can constantly plug the excursions on their own radio time." Rates for the trips are low and include transportation and all expenses. A group of 50 persons has already been arranged by WWVA, Wheeling, to arrive June 10 for a three-day visit. WHO, Des Moines, has planned two groups and will offer the trips every Tuesday from now on. Every three or four weeks this summer, WWSW, Pittsburgh, will send groups, and more stations will probably take advantage of the offer during the early part of June.

The Other Fellow's VIEWPOINT

Savings and Loan

EDITOR BROADCASTING:

Being modest souls, our faces are very red. In the article by our president, Mr. C. W. Grove, in the May 15 issue of BROADCASTING, your editorial comment gave us credit as being the fourth largest banking institution in Cleveland. The note should have stated that the Second Federal, starting from scratch five years ago, had grown to be the fourth largest operating *savings and loan institution* in the city with the help of radio through WGAR, Cleveland.

Of course, there are many banking institutions of substantially greater size. Our position is now fourth in our field of some 38 operating companies, many of which are ten times or more as old as we are. As sponsors of the article, we feel that this explanation is due the readers of BROADCASTING, especially our friends in the banking business.

HARRY B. WINSOR,
Vice-President Second Federal Savings & Loan Assn.
Cleveland, Ohio.
May 23, 1939.

Radio on Writers Agenda

RADIO, which has hitherto played a small part in sessions held by the League of American Writers, will be considered at the League's third annual congress June 2-4. A discussion of *Writing for Radio* will be conducted June 3 at the New School for Social Research, New York, 3:30-6:30 p.m., under chairmanship of H. V. Kaltenborn, CBS commentator. CBS will broadcast the proceedings, 3:30-4 p.m. Participating will be: Lewis Titterton, NBC manager of script division; Max Wiley, CBS director of script division; Jerome Danzig, MBS continuity department; John Brown, head of TAC radio division; Philip Cohen, director of Department of Interior Education project; Evan Roberts, director of the Federal Theatre Radio Division; Bernard Hermann, CBS music department; and Arch Oboler, NBC director of plays, whose regular program on NBC will be piped into the evening session. Also arranged is a recorded demonstration of radio writing and comment by Norman Corwin and Alfred Kreymborg of NBC; Robert Shayon, MBS, and William Robson and Pare Lorentz of CBS.

WTBO Suit Settled

SETTLEMENT out of court of the $15,000 libel suit against Associated Broadcasting Corp., operating WTBO, Cumberland, Md., and Dan McNally, evangelist, which had been brought by John T. Jones, president of the United Mine Workers district 16 and CIO regional official, was announced May 24. The suit was settled for $750 cash and $500 in broadcast time, along with the broadcast May 24 of a public apology over the station. The alleged libel occurred during the mayoralty campaign last year in a political speech sponsored by a group of Methodist ministers, with McNally as their spokesman.

Hooper Service Reveals Relative Station Ratings

TO GIVE stations data on their relative popularity with listeners as compared to other stations serving the same areas, C. E. Hooper Inc., New York research firm, is offering a new service, Hooper Cumulative Station Audience Reports, to the 112 stations located in the 40 cities covered by the company's regular radio listening surveys. This information covers the period from October 1938 through April 1939.

In collecting the data, Hooper interviewers use the telephone to ask two questions: "Were you listening to the radio just now?" and "To what station are you tuned?" All answers are secured during the broadcast or at the latest within 15 minutes of its conclusion. Reports cover all periods of the day in which any station in each locality carries a sponsored network program, and show for each stipulated time period the percentage of sets in operation, the percentage at home but not listening, the percentage not at home, and the distribution of listening among stations to account for 100% of all "sets in operation."

Cutex Tests on Coast

NORTHAM WARREN Corp., New York, on June 5 will start a test campaign for Cutex nail polish, using daily station-break announcements six times a week on KFI, Los Angeles, and KFRC, San Francisco. J. Walter Thompson, New York, handles the account.

Shaver Feeler

FAIRFIELD MFG. Co., New York, during the first week in June will start a test campaign for Packard Lektro-Shaver and Roto-Shaver using five-minute transcriptions five days weekly on a group of New England stations, as yet undecided. Programs will feature Jack Prentiss, who "sings while he shaves", and will be heard during the early morning hours. If the test proves successful, programs will be placed on a large number of stations throughout the country. Samuel G. Krivit Co., New York, is handling the account.

GRUEN WATCH Co., Cincinnati, on May 22 started three time signals daily Monday through Saturday on WWJ, Detroit. Other stations, carrying the signals are WSYR, Syracuse, and the New York stations, WEAF, WMCA and WNEW. McCann-Erickson, New York, handles the account.

WE FORGET NO ONE

For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don't, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here's REALLY COMPLETE Chicago coverage for your product!

WGES

In The Heart of Chicago

Welcome!

NATIONAL ASSOCIATION OF BROADCASTERS

July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador • You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on • And The Ambassador is Atlantic City's finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic • You'll find everything you want at The Ambassador . . . comfortable rooms at moderate rates . . . fine restaurants . . . indoor swimming pool and other recreational facilities . . . spacious sun decks and public rooms •

Harold E. Baggs,
CONVENTION MANAGER

The Ambassador
IN ATLANTIC CITY
WILLIAM HAMILTON, *Managing Director*

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MAY 13 to MAY 29, INCLUSIVE

Decisions . . .

MAY 15

MISCELLANEOUS—NEW, Mellin Investment Co., Huntington Park, Cal., denied as in default applic. CP 1200 kc 100 w D for failure to file written appearance; WMFR, High Point, N. C., denied as in default applic. CP change equip., increase D power, for failure to file written appearance; W9XAK, Manhattan, Kan., denied as in default television renewal for failure to file written appearance.

MAY 16

WAPI, Birmingham—Denied vol. assignment license to Voice of Alabama Inc.

KDAL, Duluth—Granted CP increase D to 250 w.

NEW, F. W. Meyer, Denver—Denied CP 1310 kc 100-250 w unl. (Ex. Rep. I-711).

SET FOR HEARING—WMBO, Auburn, N. Y., mod. license N to 250 w; NEW, Lakeland Bcstg. Co., Willmar, Minn., CP 680 kc 250 w ltd.

MISCELLANEOUS — WWL, New Orleans, granted mod. exp. auth. 50 kw to 8-1-39; WGRM, Grenada, Miss., granted CP move to Greenwood, Miss., subject Rules 131, 132, 139; WSBT, South Bend, Ind., denied rehearing in Docket 3763, set aside Statement of Facts, Grounds for Decision and Order of 2-6-39 and set matter for further argument; NEW, Summit Radio Corp., Akron, denied petition to revise and postpone rehearing applic. new station 1530 kc 1 kw unl., and hearing postponed indefinitely; WICA, Ashtabula, granted in part petition 500 w D, and denied 1 kw; NEW, William F. Huffman, Wisconsin Rapids, granted rehearing on further issues (denied 1-3-39) applic. new station 580 kc 250 w unl); NEW, Pawtucket Bcstg. Co., Pawtucket, R. I., on 5-8-39 granted further hearing on applic. 1390 kc 1 kw unl. on issues to be specified, and on 5-16-39 specified as issues available of frequency and adequacy of proposed service.

MAY 17

MISCELLANEOUS—KLCN, Blytheville, Ark., granted amended CP move trans., studio, new radiator and equip. on condition that grant is not construed as a finding on renewal applic.; WWL, New Orleans, granted license change trans. site, directional antenna, increase 10 to 50 kw; WCAX, Burlington, Vt., granted mod. license to Burlington Daily News Inc.; WGBR, Goldsboro, N. C., granted mod. CP approving trans., studio sites, change equip., antenna; WSJS, Winston-Salem, N. C., granted license new equip., increase D to 250 w; KVOS, Bellingham, Wash., granted license move trans. site, radiator on condition that grant is not construed as a finding on applic. Bellingham Bcstg. Co. for CP nor upon KVOS renewal applic. or issues involved; WJMC, Rice Lake, Wis., granted license 1210 kc 250 w D; WTAR, Norfolk, Va., granted temp. auth. 5 kw N to overcome CMQ interference; WBNY, Buffalo, granted temp. auth. operate all hours except those assigned to WSVS.

MAY 18

MISCELLANEOUS—KOB, Albuquerque, N. M., granted extension temp. auth. 1180 kc 10 kw directional; KEX, Portland, Ore., granted temp. auth. operate unl. 1180 kc 5 kw.

MAY 19

MISCELLANEOUS — WTAR, Norfolk, Va., granted auth. 1 kw N nondirectional 30 days. 5 kw auth. not effective until directive antenna is reconstructed; NEW, Pillar of Fire, Zarephath, N. J., granted oral argument 6-15-39; WSPA, Spartanburg, S. C., denied petition to hold applic. mod. license in pending files, hearing now set for 6-21-39; NEW, Edwin A. Kraft, Fairbanks, Alaska, denied dismissal applic. CP 610 kc 1 kw unl., without prejudice, and dismissed same with prejudice; KINY, Juneau, Alaska, granted petition in part to dismiss without prejudice applic. CP change freq., increase power, applic. to be retained in files; NEW, World Peace Foundation, Oakland, Cal., denied amendment applic. 6040 to 6020 kc; KGLO, Mason City, Ia., denied consolidation applic. change freq., and power with KWLC renewal applic., to be heard 6-27-39; KWLC, Decora, Ia., granted acceptance late appearance re KGLO applic.; KWK, St. Louis, granted petition intervene WGBF applic., dismissed petition consolidate in single hearing applic. of KXOK, WGBF, KFRU, KWK, and granted petition intervene KXOK and dismissed petition to consolidate KXOK, WGBF, KFRU and KWK applics.; KFIO, Spokane, granted continuance hearing change freq., power, and granted order take depositions; WGBF, Evansville, Ind., granted order take depositions; NEW, Central Bcstg. Corp., Worcester, Mass., granted petition intervene applic. C. T. Sherer Co.; NEW, Lawrence J. Heller, Washington, granted extension time to file proposed findings of fact and conclusions to 6-12-39.

MAY 23

WHAT, Philadelphia — Granted auth. transfer control to Bonwit-Teller & Co.

WHOM, Jersey City—License renewed to 11-1-39 (Payne voting "no").

WCOV, Montgomery, Ala.—Granted assignment license to Capital Bcstg. Co.

KRQA, Santa Fe, N. M.—Granted vol. assignment license to New Mexico Bcstg. Co.

WCHV, Charlottesville, Va. — Granted auth. transfer control to Mrs. Hugh M. (Nancy) Curtler.

TEMPORARY RENEWALS — WQDM, KVNU, WTAB, WBHP, KAST, KHUB, WBBZ, WBRY, WRBL, KGBU, WTAQ, KSUN, KGDE, KVOS, WBAX, WJBW, WJRD, WOLS.

SET FOR HEARING—WCBS, Springfield, Ill., CP new equip., change 1420 kc 100-250 w to 1290 kc 500 w 1 kw directional; WBNY, Buffalo, mod. license to unl.; WLAP, Lexington, Ky., exp. auth. rebroadcast WLW facsimile; NEW, Union Bcstg. Co., Scranton, Pa., CP 1370 kc 100-250 w unl.

MISCELLANEOUS — NEW, Wm. F. Huffman, Wisconsin Rapids, bill of particulars approved; WINS, New York, retired to closed files applic. CP change trans., antenna; WAPO, Chattanooga, granted rehearing re applic. new trans., change 1420 kc 100-250 w to 1120 kc 500 w 1 kw D; WJBO, Baton Rouge, La., granted rehearing applic. CP increase to 1 kw.

MAY 24

KFBI, Abilene, Kan.—Granted CP move to Wichita, new trans., antenna.

WORL, Boston—Denied unl. time with 1 kw directional.

NEW, Sweetwater Radio Inc., Sweetwater, Tex.—Granted CP 1210 kc 250 w D.

KTSA, San Antonio—Granted consent assign. license to Sunshine Bcstg. Co.

WGAN, Portland, Me.—Granted applic. Mary P. Martin, adm. estate of George W. Martin, to transfer control to Gannett Pub. Co.

MAY 26

MISCELLANEOUS — NEW, Vincennes Newspapers Inc., Vincennes, Ind., ruling of 3-31-39 affirmed, and denied motion to strike, setting aside intervention granted S. M. Emison; NEW, Catawba Valley Bcstg. Co., Hickory, N. C., granted order take depositions; KVOS, Bellingham, Wash., denied continuance hearing from 6-28-39, denied permission take depositions at later date, denied permission examine complaints, etc., involving KVOS renewal applic.; KOY, Phoenix, Ariz., referred to Commission en banc motion dismiss and return applic. KOAC for CP new trans., increase power, etc.; NEW, Clarence H. Frey, Herbert O. Greever, Logan, W. Va., denied with permission to withdraw without prejudice and file new applic., petition for leave to amend applic. change to 1310 kc.; KVOX, Moorhead, Minn., dismissed motion to deny as in default applic. CP change freq. etc.; NEW, Milton Edge, Hobart Stephenson, Jacksonville, Ill., referred to Commission en banc petition to amend applic. by substitution of Edgar J. Korsmeyer for Sherman V. Coultas, deceased, in applic. for CP; NEW, Harry Jackson, Harrisburg, Pa., granted amendment to change freq. for CP general experimental station; NEW, John B. Chapple, Ashland, Wis., denied intervention WJMS Inc. hearing on applic. new station in Ashland; KGLO, Mason City, Ia., granted alternative request continuance hearing applic. change freq., power; KOAC, Corvallis, Ore., denied petition to accept amendment to applic. to as 1 kw N instead of 5 kw, with permission to withdraw applic. without prejudice and file new applic.

MAY 25

WCOU, Lewiston, Me.—Commission on own motion continued hearing to admit further engineering evidence.

MAY 29

KBPS, Portland, Ore.—Granted temp. auth. remain silent 7-1-39 to 9-11-39.

MISCELLANEOUS—WDZ, Tuscola, Ill., granted license increase D power; WIBG, Glenside, Pa., granted mod. CP re equip.; KCMO, Kansas City, granted license change to 1450 kc 1 kw unl directional N; NEW, World Peace Foundation, Oakland, Cal., denied as in default applic. international station; WCAT, Rapid City, S. D., granted temp. auth. remain silent 6-1-39 to 9-11-39.

Proposed Decisions . . .

MAY 16

KGGF, Coffeyville, Kan.—Proposes to grant applic. vol. assign. license to Hu J. Powell.

WSNJ, Bridgeton, N. J.—Proposes grant auth. install new trans., increase 100-250 w unl.

NEW, M. & M. Bcstg. Co., Marinet Wis.—Proposes to grant CP 570 kc w D.

Examiners' Reports . . .

NEW, Nathan Frank, New Bern, N. NEW, Greenville Bcstg. Co., Greenvi N. C.—Examiner Seward recommen May 25 (supplement to I-684) that app Nathan Frank be dismissed with prejudi

Applications . . .

MAY 15

NEW, Dr. Willard Carver, Thomas Williams, Byrne Ross, Lawton, Okla.— 1420 kc 100 w unl., amended re antenn trans. site.

NEW, Frank R. Pidcock Sr., Moultr Ga.—CP 1500 kc 100-250 w unl.

MAY 17

WWSW, Pittsburgh—CP new trans., a tenna, move trans.

NEW, Lackawanna Bcstg. Co., Scrant Pa.—CP 1370 kc 100-250 w unl.

NEW, Richard T. Sampson, Riversi Cal.—CP 1390 kc 250 w D.

MAY 18

NEW, Albemarle Bcstg. Station, Alb marle, N. C.—CP 1420 kc 100 w amended by adding C. L. Pickler to pa nership, change freq. to 1370 kc.

KRIC, Beaumont, Tex.—Vol. assign. cense to KRIC Inc.

MAY 23

WTNJ, Trenton, N. J.—Mod. license add 8-10 p. m. daily.

WSMB, New Orleans—CP replace tow

KXL, Portland, Ore.—CP new tran antenna, change 1420 kc 100-250 w sh., 730 kc 10 kw unl.

KTKC, Visalia, Cal.—Mod. CP chan freq., increase power etc., to make furth changes in equip., antenna.

MAY 29

WBTM, Danville, Va.—Auth. transf control to L. N. Dibrell.

KOME, Tulsa—Mod. license to unl., 1 w.

KIUN, Pecos, Tex.—CP increase to 10 250 w.

NEW, Head of the Lakes Bcstg. Co Superior, Wis.—CP high-freq., 1 kw.

KANS, Wichita—Auth. transfer contr to stockholders (to Herb Hollister, shares common).

KVWC, Vernon, Tex. License for C increase power.

KGNO, Dodge City, Kan.—CP chang trans., new antenna, increase to 250 w kw D.

WISN, Milwaukee—CP change trans.

KINY, Juneau, Alaska — CP chang trans., increase to 1 kw.

KMED, Medford, Ore.—Mod. CP increas power re trans.

KWLK, Longview, Wash.—Mod. D unl., 250 w.



NEARLY 20 years after he started operating the broadcast station, which subsequently developed into the present KDKA, Pittsburgh, Dr. Frank Conrad, assistant chief engineer of the Westinghouse E. & M. Co., on May 16 turned over the first shovelful of earth on the spot near Allison Park, Pa., about 15 miles from downtown Pittsburgh, where KDKA's new antenna will be located. Flanking him are Sherman D. Gregory (left), manager of the station, and Joseph Baudino, KDKA plant superintendent. According to recently announced plans, a "pick-aback" aerial will perch atop the new 718-foot vertical antenna, to be used in shortwave frequency modulation experiments. The superimposed aerial will consist of a series of 10-foot rod antennas, and it is claimed, can transmit programs on high frequencies free from interference within a radius of about 35 miles.

DuMont-Majestic Pact

ALLEN B. DuMONT Laboratorie has issued a nonexclusive license t the new Majestic Radio & Tele vision Corp. to manufacture tele vision receivers under DuMont pat ents and has several other suc agreements pending, according t DuMont headquarters, which re ports that all licenses carry clause cancelling the license if th licensee is sold, directly or indi rectly, to RCA, as DuMont does no intend to have any cross-licensin agreements.

RCA will demonstrate television t distributors and dealers at the Radi Parts Show, in Chicago, June 14-1 using a camera-receiver connectio similar to those being used at the Ne York World's Fairs and permittin visitors to be televisioned and to watc the televising of others on the recei ers.

Network Accounts

All time EDST unless otherwise indicated.

New Business

EHN & FINK PRODUCTS Co., ew York (Hinds cosmetics) on Oct. starts *Burns & Allen* on CBS, Wed., 30-8 p. m. Agency: Wm. Esty & ., N. Y.

ENERAL MILLS, Minneapolis Gold Medal flour), on June 5 starts *aroline's Golden Store* on 14 NBC ed stations, Mon. thru Fri., 12:30- :45 p. m. (CDST). Agency: Black- t-Sample-Hummert, Chicago.

Renewal Accounts

ROCTER & GAMBLE Co., Cincin- ti (Drene), on June 30 renews *mmie Fidler* on 30 NBC-Red sta- ons, Fri., 9:15-9:30 p. m., for 52 eeks. Agency: H. W. Kastor & Sons dv. Co., Chicago.

AYUK CIGARS, Philadelphia, on me 12 renews *Inside of Sports* for weeks on 24 MBS stations, chiefly ues., Thurs., Sat., 7:45-8 p. m. gency: Ivey & Ellington, N. Y.

ENN TOBACCO Co., Wilkes-Barre, a. (Kentucky Club pipe tobacco), on ly 1 renews *Vox Pop* on 23 NBC- ed stations, Sat., 9-9:30 p. m. Agen- : Ruthrauff & Ryan, N. Y.

AWAIIAN PINEAPPLE Co., Hon- ulu (Dole pineapple juice), on July renews *Phil Baker* on 63 CBS sta- ons, and shifts from Sat., 9-9:30 m. to Wed., 8-8:30 p. m. Agency: oung & Rubicam, N. Y.

. WASHINGTON COFFEE Refin- g Co., Morris Plains, N. J., on May renewed for 52 weeks *Uncle Jim's uestion Bee* on 7 NBC-Blue stations, at., 7:30-8 p. m. Agency: Cecil & resbrey, N. Y.

HERWIN-WILLIAMS Co., Cleve- nd (paints), on Oct. 1 resumes *Met- politan Auditions of the Air* on 68 BC-Blue stations, Sun., 5-5:30 p. m. gency: Warwick & Legler, N. Y.

ERGENS - WOODBURY SALES orp., Cincinnati (hand lotion), on ec. 31 renews *Walter Winchell* for 2 weeks on 28 NBC-Blue stations, un., 9:30-9:45 p. m. (reb. Pac. Red, 1-11:15 p. m.). Agency: Lennen & itchell, N. Y.

ILLSBURY FLOUR MILLS Co., inneapolis, on May 29 renews for 2 weeks *Woman in White* on 36 BC-Red stations, Mon. thru Fri., 0:45-11 a. m. Agency: Hutchinson dv. Co., Minneapolis.

ENERAL MILLS Inc., Minne- polis, on May 22 renewed for 52 eeks the following five weekly dra- atic serials on 30 NBC-Blue stations; *etty & Bob* (for Korn Kix); *Arnold rimm's Daughter* (for Softasilk ake flour); *Valiant Lady* (for Bis- uick); *Hymns of All Churches* and *etty Crocker* (for Gold Medal flour). gencies: Knox Reeves Adv., Minne- polis, for Bisquick; Blackett-Sample- ummert, Chicago, for the others.

ELCH GRAPE JUICE Co., West- eld, N. Y., has renewed *Irene Rich* or 52 weeks, effective Aug. 6, Sun., :45-9 p. m., on 51 NBC-Blue stations; eginning the seventh consecutive year f the program's sponsorship. Agency: . W. Kastor & Sons Adv. Co., Chi- ago.

Network Changes

ENERAL FOODS Corp., New York Swansdown-Calumet), on Oct. 6 hifts *Kate Smith* on CBS from hursday, 8-9 p. m. to Fri., 9-10 p. m.

CBS Summer Advance

A MARKED advance in summer business over all previous summers is reported by CBS, whose clients will broadcast 45% more program-hours than last summer and will use over 60% more stations. In 1938 CBS summer business included 54 weekly programs; this year the number is 67. Last year 20 programs laid off during the summer; this year only 12 suspensions are planned, of which eight have already scheduled resumptions.

STANDARD BRANDS, New York (Feischmann's yeast), on July 2 shifts *I Love a Mystery* on NBC from Hollywood to San Francisco for nine weeks.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on May 22 added 12 CBS stations to *This Day Is Ours*, making a total of 35 CBS stations, Mon. thru Fri., 1:45-2 p. m.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels) moves *Benny Goodman* from CBS, Tues., 9:30-10 p. m. to NBC-Red. Sat., 10-10:30 p. m., starting *Bob Crosby* in the CBS spot; *Blondie & Dagwood* replace *Eddie Cantor* for summer on 41 CBS stations, Mon., 7:30-8 p. m. Agency: Wm. Esty & Co., N. Y.

P. LORILLARD & Co., New York (Old Gold cigarettes), continues *Melody & Madness* on WHN, New York, following switch May 23 to NBC-Red.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on May 24 shifted Kay Kyser on NBC-Red to Catalina Island, Cal., for four weeks.

STANDARD BRANDS (Tender Leaf Tea) is moving *One Man's Family* from Hollywood to San Francisco during July and August.

PEPSODENT Co., Chicago (toothpaste), on July 27 replaces *Bob Hope* program for the summer on 55 NBC-Red stations, Tues., 10-10:30 p. m., with *Mr. District Attorney*, now a sustainer on NBC-Red. The *Bob Hope* program returns to the same spot late in September. Agency: Lord & Thomas, Chicago.

McKESSON & ROBBINS, Bridgeport, Conn. (Calox, Abolene), upon expiration of contract on May 26 will not renew *Joyce Jordan, Girl Interne* on 10 CBS stations, Mondays through Fridays, 9:30-9:45 a. m., as erroneously stated in BROADCASTING, May 15. Agency is Bowman & Columbia, New York.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on June 26 for 13 weeks will replace *Voice of Experience* with Vaughn de Leath, singer, on 30 MBS stations, Mon., Wed., Fri., 1:45-2 p. m.

COOPERATIVE *Show of the Week*, on 70 MBS stations, will go off the air June 18 for the summer. Agency: Redfield-Johnston, N. Y., will be re-offered to local sponsors Sept. 24.

ETHYL GASOLINE Corp., New York, on June 5 shifts *Tune-Up Time* from Thurs., 10-10:45 p. m. to 60 CBS stations, Mon., 8-8:30 p. m. (reb., 12 midnight).

WESTINGHOUSE ELECTRIC & MFG. Co., New York, on May 21 added 6 NBC-Blue stations (WALA WNBC WCOA WCOL WTAR WIS) to *Letters Home From the New York Fair*.

NAB SALES GROUP TO MEET WITH AFA

UNDER chairmanship of Craig Lawrence, sales manager of the Iowa Broadcasting System, the Sales Manager's Division of the NAB will meet June 20 during the June 18-22 convention of the Advertising Federation of America at the Waldorf-Astoria, New York, June 18-22. All AFA delegates, along with broadcasting executives have been invited to the sales managers session, at which Neville Miller, NAB president, will present radio's new program code.

Matthew Woll, vice-president of the American Federation of Labor, will speak at the opening general session June 19, and Paul W. Garrett, director of public relations, General Motors Corp., will deliver the keynote speech on the convention theme, "Advertising Today Builds Tomorrow's Prosperity". Senator Arthur Capper (R-Kan.) head of Capper Publications, and owner of WIBW, Topeka, and KCKN, Kansas City, will present the 1938 Josephine Snapp Award to the woman considered to have made the greatest contribution to advertising during the year.

WOR, Newark, is included on the list of exhibitors taking space at the convention, as announced by Frank A. Conolly, merchandising manager, Oakite Products, exhibit committee chairman.

Forms New Agency

JOHN ORR YOUNG, formerly a partner in Young & Rubicam, New York, absent from the agency field several years, is forming his own agency "devoted to a custom-built service for a highly restricted number of only Class A accounts". Name and personnel will be disclosed shortly, said Mr. Young, who refused to comment on the rumor that Roy Durstine, recently resigned president of BBDO, New York, will be associated with him. Headquarters will be at 610 Fifth Ave., New York; telephone, Columbus 5-5613.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (dental and shaving cream), on Aug. 17 shifts *Ask-It-Basket* and *Gang Busters* on 95 CBS stations, Wed., 7:30-8:30 p. m. to Thurs., 8-9 p. m. Agency: Benton & Bowles, N. Y.

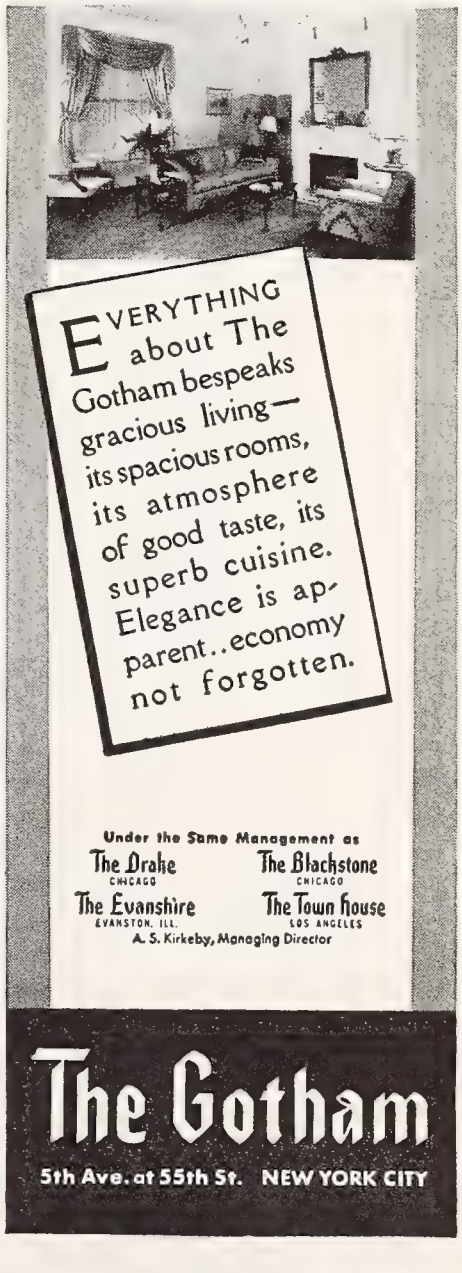
MACFADDEN PUBLICATIONS, New York (*True Story Magazine*), on May 23 replaced *Mary & Bob* with *True Story Time* on 41 NBC-Blue stations, Tues., 9:30-10 p. m. Agency: Arthur Kudner, N. Y.

Hollywood Gains For Autumn Seen

SPIKING published reports that Hollywood is losing ground in the national radio picture as an originating center of commercial shows, W. B. Lewis, CBS New York vice-president in charge of programs, now on the West Coast, stated that no diminution is indicated for the fall season. In fact, he sees no slump in Hollywood productions. He predicted there will be as many and possibly more important commercial originations from the West Coast with picture talent this fall than in the past.

Mr. Lewis declared that so long as shows built with $25,000 worth of Hollywood talent sell the sponsor's product, there will be buyers. Further verifying the stability of Hollywood as an originating center of commercials was the announcement by Donald W. Thornburgh, CBS Pacific Coast vice-president, that construction of two new 400-seat theatre-auditoriums to the present Columbia Square Bldg. will begin within 60 days.

An increased number of sustaining transcontinental shows will also originate from Hollywood, Mr. Lewis said. At present, nearly all CBS sustaining features originate in the East, but under the new plan now being worked out many of these programs will be produced in Hollywood. However, sustaining plans are being held in abeyance until a clearer picture of the commercial setup for the summer is obtained. CBS also plans to try out many of its production innovations during the summer.



"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00
$40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
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WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . . 50,000 WATTS. CLEAR CHANNEL

CBS Takes Time In Preparation for Video Operations

Seldes Says Most Programs Will Come From Studio

THE ONLY television policy CBS has at this time is not to allow itself to be forced into a position where it will be compelled to put on more programs than it can do well, Gilbert Seldes, CBS director of television programs, stated May 24, in his first press conference since his return from England, where he spent several weeks studying television techniques of the BBC. He said that the first CBS telecast would probably take place in mid-summer.

"We have made no commitments to either dealers or public," he said. "We have no fixed schedule, and that, for the time being, is a deliberate policy. When we put on our first television program we hope to be able to announce the time of our second one, but whether it will be the next day, or week, or even month, I have no idea. It won't be, however, until we are ready to do it the way we think it should be done. CBS is not concerned with the manufacture of sets or equipment, but only with the production of programs and we intend to stick to that angle."

Installation Delays

Difficulties encountered with the installation of the transmitter in the Chrysler Tower have delayed the CBS entry into the television scene, Mr. Seldes stated. He had expected, he said, to find the transmitter broadcasting test material on his return, and had hoped to present his first program about June 1. Instead, it will probably be nearer the first of August, he said, adding that meanwhile several programs are in preparation.

Most of the CBS teleprograms will be studio presentations, Mr. Seldes declared, expressing the belief that except for outstanding sports events the most popular features with the television audience will be programs produced in the studio. The CBS main television studio in the Grand Central Bldg. is probably the largest in the world, and Mr. Seldes has practically no limit to the potential variety of program material, as he could put on a tennis match, basketball tournament or a fair-sized circus without feeling at all cramped.

The visual advantages have worked the other way for sound, however, as the average voice disappears in such a vast space and a great deal of acoustical treating will be necessary before it will be possible to broadcast from the studio, he explained. The room is about 270 feet long, 60 feet wide and 45 feet high.

A motion picture projection room for the televising of movies has been built at one end of the studio, adjoining the control room, and films will be used as program material if good ones are available, Mr. Seldes said, adding that if good ones are not obtainable he thinks he can get along very well without them. Just as the movies nearly died when they stuck to making pictures of stage shows, he explained, so television will die if it does nothing but televise motion pictures.

Asked about his staff, he said that it consists of himself, an assistant and a secretary and that he was not planning on making any additions at present. In answer to another query about pickups from outside the studio, he said CBS does not yet have any mobile television transmitting equipment. He expressed interest in the recent experiment in sending television signals over an ordinary telephone wire which, he said, would make remote telecasts possible from all points in and around New York without the need of a mobile transmitter. In London, he stated, a loop of coaxial cable has been installed along the route of most of the parades, pageants and ceremonies that the BBC is apt to want to televise, with frequent places for plugging in the cameras.

Asked about English television programs, he replied that the features most popular with the public were the *Picture Page*, consisting of three-minute interviews with newsworthy persons, outdoor sports events and pickups from theatres. Full-length plays are frequently televised, he said, and the producers have discovered that having their shows put on the air is good for business. Asked whether he thought the same types of entertainment would go over here, he said that he hadn't the faintest idea, that the English experience is the only precedent a television producer has to use as a guide, but that English audiences are quite different from the American public in their likes and dislikes.



TELEVISING the bike races on May 20 at Madison Square Garden, NBC's video crew chalked up another American television "first". Pictured are Bill Stern at the microphone, R. W. Pickard at the camera and Tom Riley, on floor with headset. A few days earlier, May 17, another television "first" by NBC was achieved when a baseball game between Columbia and Princeton was televised by the NBC staff.

Ordinary Wire Successfully Transmits Television Signal for Short Distance

TRANSMISSION of a high-definition television picture over an ordinary telephone line, a feat long considered impossible, was accomplished on May 20, when NBC telecast a portion of the six-day bicycle race at Madison Square Garden over W2XBS. From the Garden to Radio City, a distance of slightly more than a mile, the signals were sent along ordinary telephone wire, adapted for television use through amplifiers and equalizers developed by the Bell Laboratories.

Observers, watching the images on television receivers in various locations within the 50-mile radius from the Empire State transmitter, reported that they were able to see the riders from one end of the Garden track to the other.

"This first test of a radically new method of transmitting the television signal, a highly complex group of electrical impulses extending over an enormous range," said Alfred H. Morton, NBC vice-president in charge of television, "is of tremendous significance to television. Essentially it means that New York City will be turned into one vast outdoor theatre for television pickups. It opens a thousand roads along which television can travel in its search for important and interesting programs."

Merely an Experiment

It also opened a thousand speculations about the possibilities of sending television programs over wire circuits, similar to the one in New York used in the experiment, which already link American sound broadcasting stations into nationwide networks, although none of the engineers cooperating in the telecast could be made to speculate on the future significance of the test.

Bell Telephone engineers pointed out that the success of this one program did not warrant any prophecies of immediate cross-country television networks by telephone lines, as the problem of hooking up a number of cities for such a network is a far cry from making a pick-up within the limits of New York City. They further emphasized the fact that their apparatus is strictly experimental and that they are not even prepared at the moment to install similar equipment even at all of New York City's telephone exchanges.

The general understanding has been that ordinary telephone wires would not carry the highly complex television signal, but that the coaxial cable was the only metallic circuit capable of meeting the rigid requirements of television. The television signal is a composite of frequencies extending from practically zero to several million cycles per second. Attenuation, loss in strength and distortion of the wave form is greater at the high frequencies than in the low and middle frequencies, and the problem has been to keep this attenuation within tolerable limits. The coaxial cable does this, but its cost of approximately $5,000 a mile renders it practically prohibitive for use in a nationwide network. An experimental link was laid down between New York and Philadelphia some years ago and another coaxial link connects NBC's television studios in Radio Ci with the transmitter on the Empi State Bldg.

Even with the coaxial cabl however, it was necessary to insta amplifiers and equalizers whi strengthened the signal and r stored the various frequencies their proper relationships at mir mum distances of five miles alo the coaxial cable circuit. The e gineers, who have known for son time that, theoretically at least, is possible to transmit any ele trical signal over any circuit, b lieved that by using these corre tive devices at shorter distanc they could send satisfactory si nals over ordinary telephone ci cuits. The bike race experime proved them right.

The experiment proved also th installation of the equalizers ar amplifiers every mile is sufficie to keep the signal satisfacto and since in New York City t telephone exchanges are not mo than a mile apart it will be po sible to make television picku from any part of the city by mer ly installing this apparatus in ea exchange without the necessity opening underground cables make special between-station i stallations. The problem of kee ing the wire absolutely clear any other signals will probably the biggest problem in connectio with future television broadcas using telephone wire transmissio as it will mean blocking off a grea many phones from their norma circuits during the period of t telecast.

In the Madison Square Garde telecast, the track and riders we scanned by a television came near the edge of the track, the pi ture being monitored from the co trol room of the NBC mobile tel vision station in the basement the Garden. From this point th electrical impulses were sent ov telephone wires to the phone com pany's Circle exchange where the were transmitted through an equa izer and amplifier and then ov another telephone circuit to Radi City. From there they were relaye over the coaxial cable to the Em pire State tower transmitter an thence broadcast.

RCA Sponsors Fight

RCA MFG. Co., New York, is spon soring the broadcast of the 15 round heavyweight fight June between Max Baer, former cham pion, and Lou Nova, a contende for Joe Louis' heavyweight titl The blow-by-blow description b Clem McCarthy and commentarie by Bill Stern, was to be carrie exclusively on NBC-Blue from th ringside at Yankee Stadium, 10 11 p. m. (EDST). RCA last seaso sponsored the broadcast of the Sea biscuit-War Admiral race.

Radio Typewriter Shown

A TYPEWRITER operated by ra dio impulses, known as the Radio type, is being demonstrated at th World's Fair by International Busi ness Machines Corp., using new bulletins supplied by the *New Yor Herald-Tribune*. The apparatu projects messages typed on a trans parent tape on a screen and uti lizes high-frequency impulses. In ventor is Walter Lemmon, manag er of IBM's Radiotype Divisio and director of W1XAL, Boston.



140,000 CALLS WERE MADE IN THESE 13 MARKETS.

THESE FACTS WERE REVEALED: In the 13 markets surveyed by the Ross Federal Research Corporation, and Alberta Burke Marketing and Research Company, the rate on WLW would be $3,876 to provide the same cost per listener as the leading local stations in these markets.

During the week of March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls, of which 78,793 calls were completed in the following twelve cities: Charleston, West Virginia; Columbus, Ohio; Dayton, Ohio; Ft. Wayne, Indiana; Indianapolis, Indiana; Lexington, Kentucky; Lima, Ohio; Louisville, Kentucky; Muncie, Indiana; Kokomo, Indiana; Newark, Ohio, and Springfield, Ohio. In the 13th market, Cincinnati, out of 21,883 calls made by Alberta Burke Marketing and Research, 14,947 calls were completed.

Results show that the average audience tuned to WLW from 8:30 A.M. to 10:30 P.M. Monday through Friday is 111.8% greater than, or 2.1 times that of the 10 dominant local stations serving these markets. The combined costs of these 10 dominant local stations is $1,830 per hour, while that of WLW is $1,080. Therefore, the cost of the local stations is 69.4% greater than that of WLW.

Since the dominant local stations collectively have an average of 22.8% of the audience listening to the radios in their respective markets and their combined costs amount to $1,830 per hour, then on an identical cost per listener basis WLW's rate should be $3,876 per hour, inasmuch as WLW's average audience is 48.3% of the sets in use in these same markets. (And *this* disparity is based on the unfactual assumption that WLW's coverage is to the city limits of these 13 cities!)

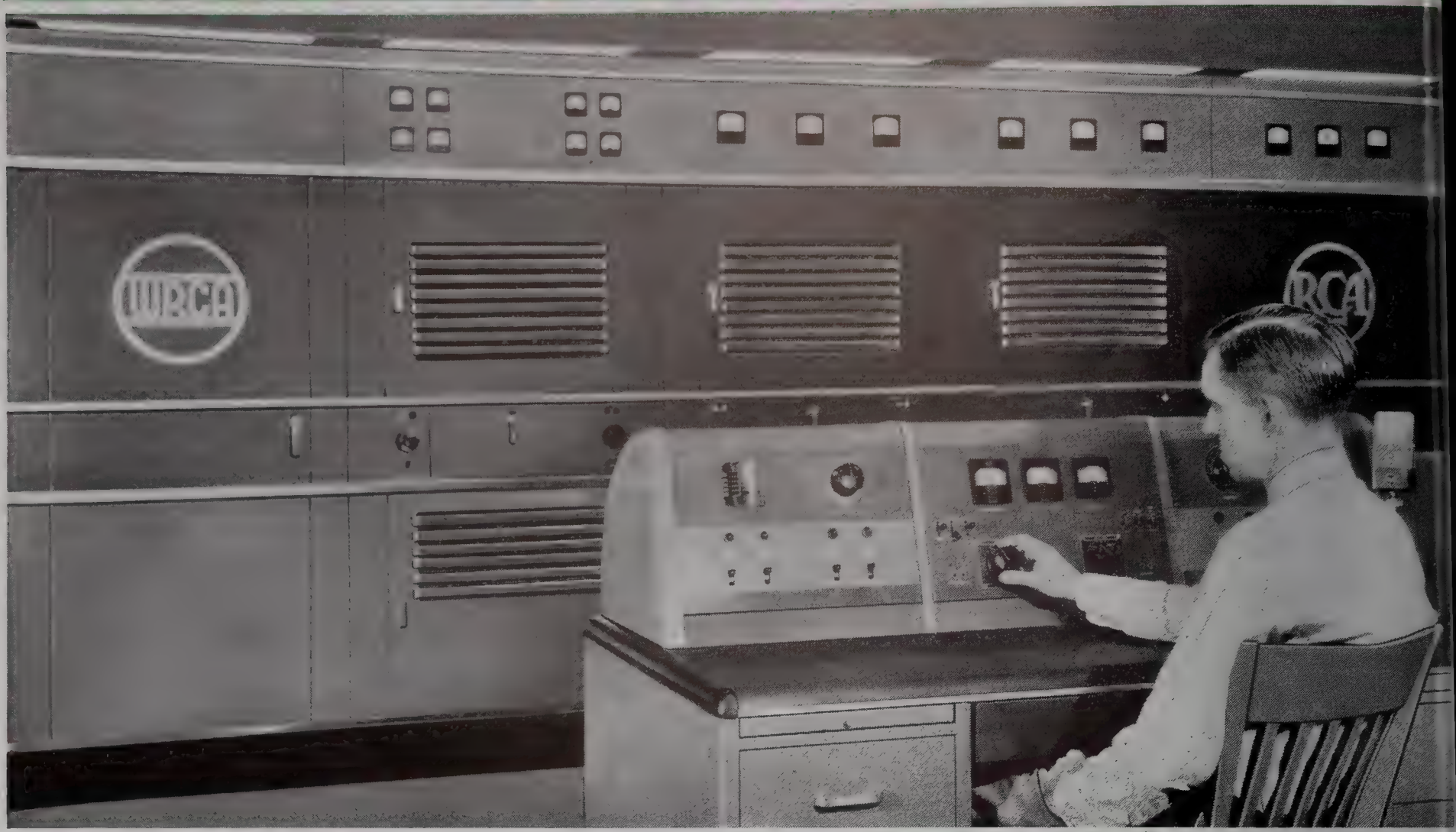
IF YOU would know the WHOLE story, write to WLW or Transamerican Broadcasting & Television Corporation. Ask for

MORE FACTS AND FIGURES ON WHY I SHOULD BUY . . .

THE NATION'S STATION

See the Crosley Building at the New York World's Fair

New RCA 5-DX Transmitter



Offers a New Standard of Value!

Here's Proof!

5-DX, a new version of RCA's famous 5-D Transmitter with new operating conveniences:

Finger-tip Control **Smart, Modern Styling** **Unified Front Panel Enclosure**

Plus the features which have won such wide acceptance among the broadcasters:

Lowest Operating Cost **No Water Cooling of Tubes** **Simple Circuit—Easy to Adjust**

Vertical Chassis Construction **Complete Reliability** **High Fidelity Transmission**

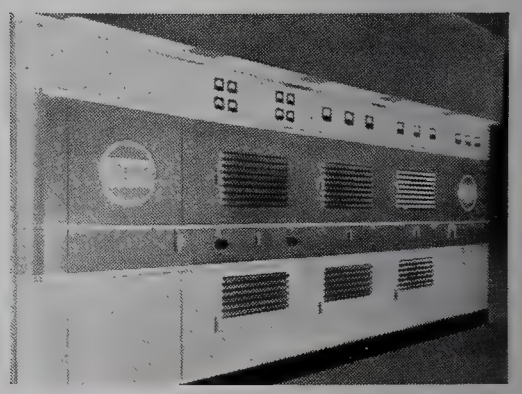
TRULY the 5-DX equipment represents a new standard of value in transmitters. This apparatus is the familiar RCA 5-D equipped with a new Unified Front Panel and Operating Console — containing all of the features which have made the 5-D so popular, plus new conveniences and additional terminal equipment. Write to the nearest office for highlights on the 5-DX.

• • •

Use RCA Radio Tubes in your station—for finer performance



The 5-DX Operating Console—smart, streamlined—contains VI and monitoring amplifier, controls for transmitter and speech input equipment.



Modern Unified Front Panel of the 5-DX makes installation much easier. It is also an economy factor in designing your transmitter house.

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 6th Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & So. Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 9th St. • Hollywood: 1016 N. Sycamore Ave.

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"He's waiting for the

1939 Iowa Radio Audience Survey!"

● One of the bright young men in our Research Department tells us that the world's record for breath-holding is barely over six minutes. So we wouldn't suggest that you take *that* means of expressing your anticipation for the 1939 Iowa Radio Audience Survey!

However, to judge by the way the returns are shaping up, the 1939 Survey is going to be even more of an eye-opener than the 1938 job. For instance, there's an amazing comparison of the extent to which Iowa people *remember the names of products,* as advertised in newspapers and by radio . . . there's a comparison of the extent to which Iowa people depend on radio (versus newspapers) for NEWS . . . there are at least a dozen *newly-proven facts* that may alter your whole conception of radio listeners' habits in the great Mid-West.

The Survey is now almost on the press. But don't hold your breath! Just send your request in NOW for one of the first copies of Dr. Summer's newest and most interesting contribution to *better advertising.* You'll thank us for the suggestion.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

KLZ NEVER LETS THE *Big Ones* GET AWAY



Colorado's Governor Carr flipped the first brown hackle into the rushing waters near Evergreen at sunrise on May 27th to usher in the state's 1939 trout season. The opening of the trout season has always been a ceremony for Coloradans. This year KLZ was on the bank to record the ritual for the Rocky Mountain area.

KLZ's 200-watt mobile transmitter accompanied the Governor to the stream. It recorded the action of the first vicious strike . . . followed the battler into the net . . . made thousands of Coloradans live anew the sport that thrills them most.

But KLZ never lets the big ones get away. It is always on hand when things important to Colorado happen . . . there as a welcomed, invited guest. It takes all Coloradans along—satisfies their natural desires to go places, see things and meet people. It is a part of Colorado life.

No other station in the Denver Rocky Mountain area is as well equipped to cater to the public interest, convenience and necessity of its listeners as KLZ. Neither is any other station as well equipped to carry the burden of the biggest selling job a sponsor might outline in this same area

KLZ *Denver*

CBS AFFILIATE ++ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ++ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ++ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ++ REPRESENTED BY THE KATZ AGENCY, INC



In *New England*—
build buying habits through local contacts

IT is peculiarly characteristic of New England people to develop buying habits through familiarity with brand names and through contacts created by sustained local merchandising activities reaching into the homes.

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston, Auburn
WBRK	Pittsfield		

EDWARD PETRY & CO., INC.
National Sales Representative

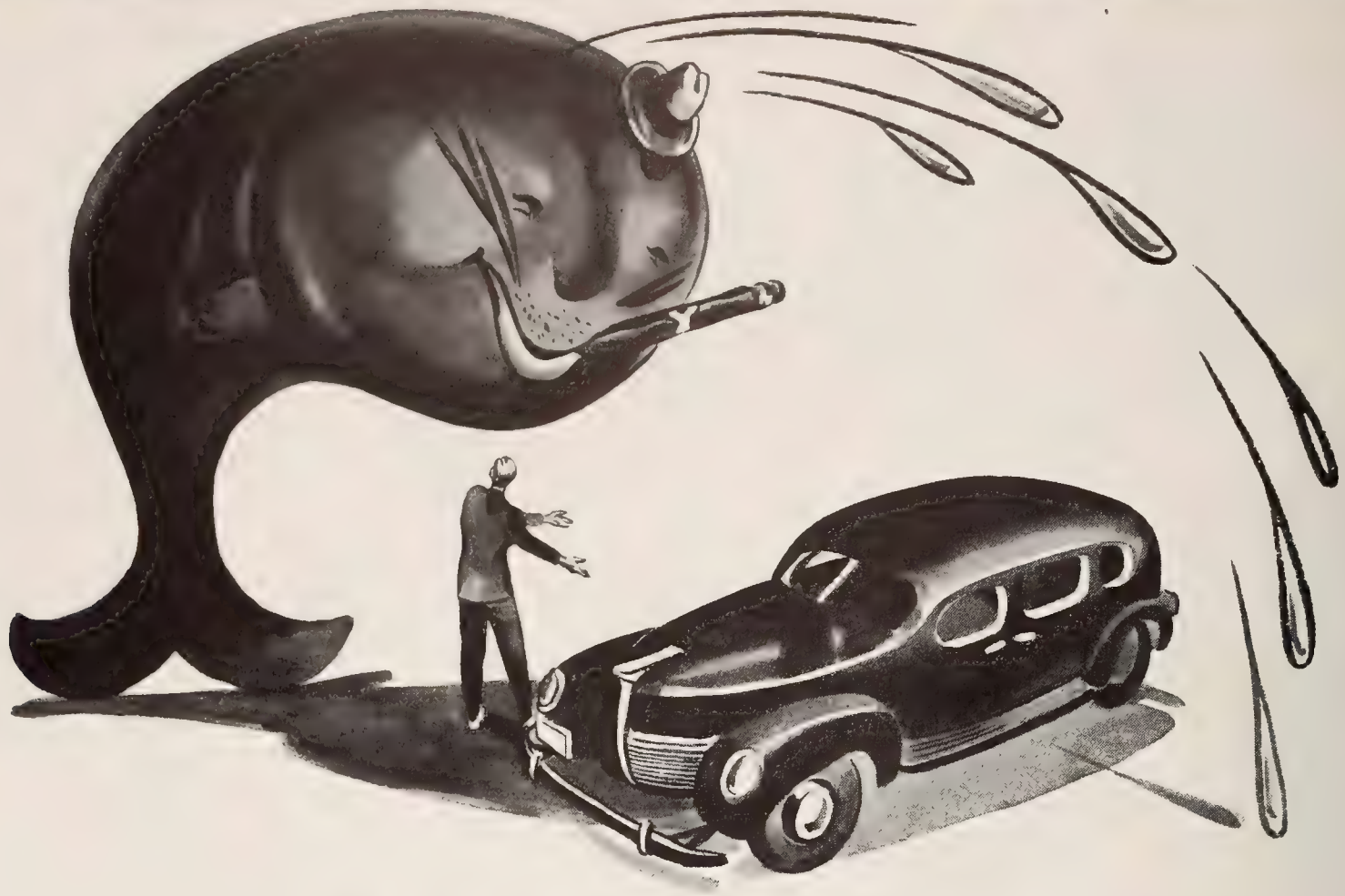
Identification of your product with each of the many market centers of New England can best be accomplished by use of popular local stations established at strategic points from the southern to the northern borders of this six-state region.

The Colonial Network offers you such a group of stations, tying into one unit at low cost those stations which individually command large local followings. Together these seventeen stations command a New England-wide network audience, reaching the very markets where the greatest sales effect can be realized.

The
COLONIAL
NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM



WHALES ARE BIG

. . . . BUT THEY DON'T BUY AUTOMOBILES

WSM does not send a portion of its power roaring out over an ocean or a gulf to the possible edification of our piscatorial and amphibian friends. No — WSM transmits from very nearly the population center of America, sends fifty thousand watts packed with real entertainment and convincing sales messages to *people* at all points of the compass.

As to the ability of these people to buy. Well, to the South and East is that region of TVA and electricity, industrial growth and what FORTUNE calls the "Number One Economic Opportunity of the Nation." To the North—those industrial towns whose populations find in WSM a refreshingly different kind of entertainment.

This is a bird's eye view of the WSM market. Farm and factory, city and countryside, every inch of it land on which people live, eagerly growing, eagerly buying, with the saturation point half a hundred years away.

And WSM delivers this extraordinary market to you at one of the lowest costs of any fifty-thousand watt stations in America. May we show you why the WSM market is the logical place to begin your advertising campaign.

WSM
NASHVILLE, TENNESSEE

National Representatives
Edward Petry & Company, Inc.

and later, after discussing the campaign with my agency, I called in some people from Radio Station WOR.

"Gentlemen, I have allowed only a limited sum of money for this WOR program," I explained, "it must begin producing immediately."

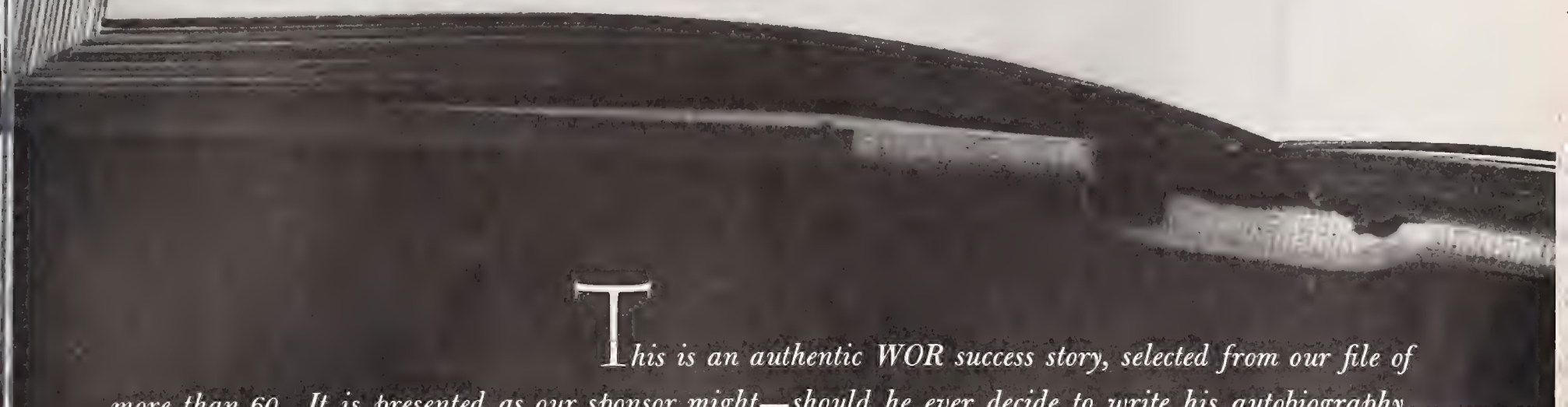
My remark, I knew, was as unfair to myself as it was to the people from WOR. But I was both surprised and delighted at the ease with which they answered.

"You have picked a program and time that have done wonders for others," they said. "We can see no reason why they shouldn't do the same for you."

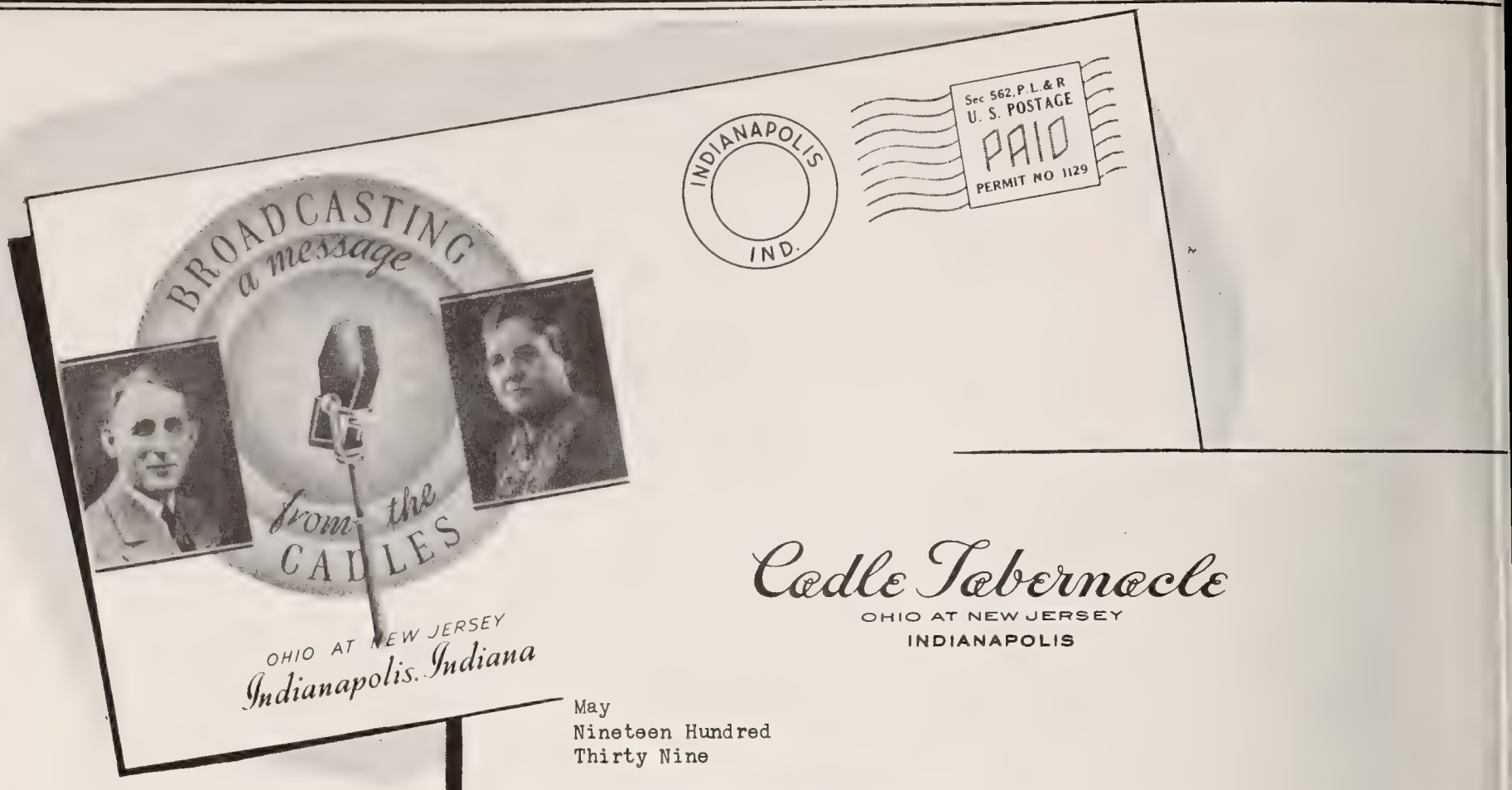
I began with no distribution and no sales. My problem was, using WOR only, to distribute my product rapidly in New York and, if possible, crack the Philadelphia market. I had doubts—plenty of them. I felt I had placed too great a burden on one station. But in less than one year, sale of my new product had leaped from nothing to more than 2600 dozen tubes per month in Metropolitan-New York.

I returned to my office one morning to find a note from my Philadelphia agent telling me that not only had the product demand been running his dealers ragged, but that Philadelphia sales were 25% of the New York total.

I wanted to say—well, what could one say? Now with distribution one-hundred percent complete in New York and this new product well on the way to eclipsing many well-established ones, there was nothing to do but sit back and marvel and call WOR and tell them what a job they had done.



This is an authentic WOR success story, selected from our file of more than 60. It is presented as our sponsor might—should he ever decide to write his autobiography.



WHEN 50,000 WATTS WON'T

bring enough mail then ask the Post Office Department to get it for you!

Maybe

W L W

Doesn't

have listeners without 500,000 watts

If this is so, do

W L W

advertisers get their money's worth?

But!—

The advertiser always gets his money's worth when he advertises on

KGIR - Butte,

Montana's largest city, because he is *getting* what he pays for, *plus*,

KPFA - Helena,

Montana's Capital city and the new

KRBM - Bozeman,

The Yellowstone Park Station

(Now under construction)
at no additional cost.

Representative
GENE FURGASON & CO.

Cadle Tabernacle

OHIO AT NEW JERSEY
INDIANAPOLIS

May
Nineteen Hundred
Thirty Nine

Dear Member of the Big Family:

No doubt you have heard of the Federal Communications Commission's decision to reduce radio station WLW's power from 500,000 watts to 50,000 watts. This has effected the Nation's Family Prayer Period tremendously, and, of course, it will be worse as the weather gets warmer.

The purpose of this letter is to ask you to write a letter to the Federal Communications Commission, Washington, D. C., protesting the power reduction of this station. This reduction in power means that the hundreds of little churches we are opening in the mountains will hardly be able to hear our broadcast.

You are, no doubt, mindful of the friendship existing between the Nation's Family Prayer Period and WLW. They have made it possible for us to do a work that we believe is second to none in all Christendom. Our future work will not be as effective because of this reduction in power as some of the southern states do not hear any other radio station but WLW, and it happens to be in these localities where many of our mountain churches are located where we have installed a radio and are acting as their pastor.

I have never asked my radio audience to do anything but what they have done it, and I am asking you to let nothing stand in your way of writing a letter in your own manner to the Federal Communications Commission. You must not be antagonistic but do it in a fine Christian manner explaining to them that the reduction in power of radio station WLW makes it almost impossible for you to hear this broadcast and other programs of like nature. I believe if we can get in about 200,000 to 300,000 letters from our listeners, it will have a tremendous bearing upon the commission to rescind their order and return to WLW their half million watts power.

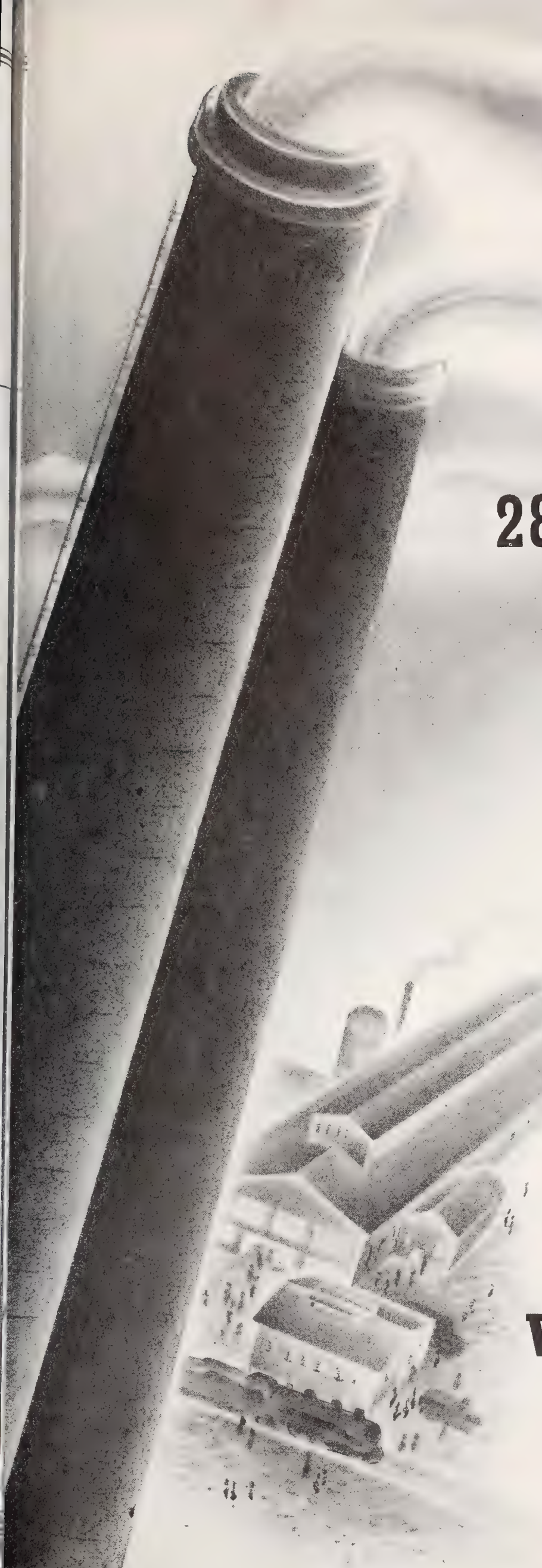
I am sure each one of us feels our obligation to the Crosley Radio Corporation because of their kindness down across the years of lending us their facilities that we might come into your home each morning to try and make the day just a little brighter. I am sure you are going to grant my request immediately by writing this letter to the Federal Communications Commission, Washington, D. C. Thanking you in advance for this, I am,

Yours in Him,

E. Howard Cadle

E. Howard Cadle

ehc/cb



28 NEW FACTORIES 42 EXPANDED FACTORIES ADD THEIR PAYROLLS to the WBT family

IT doesn't take half an eye to see what's happening to payrolls in the Carolinas. Payrolls are buying power!

Twenty-eight new industrial plants were opened and additions were made to *forty-two* more in North Carolina during the first quarter of this current year.*

In North Carolina (and South Carolina, too) payrolls are spent for WBT-advertised products. Now there's more buying-power in the WBT area than ever before. And WBT can bring this buying-power to you at the lowest rate per-thousand-homes of any top-ranking station of equal power and popularity in the United States.

**According to the State Department of Conservation and Development*

WBT 50,000 WATTS · CBS · CHARLOTTE, N. C.

Owned and Operated by the Columbia Broadcasting System.
Represented nationally by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Los Angeles, San Francisco



"What a splash I'll make!"

Every good agency knows that making a splash in radio is far more than a matter of hitting the air-waves with a potful of heavy money.

Free & Peters know it too. We know that, regardless of the size of your appropriation, our real job is to help you make *radio* a more productive medium than newspapers, magazines, outdoor, or anything else. And THAT'S the reason we are far more interested in your making an immediate success in radio than we are in our immediate chances of "selling" you a bigger radio package than you should really have. . . .

On this basis we solicit your *confidence*. Tell us your problem — the job to be done. You'll find that you are dealing with people who feel the same responsibilities and obligations that you yourself feel. You'll find that Free & Peters can often be more helpful than *any other fourteen men in radio*. . . . Won't you give us a call?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 12 WASHINGTON, D. C., JUNE 15, 1939 $3.00 A YEAR—15c A Copy

Stringent Code Is Submitted to Industry

By SOL TAISHOFF

NAB Would Limit Commercials, Bar Religious and Liquor Sponsors, Isolate Commentators in Proposed Rules

SELF-REGULATION of commercial broadcasting under an industry code that for detailed restrictions dwarfs NRA's erstwhile Blue Eagle to humming bird size was proposed to the membership of the NAB June 10 by its Code Committee under chairmanship of President Neville Miller.

Designed to meet squarely almost every program and fair practice complaint leveled at radio over the years, the text of the proposed basic code and standards of practice has been dispatched to the 400-odd member stations of NAB for scrutiny and criticism preparatory to the NAB convention in Atlantic City July 10-13. It will share the convention spotlight with the ASCAP-copyright issue.

Drafted by a committee representative of all classes of stations and of the major networks, the proposed rules were whipped into present form after months of exploration and study, and following none too tranquil committee sessions. The final meetings June 1-2 in New York provoked fiery debate, particularly over suggested limitations on the length of commercial copy; eventual outlawing of all paid religious or evangelical programs; elimination of paid sponsorship of controversial issue broadcasts; banning of hard liquor advertising, and isolation of editorial commentators in programs other than those of a strictly commentary nature.

Enforcement Deferred

The question of enforcement of code compliance proved so vexatious that the committee decided to await comments from member stations before drafting its final suggestions. It scheduled a meeting for July 8—two days before the opening gavel in Atlantic City—to consider membership recommendations, to polish up compliance provisions, and perhaps to determine strategy in procuring convention approval.

To effect compliance, the committee said it had considered a procedure which eventually would result in public expulsion of a station from NAB membership. Rather than specify enforcement provisions in the proposed code itself, the committee advised the membership that it would consider detailed ways of orderly compliance prior to the convention, and make its preliminary recommendations to the board, which, in turn, will make known to the membership its views, with the whole proposition subject to convention action.

The committee said it had considered a procedure under which reported violations would be investigated in friendly fashion to determine justification. For example, if a violation was remedied, the matter would be dropped; if the violation was not removed or was repeated, a "public warning" would be made; if the warning was not honored, the station would be suspended from NAB membership with appropriate publicity; if the violation was grievous, repeated or defiant, the station would be "publicly expelled". An appeal to the board would be permitted, and the board either could overrule the action or uphold it.

The convention will be asked to make the code effective Sept. 24, coincident with the change from daylight to standard time. In the intervening period, member stations, advertisers and agencies would be in a position to familiarize themselves with its provisions, particularly since, in their proposed form, they would require changes in the styling of many commercials and alter many program practices.

Opposition Foreseen

Because the code provisions cut across every phase of programming operations, and directly affect the immediate revenue of stations, some are certain to develop opposition—especially phases dealing with the length of commercials and outlawing particular types of revenue-producing programs. Some independent stations may seek to combat certain of the taboos, claiming they can ill-afford to lose the revenue. CBS, at the last committee meeting, served notice that it regards the proposal on length of commercials as far too liberal, both as to day and night programs, and that its present rules do not permit blurbs of

(*Continued on page 66*)

Basic Text of Proposed New Self-Regulation Code . . .

FOLLOWING are the basic provisions of the Code and Standards of Practice of the NAB, drafted by a special committee, and subject to revision and action by the NAB annual convention in Atlantic City, July 10-13:

BASIC CODE

I. The Yardstick of Good Taste

Radio is an invited guest in the home. The yardstick of good taste and a decent regard for the social sensibilities, therefore, shall be applied to all matter broadcast.

II. Religious Broadcasts

To every American, the Bill of Rights guarantees the privilege to worship as conscience dictates, without fear of intimidation or reprisal. Radio, therefore, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind, to administer to the religious needs of the community and to contribute to the spiritual nourishment and uplift of the individual.

III. The Broadcasting of Controversial Public Discussion

Carrying out their mission as instruments of democracy in providing avenues for the discussion of public matters, member stations shall at all times hold their facilities in readiness, consistent with proper program balancing, for the free and open discussion of public questions of general interest.

Because listeners possibly in no other way could be assured of the opportunity to hear the opposing views on any controversial subject discussed, time will not be sold for such discussions, nor will such discussions be permitted on sponsored advertising programs, unless representative spokesmen from at least two clearly defined and different sectors of public opinion participate in the same program at the same time.

The right of a speaker to express his opinion shall be modified only by conformity with existing laws, including the laws of libel and slander and the standards of good taste.

IV. Political Broadcasts

A political broadcast is any broadcast in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for public office, or in behalf of or against a public proposal which is subject to ballot.

In accordance with the law, stations will extend fair and equal treatment to opposing candidates for the same office.

The same equality of treatment will extend to the allocation of time in behalf of, or in opposition to, public proposals which are subject to ballot.

Every political broadcast and every political announcement must be fully identified as such.

V. News Broadcasts

In the handling of news, accurately gathered and swiftly broadcast, radio renders one of its greatest services to the American people whose democracy is dependent upon immediate access to the facts of the day. Without bias or editorial opinion, member stations shall continue to broadcast factual news stories obtained from accredited news sources.

VI. Propaganda

Broadcasters will make every effort to distinguish between clear and concealed attempts to influence public opinion. In no case shall material be broadcast unless it be honestly identified as to sponsorship or source.

VII. Educational Broadcasting

Radio not only has the duty of filling current program wants in accordance with fixed and diverse program tastes, it recognizes also an obligation, in line with its public service mission, to contribute to the spread of education and culture, which will eventuate in an elevation of such wants and tastes.

Toward such ends, member stations will continue to provide time and facilities adequate to the area served.

VIII. Children's Programs

Programs designed exclusively for children, reaching impressionable minds, and influencing social attitudes and approaches, require the closest

(*Continued on page 56*)

AFA Meet Slates First Code Airing

Sales Managers to Consider NAB's Proposed Rules

THE PROPOSED new self-regulation code for the broadcasting industry will receive its first public airing June 20 at the meeting of the Sales Managers' Division of the NAB to be held in conjunction with the annual convention of the Advertising Federation of America at the Waldorf-Astoria, New York.

With blanket invitations out to advertisers and advertising agency men attending the AFA meeting, NAB President Neville Miller will present the code and explain its purposes. Because of the direct bearing it will have on handling of radio commercials, Craig Lawrence, sales manager of the Iowa Broadcasting System and chairman of the NAB Sales Managers' Division, expects the meeting to develop brisk discussion.

Principal speaker at the sales managers' session will be Mayor LaGuardia of New York. As a former member of Congress, Mr. LaGuardia was recognized as a champion of free speech and was largely responsible for the "anti-censorship" provision in the present statute. His topic will be "Radio on the American Plan". Mayor LaGuardia will speak at a luncheon.

Cows, Code and Huddle

The morning session will open at 10 o'clock, with the guest speaker Curtis Mitchell, editor of *Radio Guide*. His topic will be "Sacred Cows of Broadcasting" and he will essay to advise the business of broadcasting regarding lack of promotion and publicity commercial.

He will be followed by President Miller, who will discuss the code, and by Paul Peter, director of research, and Ed Kirby, NAB public relations director, who have handled code details.

At the afternoon session broadcasters and sales managers will meet along forum lines in a closed session with a roundtable discussion centered about more effective selling of time. Mr. Lawrence will preside both at the morning and afternoon sessions.

Radio entertainment will be presented at the luncheon, including Jimmy Scribner of MBS, the *Vass Family* and Maria Louisa Lopez of NBC, and the Raymond Scott and Kenneth Roberts of CBS.

Speakers at the general session of the convention include Paul Garrett, public relations director, General Motors; Matthew Woll, AFL vice-president; Henry F. Grady, U. S. Tariff Commissioner; Eddie Cantor, president of American Federation of Radio Artists; Floyd L. Carlisle, chairman, Consolidated Edison Co. of New York; Meryle Rukeyser, INS economic columnist, and Thomas Carens, vice-president, Boston Edison Co. The general luncheon June 21, will be presided over by Clarence Francis, president of General Foods, with Elizabeth Arden and George Sokolsky among the featured speakers. Stars of radio, stage and screen, with Ray Perkins as master of ceremonies, will present a cabaret show for the delegates the night of June 20, arranged by Dan S. Tuthill, assistant managing director of NBC Artists Service.

Code, ASCAP, Other Pressing Issues May Draw Record Crowd to Convention

WITH reservations being received at a steady pace, indications are that the 17th annual convention of the NAB in Atlantic City July 10-13 will equal or exceed previous attendance records. Edwin M. Spence, NAB secretary-treasurer and general convention chairman, declared June 13 that room reservations already exceed 400, with nearly a month to go.

Principal speakers, at this writing, will be James G. Stahlman, retiring president of American Newspaper Publishers Assn., and Carl E. Milliken, former Governor of Maine who for the past 17 years has been in charge of code administration for the motion picture industry. He will represent Will Hays, movie czar, who will be unable to attend but will participate in a three-way nationwide broadcast along with Neville Miller, NAB president, and Mr. Stahlman to present an open forum on radio, the press and the movies in a single broadcast.

It is also likely that there will be other guest speakers. Stephen Early, secretary to the President, has been invited to address the convention. Elmer F. Andrews, Wage & Hour administrator, is a possible key speaker.

Interest in the Code

While the convention agenda has only been tentatively drafted, it is apparent that the self-regulation code, embodying program standards for the industry, will vie with copyright for main consideration. Both Messrs. Stahlman and Milliken will discuss self-regulation as a means of circumventing Government interference. Mr. Stahlman, leading advocate of freedom of the press, will show the inter-relationship of press and radio insofar as avoidance of censorship and interference is concerned.

The overall labor picture, but with particular reference to the musicians situation, and forthcoming negotiations for renewal of employment schedules with the American Federation of Musicians, will play a significant part during the convention. Joseph L. Miller, NAB labor relations director, will report on the status of these activities.

While the convention does not open until Tuesday, July 11, pre-meeting activity will get under way as early as July 8. On that day the NAB Code Committee will meet to consider suggestions for amendment of the proposed code sent to the membership June 10. It will report its findings, together with recommendations covering methods of enforcement and compliance, to the board of directors, which meets July 9.

On July 9 also, the annual broadcasters' golf tournament for the BROADCASTING trophy will be held at the Northfield Country Club. The trophy will be presented to the tournament winner at the industry banquet Wednesday.

On Monday, group meetings and committee and district sessions will be held, with no general convention meetings. Such groups as Independent Radio Network Affiliates, National Association of Regional Broadcast Stations, Clear Channel Group, and National Independent Broadcasters, are expected to have their annual pre-convention huddles. The Sales Managers' Division will hold a luncheon session. The 17 district directors likewise will convene to nominate 12 men for the six posts of directors-at-large for the ensuing convention year. There must be four nominations each for clear channel, regional and local directors, with two to be elected from each bracket.

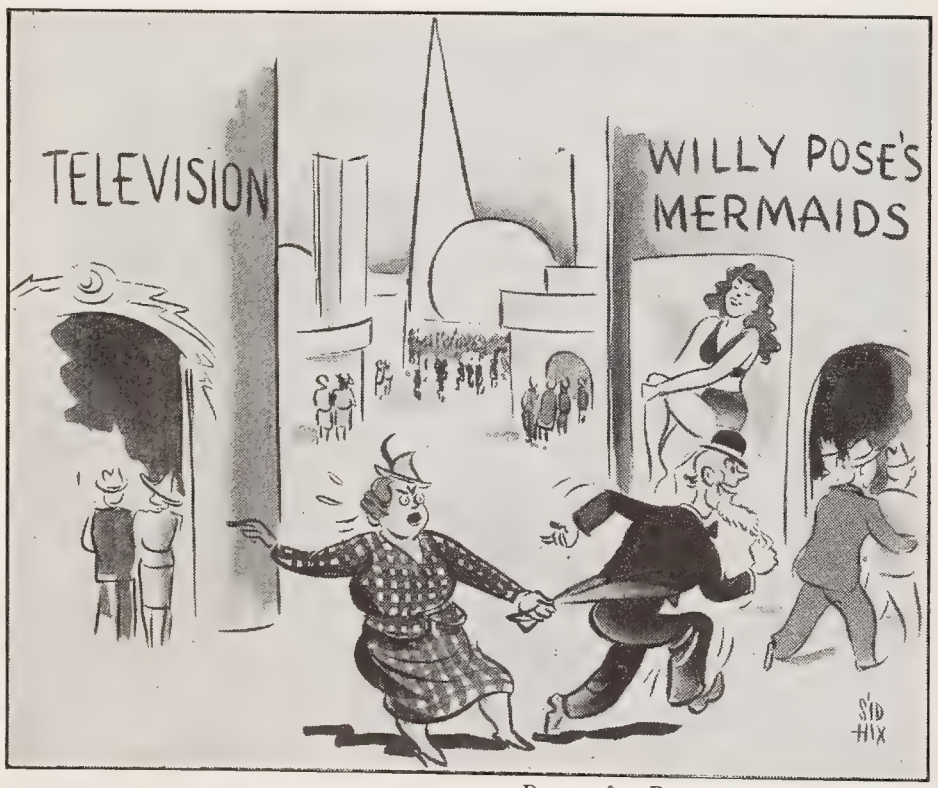
President's Report

With the formal opening of the convention July 11, President Miller will deliver his address and annual report. It will be the first convention since February, 1938, at which time the association was reorganized. Mr. Miller took office last July 1 as the first paid president of the NAB, under a three-year contract. He will be followed by Messrs. Stahlman and Milliken. Their addresses will treat with the underlying philosophy of individual self-regulation and pave the way for the code discussions. It is expected the code consideration will carry through the Tuesday session and into Wednesday.

Reports of committees, consideration of the labor and employment questions and related problems are expected to share the Wednesday session with discussions of television and facsimile, and the explosive international broadcasting question. There may be additional guest speakers on visual broadcasting, and Frank E. Mason, NBC vice-president responsible for the spectacular development of its international broadcasting operations during the last two years, is expected to discuss that subject. The Wednesday session will be concluded with the evening banquet at the headquarters, Ambassador Hotel.

Under the tentative plans, the Thursday morning session will be devoted to consideration and adoption of resolutions, and election of the directors-at-large, along with other wind-up business. Copyright is slated for the final order of business, with President Miller, as chairman of the Copyright Committee, to deliver a complete report on the negotiations with ASCAP for a formula for extension of existing copyright contracts beyond Dec. 31, 1940.

Present plans are to consider the code at the Tuesday afternoon session behind closed doors, with only member stations admitted. The Thursday sessions, at which resolutions, directors-at-large elections and copyright debates occur, also would be restricted to NAB membership.



Drawn for BROADCASTING by Sid Hix

"This Way, Hiram! Anyhow, They Say Television is the Fair's Biggest Attraction!"

CBS, Don Lee Dicke With Associated Oil Co On West Coast Footba

WITH NBC withdrawing fro broadcasting of Associated Oil C football games on the West Coas the sponsor will divide play-by-pla versions of Pacific Coast Confe ence games next autumn betwee CBS and Don Lee if arrangemen can be made. Donald W. Thor burgh, CBS Pacific Coast vic president, Hollywood, and Lew Allen Weiss, Don Lee general ma ager, will confer in July wit Harold R. Deal, Associated adve tising manager, on plans for th schedule.

NBC was forced to drop th games because of impaired ser ice to its member stations resul ing from Associated picking onl a few spots for each contest, ac cording to Don E. Gilman, Wester division vice-president. He state however, that some of the mor important games this coming sea son will be carried on NBC, but a sustainers.

The three networks—CBS, NB and Don Lee-Mutual—recently pre sented a united protest when As sociated tied up Pacific Coast trac meets and sought to have ther carried without commercial fee bu with the insistence that the oi company be credited before an after each contest. Mr. Deal go a turndown from all concerned an the networks passed up the meet completely.

Sample Set Count In Census Likely

But Bureau Is Urged to Take Complete U. S. Tabulation

A COUNT of radio receiving sets by the U. S. Bureau of the Census, as part of its 1940 decennial population census, has been tentatively agreed to as a supplementary proposition, it was learned June 12 following a hearing before the Central Statistical Board.

As now proposed, the radio set count would be handled on a sample basis, probably founded on inquiries at one out of about each 25 homes visited by the census-taker. Industry spokesmen, however, urged that radio be included on the main schedule, as it was in 1930, and that the census cover the actual number of radios, rather than simply the number of radio homes.

Frederick I. Thompson, as acting chairman of the FCC, appeared before the Statistical Board June 9 to urge the radio question. Also supporting this proposal were William J. Norfleet, FCC chief accountant, and Paul Peter, chief of the NAB Bureau of Research, along with other spokesmen.

Specific or Sample?

Whether the specific question, rather than the sample question, will be asked, will be determined by the Census Bureau within a few weeks. Within the Bureau opposition has existed on the ground that inclusion of the radio question might be the opening wedge to other demands for "luxury and convenience product" counts. The same arguments were used in 1930, when the first radio count was made by census enumerators. At that time the total number of radio families was given at 12,048,762 but the 1938 estimate is 28,000,000 sets.

While the FCC has advocated the door-to-door census, on the ground that the information is invaluable from the Federal licensing standpoint, it is thought that in view of these other considerations the Census Bureau may restrict the radio question to the supplementary schedule.

Substantial agreement already has been reached on a rural set ownership item in the 1940 agricultural census as well as on radio advertising placements through advertising agencies which will be included in the census of distribution schedule for 1939.

The agricultural census, also conducted by the Census Bureau, definitely will include an inquiry as to the number of radio sets in use on farms, including tenants. The agency questionnaire will include data as to the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures will be separated as between talent and other charges as distinguished from time charges. It is understood there would also be a figure covering talent not billed through broadcast systems, such as talent agents, so that a figure for the first time might be procured as to the cost to the advertiser for talent as distinguished from time.

The advertising agency census will cover the year 1939 and begin Jan. 2, 1940. Results probably will be available at the end of 1940 in a preliminary way, with detailed conclusions available early the following year. The agricultural census results probably will be available early in 1941, getting underway April 1, 1940. The decennial population census likewise is scheduled to get underway April 1, with preliminary results available in the fall. The detailed tabulation, including the radio question results, probably would not be available until early 1941.

At the Statistical Board hearing June 9, the importance of broadcasting in defense maneuvers involving "black-outs" was emphasized by a representative of the War Department. He stated it would be of value to the War and Navy Departments to know just how many radio homes—and "interesting" to know the number of radio-equipped cars—there were in the country. He said that during recent defense maneuvers, while black-outs were complete in towns and cities, streams of cars drove over the countryside with their lights burning. It was pointed out also, however, that although car-radio statistics would be valuable in formulating defense measures, in times of actual threat of conflict sentries posted along all roads would enforce the "lights out" order.

Libel Suits in N. Y.

SUIT charging libel and asking $1,000,000 damages was filed June 8 in the New York Supreme Court by Donald Besdine, insurance consultant of the Policy Holders Aid and Adjustment Bureau, radio sponsors, against Metropolitan Life Insurance Co., Edwin C. Hill, WOR, Newark, and WNEW, New York. Plaintiff claims defamatory remarks were made about him by Mr. Hill, who is sponsored by Metropolitan on the two stations. Metropolitan is also suing Besdine for $550,00, charging libel for remarks made by Besdine on his broadcasts on WMCA, New York.

Met. Life Adds

METROPOLITAN Life Insurance Co., New York, on June 12, started Edwin C. Hill five times weekly on WHN, New York. The company sponsors Mr. Hill's quarter-hour talks on a similar series on WNEW, New York, and on a Mutual hookup of WOR, Newark, WOL, Washington, and WAAB, Boston. Young & Rubicam, New York, handles the account.

WHEN Goodyear Tire & Rubber Co., Akron, drops its *Farm Radio News* series for the summer on June 23, the program may be continued on a sustaining basis on NBC-Blue as the final quarter-hour of the *National Farm & Home Hour*.



IN A SPECIAL broadcast staged to promote a local air show, WSOC, Charlotte, N. C., recently made what it believes is one of the first successful broadcasts from a motorless glider. Using WSOC's pack transmitter, Dottie Conne, the station's women's features announcer, went aloft to give the feminine viewpoint of gliding, while Dewey Drum stayed below to describe the flight from the ground. The glider was towed up to about 5,000 feet and then released, from which point Miss Conne voiced her reactions.

Savannah and Prescott Appeals Decided By Federal Court Favorable to FCC

THE FCC won two cases in the U. S. Court of Appeals for the District of Columbia June 12 but neither added substantially to radio jurisprudence.

In the appeal of Colonial Broadcasters Inc. from the FCC decision granting Arthur Lucas a new local in Savannah over the competitive application of Colonial, the court affirmed the Commission's decision but did not settle the issue of "the appealable interest" of an applicant for the same facilities in an identical community who files after the first applicant has been accorded a hearing. A motion to dismiss the appeal on lack of no proper interest filed by the FCC in the Colonial case was left undecided by the court.

In the second case, the FCC dismissed the appeal of W. P. Stuart, an applicant for a new station in Prescott, Ariz., which had been granted to the Southwest Broadcasting Co. The court held that Stuart had no case on the merits.

Appealable Interest

In the light of the ruling in the Colonial case, despite the court's affirmation of the Commission's decision, it was felt that the court in effect opened the door to appeals by applicants who are denied facilities despite a prior hearing on a previous application—contrary to the FCC argument that such parties have no appealable interest.

The court's opinions were on cases which had been argued last April. Some surprise was occasioned, since the court has before it a number of other cases raising fundamental economic questions which were argued earlier, including the so-called WMEX-Yankee Network case, involving appeals from the FCC decision granting WMEX, Boston, a high-power regional assignment; the KSFO case, involving the appeal of the San Francisco station and CBS from the FCC decision denying the network the right to lease the station, and the Tri-State and Saunders cases, which raise fundamental economic and procedural issues.

In the Colonial case the court

(*Continued on page 60*)

Radio Prominent In PACA Agenda

Weiss to Direct Departmental At Advertiser's Session

OPENING sessions of the 36th convention of the Pacific Advertising Clubs Association in Oakland, Cal., June 25-29 will be held at the Golden Gate International Exposition, which figures prominently in the convention program. Radio, as usual, will play an important part in the conclave, with prominent station and network executives from all over the Pacific Coast attending the convention.

Harold R. Deal, president, who is also Pacific Coast advertising and sales promotion manager of Associated Oil Co., San Francisco, is to preside. Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, is in charge of the radio departmental scheduled for the morning of June 28 and has arranged a constructive program for that meeting. He will turn over the departmental meeting to the junior members of CBS and NBC who so forcibly presented the "case of radio" to the Los Angeles Advertising Club on May 2 during National Youth Week.

Brief Radio Talks

Six speakers, three from each network's Hollywood guest relations staff, will give five-minute talks on the industry as an advertising, educational and entertainment medium. Robert Barlow, CBS, is to discuss consumer coverage in metropolitan and outlying areas. Jack Samways, NBC, will talk on radio and its effect on the consumer. Robert Fisk, CBS, will show how radio can make a market for the high-priced article just as it does for those in the lower-priced division.

Harold Haklik, NBC, is to explain how audiences are surveyed for an accurate check on listeners habits. Richard Haysel of CBS and George Volger of NBC are to round out the five-minute talks. Volger is to discuss radio and the retailer, while Haysel in his talk will stress the importance of broadcasting as an instrument of democracy.

Don E. Gilman, NBC western division vice-president and Donald W. Thornburgh, CBS Pacific Coast vice-president, both of Hollywood, and vice-chairmen of Mr. Weiss' committee are also scheduled to give brief talks. There will be no other departmental meeting during the morning of June 28 and it is planned to have the general assembly attend the radio session.

The PACA Advertising Exhibit Contest to be held in the exposition's Homes & Gardens Bldg., will include merchandising of radio advertising programs.

Albert R. Smith of Berkeley is general chairman of the convention and Ben D. Tooley of Oakland, is his assistant.

Dentyne Drive Renewed

AMERICAN CHICLE Co., Long Island City, New York, during the first week in June renewed its campaign for Dentyne gum, using daily transcribed announcements on 25 stations. Badger, Browning & Hersey, New York, is the agency.

FCC Measures in Congress Heading Toward Quiet Death

Wheeler Drops Reorganization and Inquiry Bills; House Group May Act on Appropriation

By WALTER BROWN

WITH the simple statement "there will be no action by my committee on FCC reorganization legislation at this session," Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, on June 12 definitely removed from the legislative agenda, at least until next year, his bill (S-1268) introduced at the request of FCC Chairman Frank R. McNinch to abolish the present Commission and create a new three-man agency to govern the communications field.

He told BROADCASTING he was undecided whether to move for consideration of the FCC reorganization bill at the next session, this course depending upon developments.

Senator Wheeler added he did not believe the committee would order an investigation of the FCC and radio during the recess of Congress. Senator White (R-Me.), ranking member of the committee, has pending a resolution calling for a broad investigation. When informed of Senator Wheeler's statement, Senator White said: "I gladly acquiesce in the death of the bill." Asked if he intended to urge consideration of his resolution, Senator White replied he would not. He is the author also of the 11-man FCC bill, which he introduced in an effort to stalemate the Wheeler three-man measure.

Entirely Forgotten

The Administration apparently has lost interest in FCC reorganization legislation. Senate Majority Leader Barkley (D-Ky.) stated June 12 it had been so long since he had heard any mention of the FCC bill that he had forgotten about it. He said the subject had not been discussed at any of the Monday meetings the President holds at the White House with the "big four" leaders on Capitol Hill.

Meanwhile the House Appropriations Deficiency Committee contemplates a little FCC investigation of its own when members of the Commission are called before it, probably during the week of June 19, to justify the budget recommendation of $2,038,175 for the agency during the fiscal year beginning July 1. Because of the FCC reorganization talk, the Appropriations Committee made no provision for the FCC in the independent offices supply bill, passed early in the session.

Rep. Woodrum (D-Va.) who will handle the deficiency bill, said he expected to begin hearings during the week of June 19 and representatives of the FCC would be called.

Mr. Woodrum stated that since it now appears the third deficiency bill will not be passed until July, the committee will lift such items as the FCC appropriation, which require action before the beginning of the new fiscal year, and put them through Congress in a special resolution.

Rep. Taber (R-N. Y.), ranking minority member of the Appropriations Committee, is in no hurry, however, to pass an FCC appropriation.

"Let 'em sweat," he stated June 12. He confirmed Mr. Woodrum's statement that hearings would be held on the FCC appropriation and added:

"I refuse to get excited about the Federal Communications Commission having no appropriation when that bunch has defied every moral principle like they have."

Rep. Taber and other members of the Committee may be expected to put the FCC representatives over the jumps, but in the end it is likely Congress will pass a resolution carrying an appropriation for the 1940 fiscal year in an amount near the budget estimate.

Judicial Measure

A measure of prime importance to radio, the Logan administrative-law bill providing for "more expeditious settlement of disputes with the United States", is now pending on the Senate calendar with a favorable report from the Judiciary Committee. Senator Logan (D-Ky.), author of the bill, said he plans to call it up for consideration at this session and expects its passage. He is waiting on Attorney General Frank Murphy to file a report based on a study which has been made on procedure of quasi-judicial agencies like the FCC.

The Logan bill is designed to bring about uniform procedure before agencies like the FCC, and the establishment and uniformity of procedure for, and scope of, judicial review of all rules and decisions such as those dealing with broadcasting.

One of the complaints now is that if the FCC decides against an applicant the cost of appealing the decision to the courts is so involved and expensive that few have the desire to undertake it. The Logan bill, according to its backers, will deal with this situation by providing a more expeditious procedure.

Since most Senators agree with the objectives of the Logan bill it is probable that he can secure its passage at this session.

Wheeler Clears Atmosphere

Measures to which there is widespread opposition have little chance of passage during the remaining days of the session unless they are on what is termed the "must list". For this reason there is little probability of passage of the Johnson bill (S-517) to bar the advertisement of beer or other alcoholic beverages on the air. This measure is before the Senate with both a majority and minority report. On all calls of the calendar it has been passed over and could only be considered under a special order.

Senator Wheeler's statement regarding the FCC reorganization bill clears the air of much speculation regarding this legislation, introduced after a letter by the President requesting reorganization and a series of conferences between Chairman McNinch and Senator Wheeler. Shortly after Mr. Wheeler introduced the bill a similar measure was introduced in the House by Chairman Lea (D-Cal.) of the Interstate & Foreign Commerce Committee. Mr. Lea had not planned to have his committee consider the legislation until the Senate had acted.

The plan was to rush through the reorganization bill and then follow it with legislation dealing with substantive policy for the Commission to follow. Soon after Senator Wheeler introduced the reorganization bill, it was obvious that a large number of members of Congress looked upon it not as a measure to reorganize a commission, but one to "liquidate" the members of the Commission. This involved setting a rather dangerous precedent and Senator Wheeler was among the first to see that trouble was ahead and as railroad legislation began taking most of his time he cooled on the FCC bill.

Had Chairman McNinch not been compelled to leave his desk bebecause of illness he might have succeeded in getting action on the legislation. The high regard Capitol Hill holds for Chairman McNinch, coupled with the President's support, was the strongest factor in favor of the reorganization bill.

This does not mean however, that there has been any marked change of sentiment on Capitol Hill regarding the FCC. There remains a strong feeling that the Commission is not doing a good job and that there should be a shake-up. What is done at the next session, as Senator Wheeler suggests, depends on what the Commission does in the meantime. If the FCC puts its own house in order by next January the probability is that nothing else will be heard about a reorganization bill.

On the other hand if internal friction continues and the Commission does nothing to improve its standing on Capitol Hill, Congress may be expected to move in with a "big stick."

Girl Engineer



MOST GIRLS looking to radio as a career dream about fame before the microphone, but pretty Kay Porter, 19-year-old daughter of a Denison, Tex., electrical engineer chose to enter the field via the control room. She has been hired by KCMO, Kansas City, to work a regular daytime trick in addition to special events assignments. One of the few women holding a commercial license, Miss Porter learned her watts and kilocycles almost before her ABC's. As a co-ed at the U. of San Antonio, she operated her own amateur station, W5FAH. Manager Larry Sherwood of KCMO nominates her as 'the most beautiful girl in the control room of any American station."

LaGUARDIA HEARIN(DEFERRED BY FC(

POSTPONEMENT until Sept. 1 of the hearing before the FC to consider the petition of Mayc LaGuardia of New York fc amendment of regulations to pe mit rebroadcasting of programs c international shortwave broadcas stations, was authorized June 2 b the FCC upon petition of the Ne York chief executive. The hearin had been scheduled for June 7.

The whole issue of use of radi in lieu of telephone line facilitie for network program distributio is involved in the LaGuardia ap plication. The committee appointe by the FCC to hear the case i composed of Commissioners Payn chairman, Case, and Craven. Whil the LaGuardia proposal was re stricted to rebroadcasts of interna tional stations engaged in non commercial, non-profit operations the committee made the bill of par ticulars covering the hearing all inclusive insofar as radio versus land line use is concerne [BROADCASTING, May 15].

The request for a continuance was filed by William C. Chanler corporation counsel of New York and H. J. McCarthy, assistant district attorney. Among those who filed appearances to participate in the hearing were the National Committee on Education by Radio, headed by S. Howard Evans, Westinghouse, NAB, American Federation of Musicians, KUSD of University of South Dakota, World-Wide Broadcasting Corp. and NBC.

Grid Outlets Chosen

GENERAL MILLS, Minneapolis, has selected WIND-WJJD, Chicago, WJR, Detroit, and WGAR, Cleveland, to carry the National League professional football games in those cities this fall, in the interest of Wheaties. Other stations have not yet been contracted for, although negotiations are now going on. Sponsor has purchased the complete National League schedule [BROADCASTING, June 1] except that of the Green Bay Packers, which will again be sponsored on WTMJ, Milwaukee, by Wadhams Oil Co.

Stanco May Expand

STANCO PRODUCTS, New York (Flit), on June 5 added WWL, New Orleans, to the list of ten stations now carrying the transcribed quarter-hour program *Career of Alice Blair* five times weekly. According to McCann-Erickson, New York, agency, a national list of stations may be used by Stanco later this summer, in which case Frank Conrad, head of radio publicity of the agency, will travel to the West Coast around July 20, contacting stations along the way.

McNinch May Leave FCC for New Post

Chairman Might Get Judgeship; Illness Delays Return

RETIREMENT of Frank R. McNinch from the chairmanship of the FCC, probably to take an appointment on the Federal bench, or some other post, is seen as a distinct possibility in the near future. This was foreseen despite an exchange of correspondence June 8 between President Roosevelt and Mr. McNinch in which the latter expressed the desire not to return to the Federal Power Commission, the chairmanship of which he left nearly two years ago at the President's behest to "clean up the mess" at the FCC.

Chairman McNinch has been absent from the FCC since May 1 due to ill health, and was scheduled to return June 12. However, he made known that day that under doctor's orders he planned to take a two-week rest at a nearby beach, and will not return to his office until after the July 4 holiday.

In the event of Mr. McNinch's departure from the FCC, his successor probably would be designated chairman, although the name of Commissioner Frederick I. Thompson, of Alabama, also is linked with the chairmanship. The FCC's publisher-member, who assumed office last April, has become a militant figure in FCC councils, and his policy views appear to coincide with those of the President and Chairman McNinch.

Acting Chairman Rotate

On June 12 Mr. McNinch designated Commissioner Norman S. Case as acting chairman for the week, marking the second time the Rhode Island Republican has served in that capacity since the chairman left on sick leave. It was regarded as significant that in naming members to serve as acting head, Mr. McNinch has passed over entirely Commissioner George H. Payne, with whom he has been at loggerheads virtually from the start of his tenure. Every other member of the Commission has served as acting chairman since May on a week-to-week basis.

Meanwhile, reappointment of Paul A. Walker by President Roosevelt, for a seven-year term from next July 1, was considered likely since no apparent opposition has developed. Though there had been some doubts expressed on his reappointment several months ago, attributed largely to the stir created by his handling of the A. T. & T. investigation, the view now appears to be that there are no strong opposition candidates for the Oklahoma Democrat's post. Nevertheless, it was felt the White House might make a "surprise" selection in an effort to mitigate Congressional criticism.

Commissioner Thad H. Brown, dean of Commission members since the retirement of Judge E. O. Sykes in April, may leave the FCC before the end of the year, though his term does not expire until June 30, 1940. While he has made no formal declaration, he has not denied reports of his desire to return to private practice of law, either in his native Ohio or in Washington.

The exchange of Roosevelt-McNinch correspondence came coincident with the President's nomination of Leland Olds, New York Power Authority secretary, to fill the vacancy on the Power Commission occasioned by Chairman McNinch's transfer to the FCC.

Because of the high regard in which Mr. Roosevelt personally holds Mr. McNinch and because he has often expressed anxietv over the North Carolinian's health, impaired by a chronic colitis condition, it is thought he will be disposed to give him a less rigorous assignment to a Federal court. A judgeship on such a bench as the Court of Claims or the Court of Customs and Patents Appeals, is regarded as the type of assignment for which he would be best fitted. It is understood there are no vacancies at present on these courts, but an opening may occur at any time. Just how soon Mr. McNinch will leave his FCC post is conjectural, but it is regarded as a certainty in informed circles that he will not remain indefinitely.

The exchange of letters disclosed that on June 7 Mr. McNinch wrote the President about their previous discussion of his reappointment to the Federal Power Commission at such time as his work at the FCC had been completed. The Power Commission post had been kept vacant, presumably for Mr. McNinch's return, since he took over the FCC helm in latter 1937.

"I then expressed doubt," said the McNinch letter, "as to whether or not I would feel like undertaking the responsibility of another five-year term on the Federal Power Commission. You were gracious enough to leave this matter for my further consideration. Now that the term of office on the Federal Power Commission expires June 22, 1939, I deem it my duty to call this fact to your attention and to advise you that, after most careful consideration, I must regretfully tell you that I hope you will not further consider me in that connection."

May Soon Quit FCC



CHAIRMAN McNINCH

In his reply, dated June 8, President Roosevelt used a "Dear Frank" salutation, and stated:

Please accept my thanks for your thoughtful note of June 7, reminding me that the term for which you were appointed as a member of the Federal Power Commission expires on June 22 and that you do not feel like returning to the responsibilities which a reappointment would entail.

I received word of your decision with less misgiving because it means that you can continue your service as Chairman of the FCC and devote all of your time to the exacting duties of that difficult post. I cannot, however, allow this opportunity to pass without expressing my sincere thanks for the splendid work you did as Chairman of the Federal Power Commission. Your industry, your skill in the elucidation of complex problems and your faithful stewardship of the public interest at all times, have made your services invaluable. You will be interested to know that I have decided to nominate Mr. Leland Olds of New York as your successor.

I do hope you will have a care for your health and with all good wishes remain, as always,

Very sincerely yours,

FRANKLIN D. ROOSEVELT

RADIO TO FEATURE LIBRARY MEETING

MORE than 4,000 librarians and educators from all parts of the world are scheduled to be in San Francisco June 19-24 for the 61st annual convention of the American Library Assn. Blevins Davis, NBC New York director of educational drama, is to be the principal speaker at the radio broadcasting division in the Hotel Whitcomb June 21 when Mrs. Faith Holmes Hyers, Los Angeles Public Library publicist and KECA book commentator, presides as chairman. His subject, "Bringing Great Plays to Life", is to be illustrated with recordings from the NBC *Great Plays* series.

"Books and Education on the Air," will be the general theme of the radio meeting and three programs as they might be given to a studio audience are to be presented, with roundtable discussions following each. Joseph Henry Jackson, *San Francisco Chronicle* literary critic and commentator on the NBC *Bookman's Notebook* broadcast, is to present his program as done from the studio. Hale S. Sparks, radio administrator, University of California, Berkeley, Cal., and conductor of the thriceweekly NBC *University Explorer*, will also be featured as speaker. The "Radio Book Club for Boys and Girls" will be presented by Nell Steinmetz, Los Angeles librarian, who also conducts a children's book program on KEHE, that city. She will be assisted by children from a San Francisco dramatic school.

There will be 17 special broadcasts during the convention, with national and world leaders participating. Four broadcasts will be national and one international when Jan Masaryk, son of the late Thomas Masaryk, founder of Czechoslovakia, speaks from London on June 21. with his talk being released over NBC.

I.R.E. Nominates Horle; Prepares for Convention Soon in San Francisco

INSTITUTE of Radio Engineers has nominated L. C. F. Horle, New York consulting engineer, as its 1940 president. He faces no opposition in the mail elections which will be concluded in October. Departing from precedent, the Institute nominating committee, headed by C. M. Jansky Jr., nominated Prof. F. E. Terman of the University of California for the vicepresidency instead of picking a foreign scientist as customary. Nominated for directors, 1940-42, three to be elected, were Austin Bailey, Bell Laboratories; I. S. Coggershall, Western Union; E. W. Engstrom, RCA research director; Prof. H. M. Turner, Yale University; A. F. Van Dyck, RCA licence Laboratory; H. A. Wheeler, Hazeltine Laboratories.

Program for the 1939 convention of the Institute of Radio Engineers, to be held in the Mark Hopkins Hotel, San Francisco, June 27-30, coincident with the Pacific Coast convention of the American Institute of Electrical Engineers, has been completed. Among the speakers are Herbert Hoover, Jr., of the United Geophysical Corp., discussing communications in geophysical exploration; C. L. Bailey, of Jansky & Bailey, Washington consulting engineers, on FCC regulations and standards for broadcasting; L. H. Bowman, CBS Hollywood chief engineer, on CBS West Coast operations; V. K. Zworykin, research scientist of RCA on electron optics; H. A. Chinn, CBS, R. M. Morris, NBC, and D. K. Gannett, Bell Laboratories, on a new standard volume indicator and reference level; R. J. Thompson, RCA Mfg. Co., on recent ultra-high frequency developments.

Reynolds Keeps Post

EDWIN S. REYNOLDS, director of station advertising for CBS, has occupied that post since its inception 3½ years ago. Contrary to a report in the June 1 BROADCASTING, Mr. Reynold's work has been, and continues to be, the creation of advertising, by direct mail and in publications, for the 10 stations represented by the Radio Sales division of CBS.

Union Pacific's List

UNION PACIFIC RAILROAD Co., Omaha, on June 4 began using four World transcribed 15-minute travelogues, *Looking Out West With Carveth Wells*, on WNAC WOR WCAU WJSV WCAE WTAM WKRC WJR WBBM KSTP KSD. The campaign runs through June to promote western vacation travel. Caples Co., New York, is agency.

Account from Norway

C. H. BJELLAND & Co., Stavanger, Norway (sardines) recently started a three weekly transcription campaign over 10 Canadian stations. Transcriptions were made by Dominion Broadcasting Co., Toronto, who also placed the account.

Morning Listening In New York Area

CBS, NBC and WOR Study Metropolitan Habits

MORNING listening habits of New Yorkers are being carefully studied by research experts of CBS, NBC and WOR, who last week received copies of a survey of some 12,000 families in 19 metropolitan counties made for them by Hooper-Holmes. Report covers the week of April 16, showing number and distribution of listening families by quarter-hours for each day between 6 a. m. and 1 p. m. among New York stations. Approximately 1,000 families who had listened sometime during the morning were interviewed each afternoon, interviewers calling in person and using a list of programs broadcast during the morning as an aid to memory of those interviewed.

Interviews were divided among income groups on the basis of 10% A incomes, 10% B, 30% C and 50% D. Of those who listened at some time during the morning, 43% had telephones and 49% owned automobiles. Of the car owners, auto radios were reported by 41%, a figure nearly twice the national average. This, incidentally, confirms the survey made last winter by WOR of autos parked in garages and lots in New York, which found 40% of those cars equipped with radio sets. Of the 12,109 interviewed families, 6,881, or 56%, had listened during the morning, a figure that remained consistent throughout the week.

Saturday Listeners

One surprising result of the survey is the fact that listening on Saturday morning did not differ from that on any other weekday, despite the lack of daytime strip shows that were the most popular programs of the Monday-through-Friday mornings. This indication that there would be a much larger Saturday morning audience if there were anything on the air to attract it is getting serious consideration from program directors, and it is expected that a number of new Saturday morning programs will soon be heard. Heretofore this time has been more or less neglected by both broadcasters and sponsors.

Listening in the section studied begins about 7 a. m. during the week, builds up to about 18% at 8 a. m. falls off to about half that at 8:30, but jumps back again at 8:45.

Morning listening increases gradually to a peak between 10 and 11, when 25% of all sets are in use and when the most popular strip shows are on the air. Apart from this type of program and from news, which always draws an increased audience, musical shows lead the field.

On Sunday there is little listening before 10, but after that much more than during the week, as might be expected. Children's programs are the most popular in the earlier Sunday hours. By 12:30 the Sunday audience is half again as large as on weekdays.

JOHN McCORMICK, WBBM-CBS announcer in Chicago, has entered the Second Annual Amateur Air Show at Chicago's Curtiss Airport June 25. He will fly a plane in the closed course race for stock planes.



EMPLOYES of radio's biggest individual advertising client, Procter & Gamble Co., through their subscriptions erected a memorial to the late William Cooper Procter, former P. & G. president and chairman of the board and well-known philanthropist. Dedication ceremonies June 7 were broadcast with an exclusive pickup direct from the site, at Ivorydale near Cincinnati, by WCKY with short talks by Richard R. Deupree, president of the company, and H. G. French, executive vice-president, handled by Mendel Jones, production manager; Rex Davis, announcer, and Art Gillette, engineer. Pictured here during the ceremonies, with the memorial monument in the background, is Mr. Deupree (at mike) and in the trio at left, Mr. French, Ernest Bruce Haswell, sculptor of the memorial, and R. K. Brodie, P. & G. vice-president, who introduced the speakers at the impressive ceremonies dedicating the memorial.

Network Report to Full FCC by Autumn On Monopoly Investigation Is Foreseen

ANY IDEA that the FCC will complete its report on its far-reaching network-monopoly investigation in time to submit definite recommendations to Congress at this session has been dispelled, and the outlook now is for a report to the full FCC not earlier than September by the committee which conducted the hearings.

At a meeting June 7 the Network-Monopoly Committee, with Chairman McNinch absent, planned its procedure for the report covering its six-month inquiry—the most comprehensive study yet undertaken of all aspects of business and competitive practices in the broadcasting industry. It became evident that it would be unable to complete the preliminary report, to be submitted to the full Commission, prior to September. And after that is done, there will still be the opportunity, it is assumed, for arguments before the full Commission.

May Submit Interim Report

There is still a possibility the Commission will attempt to keep Congress apprised of its work in this regard by submitting an interim report. That has not been decided upon and if past performances mean anything, it probably will not occur unless there is a strong demand in Congressional quarters.

While there is much speculation as to what the committee will recommend on fundamental issues, there are no indications at this stage as to any agreement on the part of the committee regarding any particular phase.

Network contracts with affiliated stations, particularly the exclusivity clause and the optioned time proviso, have highlighted the committee's discussions. Moreover, the question of NBC's operation of two networks, and testimony dealing with purported suppression of competition both in the network and transcription fields, have occasioned more than cursory discussion. That the committee is inclined to urge licensing of networks as such, is reported to be more than hearsay.

Members of the committee who have sat at the meetings with staff attorneys are Commissioners Thad H. Brown, Paul A. Walker and F. I. Thompson. Commissioner Thompson sat only during the last two days of the six months of hearings, but is taking an active part in committee's deliberations. He is understood to be particularly interested in the purported monopoly phase and in both the exclusivity and guaranteed time provisions of network contracts.

S. King Funkhouser, special counsel for the investigation, is being retained to assist the committee in preparing its report. General Counsel William J. Dempsey, however, is supervising the work with Rosel H. Hyde, veteran attorney, as chief legal assistant.

Snuff Series in South

U. S. TOBACCO Co., New York, on July 3 will start a 13-week test campaign for Bruton & Redfield snuff using *Happy Dan and His Radio Folks*, a quarter-hour program of hillbilly music, five times weekly at different early evening hours on the following Southern stations: WFB WAPI WBT WFAA KPRC WNOX KLRA WMC WALA WSM WPTF KWKH. Arthur Kudner, New York, handles the account.

Crown Cork Test

CROWN CORK & SEAL Co., Baltimore, Md. (Stero-Vac canning process), on June 6 started *Listen to Yourself*, six-weekly quarter-hour transcribed series on WIND, Gary, featuring Jack Drees in interviews with Chicago housewives at shopping marts, recorded and broadcast the following morning. Benjamin Eshleman Co., Philadelphia, handles the account.

General Foods Continues Joe Brown in Summer Two Others Back in Fall

GENERAL FOODS Corp., New York (Post Toasties), will continue its weekly half-hour CBS *Joe E. Brown Show* through the summer, having renewed the series for 13 weeks effective July 6, Thursday 7:30-8 p.m. (EDST), with West Coast rebroadcast, 7:30-8 p.m. (PST). Program will continue to feature Joe Brown, film comedian; Frank Gill and William Demling comedy team; Margaret McCrae vocalist and Harry Soznik's orchestra, with Don Wilson, as announcer. Donald Cope of Benton & Bowles, Hollywood staff will continue to produce. Ralph Scott represents CBS on the show. William R. Baker Jr., vice-president of Benton & Bowles, New York, and executive on the General Foods account, was in Hollywood during early June to complete plans.

Good News, sponsored by General Foods Corp. on NBC for Maxwell House Coffee, takes a summer layoff for nine weeks or more following the June 29 broadcast but will definitely return to that network in fall, according to officials. Future M-G-M activity was not revealed, but following the announcement made several months ago, it is expected the film studio will not be associated with the program. New fall show will be similar to the current series produced by M-G-M, it was said. Fanny Brice, comedienne and Meredith Willson, musical director, have been re-signed for the new series. Other talent was not announced at this writing.

The thrice-weekly *Lum & Abner* series, sponsored by General Foods Corp. (Postum) on CBS will also take a summer layoff after the June 30 broadcast. The program will return Aug. 28, to be heard Mon., Wed., and Fri., 7:15-7:30 p.m. (EDST). Bill Stuart will continue as Young & Rubicam producer of the series with Bob Longenecker representing CBS. Lew Crosby remains as announcer.

General Foods also is replacing *Mary Margaret McBride* on CBS with a thrice-weekly serial, *Joyce Jordan, Girl Interne*, because Miss McBride, with a daily commercial schedule on WOR, Newark, will be unable to appear on the new time the sponsor expects to adopt this fall. The new program, starting July 3, will be heard Mondays, Wednesdays and Fridays for La France and Satina, and on Tuesdays and Thursdays will be sustaining on CBS. Young & Rubicam, New York, handles the account.

The firm will also sponsor *My Son & I*, Ted Collins serial, this autumn, probably on CBS. Product and other details are unsettled. Young & Rubicam, New York, is agency.

GENERAL FOODS Corp., New York, for the last month has been using the 15 stations carrying the quarter-hour transcriptions of *Young Dr. Malone* for Post Bran Flakes to announce a premium offer of Lady Post silverware, made by the William Rogers Mfg. Co., New York. Listeners are asked to send in premium coupons from packages of the bran flakes plus postage to receive the silver set piece by piece. Benton & Bowles, New York, is handling the account.

Royal Visit Gets Complete Coverage

All Phases of Tour Are Described in Detail By Radio Aces

By LEWIE V. GILPIN

INTENSIVE on-the-spot coverage of the United States visit of King George VI and Queen Elizabeth was furnished by NBC, CBS and MBS, along with special pickups by independent groups during the royal party's one-day visit in New York. Picking up June 7 where Canadian broadcasters left off, all the U. S. networks carried descriptions of the official welcome at Niagara Falls and Buffalo, the two-day round of receptions and tours in and near Washington, the royal couple's visit to the New York World's Fair June 10, and the less formal visit at Hyde Park the following day. Most of the network broadcasts were relayed to Canada and many were shortwaved to Great Britain and France.

Most detailed coverage was given during the Washington and New York stops, when radio reporter-announcers took stations at every important function to observe or broadcast from the spot. In Washington all three networks carried descriptions of the royal party's arrival at Union Station, commentaries on the garden party held at the British Embassy June 8, pickups of the reception for members of Congress in the rotunda of the Capitol and ceremonies at the Tomb of the Unknown Soldier in Arlington National Cemetery the next day, in addition to supplementary straight news reports in regular newscast periods and reports by network commentators.

In New York virtually every minute of the royal visit was covered by the networks and all the city's independent stations, from the arrival at Red Bank, N. J., at 7 a. m. June 10 until the King and Queen's departure for Hyde Park at 5 p. m. that afternoon. Announcers and engineers were stationed by the networks at every vantage point along the route and at the Fair, while several independents also had their own announcers at the principal points, other local stations picking up the proceedings via network lines.

Televised at the Fair

Highlight of the New York visit, from a novelty standpoint, was NBC's coverage with television at the Fair grounds. Beginning at 12:45 p. m. with scenes of the Court of Nations, the Iconoscope, located on a stand with newsreel cameras, picked up the arrival of the King and Queen at 1:30. The NBC television crew followed through with pictures of the welcoming ceremonies and visits to the Federal Building, the Irish Exhibit and departure aboard one of the Fair's "trackless trains" for the Canadian exhibit.

Throughout the whole U. S. visit, the networks cooperated in supplying their pickups for world-wide broadcasts over their own shortwave stations and through CBC, BBC, and the French PTT. The U. S. networks previously had carried CBC reports during the earlier Canadian tour, and this arrangement continued through to the time their Majesties departed from Halifax, N. S., for England. One of the final broadcasts was scheduled for June 15 from Halifax, when the Queen was to make the first world-wide radio broadcast of her official life in the form of a short message of farewell to the women and children of Canada. The King also was to broadcast his farewell message at the same time.

George Hicks handled the description for NBC at the arrival of the royal party at Niagara Falls June 7, with H. R. Baukhage reviewing official preparations from Washington. The arrival in Washington next day and descriptions of the parade to the White House were handled by Baukhage, Carlton Smith, NBC presidential announcer, Bud Barry, Bryson Rash and Don Gardner.

Garden Party Commentaries

To cover the garden party at the British Embassy June 8, NBC set up remote facilities at the home of Senator James J. Davis, adjoining the Embassy, and carried a quarter-hour description immediately following the function with first-hand observations by Baukhage, who attended for NBC, and feminine-angle descriptions by Mary Mason, WRC announcer, who checked arrivals at the Embassy entrance and observed from the Davis garden. George Wheeler handled the interviews with Baukhage and Miss Mason. NBC also carried a special program of interviews with visiting Canadian and British newspapermen, June 8.

On June 9 NBC coverage included the Congressional reception in the rotunda of the Capitol, with George Hicks and Carlton Smith on a quarter-hour pickup; another quarter-hour from the Tomb of the Unknown Soldier by Baukhage and Bryson Rash; interviews with British newsmen by Don Gardner, and a quarter-hour description of the departure from Washington by Baukhage and Bud Barry.

As a local tie-in with the royal visit, Mary Mason attended Mrs. Roosevelt's press conferences before the visit, while Phoebe Gale, NBC-Washington publicity director, attended those of Lady Lindsay, wife of the British Ambassador, and both gave advance descriptions of food, clothes and entertainment planned for the royal visit on Miss Mason's *WRC Home Forum*.

Salute to Royalty

With Jack Fraser covering the departure by boat from Red Bank, NBC stationed Hugh McIllrevy on Governor's Island to describe the 21-gun salute fired as the destroyer *Warrington* passed, with the King and Queen aboard, en route to the Battery. At the Battery, describing the greeting by Gov. Lehman and Mayor LaGuardia, NBC had George Hicks, who also had covered the Canadian section of the royal visit, and Amelia Umnitz, NBC fashion editor.

King Liked Mikes

KING George's first contact with the gold-plated WE microphones specially installed on the speaking stands for his use was at Quebec. He has an eye for the unusual, and just before his first microphone appearance he asked Prime Minister W. L. M. King about the peculiar new type of microphones. The Prime Minister's explanation that these were specially built for his use brought a smile and a nod of satisfaction from the King.

At this point NBC cooperated with the British and French broadcasters for individual rebroadcasts via BBC and PTT, as well as CBC. Michael Ferry and Alistair Cooke handled the French broadcasts from Battery Place, while the British pickups were described by Felix Greene, BBC representative in New York, and Richard Dimbleby, BBC announcer for the royal visit.

Nelson Case, NBC announcer, was stationed in Perylon Hall at the World's Fair where the King and Queen signed the royal guest book, and Ben Grauer covered the troop review outside the Court of Peace. The luncheon in the Federal Bldg. was described by Herluf Provenson for NBC, after which the King and Queen were televised by the network as they greeted the crowds from a balcony on the terrace of the building. NBC also made several other television pickups during the royal party's Fair tour.

A special television crew of nine men handled the program for NBC, among them Harold P. See, technical supervisor; Burke Crotty, program director for the mobile television unit; R. W. Pickard and Justice Allen, cameramen; Alfred Jackson and Stanley Peck, control men; Edwin Wilbur and William Resides, operators of the mobile transmitter, and G. F. Hettich, general television engineer.

How CBS Covered

The visit of the King and Queen to the Australian Bldg. was broadcast by Lyle Van and the tour of the British Bldg. by Gene Hamilton.

After their arrival at Hyde Park to spend the week-end, Carlton Smith reported all their activities until their departure for Canada the night of June 11. NBC on Sunday afternoon presented a special hour program for Their Majesties, with British stage and screen stars in this country paying tribute to the royal couple. Gertrude Lawrence, English actress, originated the idea and acted as mistress-of-ceremonies. The program was shortwaved to Europe via W2XAF, Schenectady, and W6XBE, San Francisco.

Bob Trout covered the royal party's arrival at Niagara Falls for CBS, accompanying the entourage from that point on its swing to Washington, New York and Hyde Park. The Washington arrival, including the start of the procession from the Capitol down Pennsylvania Avenue to the White House, was covered for CBS by Trout, along with John Charles Daly, Warren Sweeney, Joe King and Reginald Allen, all of WJSV, CBS Washington outlet. Trout also described the garden party, held the same afternoon, which he attended as CBS' representative, and along with Daly handled short broadcasts the next day from the rotunda of the Capitol and Arlington National Cemetery.

WJSV also handled a special pickup from Washington for Kate Smith, who was one of the guest artists at the White House state dinner for the royal visitors. From the WJSV studios Miss Smith used earphones and dubbed in with the rest of her regular Thursday evening program, broadcast from New York. She also arranged with Mrs. Roosevelt, during her visit at the White House, to have the First Lady as her guest on her June 15 broadcast, when they were to discuss the visit.

At New York Fair

Seven CBS reporter-announcers were assigned to cover the New York visit. George Putnam, CBS special events announcer, broadcast the King and Queen's trip to the Battery aboard the *Warrington*, and Charles Stark described the ceremonies after the destroyer had landed. Larry Elliott reported the motorcade's trip to the Fair, and John Allen Wolf was stationed outside Perylon Hall. Inside the Hall was Dan Seymour, who later broadcast again from the British Pavilion. The luncheon in the Federal Bldg. was described by Frank Gallop. Bob Trout, after broadcasting the royal arrival at the Federal Bldg. covered all further CBS programs, including the trip through the Fair grounds, visit to Columbia University, departure for Hyde Park and activities at Hyde Park.

Radio Chiefs at Luncheon

When Mayor LaGuardia of New York tendered the luncheon at Perylon Hall, those identified with radio who were included in the invitation list with their wives were Arde Bulova, M. H. Aylesworth, Alfred J. McCosker, William S. Paley and David Sarnoff.

MBS coverage in Buffalo was furnished through WGR, with Announcers Herbert Rice and Clifford Jones handling the pickups under the direction of I. R. Lounsberry, WGR general manager. Announcer Rice boarded the pilot train as it left Buffalo for Washington and served as Mutual's observer over the entire route in the United States, voicing his on-the-spot observations during interviews at each stop.

WOL, Washington, directed MBS pickups of the royal party's activities in the capital, from arrival to departure, using its own announcing staff exclusively, along with engineering assistance from WBAL, Baltimore. In addition to the commentaries of Fulton

(*Continued on page 70*)

RMA Cooperation In Video Problem Urged by Craven

Must Continue Research and Development, He Cautions

HAUNTED by the spectre of problems of its own creation—television, facsimile, ultra-high frequency—the radio industry must cooperate in planning for the future, FCC Commissioner T. A. M. Craven told the Radio Manufacturers' Assn. June 13 at its annual Chicago convention.

As a general method of attack he recommended acceptance of the fact that the industry stands on a rapidly changing base and that existing business must be protected and provision made for progressive employment increases. Finally, he cautioned against standardization of thoughts, methods and apparatus.

Mr. Craven voiced surprise that the RMA ever should have asked the FCC to approve television standards at such an early stage of development. Standardization has a tendency to thwart progress and throttle inventive genius, he reminded, and "premature standardization would kill the goose which we hope will lay the golden egg".

Several Years Away

If television is adversely affecting the stability of the radio manufacturing and broadcasting industries, it is the result of a lack of logical thinking and coordinated planning, Comdr. Craven said. "Jobbers and others who sell broadcast receivers to the public," he said, "should know that while television is here in the early stages of practical technical development, it is not here and cannot be here for several years from the standpoint of stabilized operation of a real service on a nationwide scale."

To lead the public to believe that television is here on a national or even regional scale would be foolhardy, he stated. "The very fact that television has developed so rapidly in the past few years should indicate that with the same intensive research in the future as in the past the public can expect greater improvements both in quality, simplicity and cost. However, credit should be given for the wonderful strides in technical development achieved by the industry to date. The fact that you have already developed the technical phases of television to such an extent is a marvelous achievement. For this, the industry deserves the meritorious acclaim of every thinking person.

"The further development of television requires not only courage on the part of this industry but also the will to proceed. It is necessary for this industry to foster the development of television. Unless they do this they will be in no position to cry for protection when someone else undertakes the job. The public, having tasted the fruits of the inventions of modern genius, organized and financed by your industry, will not be denied the promise of the service which transmits over a distance not only the voice but also vision, in the form of culture, news and entertainment.

"Therefore, I strongly urge all of the representatives of the industry, who are here today, to continue your active steps. I hope you will continue to couple your actions with some constructive thinking and coordinated planning for the future. Above all it is important that active research be carried forward. I do not mean that the industry should abandon a wholesome spirit of competition either in business or in technical development. It is entirely practicable as well as proper to maintain competition among individuals and at the same time to plan sensibly for the welfare of an entire industry. In so doing you are serving the interest of the public, promoting the successful sale of your equipment, as well as creating a satisfied audience for your programs."

Neville Miller, NAB president, also addressed the convention, using as his topic cooperation between manufacturers and broadcasters in furthering industry development. He reviewed the "National Radio Week" campaign in which NAB and RMA cooperated and discussed other phases of joint industry promotion.



NEIGHBORING KIDS, shown here at right, representing WSAI as "the little brother station", held an adult team of WLW staff members to an 11 to 7 score in a softball game featuring the recent annual *Mailbag Club* picnic sponsored by WLW-WSAI, Cincinnati. Dewey Long, WSAI manager, signed up the juvenile sandlotters to represent the station, giving them names of members of the WSAI staff. Gathered together after the tussle are the three girl umpires, Jan Cadori, Mildred Breithold and Mildred Birnbaum, all secretaries at WSAI, and starting at left, the WLW team: Don MacEwan, transcription department; Ralph Brown, assistant continuity editor; John Merrifield, agricultural editor; Bob Heidler, news writer; Winfred Hunter, traffic department head; Jerry Burns, special events announcer; Jerry Branch, technical advisor; Bill Haas, accounting department, and Bill Malone, research department.

International Censorship Rule To Be Given Hearing by FCC

Deluge of Criticism Brings Change of Attitude; Free Speech Violation Charged in Congress

REELING under the impact of a torrent of criticism provided by its international broadcast "censorship" rule [BROADCASTING, June 1], the FCC was prepared June 13 to rescind its action and order a general hearing within 30 days.

The question was discussed at the FCC meeting June 13 but final action on the hearing was deferred until later in the week when proper notices could be drafted. It was expected the FCC would order the hearing on the basis of a resolution and petition filed by the American Civil Liberties Union rather than the request made by Neville Miller, president of the NAB, in his letter of June 3 to the FCC. The reason for such a move, it developed, would be founded on the conclusion that the Union's plea was in the nature of a formal document in accord with FCC procedure whereas the NAB letter did not accord with the procedural rules.

Rebuffs the NAB

The Civil Liberties petition was filed June 9 and followed by three days a letter which it had sent to the FCC criticising its action. It held that the Commission order that international stations must "reflect the culture of this country" and "promote international goodwill, understanding and cooperation" was so worded that it "smacked of censorship and with interference of the right of free speech." The Union took the position that the radio industry and the public should be consulted before such a step is taken and asked that the Commission should reconsider or withdraw its previous action and hold a formal hearing.

The FCC's intended action of granting the hearing on the Union petition, and of thus sidestepping the NAB request, could only be interpreted as a rebuff to the trade association. It was clear that members of the FCC and its staff resented the tone of the NAB letter.

The FCC hearing action was slated to come after widespread denunciation of the rules had been voiced in Congress and by the press. There was not a word of support for it save that voiced within the FCC itself.

Wheeler Lashes Out

The final offensive wallop came June 12. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislature originates, in addressing the Senate, called the rule "a form of censorship which the Congress of the United States never contemplated when it passed the law." Advising that Congress would take action to prevent censorship if necessary, he expressed the hope that the FCC would reconsider and authorize the hearing. He was joined in his views by Senator Johnson (R-Cal.), elder statesman on foreign affairs, and a vigorous advocate of free speech.

Senator Wheeler placed in the record a copy of Mr. Miller's letter-petition to the FCC as well as a series of 14 editorials and columns which had been published on the subject, describing it as censorship of varying degrees.

Observing that everybody agrees radio must be free from censorship, Senator Wheeler said he hoped the Commission would not only grant the hearing but would modify the rule which he said would tend to bring about censorship in the United States over both national and international broadcasting. He added the rule would even give the Commission the right to censor the broadcasting of speeches by members of the Senate, inasmuch as it could say that a speech about to be made did not reflect the "culture of the country" and might possibly stir up ill feeling in some other country.

In a discussion with Senator Johnson, the Montanan remarked that, if the Commission wants to impose censorship by radio, Congress "ought to pass a more stringent law against censorship of any kind or character in radio." Senator Johnson observed that the matter was one which should be taken care of promptly. The word "cultural", he said, has a peculiar meaning according to the State Department.

House Applauds Attack

The first Congressional outburst came June 2 when Rep. McLeod (R-Mich.), drew House applause in attacking the measure and in suggesting that in view of the serious situation the President "should forthwith demand the resignation of the entire Commission."

Stating that when the FCC was created it was not intended that censorship would be a part of its functions, Rep. McLeod said its primary duties are to "prevent confusion in the air by allocation of wavelengths and to guard against libel or indecency." He described the FCC as a creation of Congress "suddenly turned a Frankenstein, ignoring the will of Congress and determining just what American radio stations shall or shall not say during international broadcasts."

He called the situation "fascistic," and said that while the regulation is but a "small cancer now", unless it is cut out at the start, "it will spread like any unattended malignant growth, until finally free speech will be throttled, the press will be a mouthpiece for the few, and radios will blare forth only the ideas of the FCC."

In the history of the nation, Rep. McLeod said, "no more audacious or tyrannical step has been taken to destroy a vested right. If not corrected immediately, this regulation can mean the beginning of a fascist censorship of the press as well as the radio."

The Civil Liberties Union, mili-

(*Continued on Page 69*)

Young America Sells the Norge Line

Sunday Morning Series Of WBT Carolina Phenomenon

By GEORGE FULENWIDER
Sales Manager
Southern Bearing & Parts Co.
Charlotte, N. C.

EACH Saturday morning for a half-hour beginning at 10, refrigerators are sold through WBT—and sold so successfully that we'd like to tell the world of our experience. My company is the Carolina distributor for Norge household appliances; our sales of Norge products have increased so rapidly and so directly as a result of radio advertising that we are proud to record our discovery of radio's selling value.



Mr. Fulenwider

The program presents Young America — Carolina children who sing and play and recite. Undertaken as a new experiment in the early spring of 1936, *Young America on the Air* is today a permanent feature on WBT's Saturday morning schedule, under the sponsorship of Southern Bearing & Parts. Originally we considered newspaper advertising in the two Carolinas, but with the many small communities in our territory we found it difficult to properly distribute our advertising copy so as to reach all potential customers.

It was a problem, then, to select an advertising plan flexible enough to cover the various products manufactured by Norge—refrigerators, washers and ironers, electric and gas ranges, commercial refrigeration and heating equipment, and such. And of course we had to reach so many small towns in a large geographical area. Radio advertising was offered as our solution.

Appeal to the Feminine

We approached our manufacturers about the plan to use radio, and finally were assured of their cooperation in the financing of a radio program if it would have enough public appeal and do a good selling job. We had the budget, the approval, and the products to sell. Then the type of program to employ became the next problem. Home appliance surveys seemed to indicate that women's opinions were the predominant factor in the purchase of electric home appliances, so we sought a program of special appeal to the ladies. Moreover we wanted a local program with distinct local interest.

At the time a children's show was being aired as a WBT sustaining feature, in which youngsters were presented under the direction of one of the station's popular announcers, Holly Smith. The way to a man's heart is through his stomach, we were reminded. And the way to a woman's heart is through her children. So, *Young America on the Air* was born.

Holly Smith had developed a large personal radio following, and he was retained as master of ceremonies. Jack Phipps, WBT staff pianist, became our official accompanist. The program's title was adopted because of its natural appeal, and because it is a phrase commonly used—and today when people in the Carolinas think of *Young America*, they think of Norge products. So *Young America on the Air* would exclusively present voices not heard on any other programs, I became part of the cast to handle the commercial announcements. It was not long, however, before the children began calling us "uncle"; so we became Uncle Holly, Cousin Jack, and Uncle George.

Three-Year Sponsorship

The program was sponsored early in 1936 for a 13-week trial. Today it is still on the air in its third year, and more popular than ever, judging from our sales success. It has not missed a single Saturday morning in that time, and now is the oldest continuous program on WBT. More than 1,200 children from all parts of the two Carolinas have appeared on our show. While originally only local children were invited on the program, we soon began bringing talent from as many towns in our territory as possible, thus building local interest in our advertising and program. To this feature in no small way do we attribute our successful advertising experience.

Before long various dealers in many communities began inquiring about personal appearances of the show. Thus began a series of *Young America* programs presented in home towns under the sponsorship of our local dealers. The dealers were glad to have these shows, and the response in the form of good will and actual sales was gratifying.

Since October of last year, when so many applications for auditions had been received, we arranged to have local civic clubs sponsor our personal appearance shows, and conduct auditions through elimination contests. The winners are sent to Charlotte to appear first in our radio program. Now a series of contests is being run, with trips to the New York World's Fair as prizes.

A Real Merchandiser

In short, our radio show inspires local shows which develop home town interest, which in turn builds good will and increased sales. One dealer in a rather small town reported selling five refrigerators to his local audience watching the home talent show. This is typical.

Our 1936 sales of Norge products were more than double the 1935 figures; 1937 gave us another double; and in 1938 we had an even greater selling year. We attribute this directly to our radio series, which creates local interest through close cooperation with our dealer organization.

Young America on the Air has been spectacularly successful not only in building sales and dealer acceptance, but in stimulating a continued civic interest in virtually all communities in the two Carolinas. It is an experience of which we are,—pardonably I am sure,—quite proud.



MORE THAN 1,200 North Carolina children, like the youngster here demonstrating her violin artistry, have appeared on *Young America on the Air* since 1936, when it was converted from a local sustainer into a commercial show on WBT, Charlotte, under sponsorship of Southern Bearing & Parts Co., distributors of Norge products. Holly Smith (right), WBT announcer, developed the show, which presents talented young Tarheels who sing and play and recite, as a WBT sustaining feature, and now carries on as master of ceremonies while the program sells Norge refrigerators and other household appliances like wildfire.

Havana Treaty Conflicts

THE FCC announced June 13 that final action on nine applications pending before it, and involving new broadcasting facilities, were being withheld because the facilities requested conflict with or involve the North American Regional Broadcast Agreement, which is still awaiting approval of the Mexican Government. The nine applications are those of the Evening News Press, Port Angeles, Wash.; KEEN, Seattle; Michael J. Mingo, Tacoma, Wash.; Tacoma Broadcasters Inc., Tacoma; KSEI, Pocatello; St. Lawrence Broadcasting Co., Ogdensburg, N. Y.; Cuyahoga Valley Broadcasting Co., Cleveland; WSBT, South Bend; King-Trendle Broadcasting Corp., Grand Rapids.

Telephone Report Covers Net Wires

Seeks Specific Authority to Control Charges to Chains

RECOMMENDATION to Congress that the Communications Act be amended so as to make it clear by specific language that the FCC has jurisdiction over charges made by the AT&T for wires used in chain broadcasting, was made by the FCC June 14 in its final report on the four-year-old AT&T investigation.

In making this recommendation, the FCC in effect adopted the suggestion made by Commissioner Paul A. Walker in his proposed report issued April 1, 1938. Mr. Walker had recommended that the Commission Act be amended to prohibit "discrimination in charges for telephone lines used in chain broadcasting or incident broadcast uses," stating that the Bell System has a virtual monopoly in the furnishing of wire facilities to broadcast stations and networks.

Adopted Unanimously

The specific recommendation made in the final report, founded on the investigation conducted at a cost of $1,500,000, was as follows:

"Amend Section 202 (b) so as to make it clear by specific language rather than by implication that practices, classifications, regulations and facilities, as well as services and charges, in connection with the use of wires in chain broadcasting shall be subject to regulation by this Commission and so that this section of the Act will correspond to the preceeding half of the Section 202 (a)."

The final report contains a chapter, as had the proposed report, on the position of the Bell System in furnishing wires to broadcast stations and networks in comparison with the telephone carriers, and covering the Bell System policy of interconnections as well as the past participation of the Bell System in broadcasting.

The final report is the Commission's revision of the proposed report drafted by Commissioner Walker, which provoked a furor because of its allegedly "ex parte" aspect. It was unanimously adopted and signed by the entire Commission. The report covers approximately 900 pages and makes point of savings to telephone subscribers of more than $30,000,000 through reductions in rates resulting directly from the FCC investigation.

With the telephone report out of the way, it was expected the FCC would proceed full speed ahead on other urgent matters on its docket, notably in connection with broadcasting.

St. Louis Campaign

RADIO will be used along with newspapers and other media in the new "Visit St. Louis" campaign sponsored by the St. Louis Chamber of Commerce and handled by Kelly, Stuhlman & Zahrndt, St. Louis agency. The radio campaign will be concentrated in 11 neighboring States, where people will be urged to visit the "City of a Thousand Sights" this summer, especially to make it a stopover if they are going to the New York or San Francisco fairs.

Draft of New Rules to Be Ready Soon

Legal and Engineering Staffs Working on Report to FCC

INSTRUCTED to draft final rules and regulations to govern broadcasting with utmost dispatch, the FCC Law and Engineering Departments will have final drafts of the important regulations before the full Commission by June 20 under a program which would place the regulations in full effect in July.

After hearing oral arguments during a six-hour session June 1 on objections to particular phases of the proposed rules, the Commission instructed its department heads to move forward as rapidly as possible. Few changes from the final draft of the proposed regulations are contemplated despite the vigorous objections voiced by individual applicants, as well as the NAB, to particular provisions.

Because Mexico has not yet ratified the terms of the North American Broadcasting Agreement with its substantial reallocation of broadcasting facilities on the Continent, the rules as promulgated will not include actual frequency shifts. But in all other respects, including the new classifications of stations, they will become operative. In other words, the rules, drafted to accommodate the redistribution of facilities, will become effective without actually ordering the frequency changes. These will be meshed into the broadcast structure if, as and when Mexico formally ratifies the treaty or makes it operative by administrative agreement.

Treaty Parleys Progress

Formal diplomatic conversations now are in progress between the Mexican Government and the American Embassy staff in Mexico City, with optimism expressed as to the outcome.

If the Law and Engineering Departments meet the FCC's deadline, it is expected the Commission will discuss the rules that day and probably formally ratify and promulgate them on the following Tuesday meeting day. What effective date it will decide upon is undecided, probably not over 30 days.

Presumably, the FCC will follow the course of amending licenses of all stations so they will fall in the new station classifications at the time of license renewals. In that fashion it would automatically apportion the task of revising licenses over a six-month period.

Stations placed in the new categories, if they feel aggrieved, would be in a position to protest to the Commission and have a hearing at which they could show cause why they should not be thus classified.

For example, a station given a modified license as duplicated Class I (duplicated clear) in lieu of its present assignment as a clear channel station on a regular basis, could protest the Commission's action. Similarly, a regional station classified under the new rules as a Class III-B, which might not permit it to use 5,000 watts at night as the new rules provide, and which would not be afforded the same degree of coverage protection as a Class III-A station, also would have a basis upon which to register a protest and demand a hearing at which it might present its claims for the preferable assignment.

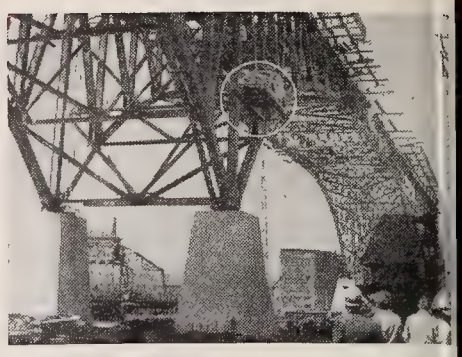
Some doubt exists as to the Commission's disposal of the issue precipitated by the proposed rule which would automatically ban commercial operation by stations having experimental grants. Under the rules, all experimental authorizations for increased hours or increased power are wiped out and all the stations are accommodated in another fashion. Thus the slate would be wiped clean on such experimental authorizations, which in the past have been described as a "subterfuge" in that the stations have not operated experimentally but regularly.

Objection to the proposed new rule prohibiting commercial broadcasting on an experimental authorization was voiced not only by the NAB through its special counsel, Philip G. Loucks, but by other attorneys appearing for particular applicants. Whether the Commission will alter the rule to permit commercial operation over special experimental facilities appears to be one of the most important of the undecided phases.

In addition to routine changes in the rules themselves, a number of alterations in the standards of good engineering practice also appear likely. These were discussed at a technical conference June 5-6, presided over by Andrew D. Ring, assistant chief engineer in charge of broadcasting, and attended by some 50 engineers and broadcasters [see story on this page].

Regionals Get Protection

Most important in these deliberations was the observation by Mr. Ring that in the case of Class III-A stations, the provision for protection to the 2½ millivolt line will be regarded as flexible and that it will not be rigidly adhered to in the case of regional stations in outlying areas which are providing a more comprehensive service. Moreover, some latitude also may be permitted in allowing class III-B stations, under particular operating conditions, to use 5,000 watts at night, depending on individual circumstances.



MOBILE UNIT of WGAR, Cleveland, enjoys the distinction of being the first vehicle on Cleveland's new $6,000,000 steel-arch bridge, linking the east and west sides of the city. In order to broadcast ceremonies centering on completion of the steel structure of the bridge, the shortwave unit (circle) was hoisted by crane to the bridge span 120 feet above. Bridge engineers constructed a special girder rack to fit the truck.

Proposed Changes in Engineering Rules Are Accepted for Submission to FCC

SEVERAL changes in the FCC's proposed standards of good engineering practice, which form a part of the projected new rules and regulations to govern standard broadcast operations, were agreed to in substance during an informal conference June 5-6 called by the FCC Engineering Department and attended by some 50 engineers and attorneys.

Presided over by Andrew D. Ring, assistant chief engineer in charge of broadcasting, who was instrumental in drafting the standards, the conference developed into a roundtable discussion of the technical rules. The Engineering Department, through Mr. Ring and Chief Engineer E. K. Jett, is expected to submit proposed alterations to the FCC, for its consideration.

A proposal by Samuel Sabaroff, representing the American Communications Assn., CIO union, that regulations be modified to require additional operators and technicians at stations, was not considered by the conference, and Mr. Ring observed that it was not a subject which the group properly could consider. He suggested that a formal petition be filed with the FCC itself. Mr. Sabaroff also made a plea for introduction of additional safety regulations, which were considered during the conference.

Protection of Signals

Highlighting the conversations was the conclusion that in the case of Class III-A stations, using 5,000 watts at night, the provision in the rules for protection to the 2½ millivolt line would not be rigidly adhered to. Where warranted, a greater degree of protection will be afforded, it was decided, particularly in the more remote areas where such stations perform a secondary service.

Regarding stations in the III-B classification, which normally would have a maximum power of 1,000 watts at night, the question was raised as to whether such stations could procure 5,000 watts night power. Mr. Ring pointed out that in such instances all factors will be taken into account but explained that from an engineering standpoint, such stations would not be protected unless it was shown that the channel could not be cleared up and that the use of the additional power would not prevent further use of the channel by other stations.

There was considerable discussion on mandatory use of a phase and current indicator by all stations employing directional antennas. It was recognized that such an instrument is desirable for certain types of antennas and that the costs might run from $300 to $1,000 per installation. No decision was reached during the conference as to making such a requirement mandatory but it was felt that eventually the Commission would take such a course. It was agreed that such an instrument is essential if directive antennas are to be kept in phase.

The rule governing use of auxiliary transmitters was broadened so they may be employed for a period not to exceed five days during maintenance and modification of the main transmitter as well as during failures. For this five-day period no specific authority from the FCC will be required. Moreover, it was decided that stations no longer will be required to notify the Commission when using auxil-

(*Continued on page 58*)

NAB's Stand Outlined By Loucks, Special Counsel

Opening the six-hour oral argument session June 1 before the full commission, with the exception of Chairman McNinch, Philip G. Loucks, special counsel of the NAB, outlined the industry association's stand on the proposed rules.

Emphasizing the importance of keeping regulations flexible to accommodate industry development, Mr. Loucks termed the proposed regulations "a very substantial forward step" before analyzing the NAB's 16 exceptions to the Committee's report.

The NAB's first exception, Mr. Loucks began, lay with Rule 31.04 (3), designed to prescribe the amount of money required to construct stations of different classes, and which recognizes a distinction between stations supported by sponsored programs and stations otherwise supported. The objection goes to this distinction, he said, pointing out that even if the law recognized such distinction or "even the slightest implication that a station must be self-supporting", that part of the rule would be unnecessary. Simply a satisfactory showing by the applicant that he is financially qualified to construct and operate the proposed station" would seem sufficient for all regulatory purposes under the Act, he declared.

Another NAB exception was directed at Rule 31.12 (b), prohibiting commercial broadcasting on an experimental authorization. Enforcement of this proposal would retard rather than encourage experimentation, Mr. Loucks declared, contrary to the intent of Section 303 (g) of the Communications Act, which he termed "a mandate to the Commission that experimentation be encouraged".

Noting a third NAB exception, based on the Committee's recommendation to increase the normal license period from six months to one year, Mr. Loucks pointed to the statutory license period of three years, and while urging that the Commission "adopt the Committee's recommendation if it is deemed inadvisable to grant greater

extension of the license term at this time", he added that "far greater stability is needed than that which will be supplied by extending the normal license period to one year".

The NAB considers the recommendation a step in the direction of greater stability from which will flow improved service, he commented, but suggested further study will reveal that the reasons for extending the term to one year may be applied with equal or greater force to a longer period.

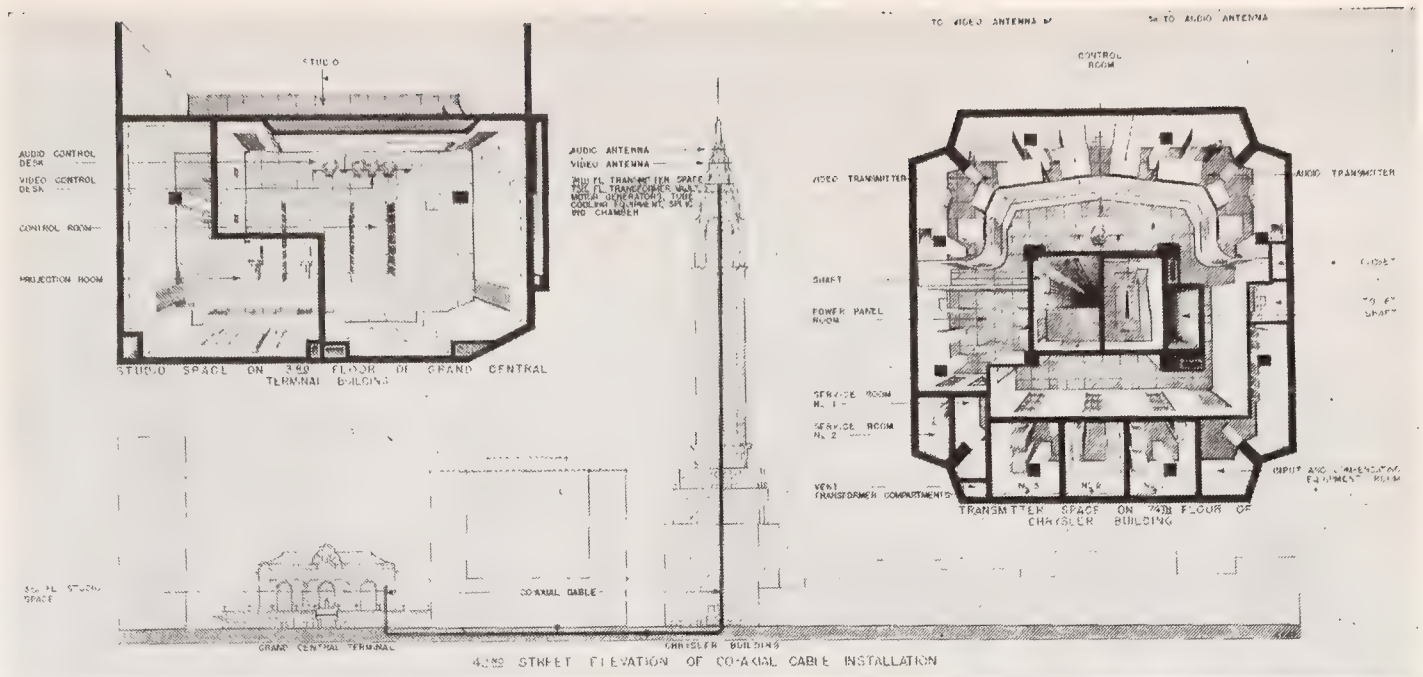
Restriction on Common Antennas Criticized

Rule 32.05 (e) also drew NAB objection insofar as it prohibits the simultaneous use of a common antenna where two licensees are owned or controlled by the same person or corporation, or where two licensees have an agreement between them which is satisfactory to the Commission. Mr. Loucks said the NAB felt the rule should be omitted entirely, or modified to permit simultaneous use by separate licensees provided such use is in conformity with an agreement approved by the Commission.

Two more NAB exceptions arose from Rule 34.20 (1) (a) and (b), governing entries to be made on the program and operating logs. Mr. Loucks called for clarification of the language "with an indication of the type of announcement" in paragraph (a), whether it means merely a notation of an identification announcement or a definite description of the one of several types of identification announcements a station might use. Clarification also is needed of the language "by whom presented" in paragraph (b), calling for an entry briefly describing each program broadcast, he said, pointing to possible misunderstanding of whether the entry should show the names of the artists actually presenting the program, the name of the network in case of network features, or the name of the recording company if it were a recorded program. The rule presents some of the practical problems growing out of the construction of Section 317 of the Act, relating to the identifying of sponsored matter, he observed.

Mr. Loucks' final observation concerned Rule 36.04, requiring licensees to permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office. "It is the view of the NAB that it will be sufficient for all purposes of the law if the record of requests for political time be open to the Commission rather than to the public," he declared. "It is difficult to understand how any useful purpose can be served by requiring the licensee to permit members of the public to inspect these records. Furthermore, the rule does not prescribe the length of time such records must be retained by the station, nor does it presume to limit the time for their inspection."

Responding to a question from the bench, Mr. Loucks inferred that the FCC's regulatory authority is restricted to technical policing powers. The permissive and mandatory powers embodied in Section 303 of the present law, he said, are identical with those provisions set forth in the original act of 1927, with one minor exception. And that original act contemplated that the Secretary of Commerce should become the "licensing authority", he added.



CBS PREPARES for television service from its studios in New York's Grand Central Terminal Bldg. and its station in the Chrysler Tower. Schematic above shows cross-section of the television installation in the Chrysler Tower. At right Gilbert Seldes, CBS director of television programs, is shown at control desk of the Grand Central studios. Standing at his right is Philip Goetz, television engineer. Starting date of service has not yet been fixed, but Mr. Seldes stated recently [BROADCASTING, June 1] most programs will probably emanate from the studios.



Clear Channel Group Seeks Power Over 50 kw.

Appearing on behalf of the Clear Channel Group, Louis G. Caldwell followed Mr. Loucks with a lengthy plea that the regulations be amended to permit clear channel stations to use power in excess of 50 kw. Pointing out that of the 122,000,000 U. S. (1930) population, some 16,000,000 living in about 40% of the area of the country do not receive a satisfactory signal from a single station in the daytime, and some 28,000,000, dwelling in about 60% of the country's area, do not receive a satisfactory signal at night, Mr. Caldwell declared flatly that "the only method of effecting improvement in service for these people from standard broadcast stations is by increasing the power of clear channel stations above the maximum of 50 kw. permitted by the present regulations of the FCC".

The Committee's recommendation that the number of clear channels be reduced from "a theoretical 40" to 25 and that a 50 kw. power limit be placed on clear channel stations drew pointed criticism from Mr. Caldwell.

"There is not a fact in the record," he continued, "there is not a fact in the Committee's report, showing that harm would result to anyone from amending the regulations so as to permit clear channel stations to use power in excess of 50 kw., either to the public, or to any network, or to any class of station, with the possible exception of three regional stations and one local station, all four located at Milwaukee and South Bend, which might receive fewer network commercial programs than at present or, at the worst, might lose their present network affiliations.

"For the rest, the Committee provides us only with conjectures, doubts, and uncertainties which are not only not supported by evidence but frequently fly in the face of undisputed facts. For the most part, they are mere words and, what makes this argument all the more difficult, vague words having an unpleasant flavor but without any tangible meaning, making it exceedingly difficult to understand what issues the Committee intended to raise and decide."

Citing "monopoly" as one of the words "with sinister implications" appearing "here and there" in the report, Mr. Caldwell said "the word, or even the suggestion of its possibility, was never more loosely or unjustly applied than it has been to the group of 14 clear channel stations comprising the Clear Channel Group, all of which are independently owned and all of which, with one exception, are located in different cities scattered over the country from Rochester and Atlanta to Los Angeles."

Objects to Breakdown Of Net Income Data

Mr. Caldwell also took issue with "social and economic factors," "a third phrase with an impressive tingle which has bobbed up at every turn since the October, 1936, hearing", and which he described as "a veritable Pandora's box of evils for the listening public in areas now inadequately served".

He also attacked "a constant implication" in the report that the revenue and income of clear channel stations should somehow be considered a factor militating against the proposed power increase. According to figures used by the Committee, the entire industry's net income for 1937 was $22,630,174, of which $4,543,890 proceeded from networks and $18,086,284 from the 624 stations of the country, he pointed out, adding that according to the same figures, the 33 stations with 50 kw. or more, including WLW, accounted for about half the net income of the 624 stations. From this the Committee infers that danger lurks in giving these stations more power, he commented.

"The trouble, as usual, is not with the figures but with the statisticians," Mr. Caldwell declared. "The fault lies in the fact that 23 broadcast stations, including 16 having power of 50 kw., are owned or otherwise controlled by the two network companies in question; that figures were arbitrarily calculated for these stations and were included in the totals for the 624 stations and not in the totals for the network companies. When the revenue figures for these 23 stations are included with those for the network companies, the industry picture for 1937 is radically different. Out of the industry's total net income, the network companies took $9,828,932, and the remaining 601 independently-owned stations took $12,801,242. The average net income of the unlimited-time 50-kw. stations drops from $290,537 to $225,234 and, for members of the Clear Channel Group, to $202,634. The average for the nine network key stations, however, including one half-time station and one station with power of only 7,500 watts, averaged $352,816."

Regionals Object to Superpower Proposals

Among other "fallacies" charged to the Committee's report by Mr. Caldwell was a tendency to accept the *status quo* as a reason for preventing change, a reasoning appearing "at many junctures, in the Committee's discussions of the present network system, of the present classification of stations and their relative positions, of the present standards of what constitutes service, and so on". Concluding, he declared: "The underlying premises of the report, if followed to their logical conclusions, will do more to create vested rights in individual broadcasters than was ever dreamed of by those who, in the early days, claimed priority in the use of wave-lengths in order to protect themselves against interference."

Paul D. P. Spearman, representing the National Association of

Regional Broadcasting Stations, opposed the Clear Channel Group's plea for superpower and urged duplication of clear channels if not in conflict with Havana Treaty provisions. Emphasizing that NARBS did not question the technical feasibility of 500 kw. operation, he said that from a social viewpoint there should be duplication on clear channels and declared "our only quarrel is in preservation of regional and local outlets".

"My hat's off to the networks," he commented in observing that broadcasting during the last decade would have been "a mess" without them. If the network audience of regional stations were taken from them, as might result if their comparative attraction to advertisers and listeners were influenced by superpower operations of clear channel stations, the regionals probably would be driven out of business, he declared.

Answering Comdr. Craven's query as to whether the regionals would oppose superpower operation if no economic harm to them were indicated, Mr. Spearman said he didn't know if they would be in a position to oppose the idea, but he did know that "no great amount of new business lies just around the corner" and more than likely the present business would be further divided.

Independent Group Opposes Clear Channels

Citing testimony of Andrew D. Ring, FCC assistant chief engineer, whom he described as "one of the most sincere and capable advocates of high power", at the June 6 hearings last year, Mr. Spearman said the testimony definitely stated a regional station on the Pacific Coast could duplicate the channel of a 500 kw. station on the East Coast, whether in New York or Boston, without interference. The fact that high-power stations are operated in Europe is no argument for such powers here, he said in refuting Mr. Caldwell's statement calling attention to superpower operations on the continent—"in fact, it is an argument against such operation in this country", he added, declaring "if and when we get a Hitler, or a Mussolini or a Stalin, we won't have much objection to superpowered stations".

Representing National Independent Broadcasters, George O. Sutton also held that superpower operations would prevent maximum use of channels. "There should be no arbitrary allocation of a frequency to insure use solely to one station," he declared.

Commenting on the proposed "public inspection of program records" rule, Mr. Sutton said it was "one step farther in imposing an undue burden on licensees", and agreed with the position of the NAB that the FCC should protect the public interest in these records rather than placing them on public display.

Inspection of Records Opposed by CBS Counsel

Paul A. Porter, CBS Washington counsel, expressed CBS' general favor with the Committee's proposals but outlined a few exceptions, among them the ban against commercial use of facilities operating on a special experimental authorization [Rule 31.12 (b)]; extension of the license period to only one year instead of the full statutory term of three years



LOCOMOTIVE-PACHYDERM motif is only a frothy setting for the New York World's Fair coverage furnished by WLW, Cincinnati, and WHOM, Jersey City. At left Joseph Ries, WLW educational director, interviews an actress and engineer during his visit to the "Railroads on Parade" pageant, one of the Fair features covered for his *This is the Fair* series, sponsored five times weekly on WLW by Deisel-Wemmer-Gilbert Corp., Detroit, for San Felice cigars, and fed to the station by direct wire. At right Ray Green, World's Fair reporter of WHOM, hoists himself and pack set to the howdah of a visiting elephant to broadcast a chat with Grace May, skating star in the Sun Valley show.

(Rule 31.14), and objection to the "public inspection" provision in Rule 36.04.

In regard to the last he declared, "Representatives of competitive media, such as newspapers or other radio stations, would be in a position to inspect their competitors' records, not for the purpose of ascertaining whether the regulation and the Act had been complied with, but solely to obtain competitive information. To open for public inspection records of a broadcast station on political broadcasts would seem to be an attempt to police broadcast licensees by exposing such records to the scrutiny of individuals whose motives may be partisan, competitive or just plain curious."

Four Exceptions Noted By Counsel for NBC

For NBC, Philip J. Hennessey Jr., lauded the Committee's work but briefly noted four exceptions, all of which had been previously discussed, registering NBC's objection to limiting Class I stations' power to 50 kw., prohibiting commercial transmissions under special experimental authorizations, extending the license period to only one year rather than the statutory three, and the "public inspection" provision.

WOR Seeks Classification As Senior Class I

Making an impassioned plea for the classification of WOR, Newark, as a Class I station of the upper bracket rather than a Class I duplicated station, as recommended by the Committee in accordance with the Havana Treaty allocations, Frank D. Scott recommended that the United States take at least 28 clear channels rather than the 25 included in the proposed set-up. He contended that although 32 channels are potentially available to the United States, if the FCC now takes only 25, the remaining seven will be lost forever, and that "a reservation of less than 28 of such channels is an indefensible dissipation of the valuable rights of our citizens . . . and a gross disservice to this country".

The Treaty gives concessions to this country's neighbors which they neither ask nor need, he declared, and which should be preserved as future concessions in effecting subsequent treaties when the needs and demands of these countries become more acute, if the world leadership of U. S. broadcasting is to be maintained.

Mr. Scott pointed out that of the four fulltime clear channel stations in New York—WEAF, on 660 kc., and WJZ, on 760 kc., both owned by NBC; WABC, on 860 kc., owned by CBS, and WOR, on 710 kc., owned by Bamberger Broadcasting Service—only WOR is to be placed in the junior Class I classification. Going into technical and engineering facts about the stations, he alluded to adjacent channel interference.

If the proposed classification is maintained, WEAF, WJZ and WABC "will in the future be able to preserve their present service areas", but WOR, "the only fulltime station assigned to the State of New Jersey, will be subjected to the possible and probable loss of 70% of the area it now serves", Mr. Scott declared. He said the only logical reason he could conceive for WOR's relegation to "I-B" status was "an unfortunate and undeserved retaliation on WOR for having consented to an experimentation", the experimental use of the 710 kc. channel, starting about four years ago, by KIRO, Seattle, to determine whether its service in the Seattle territory would interfere with the normal service of WOR. Reminding the Commission that WOR had withdrawn its permission for such experimentatal use of the 710 kc. frequency before the subcommittee started its hearings in the allocation proceeding, Mr. Scott said that if this experimental permission were the basis for WOR's proposed status, "it may be an excuse but it is not a reason—because reason is a reasonable deduction".

He said that although he refused to believe it was an intentional discrimination against WOR in favor of its three competitors, "in effect, it is a definite discrimination".

"WOR—shot accidentally — will be just as seriously wounded as though it was shot intentionally", he declared, adding that "if the two major chains had made the selection of the I-A stations, I doubt they could have been as immodest". The FCC should not deliberately punish WOR for a condition which it itself permitted originally, and is now allowing over WOR's objections, he continued. Giving WOR a I-B classification, at the same time recognizing its notable achievements, "is like patting me on the back with one hand and hitting me on the head with a hammer with the other", he commented.

WHKC Urges Duplication On 640 kc. Channel

Mr. Loucks made a second appearance, for WHKC, Columbus, O., in which he urged that the 640 kc. channel be opened for fulltime use to both the 50 kw. KFI, Los Angeles, and WKBN, Youngstown, O., and that WHKC, now on 640 kc., move to the 570 kc. channel where it would share time with WOSU in Columbus and thus give that city another fulltime facility. Basing his argument on the differing needs of Los Angeles and Youngstown, he urged duplication on the 640 kc. channel as the best way of giving a fulltime facility to Youngstown, which, with a population of 170,000, is the largest city in the country not having a fulltime service of any kind.

Clear Status Asked By WQXR for 1550 kc.

Arthur Scharfeld followed Mr. Loucks, appearing for WQXR, New York, to urge that the 1550 kc. channel be opened to Class I and II stations rather than classifying it, as proposed, as a regional channel for Class II stations. Stating that WQXR has been able to develop a useful skywave service because it has operated on a duplicated clear channel, he pointed out that the skywave signal at higher frequencies on the broadcast band has been found to be more satisfactory for service to rural areas than that at the lower end of the band where stations supposedly rendering rural service are now assigned. The FCC can authorize the development of skywave service for rural areas, in the light of this newly-discovered allocation factor, by designating 1550 kc. as a Class I channel, he declared.

Junior Allocation for WCAU Is Opposed

Ben S. Fisher, representing WCBD and WMBI, Chicago, and WCAU, Philadelphia, concluded the proceedings. He urged that WCBD and WMBI be allowed to continue their duplicate operation as "I-B" stations on the 1080 kc. channel with WBT, Charlotte, and that WBBM, Chicago, and KFAB, Lincoln, remain synchronized on 770 kc., rather than shift KFAB to duplication on 1080 kc. with WBT and thus leave WBBM on the unduplicated 770 kc. channel.

For WCAU he opposed that station's proposed classification in the "I-B" category, urging that at least 26 clear channels be reserved for use in this country, and noting that if WOR had a good claim to "I-A" status, WCAU had even better, since none of the questioned points raised against WOR's objections, such as its experimental authorization to KIRO or its use of a directional antenna, could be directed at the Philadelphia station. He also pointed out that its location in the third largest city in the country, along with its $1,600,000 in assets, making it one of the richest independent stations in the country, were factors that must be considered in speaking of superpower.



More than 69,000 boxtops were received by a manufacturer of a children's confection from his first month's advertising on WLS --- and from a program broadcast at 8:30 *A. M.* Chicago Time (six days a week). This response --- not unusual to WLS---was for a new advertiser --- with a tested WLS program. *WLS Gets Results!*

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

NAB and ASCAP Prepared To Start Contract Dickering

Industry Copyright Committee Holds Preliminary Meeting on Proposals for New Royalty Pact

CONFERENCES between representative committees of the NAB and ASCAP will begin June 15—20 months before expiration of current station and network contracts—for performance of ASCAP's repertoire by radio. Following a two-day session June 5-6 in New York of members of the NAB Copyright Committee, presided over by President Neville Miller, and a session of the Copyright Negotiating Committee itself on a third day, it was agreed to begin conversations with the society on the contract renewal issue. A report on the negotiations will be made by President Miller, as chairman of the Copyright Committee, to the forthcoming NAB Convention in Atlantic City July 10-13.

Nearly a score of committee members and network officials and attorneys attended the conferences at the Ritz Tower. On the following day the Copyright Negotiating Committee, comprising Messrs. Miller, Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; John Elmer, president of WCBM, Baltimore, and Samuel R. Rosenbaum, president of WFIL, Philadelphia, met to discuss plans in connection with the ASCAP meeting June 15. It was stated that real progress had been made toward formulating the position of the broadcasting industry in the negotiation of a new ASCAP contract.

Four Plans Pondered

While the discussions were of a preliminary nature, the committee took into account the fact that past membership meetings of the NAB have voted in favor of a "per use" basis of payment in lieu of the present blanket royalty provision. Industry sentiment appears generally to favor a per program basis of payment, under which stations would pay only on those programs using ASCAP music.

There was no effort at the session to reach a determination of the issue. It is entirely possible that at the convention, the committee will simply recommend what it deems the most satisfactory plan, leaving final decision up to the membership.

There was unanimous agreement at the general committee session that the industry must present a united front in dealing with ASCAP, with major networks, affiliated stations and independent broadcasters working together through a committee.

The committee was advised, it is understood, that newspaper stations, which hold a type of "per program contract" under which they pay only on programs using ASCAP music, have saved substantial sums as compared to independent stations in the same category. It was estimated that in the case of some 50 stations, this saving during a single year amounts to approximately $400,000.

In addition to the basic three proposals under consideration—per piece, under which the composer would place a price on each particular performance of his compositions; per program, and the present blanket license—was a fourth suggestion. This was that since ASCAP is a pool, the broadcasting industry should pool a stipulated sum to be paid ASCAP and apportion it among stations and networks on a mutually satisfactory basis. This suggestion, understood to have been advanced by Mr. Rosenbaum, was discussed along with the other proposals.

In addition to the five Negotiating Committee members, those who attended the sessions included E. B. Craney, KGIR, Butte, Mont.; Gregory Gentling, KROC, Rochester, Minn.; Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network; Clair R. McCollough, WGAL, Lancaster; Mark Woods, NBC vice-president; Joseph Ream, CBS general attorney; Theodore C. Streibert, MBS vice-president; I. R. Lounsberry, WGR-WKBW; Harold Wheelahan, WSMB, New Orleans; Edwin M. Spence, Andrew W. Bennett and Paul F. Peter, of the NAB Washington staff.

AFM Considering Rules On Nets Band Booking

DESIRABILITY of an alteration in the rules of the American Federation of Musicians to permit networks to reenter the band booking business was expected to be discussed at the union's 44th annual convention, which assembled in Kansas City June 12. In his printed report to the delegates, President Joseph N. Weber devotes several pages to a discussion of the problem of securing network broadcasts for orchestras, pointing out that whatever rules the union may adopt the broadcasters will retain control of what goes out over their facilities and that the limitations of time are such that "not even one-tenth of all the orchestras can ever hope to be heard over radio networks."

Changes in the AFM rulings on phonograph records were also suggested by Mr. Weber, who proposed that the "unfair competition" between rehearsed and unrehearsed orchestras be eliminated by a union ruling limiting the number of records to be made in any recording session. He further asked the convention to adopt a law prohibiting AFM members from recording phonograph records containing commercial copy.

WHEELING STEEL Corp.'s *Musical Steelmakers*, institutionally sponsored program heard Sundays on MBS as staged in a local theater in Wheeling W. Va., will take its entire troupe of performers, all employes of the company, with their families, to the New York World's Fair to participate in West Virginia Day ceremonies June 24. The June 25 program will be carried from the exposition grounds.



PONDERING a new recipe in her scrapbook is Mary McConnell, entry of KOB, Albuquerque, N. M., in the "most beautiful home economist" competition. From her expression of rapt inspiration, it can be gathered she's cooking up some culinary surprise for hubby's dinner—sorry, boys, she's married!—or she might just be practicing for a role in some Albuquerque Community Theatre production, with which organization she is active when not tied down by domestic or radio duties.

New Royalty Bill Offered in House

ANOTHER bill, designed to give to recording artists a performing right in phonograph records and transcriptions to enable them to collect royalties, was introduced in the House June 6 by Rep. McGranery (D-Pa.). Similar in many respects to the measure (HR-5791) introduced by Rep. Schulte (D-Ind.) earlier in the session, the new measure is understood to have the sponsorship of the National Assn. of Performing Artists, created several years ago as a means of preventing purported unauthorized use of phonograph records by broadcast stations. The McGranery Bill (HR-6695) is identical with the Schulte measure except for a provision which would exempt private, personal, civic or political recordings of a public nature.

The specific purpose of the bill is to prohibit and penalize the recording or other mechanical reproduction of music or other program material without consent in writing of the performers. It prescribes that consent must be obtained before the program can be recorded or mechanically reproduced for profit or gain. This includes each member of an orchestra and each participant in a program, including announcers. Penalties for violation would be a fine of not more than $10,000 or imprisonment for not more than two years, or both. The bill outlines the types of recording which would be unlawful.

At the annual meeting of the National Association of Performing Artists in New York May 16, President Fred Waring stated that the association had been approached by the NAB "looking toward an equitable basic agreement applicable to all radio stations." He added that these negotiations "are in progress and although such an arrangement does not appear advisable, an understanding is possible and may well be concluded."

Nets Get Threat For ASCAP 'Aid'

Washington State Threatens Criminal Prosecution

WASHINGTON State, which has served as a proving ground for a number of forays against copyright groups, has bobbed up again with a threat of prosecution against the major networks for allegedly giving "aid and comfort" to ASCAP.

In a strongly worded letter to NBC, CBS and MBS, B. Gray Warner, prosecuting attorney in Seattle, advised the networks that the Washington State law enacted in 1937, designed to curb ASCAP activity, renders them "amendable to the penal provisions in our State law". Mr. Warner made specific reference to information he said he had received that network contracts with affiliated stations require that each shall carry an ASCAP license. He added his investigation was designed to determine why the networks require stations to carry independent ASCAP licenses, particularly in the light of the past Supreme Court decisions.

While no formal comment was forthcoming from the networks, it was stated unofficially that their contracts do not contain the provisions quoted by Mr. Warner.

Declaring that the Washington State law is aimed at "combinations which use the copyright laws as instrumentalities of extortion and oppression within the State," Mr. Warner said that, while a suit is still before the courts involving the validity of the law, it nevertheless is still upon the statute books and it is "my duty to enforce it".

Mr. Warner added that many managers of network stations had advised him that, if the networks cleared their own programs and removed from their affiliate contracts the provision requiring them to carry an ASCAP license, "they would not need to submit to extortionate demands of this Society for their emanations."

ASCAP, he concluded, has "refused and neglected to this date to comply with the provisions" of the Washington State law, "particularly having failed to furnish lists of the copyrights it claims to control and other material provisions." He added he was sending a copy of the same letter to ASCAP and that it was his intention to ascertain all the facts "before taking more positive action".

Purity to Use 50

PURITY BAKERIES Corp., Chicago (Taystee bread), has cut a series of 100-word one-minute transcribed announcements at Aerogram Corp., Hollywood studios for placement thru Campbell-Mithun, Minneapolis, on 50 stations in a national campaign, starting date of which was not announced. Agency placed the technical work with Midwest Recording Co., Minneapolis, which in turn transferred it to Aerogram Corp., to utilize services of four Hollywood announcers, Don Wilson, Ken Carpenter, Harlow Wilcox and Ken Niles. Louis M. Kurepp, radio director of the agency, was on the Coast during early June to supervise the recording.



MR. TIME BUYER:-

Send for this Valuable Guide to Profitable Radio Advertising!

Detroit and Michigan Markets

Writing Called Key to Better Programs

Authors Given Insight Into Technique of Radio Scripts

By BRUCE ROBERTSON

"WHEN better broadcasts are built, better writers will build them," Max Wylie, director of script and continuity for CBS, told the writers attending the radio session of the American Writers' Congress, held at the New School for Social Research, New York, June 3. Urging his audience not to "shrug radio aside" nor to regard broadcasters as a "bunch of intellectual castaways", he pointed out that radio can "bring your finished result to an audience far greater than any you have ever had before."



PROBLEMS of writers got a going over June 3 at the radio session of the American Writers' Congress, held in New York. At the table (l to r) are Max Wiley of CBS, Arch Oboler of NBC, Philip Cohen of U. S. Office of Education, H. V. Kaltenborn of CBS, John Brown of AFRA and TAC; Evan Roberts of Federal Theatre Radio Division; Lewis Titterton of NBC and Jerry Danzig of WOR talking it over.

Permanency Next

"This concept," he continued, "should be of some interest to the man or woman who writes because he believes he has something to say. Now he has a vast audience to whom to say it . . . an audience that is perpetually assembled . . . that is willing to enjoy his joke . . . to join in his bitterness . . . to share his good nature . . . to go along with him in his enthusiasms, his angers and miseries . . . to participate in the experiences of the characters he brings us . . . to appraise and digest the flavors that make him the precise sort of writer he is. This then is one of the gratifications which broadcasting can bring to the writer: The findings of his own life and the beliefs of his mind have instantaneously affected a multitude of people. The impact of his thought and feeling have been delivered everywhere at once."

Answering the criticism of writers who have shunned radio because "a radio program which may have taken its writer two weeks or two months to prepare is over and forgotten in 30 minutes," Mr. Wylie said that already the better broadcasts are being perpetuated through reprints in books and magazines and through recordings. He predicted that this "will become an important and regular concomitant to all broadcasting enterprise within the next three years and that it will continue as a regular accessory of radio as long as radio endures."

Evan Roberts, director of the Federal Theatre Radio Division, reported that this organization had had many requests for whole sets of recordings of its *Men Against Death* series on CBS and its *Epic of America* on MBS, chiefly from educational boards and institutions, which he classed as the foremost market for such recordings today.

However, he added, "I should say that all those people who buy recordings of symphonic music—pretty nearly the very ones who make up the book-buying public—would like also to have recordings of works by their favorite authors to play again and again, just as they play their records of symphonies."

He also stated that the American Booksellers Guild had offered to carry records of outstanding broadcasts in book stores throughout the country, in addition to the printed editions of such programs as Archibald MacLeish's *Fall of the City* and *Air Raid*, or Norman Corwin's *They Fly Through the Air*, which the bookstores are already selling.

An anthology of 14 *Columbia Workshop* plays to be published by Whittlesey House in July, coinciding with the *Workshop Festival* on CBS, a summer series of eight repeat and five new Workshop dramas, was announced by Mr. Wylie, who added that another radio anthology, "Best Broadcasts of 1938-39," will be published in the fall, to take its place with the annual "Best Plays" of Burns Mantle and the O'Brien collections of best short stories.

Never Any Censorship

Censorship, another bugaboo that keeps writers away from radio, was scouted by Arch Oboler, leading radio writer, who said that he had never been aware of any radio censorship. "In my plays," he declared, "I have discussed the most controversial subjects without raising the slightest objections from listeners or officials. On the air, it is not what you say, it's how you say it that matters. If radio writing has not all been at a commendable level the fault lies with the writer, not with the medium. Broadcasting, particularly on a sustaining dramatic series, can speak as maturely as the playwright's own intellectual maturity permits."

The difference between sustaining and commercial radio drama, Mr. Oboler said during a round-table discussion of radio writing, is that "the commercial program, which must sell merchandise to the great mass of people, must give dramas appealing to those masses." Lewis Titterton, manager of NBC's script division, explained that appreciation of drama on the air has lagged behind that of music because "music can be appreciated purely emotionally, while only the simplest form of story-telling can be." This, he continued, "accounts for the singular success of the five-a-week 15-minute commercially sponsored programs. As soon as intellectual concepts become at all involved in connection with the development of such stories, the audience has to be given time to appreciate them or it is apt to lose interest."

In Defense of Serials

In defense of these serials, which he said have been "maligned by writers and by some of the listeners as well," Jerry Danzig, commercial program manager of WOR, expressed the belief that "these dramatizations fulfill a function in the entertainment and stimulation of the average woman listener in that they are for her an emotional release from what may well be a day-to-day humdrum existence.

"Their very success," he continued, "has, however, been one of their handicaps in terms of improved creative standards. They've become formularized and so successfully in terms of listening result that emphasis has gone into the formula and plot to the exclusion at time of actual writing skill. I've seen signs, however, that certain sponsors and agencies are beginning to realize that a fresh approach in terms of writing of serials will lift their programs above the general run."

An actor's view on radio writing was contributed by John Brown, member of the AFRA board, who said that since an actor is no better than his material "we actors literally plead for the chance to read lines that mean something and say something." Stating that "the radio audience is ready to accept the best you have to offer them," he continued that "it's obvious that the daytime serials are the most listened to kind of radio writing and we know that the quality of the writing of these is not of the finest calibre. Ergo, it is argued, that's what people want; that's what'll make them buy the products that keep radio alive. But I think the most developed accent in radio is the writing of commercial copy, and that's what sells the merchandise. It will continue to do that even when the dramatic script becomes better."

Philip Cohen, production director of the Office of Education Radio Project, which has cooperated with the networks in presenting some 11 series, planning and writing the programs for which NBC and CBS supplied actors, musicians, technicians, etc., said that the purpose "has been to demonstrate new techniques in radio education," citing *Americans All—Immigrants All, Let Freedom Ring, Brave New World* and *The World Is Yours* as examples of the progress made. "Only through the closely coordinated efforts of the experts in education and the experts in broadcasting techniques can real education over the air be accomplished," he concluded.

Some Samples Heard

Following the round-table, which was conducted by H. V. Kaltenborn, noted news analyst, and broadcast over CBS, excerpts from a number of recordings of outstanding dramatic broadcasts were played, with introductions by their authors, who explained the techniques used in projecting their ideas. Included were Norman Corwin's *They Fly Through the Air*, a verse drama vividly depicting the flight and fall of a bombing plane; Alfred Kreymbourgs' *The Apes*, a fable in verse that viciously satirized last fall's Munich conference; several of Arch Oboler's dramas illustrating his use of the stream-of-consciousness technique; Robert Shayon's *Pinocchio*, one of a series of fairy tales in which radio's array of sound effects were used to create audibly all sorts of imaginary beings; Philip Cohen's *War Made in America*, designed to bring the part of America in the Japanese War home to the American listener, and William N. Robson's *No Help Wanted*, which applies the technique of documentary radio to the problem of unemployment.

In introducing his program, Mr. Robson, CBS director who has produced many of the *Columbia Workshop* series, called radio "the most potent propaganda force in the modern world" which must "frankly and honestly be considered and used as such, with the serious realization of the tremendous responsibility such stewardship imposes upon the radio writer and director. Radio sells soap and automobiles by propaganda known as commercial announcements. Radio now is beginning to sell democracy and justice and honesty and tolerance. The step is inevitable—a consummation devoutly to be wished—and long overdue."

The radio session, which was conducted by Ivan Black, director of information of the FTRD, was part of the Third American Writers Congress, which among other activities voted *Air Raid* the best radio drama of the past year and adopted a resolution favoring the awarding of an annual prize for the best radio writing. The addresses of Thomas Mann, noted German author now living in America, and Eduard Benes, former president of Czechoslovakia, during the evening session of June 2, were broadcast in New York by WQXR and were shortwaved to Europe by W1XAL, Boston, first time the voice of Benes had been heard by his people since his resignation last fall after the Munich settlement.



The astute advertiser will find in the nine Southern California Counties a "ten strike" in advertising results during the Summer months, for 1,000,000 SUMMER VISITORS will enter Southern California during late June, July, August and September. These visitors will spend $96,196,329* while in the State of KFI.

They will enjoy our hospitality, revel in the thrills of the playground of the nation, spend liberally for their current needs and the impulse buying of the away-from-home purchaser and of course listen to their favorite NBC programs over KFI.

This vast purchasing power plus the normal income of 3,837,400 people who constitute the Billion Dollar State of KFI is delivered to you by the far-flung power of KFI and the unchallenged popularity of KFI-NBC features.

*Estimate of All Year Club of Southern California.

Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

The Best Buy is

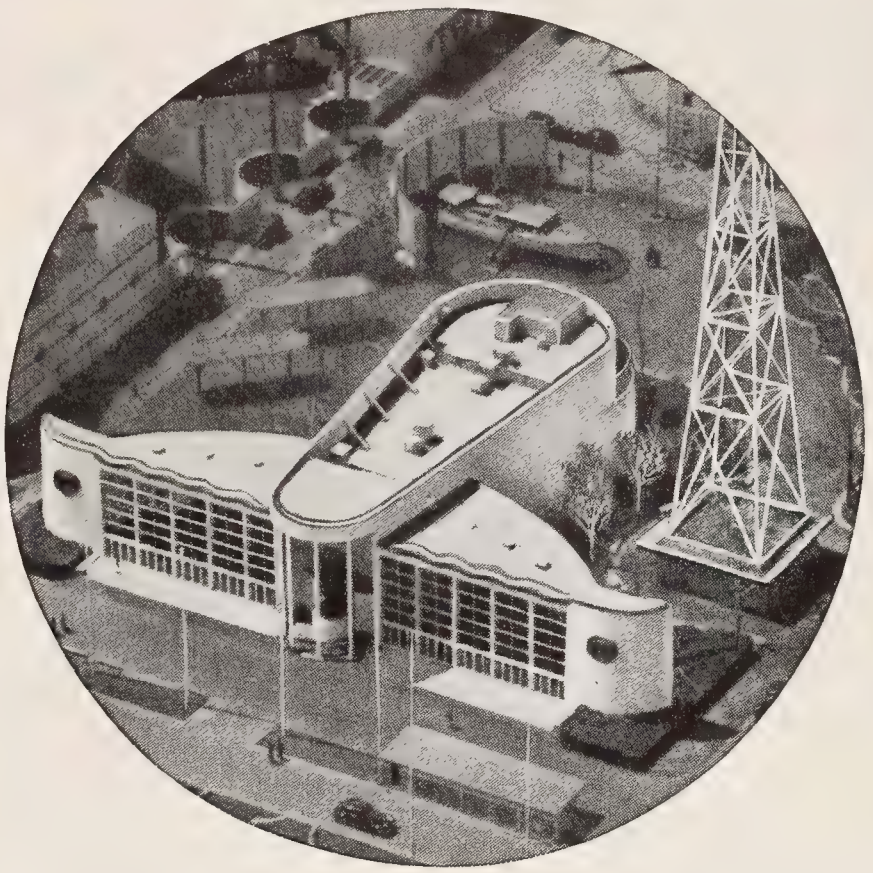
NBC RED NETWORK
50,000 WATTS 640 KC

EDWARD PETRY & CO. • *National Sales Representative*

In New York Rises Radio City—

RCA

See Radio's World of Tomorrow at New York World's Fair



Great crowds of visitors are enjoying the exhibits at the RCA Building at the New York World's Fair. And, across the country, many thousands are being thrilled by similar exhibits at the San Francisco Exposition. Chief attraction is the demonstration of television which offers many visitors their first opportunity to see how television pictures appear on the screen of a television receiving instrument.

But these exhibits show you many other things. You can see a complete representation of everything RCA does in carrying out its world-wide services for the benefit of the public.

RCA **Radio Corporation**

RCA Manufacturing Company, Inc. RCA Institutes, Inc. National Broadcasting Company

Lofty Symbol of World-wide Service!

The home of Radio Corporation of America —the headquarters of the only organization engaged in every phase of radio

SET IN THE HEART OF NEW YORK is a city within a city. As you know, it is Radio City. Its "city hall" is the seventy-two story RCA Building. From here are directed all of the manifold services of RCA. Basis of all is RCA Laboratories. In them vital research is carried on in radio and television. Great universities are usually thought of as the homes of research. The fact is that in RCA Laboratories there is now a group of research men who probably exceed in number and can certainly match in ability, those engaged in any one phase of research, in any university in the world.

The Radio Corporation of America serves the listening public through the Red and Blue Networks of the National Broadcasting Company. In the home, RCA Victor Radios, RCA Victrolas, and Victor and Bluebird Records afford the finest in radio and records. Now RCA Victor Television Receivers are bringing the thrills of television to families in the New York Metropolitan Area. And, added to these services for the home are those rendered in manufacturing a complete variety of radio equipment, sound equipment, and motion picture equipment such as RCA Photophone, the Magic Voice of the Screen.

Through R.C.A. Communications, world-wide communication service is provided to and from 43 foreign countries. There is also service among leading cities in the United States.

Radiomarine, another of the RCA family, offers communication service to ships at sea. It also builds radio devices for safeguarding lives and property on ships.

When you are in New York, you are cordially invited to visit Radio City. You are also invited to visit the RCA Building at the New York World's Fair, where you can see a demonstration of all the activities of the Radio Corporation of America and get a clearer idea of what they mean in your industry.

Trademarks "RCA Victor," "Victrola" and "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

of America **RADIO CITY, N. Y.**

RCA Laboratories **Radiomarine Corporation of America** **R. C. A. Communications, Inc.**

Station Ownership Changes Receive Approval of FCC

Hearings Not Required Where Conflict Is Not Involved

PURSUING its new policy of granting transfers of ownership without hearings when no conflicts are involved, the FCC in recent decision days authorized purchases or transfers of seven stations, including two in Hawaii which come under a new corporation but with the same stockholders. Most of the transfers were of a routine character with slight shifts of control, although outright sales were involved in a few.

WBNO, heretofore licensed to the Coliseum Place Baptist Church, New Orleans, but operated as a commercial station, was transferred June 6 to WBNO Inc., headed by James A. Noe, prominent oil man and former Governor of Louisiana, who owns 99% of the stock.

KSAL, Salina, Kan., licensed to R. J. Laubengayer, publisher of the *Salina Journal*, in a June 6 decision was transferred to KSAL Inc., in which Mr. Laubengayer owns all but qualifying shares of stock. Mr. Laubengayer recently sold control of his newspaper but remains as its publisher.

Drop Japanese Director

The routine matter of eliminating a holding corporation was disposed of by the FCC May 31 when it granted authority to transfer control of KGMB, Honolulu, and KHBC, Hilo, to the Consolidated Amusement Co. Ltd. Stockholders remain the same. At the same time it issued license renewals to both stations, the licensee company having agreed to drop a Japanese from its board of directors for which it had previously been cited.

The Commission on May 31 also authorized transfer of control of WGRC, New Albany, Ind., from Charles Lee Harris to Charles Lee Harris and Steve A. Cisler Jr. Mr. Cisler bought into the station about a year ago. Recently he resigned from the managership of KTHS to take over the operation of WGRC.

KCRJ, Jerome, Ariz., a local outlet, was transferred to Central Arizona Broadcasting Co. from Charles C. Robinson in another May 31 decision. Stockholders in the new licensee company are Mrs. Della Tovrea Stuart, 60%, Mr. Robinson 20% and Irvin W. Hubbard 20%. The two last-named now run the station. Mrs. Stuart has extensive holdings in Arizona, including the Tovrea Packing Co. of Phoenix. She is the wife of W. P. Stuart, collector of internal revenue at Phoenix and publisher of the *Prescott* (Ariz.) *Courier*, also an applicant for a new station in Prescott.

Transfer of KGIW, Alamosa, Col., from Leonard E. Wilson to E. P. Allen, former Kansas City bank examiner, was approved May 31. Mr. Wilson, chief owner of KIDW, Lamar, and KOKO, La Junta, both in Colorado, previously had sold the station to the *Alamosa Daily Courier* but this deal was dropped in favor of Mr. Allen.

May Net Billings Reach New High Mark And Approach All-Time High of March

WITH a combined total of $7,000,195, gross billings of the nationwide networks in May set a new record for the month and came close to reaching the all-time high of $7,403,512 established in March. Reversing the usual downward trend for this time of year, May billings were 4.8% ahead of those for April, and 15.7% better than the $6,050,684 for May, 1938. For the first five months of 1939 gross billings totaled $34,671,220, a gain of 6.9% from the $32,423,932 reported for the same period of 1938.

CBS in May had the best month in its history with a gross of $3,063,329 that passed by nearly $30,000 its previous peak of $3,034,317 in March, 1938. Cumulative CBS billings for the year to date are $14,058,638, up 4.4% from the $13,461,060 for the same period of last year. Mutual, whose $234,764 for May was 20.9% over May, 1938, 13th consecutive month in which MBS billings were better than those for the same month of the previous year, shows the largest percentage gain of any network for the year. So far in 1939 MBS has billed $1,396,049, 22.5% more than for the first five months of 1938 when the MBS gross billings totaled $1,139,767.

NBC's total of $3,702,102 for the month was 8.4% ahead of last May, 18th consecutive month NBC billings have topped those of the same month of the preceding year. Red network billings for the month were $2,886,517; Blue billings were $815,585. Cumulative billings for the first five months of 1939 for NBC were $19,216,533, 7.8% ahead of the $17,823,105 billed in the same period of 1938. Cumulative billings by individual NBC networks were: Red, $14,609,490; Blue, $4,607,043.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201

Johnson Remains Head As KTSA Changes Hands

WITH the transfer on June 1 of KTSA, San Antonio, from Hearst Radio to the Sunshine Broadcasting Co., of which O. L. (Ted) Taylor is president, it was announced that George W. Johnson would continue as the station's manager and that no other personnel changes will be made. Mr. Johnson from 1933 to 1936 was treasurer of the old Southwest Broadcasting System, affiliating with KTSA as a salesman when it was purchased by Hearst in 1936. He was named manager Jan. 1, 1938, when Harold Burke was transferred to WBAL, Baltimore, as manager.



Mr. Johnson

Following the transfer of KTSA, it was disclosed that 26% of the stock has been distributed to others than the Gene Howe-O. L. Taylor-T. E. Snowden group which operates KGNC, Amarillo; KFYO, Lubbock, and KGRV, Weslaco. Mr. Howe, publisher of the *Amarillo Globe-News*, is 36% stockholder; Mr. Snowden, Atchison, Kan., lumberman, 28%; Mr. Taylor, director of the stations, 10%. The other stock holdings are E. J. Bribach, Atchison physician, 6⅔%; Harry Muchnic, Atchison locomotive manufacturer, 6⅔%; Elliott Roosevelt, president of Texas State Network, 5%; R. E. Underwood, Amarillo attorney, 5%. Holdings of 2% or less are listed for Cy Leland, Des Moines; Hallie C. Hawk Young, Amarillo; Cal Farley, Amarillo; Lawrence Hagy, Amarillo; Martin Janson, Atchison; Dwight Newby, Amarillo; Ray Holland, New York; Dorrance Roderick, El Paso; Mrs. Martin Farnham, New York.

Woodyard Is Named to Be Manager of WSMK

RETIREMENT of Stanley M. Krohn Jr., president and general manager of WSMK, Dayton, from the active direction of the station and appointment of Ronald B. Woodyard, formerly general manager of WALR, Zanesville, as general manager, was announced June 7 by the board of directors of the Dayton regional. Mr. Krohn will continue as president and retain his financial interest. However, he will devote his attention to speeding construction of the station's new 500-watt transmitter. Mr. Woodyard resigned April 15 as general manager of WALR.



Mr. Woodyard

Paul Braden, formerly of the Frigidaire Division of General Motors, was named chief engineer of WSMK. Arthur Martin, of WALR, has been appointed to the engineering department, and Henry Orbach, of KFEL, Denver, and James D. McIlyar, of Miami University, have been appointed to the sales department. Mary Elizabeth Amos, former secretary to Mr. Woodyard at WALR, also has joined the station.

Vicks Spot Plans

VICK CHEMICAL Co., Greensboro, N. C., is planning an extensive spot campaign for Vapo-Rub and Vapex to start early in September and to cover 68 cities in major markets. George Durham of Morse International, New York, agency handling the account, is now on tour through the country lining up the 90 to 120 stations.

KWFT, Wichita Falls, Joins CBS, Starts Soon; Buck Is Named Manager

PLANS for the new KWFT, Wichita Falls, Tex., authorized last year by the FCC to replace KGKO after that station had been moved to Fort Worth, are progressing and RCA equipment is being installed along with a 400-foot Lehigh radiator, according to Joseph B. Carrigan, attorney and president of Wichita Broadcasting Co. The station is expected to start operating on July 15, using 250 watts nights and 250 days on 620 kc.

According to Mr. Carrigan, Morden R. Buck has been elected vice-president of the company and will be the station's manager. He formerly was with WHEC, Rochester, and more recently has been engaged in radio activities on the West Coast. William P. Hood, formerly of KGKO, has been named commercial manager. William Thompson, formerly program director of KWYO, Sheridan, Wyo., reports July 1 as program director. John H. Adams, formerly plant engineer of KGKO, is chief engineer.

The transmitter site three miles west of the city comprises 55½ acres. Studios are being constructed in the Kemp Hotel in downtown Wichita, and will be completely outfitted by the end of June. According to Mr. Carrigan, the station will become an affiliate of CBS as soon as it starts operating. Paul H. Raymer Co. has been named national representative.

Church Station Sold

ANOTHER broadcasting station licensed to a religious institution passed into new hands June 6 when the FCC authorized a transfer of WBNO, New Orleans local, from the Coliseum Place Baptist Church to WBNO Inc., in which 99% of the stock is owned by James A. Noe, oil operator and former Governor of Louisiana. The station has long operated commercially, its transmitting plant already being owned by Mr. Noe. Its transfer leaves only 12 church-owned or controlled stations now operating in the broadcast band, not counting the few among the stations owned by sectarian educational institutions [BROADCASTING, *1939 Yearbook*].

New Ohio Outlet

UNLESS exceptions are filed within 20 days by opposing attorneys and they ask for oral arguments before the FCC, a new 250-watt daytime station on 1370 kc. will be authorized for construction in Mansfield, O., under proposed findings of fact and conclusions adopted June 6 by the Commission. The CP will be issued to Richland Inc., in which the officers and stockholders are George Satterlee, Mansfield merchant, president, 65 shares; C. A. Kessel, local auto dealer, vice-president, 54 shares; John F. Weimer, president and stockholder of WJW, Akron, 51 shares; Alfred Reeke, Cleveland auto dealer, director, 30 shares. It is proposed that Mr. Weimer will assume charge of the station.

KYOS, Merced, Cal., on June 10 joined the California segment of the Don Lee-Mutual network.



- - - another New Building in SHREVEPORT

Construction has already started on the above building for the United Gas Pipeline and Union Producing Company office building in Shreveport. It will be seven stories high, completely air-conditioned and modern in every respect. Upon its completion about January 1, 1940, more than 300 families will be moved from Houston to Shreveport.

In the meantime a half-million dollar apartment unit for 120 families is nearing completion. A new million dollar 17 story bank building will soon be started. Carpenters, bricklayers, electricians and other building tradesmen are working night and day in Shreveport. Business is booming.

Construction has already started on the new KWKH transmitter plant of 50,000 watts.

You can't afford to leave Shreveport and KWKH off your radio schedule. We're doing a mighty fine job for advertisers in this rich, able-to-buy market.

50,000 Watts SOON

SHREVEPORT **KWKH** LOUISIANA

A SHREVEPORT TIMES STATION ◇CBS◇ REPRESENTED BY THE BRANHAM CO.

WJR, WGAR Sign New CBS Pacts

Lengthy Negotiations End as NBC Offer Is Rejected

WJR, Detroit, and WGAR, Cleveland, continue as CBS affiliates for several years with the signing June 5 in Hollywood of new contracts by that network and G. A. (Dick) Richards, chief owner of the stations. The WJR renewal is for five years dating from September, 1940. That of WGAR becomes effective in the fall of 1943.

Included in the agreement is a stronger alliance for KMPC, Beverly Hills, Cal., also owned by Mr. Richards. The latter station will continue to carry network sustaining programs which cannot be released over the CBS owned and operated KNX in Hollywood because of local commercial commitments.

Leo Fitzpatrick, executive vice-president and general manager of WJR, who conducted the negotiations along with Mr. Richards, declared that contracts were signed on terms agreeable to both parties. No other details were divulged. Mefford Runyon, vice-president and director, and Herbert V. Akerberg, vice-president in charge of station relations, both of New York, negotiated the new contract for CBS and were in Southern California several weeks.

Niles Trammell, NBC New York executive vice-president, accompanied by John Norton, station relations executive, came to Hollywood during the deliberations to seek to negotiate a similar alliance. They failed, it was said, when NBC refused to present a proposal of greater concession than that offered by CBS. WJR, a 50,000-watt clear station, is currently aligned with CBS under a five-year contract expiring next year. Under agreement, notice of cancellation must be given by either party one year in advance of expiration. WJR at one time was an NBC affiliate but switched to CBS in 1935. This also enabled Mr. Richards to get a CBS affiliation for WGAR.

Although Mr. Richards had until fall to talk new contract for WJR with CBS, negotiations were carried out in advance so as to not interfere with his long rest in Honolulu which he is taking shortly on doctor's orders. He has been ill for some time. For that reason negotiations were carried on at his Beverly Hills home and at Palm Springs, Cal., where he also maintains a residence.

WBNX Gets Renewal

WBNX, New York, cited by the FCC last fall for renewal of license because of program renditions, was granted a regular renewal of license June 6 in line with the recently inaugurated policy of eliminating temporary license renewals involving programs. The Commission granted the station's petition for reconsideration and simultaneously cancelled a hearing which already had been scheduled involving its renewal. The programs allegedly involved in the temporary renewal dealt with a motion picture advertisement titled "Girls in Danger", another dealing with an allegedly improper song in Italian and a third alleging Fascist propaganda broadcasts.



A GEOGRAPHICAL quandary for CBS is depicted in this photograph, since three New York executives of the network met in Hollywood to discuss Detroit and Cleveland network affiliates. Renewal of the CBS affiliations of WJR, Detroit, and WGAR, Cleveland, following a competitive proposal from NBC for WJR, resulted from the sessions in early June. Left to right, in Vice-President D. W. Thornburgh's Columbia Square office, are W. B. Lewis, program vice-president; Mr. Thornburgh; Herb V. Akerberg, station relations vice-president; Mefford R. Runyon, senior vice-president, talking over the whole situation.

Hollywood Points to Its Sales Record, Belittling Talk of an Exodus Eastward

By DAVID GLICKMAN

DESPITE talk to the contrary, Hollywood's importance as an originating point for national network commercials will continue and next fall will bring another boom season to its doors. Present Hollywood radio season, drawing to a summer close, has completed the most spectacular selling job in advertising history, according to agency and network executives. They point out that even an unlikely concerted attempt by Hollywood film studios to block talent participation would not detour the cream of major radio entertainment elsewhere for origination. Advertisers want "name" attractions and therefore must come to Hollywood for them. Listeners, too, are still fascinated by the "magic name of Hollywood".

This consensus is based on assured and prospective business already in sight for the fall season. In a survey just completed, practically every sponsor using Hollywood — originating network programs has reserved the same time for the coming season. Several plan additional Hollywood-originated shows. Time relinquished by a few network sponsors is being reserved by new advertisers who plan Hollywood "name" shows. By all odds these major buyers of talent and network time, according to the consensus, will continue to find Hollywood's highly exploited entertainment resources their richest advertising asset. It has been pointed out that as long as Hollywood talent shows continue to sell the sponsor's product, there will be buyers for this kind of programs.

Talent Budgets Up

This swing to Hollywood, which during the last year rose in a spectacular curve, has substance. Major advertisers have been steadily increasing their radio budgets on the basis of results. Networks have enlarged in response to advertising demands. In direct relation, talent requirements have also risen. Observers state that only Hollywood has been able to keep pace with these demands—supplying "names" and talent proportionately important enough to warrant the basic expenditures. These basic requirements are still on the increase as advertisers seek broader and broader coverage to sell their products.

These are the observations of not only one or two, but of many executives involved in the manipulation of radio. They include the talent broker, advertising agency executive and those from networks as well. Their analysis goes back to the initial move to make Hollywood an important radio production center. They freely credit Hollywood with coercing major radio and the industry into its imposing current proportions.

No other talent center has anything approaching Hollywood in resources, which now have become dominantly essential to the success of network radio. The survival and growth of the biggest entertainment on the air speaks vitally for Hollywood's future in radio. Such now traditional radio landmarks as *Lux Radio Theatre, Chase & Sanborn Hour, Kraft Music Hall,* and the *Jack Benny Show* alone set Hollywood dominantly apart in the national radio scene, while the comings and goings of more than a dozen other major network shows further attest to its stability.

These same observers warn, however, against demanding too great a premium of Hollywood radio. Only so much radio time is economically sound for advertising investors, they caution. The growth of Hollywood radio has not only monopolized this but has moved into competition both with itself and New York in this premium structure, they point out. The give and take may affect Hollywood radio, but rarely adversely, they contend.

Di-Mon-Glo Testing

D. & C. CHEMICAL Co., Chicago, is testing a new half-hour variety show, *Polished Rhythm,* on WMC, Memphis with a view to possible expansion this fall, for Di-Mon-Glo furniture and auto wax. Produced and conducted by Bill Fielding, WMC production manager, the show is placed by Jesse L. Stewart Agency, Chicago.

AFRA Negotiates In Hollywood Area

Starts Drive to Bring in All Independent Stations

FOLLOWING the move started by its parent organization in New York, Los Angeles Chapter, American Federation of Radio Artists, has launched a campaign to bring all Southern California independent stations under contract, setting up new wage scales and working conditions. Station classifications of A, B, C, and D have been established on the basis of rate cards and other considerations.

Los Angeles Chapter is now negotiating a new sustaining contract calling for a minimum scale with KFWB, Hollywod. A sustaining pact has also been submitted to KFI-KECA, Los Angeles, which comes under the independent station classification although NBC Red and Blue network outlets. Agreement with KNX, Hollywood, owned and operated by CBS, is already in effect.

Scales and hours for singers, actors and announcers are sought by AFRA under local and regional broadcasts. Don Lee Broadcasting System, Los Angeles, and AFRA have a contract covering wage scales of all artists on sustaining programs originating from KHJ, that city and KFRC, San Francisco. Transcontinental scales and conditions put into effect with major networks several months ago by AFRA failed to provide for the Pacific Coast situation, which will now be covered.

Beginners Restricted

A concentrated drive to regulate Southern California radio schools and eliminate those of questionable character, will also be launched shortly by Los Angeles Chapter. I. B. Kornblum, executive secretary and associate attorney of Los Angeles Chapter has been authorized by AFRA national executive board to draft a regulation plan similar to that devised by Actors Equity for control of the Little Theatre. Move is designed to remove students and amateurs from competition with professional talent members of AFRA.

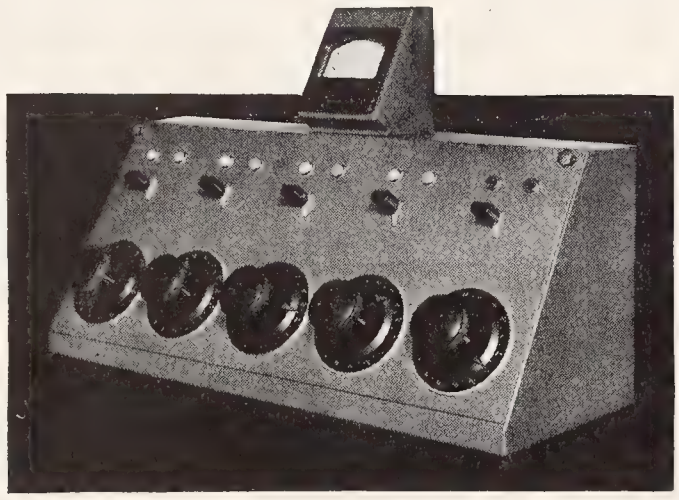
It is expected that legitimate radio schools will be licensed and certain provisions made for radio appearances of students on independent stations. Every encouragement will be given legitimate radio schools, but certain regulations of those licensed is planned as protection to both radio actors and the public, according to Mr. Kornblum.

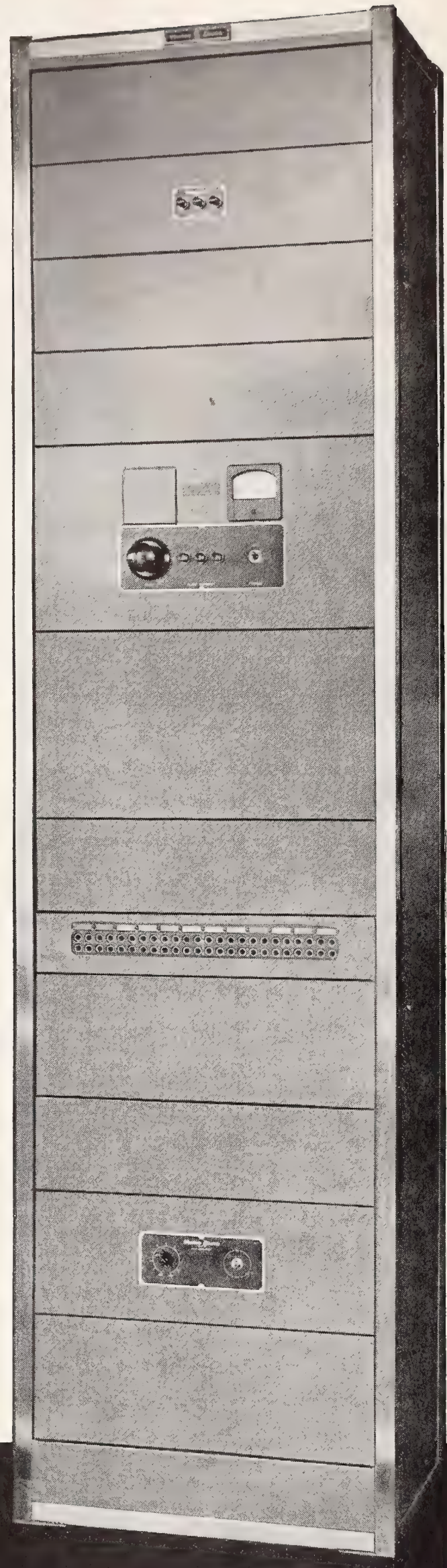
An agreement will also be worked out with various independent stations governing appearances of students and amateurs on radio programs. It will require announcement that performance is being given by students or amateurs, eliminating belief that talent is professional. No hardship will be placed on beginners, it was emphasized. The move is merely to segregate amateurs from experienced actors and regulation is planned to prevent clashing of the two and also to eliminate "wildcat" radio schools.

KXOX are the call letters assigned by the FCC for the new local station in Sweetwater, Tex., recently authorized [BROADCASTING, June 1].

Enjoy maximum Studio Control Flexibility

. . . with this new and modern Speech Input Bay and Control Console





ASK YOUR ENGINEER about these features

Inputs **(Equipment as stocked): 3 studio microphones, 1 booth microphone, 2 transcriptions, 2 remote lines or networks, 1 spare.**

Overall Gain: **Approximately 86 db.**

Overall Frequency Response: **Uniform within ± 1 db from 30 to 10,000 cycles.**

Output: **600 ohms.**

Output Level: **± 12 vu.**

System Noise Below Program at Output: **(as measured in laboratory with 70 db net system gain)—**

Weighted (as the ear would hear it) . . . 69 db.
Unweighted . . . 56 to 60 db.

Distortion: **Less than 1% under normal operating conditions.**

Power Required: **105 to 125 volts, 50 to 60 cycles with a power consumption of approximately 160 watts.**

Bay Cabinet Dimensions: **Approximately 83¾″ high (77″ panel mounting space) x 21½″ wide x 13⅛″ deep.**

Control Cabinet Dimensions: **Approximately 8″ high x 20″ long x 7⅜″ deep at the base (sloping panel).**

You've got something extra when you can tell your prospects and sponsors that your station is

Western Electric
EQUIPPED FOR BETTER BROADCASTING

The Western Electric 704A Speech Input Bay—plus the 721A Control Cabinet—gives you a convenient and compact, AC operated, single program channel assembly—with space for adding a second program channel for stand-by, audition or *dual program* operation.

This equipment provides maximum control flexibility—circuit and equipment adaptability to varied operating requirements, with highest quality performance.

For booklet giving full details, write Graybar Electric Co., Graybar Building, New York City. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Distributed by GraybaR

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT

Doolittle Operates Staticless Station

Frequency Modulation Used By Mountain-Top Transmitter

ANOTHER New England experiment with Maj. Edwin H. Armstrong's frequency modulation system of "staticless" transmisison and reception is now under way from the highest point of West Peak Meriden Mountain in Central Connecticut under the direction of Dr. Franklin M. Doolittle, owner of WDRC, Hartford. The transmitter was designed by Prof. D. E. Noble of Connecticut State College, using practically the same elements as those in the Yankee Network's system now also undergoing tests [BROADCASTING, June 1].

A 94-foot turnstile antenna has been erected near the face of a cliff at an elevation of 1,000 feet. According to Dr. Doolittle, it is substantially the same as that employed by Maj. Armstrong except that it is fed by a concentric transmission line instead of open wire feeder. The station is known as W1XPW and operates with 1,000 watts power on 43.4 mc.

"Although we have made certain listening tests," Dr. Doolittle reports, "our information on coverage is as yet incomplete. We can say, however, that the signal in Hartford is so strong that it completely overrides all noise even in the noisy downtown districts. Good reception has been reported from points as far distant as New York City and Worcester."

Difficulties Met

The accompanying photograph gives some idea of the topography of the station's site and the resultant difficulties met in construction, which was completed May 13. The transmitter house and the nearby cottage are the only structures on the mountain with the exception of a few summer camps. The station had to bring in its own water supply and generate its own power. According to Dr. Doolittle, it will receive its programs for retransmission via an ultra-shortwave frequency modulated transmitter on the roof of the WDRC building in Hartford, 17 miles away. The link transmitter will operate on 139.96 mc.

Dr. Doolittle states that he confidently expects the station "will produce a noise-free service over the entire State of Connecticut and a considerable portion of Massachusetts." Surveys are now being made. The special receiving sets required for receiving the frequency modulated signals are now in production at General Electric and Stromberg-Carlson plants, and both of these companies are also planning transmitters.



PERCHED atop the highest point of Meriden Mountain, 17 miles from Hartford, in the center of the State, is this frequency modulation transmitter now being tested by Dr. Franklin M. Doolittle, operator of WDRC, Hartford. View taken from an airplane shows the 94-foot turnstile antenna surmounting the 1,000-foot elevation. Note the rugged cliff in foreground and the wildness of the country, which had neither power nor water supply when construction began.

Institutional

ANOTHER heavy industry which does not sell its goods direct to the consumer became an institutional radio sponsor last month when Union Wire & Rope Corp., manufacturers of cable and wire rope used in building construction, mine hoists, elevators etc., began featuring a Wednesday evening program of band music and institutional talks on KITE, Kansas City. Only "plug" during the show tells about the company's team in the local softball league whose play-by-play is covered by KITE.

Pa. Facility Boosts

FULLTIME operation for WKOK, Sunbury, Pa., 100-watter on 1210 kc., which heretofore has operated on specified hours, was authorized by the FCC in a June 6 decision ordered effective June 7. The same day the Commission issued proposed findings of fact and conclusions to grant WJAC, Johnstown, Pa., authority to change from sharing time on 1310 kc. with WFBG, Altoona, to fulltime on 1370 kc. with 100 watts night and 250 day. The proposed findings are tantamount to a grant unless exceptions are filed in opposition within 20 days.

AN EARLY MORNING CHECKUP

WTMJ Giving Away 3,650 Radios to Those Who Tell Bill Evans Name of Gift Song

A SIGNIFICANT attempt to change listening habits in the early morning hours has been undertaken in the spectacular promotion built around *Top o' the Morning*, daily participating feature on WTMJ, Milwaukee, from 6 to 8:30 a. m. each weekday. WTMJ is giving away 10 midget radios each day for a year to listeners during the campaign, using the theme, "Get acquainted with *Top o' the Morning* and its entertainment, news and service features, conducted by Bill Evans".

A unique device is used to distribute the 10 radios each day. During each program a musical number is played and announced as the "gift song". Immediately after the program Bill Evans makes personal calls in various parts of the city. He rings doorbells, introduces himself and asks if the residents heard his program. If anyone in the household can name the "gift song", the home is awarded a radio which carries the inscription, "Courtesy of WTMJ, The *Milwaukee Journal* station". Householders who heard the program but cannot name the song receive a consolation prize as a goodwill builder, while those who haven't heard the program are given a souvenir card explaining the stunt.

WTMJ believes the idea will yield valuable listener survey material, since Evans keeps a record of all calls, which will be tabulated into a composite of early morning listening habits. It is planned that he will call at each household again at a later date to note any changes. The station is promoting the stunt elaborately, running teaser ads in the *Milwaukee Journal* and announcements on WTMJ, putting signs on *Journal* trucks, and presenting Evans in guest appearances on other programs of the station.

Coincident with the promotion, several changes were made in the program format. A news period was added at 6:30 a. m., giving the feature five news spots; a new programming policy permits more request numbers and popular music. The program carries such service features as time, temperature and weather reports, as well as helpful reminders about taking the car keys, kissing the wife goodbye, and such.

New Display Medium

A NEWS and advertising medium utilizing neon moving words and known as Telesign, offering advertisers space in the same manner as radio spot time, has been introduced by Ski-Line Motion Bulletins, affiliated with Telesignwriter Co. of America, Foshay Tower, Minneapolis. The device is operated by teletype and flashes a constantly changing message. It was introduced in latter May by the *Minneapolis Journal* and KSTP, St. Paul, which both supply the news bulletins. The huge electrical bulletin board is mounted atop Foshay Tower and is full width of the upper portion of the building. Among sponsors said to be interested are Pepsi-Cola, Nash Coffee and Holsum bread.

Libel Ruling Reserved

SUPREME COURT Justice Ernest L. Hammer of New York State, on June 6 reserved decision on a libel suit for $100,000 brought by Ernest A. Arnold and Walter Frese, securities dealers, against NBC, Benton & Bowles and General Foods Corp. Plaintiffs claim their firm, Arnold & Frese, was slandered on a humorous program broadcast Nov. 11, 1937, by General Foods Corp. on NBC.

AP GETS INQUIRIES ON NEWS SPONSORS

ALTHOUGH the Associated Press headquarters staff has received about 150 inquiries from member newspapers concerning the recent action of the AP board of directors in making AP news available for use on sponsored broadcasts [BROADCASTING, June 1], no actual sale of AP news for such purpose has yet been reported, according to W. J. McCambridge, assistant general manager of the AP. However, these queries, chiefly regarding rates to be charged and other details in connection with this innovation in AP operations, indicate that most of the 210 AP members with radio affiliations are extremely interested in the field of news broadcasting, it was stated.

One explanation for the lack of sales may be that the 25% increase in the basic assessment, which the paper must pay AP if its news is sold for sponsorship, makes the news too expensive for use by a single advertiser and that unless the station could spread the cost over a number of news sponsors it could not sell AP news in competition to that of other news services. It has been suggested that this flat increase should be replaced with a sliding scale that takes into consideration the number of news periods sold by the station. BROADCASTING was told by the manager of a station owned by an AP paper, who said that under the present setup he could not offer AP news to advertisers on an equitable basis.

Circle to Leave

KELLOGG Co., Battle Creek, Mich. (Corn Flakes), will discontinue its weekly half-hour *Kellogg Circle* on NBC for the summer, following the July 9 broadcast. The sponsor is still mulling the idea of returning that program next fall, the NBC network time option having been extended to July 1. Likelihood is that either the *Circle* will be resumed this fall on a half-hour basis or a new Hollywood program set up and at a new network time. From its inception on Jan. 15, the program has had internal difficulties, with changes in both cast and production. Sandy Barnett of J. Walter Thompson Co. Hollywood staff took over production of the show June 12 for the balance of the series.

Magic Key Continues

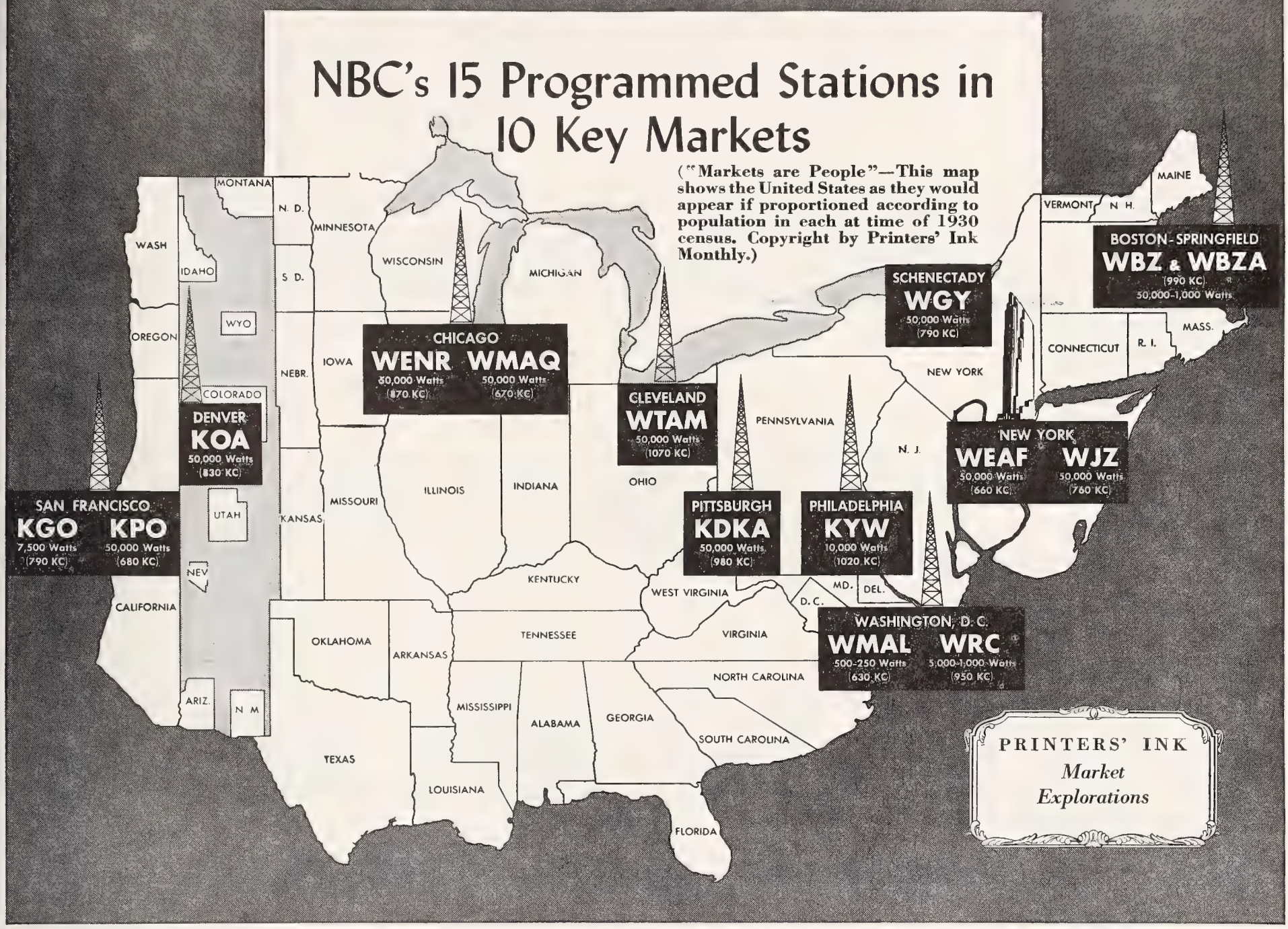
RCA MFG. Co., New York, has decided not to withdraw its *Magic Key of RCA* program for the summer months but on June 26 will shift the program from Sunday afternoons to Mondays, 8:30-9:30 p. m. Series stays on NBC-Blue, but the number of outlets as reduced from 118 to 53. Program format will remain the same. The company has also renewed its *Musical Varieties* program, heard Mondays through Saturdays, 7:30 to 8 p. m., on WEAF, New York.

IN A NEW institutional campaign, Oklahoma Gas & Electric Co. has started sponsorship of KOMA, Oklahome City, of the 10:15-10:30 p. m. news period, Sunday through Friday, and the weekly half-hour *Concert Hall* series.

Use these *Super-Spots* to reach these *Super-Markets!*

NBC's 15 Programmed Stations in 10 Key Markets

("Markets are People"—This map shows the United States as they would appear if proportioned according to population in each at time of 1930 census. Copyright by Printers' Ink Monthly.)



PRINTERS' INK
Market Explorations

One or all, these 15 stations will do an outstanding spot advertising job for you. Backed by nationally-famous NBC Network Programs, they dominate 10 of the richest markets in America. These "super-spots" command great audiences, kept in a buying mood by the best entertainment. Let us tell you of the sales results they have achieved for well-known advertisers. We can help you plan a coordinated sales effort to reach these super-markets. Write, wire or phone the NBC sales office in any of the cities listed above. Offices also in Detroit and Hollywood.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

WORLD'S GREATEST BROADCASTING SYSTEM



WO

THE *L.B.Wi*

POWER → Fifty Thousand Watts....Powe

PROGRAMS → ....NBC Red

SIGNAL → Finest Quality in the Whole

AUDIENCE → 58% Population of U

DOING THE BIGGEST AND BEST

KY



ON STATION

ul as any Radio Station in the Entire United State

nd Blue

Wide World . . . Very Latest R C A

S. within ½ Millivolt Night Signal

McNary & Chambers

JOB FOR THE ADVERTISER . . .

VERY SOON...

Any Day Now !

OVERHEARD... TIA



Frank Silvernail, Time Buyer, Pedlar & Ryan, Inc., New York City. Pedlar & Ryan time billings approximated $2,000,000 in 1938.

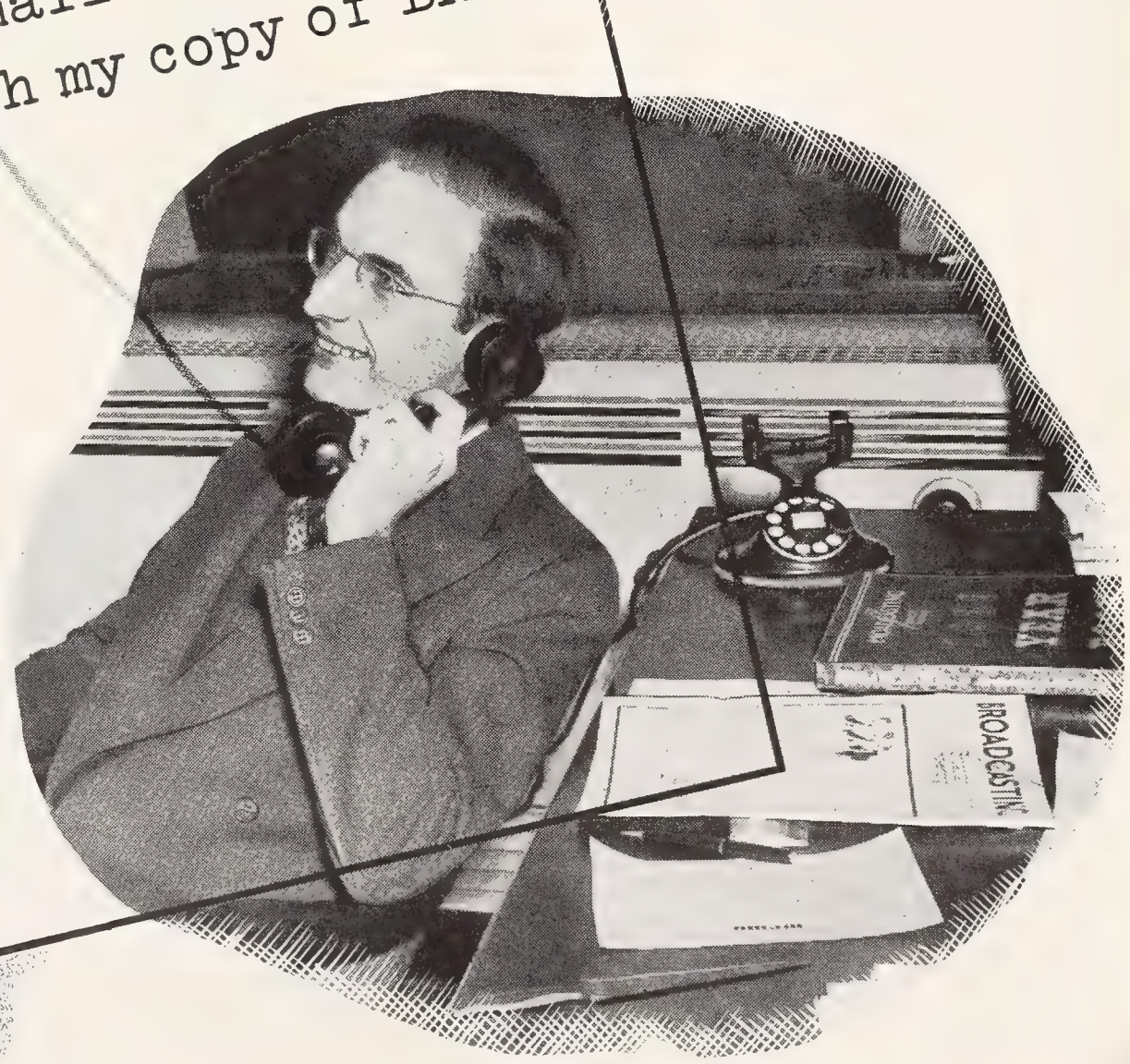
"That's an interesting comment of yours in the new issue of BROADCASTING, Murray. I haven't had a chance to give it a thorough reading yet, but wait 'til I'm settled in my easy chair tonight."

BROADCASTING *Blankets Time*

Broadcast Advertising

E BUYERS TALKING

"Thanks, Frank. I have a hunch I'll go for that easy chair business tonight, myself. The mailman showed up a few minutes ago with my copy of BROADCASTING."



Murray Carpenter, Time Buyer, Compton Advertising, Inc., New York City. Compton Advertising radio placements in 1938 totalled well over $3,000,000.

Buyers

Purely PROGRAMS

WORLD PEACEWAYS, New York, on June 11 started testing for 15 weeks a weekly half-hour debate program, *Clash of Opinion*, on WOV, New York, which, if successful, will be extended to other stations. The forums feature the actual words of world leaders such as Adolf Hitler or Neville Chamberlain quoted verbatim on controversial international issues, excerpts being taken from their past statements, and their voices portrayed by leading dramatic artists.

* * *

WOR Puffs Baseball

WOR, New York, on June 9 started an intensive promotional campaign to interest women listeners in its Brooklyn Dodgers baseball broadcasts, using a thrice-weekly series of baseball interviews and non-technical gossip about the game by Red Barber and Al Helfer, WOR baseball announcers. On days when the team plays at home, the program is called *Red Barber Introduces*, and for out of town games, Helfer presents the quarter-hour program under the title *Brother Al says*. Other features of WOR's campaign include guest appearances of famous players on sustaining and sponsored women's programs, and spot announcements promoting the daily baseball broadcasts.

* * *

CBS' Whodunit

CBS, on June 18 will replace the *Columbia Dance Hour* programs on Sundays, 8-9 p. m., with a new mystery series, *The Adventures of Ellery Queen*. When Mr. Queen, the famous gentleman detective, decides he knows the guilty party in the dramatized mystery, he halts the play and invites each guest detective to participate in the studio solution, after which the correct one is enacted. George Zachary, CBS producer, originated and will direct the series.

* * *

Tea at 2:15

TEA PARTY for listeners is conducted by Ruth Lyons as a new Friday feature of her five-weekly *Woman's Hour* on WKRC, Cincinnati. Listeners, asking to attend, are mailed tickets free of charge, along with members of women's club invited by Mrs. Lyons as her guests. The program, aired from the Terrace Gardens of Hotel Alms each Friday afternoon at 2:15, includes a full hour of music, interviews and informal chats.

* * *

Guesses by Guests

INTERVIEWS with guests from all parts of the world and informal question-and-answer contests form the basis of the five-weekly quarter-hour afternoon *Catalina Fun Quiz*, sponsored by the Wilmington Transportation Co. on the CBS Pacific Coast network. Programs originate from the boat landing as well as other familiar landmarks of Catalina Island, Cal., famous resort center, and are conducted by Gary Breckner, KNX, Hollywood, special events announcer.

* * *

Community Histories

USING historical data supplied through a Federal Writers Project, the local Salyer Oil Co. is sponsoring a weekday dramatic series on KOMA, Oklahoma City, dedicated to the 27 communities in which the firm operates oil stations.

Fun With Freihofer

EMPLOYING 15 telephones to register listeners' answers, the new *College of Fun* quiz series, sponsored by Freihofer Baking Co. on WIP, Philadelphia, offers listeners their cash prizes by return mail. Questions are asked the audience, which puts down right-or-wrong answers on a simple form and phones in its solutions. If answers check, the prizes go out in the morning mail. The sponsor is publicizing the weekly half-hour with newspaper advertising and posters on its several hundred wagons and trucks. Before the series started, 600 Freihofer drivers attended a preview to go through the game in order to familiarize themselves with the rules in case patrons asked for an explanation of the contest process.

* * *

Ladies of the Divot

TO ILLUSTRATE what golf can mean to the average woman, Jane Weaver each Wednesday interviews a prominent woman divot-digger on the new *Women in Golf* feature on WTAM, Cleveland. In the interview Miss Weaver asks her golfing guest how she started to play, how she fits the game in with her household duties and something about her interesting experiences with the game. Posters calling attention to the program have been placed in the clubhouses of Cleveland golf courses.

* * *

Speeches of Another Day

WGN, Chicago, has started a new Friday evening series called *Gems of American Eloquence* featuring dramatizations of famous speeches in American history.



AS THE MISSOURI River from Kansas City to Omaha was officially opened for commercial transportation, making Omaha a river port again after 70 years, KOIL, Omaha, devoted its best efforts to cover the event, heralded by the arrival June 3 of the Diesel-boat, *Kansas City-Socony*, with the first two barges. Bud Thorpe, special events director, boarded the boat before its arrival in Omaha, short-waving a description of the vessel's progress along the river, while Owen Babbe furnished an on-shore description of the arrival via the KOIL mobile unit. Thorpe is shown here (right) interviewing John Durfee, Socony-Vacuum manager in Omaha, aboard the boat just as it reached the city.

Emphasis on Safety

HIGHWAY safety broadcast, *The Man in the Car*, handled from one of the city's busiest intersections, is clicking at KWOS, Jefferson City, Mo. The announcer has the cooperation of the city police department, who assigns a motorcycle patrolman to his broadcast. The patrolman guns his cycle and sounds his siren to flag down motorists for the broadcast. Then they are interviewed on safety, quizzed as to the right and wrong of certain traffic problems and each interviewee is awarded a small prize, usually some automotive equipment, donated by the sponsors of the program. Another safety program on the same station is backed by the state highway patrol which furnishes safety bulletins for a show called *Sing a Song of Safety*.

* * *

Know Your City

WWL, New Orleans, last month ended a *Know New Orleans* contest presented in cooperation with the local Association of Commerce, concluding a series of 15 preliminary and three semi-final programs during which students of 20 New Orleans high schools competed in answering questions about the advantages, resources, historic significance and other points of New Orleans and Louisiana. Manager Vincent F. Callahan plans to repeat the series annually.

* * *

Midwestern Weekend

DESIGNED to give listeners information about weekend trips near Chicago, WCFL, that city, has started a quarter-hour series called *Let's Take a Trip*. The program includes route schedules and descriptions of historical points of interest near the city. In cooperation with the Chicago Motor Club, WCFL offers free copies of the talks.

* * *

Yankee's G-Men

DRAMATIZED tales of the activities of Uncle Sam's agents, narrated by V. W. Peterson, special agent of the New England division of the Federal Bureau of Investigation, have started on the Yankee Network's new crime-prevention series, *G-Men in Action*, produced in cooperation with the FBI.

* * *

Idea Grabbag

NBC directors are presenting their favorite program ideas on a new surprise series on NBC-Blue, the nature of each dramatization remaining a secret until the program goes on the air. Judges, as yet unnamed, will judge the prize winning drama in the *Idea Mart* series after the last program on July 26.

* * *

Culling the Weeklies

NEWS ITEMS, feature articles and editorials from 67 weekly newspapers of the State have been featured during the last six months on WRVA, Richmond, in Bill Willis' *The Virginia Weekly*, which has just moved its time from Saturday afternoons to Fridays, 4:30 p.m.

Spelling Stumpers

NEW SLANT on quiz shows and spelling bees is *Spell It, Please*, a Tuesday evening program on KELO, Sioux Falls, S. D., aired from a local theatre. During the week before each show announcements are made on KELO that theatre patrons will be asked to stump a board of experts with the names of movie stars or famous persons in history or the names of



flowers. A roving announcer—here it's George R. Hahn, KELO commercial manager (with mike)—walks the theatre aisles and asks the audience for the words, which he conveys to the experts on the stage. If they spell the words correctly, 50c is rung up in the cash register, the half-dollars accumulating until a word is misspelled. If the experts fail to spell the word, the person submitting it gets the jack pot, providing he can spell the word correctly. On the stage is a neon canary that sings when a word is spelled correctly, and a neon cuckoo that gives the bird when a word is misspelled. Sponsored by the local Modern Cleaners & Dyers, the show is going over with a bang, according to KELO.

* * *

Propaganda Analyzer

ANALYSIS of Nazi and Fascist technique and psychology as practiced by propaganda agents in the United States forms the subject matter of *The Battlefront of Democracy*, a new series on WQXR, New York, conducted each week by Thomas E. Stone, a former major in the United States Army, in cooperation with the Council of U. S. Veterans.

* * *

Amateur Dramatists

DRAMATIC scripts written by amateurs are broadcast on the new weekly series, *The Original Script Show*, of WWRL, Woodside, N. Y. Directed by Arnold G. Leo, the dramatic roles are carried by young actors learning radio technique, and each broadcast includes an interview with the amateur author.

* * *

Model Planes

TO provide better entertainment for boys and girls from the ages of 12 to 18, John B. Gambling, on June 3 started the new *Model Airplane Club of the Air* series on MBS, which will be devoted to the hobby of model building and will be supervised by experts.

* * *

Home Town Records

RECORDED interviews, made at Re-Plate-O transcribing demonstrations in local stores, are broadcast thrice-weekly on the new *Hear Yourself* program, sponsored on WROK, Rockford, Ill., by the Re-Plate-O firm. Bill Traum conducts the new feature.

* * *

In Texas Parks

TEXAS STATE NETWORK has started a new weekly series, *Texas Parks*, describing the major parks of the State and scheduled in cooperation with the Texas Park Board.

Simple Broadcast Accounting Methods Debated by NAB and FCC Economists

PLANS for a simplified accounting procedure for broadcast stations that would give the station management the information it requires and at the same time would provide data that may be called for by the FCC, were discussed by the NAB Accounting Committee, headed by Harry C. Wilder, WSYR, at a June 1-2 session at the Ritz Tower, New York. William J. Norfleet, chief accountant for the FCC, and De Quincy V. Sutton, FCC head accountant, also attended the meeting.

The group reviewed in detail FCC station questionnaires which have provoked much controversy, suggesting and discussing certain changes that might make answering such documents easier for broadcasters without withholding any information sought by the FCC. The Commission accountants entered freely into the discussion, in many instances agreeing to the suggested changes and promising to recommend them to the Commission, and in other cases explaining to the Committee why the FCC has to have particular information in a certain way.

It was agreed, in substance, to divide the 1939 questionnaire into two separate schedules—one covering financial breakdowns, the other programs and employment. The schedule, as proposed by the FCC, involved some 29 pages, according to the FCC. The financial questionnaire, under the new plan, will fill about 20 pages and the program-employment schedule will cover two pages.

The questionnaires probably will not be dispatched to stations until early fall. There will be ample time for stations to gear themselves for the production of the data, it was stated. A typical week, or possibly a somewhat longer period, will be selected for the program-employment schedules, while the financial return will cover the 1939 calendar year. At the conference, questions propounded in the FCC's original draft, in many instances were restated in simpler language, it was said.

Grouping of Stations

There was substantial agreement between the committee and the FCC accountants that the financial questionnaires should be classified possibly in three brackets to relieve smaller stations of undue hardship. Tentatively, it was understood the FCC would seek to devise one type of questionnaire which would cover stations having time sales (after discounts but before commissions) of less than $25,000 per year; a second covering stations having time sales of $25,000 to $50,000 per year and the third classification covering those doing business of $50,000 per year and over.

The lowest bracket, affecting approximately 125 stations, probably would be required only to submit data showing total expenses, total revenues and a balance sheet. Those in the middle bracket, encompassing some 250 stations, would supply the same information plus additional balance sheets. The main group of $50,000 and up would be required to provide the detailed data finally decided upon.

All of the financial returns would cover basic breakdowns as between local sales, spot sales and network revenue. While there was no definite commitment that these several classifications would be set up, since FCC approval is necessary, it was generally understood that there would be some demarcation between larger and smaller stations.

The Committee's aim was described as the establishment of a progressive system of bookkeeping whereby the station accountants could at any time supply information requested by the FCC without undue difficulty. It was suggested the FCC announce a year in advance what information it will want so stations can set up their books accordingly. At the end of the session Committee members expressed the feeling that much had been accomplished in the exchange of opinions between broadcasters and FCC accountants which resulted in a mutual understanding that should produce tangible results in the form of simplified questionnaires that can be more easily answered.

Attending the meeting, in addition to Chairman Wilder and the Commission accountants, were Frank White and S. R. Dean, CBS; H. F. McKeon, NBC; N. L. Kidd, WSYR; Edward E. Hill, WTAG; C. H. Strickland, WKAQ, and Edwin M. Spence, NAB secretary-treasurer.

Radio Media Reports

FORMATION of a new service, National Radio Records, designed to compile monthly reports showing the radio advertising of national, regional and local accounts, has been announced by N. Charles Rorabaugh. Headquarters will be at 347 Broadway, New York. It is planned to furnish the same kind of media reports for radio that Media Records and Publishers Information Bureau furnish for printed publications.

Allentown Stations' Plea To Quash Hearing Denied

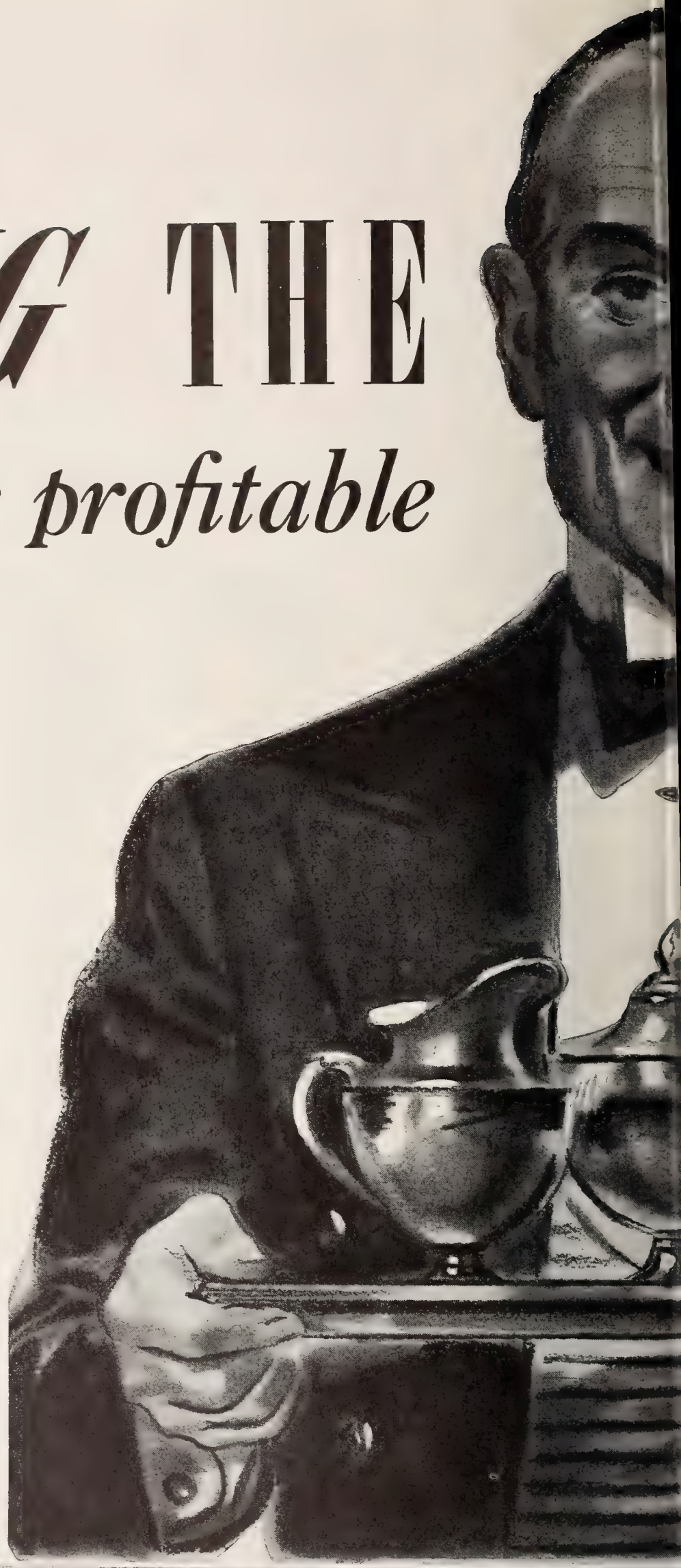
WITH Commissioner Craven dissenting, the FCC June 6 denied the motion of WCBA and WSAN, Allentown, Pa., time-sharing stations, to quash the hearing scheduled this month embracing the newspaper ownership issue. The motion asked the FCC to grant the applications for consolidation of the stations under newspaper ownership on the ground that the Commission has no authority to consider the newspaper issue [BROADCASTING, June 1].

The case has been designated for hearing in Allentown June 26 to get local reaction on the newspaper ownership question. Because Congress has not yet appropriated funds for the FCC for the new fiscal year, there is some question as to whether the hearing will be held as scheduled.

WBIG, Greensboro, N. C., has been authorized by the FCC to increase its day power to 5,000 watts, continuing with 1,000 watts nights on 1440 kc.



SERVING THE *is always profitable*



WORLD stations find World's library service profitable for two reasons.

First—as the pioneer in inaugurating a program service for stations, World early set out to build a comprehensive library of recorded music. Today, this library is recognized as the greatest repertory of music ever recorded for radio.

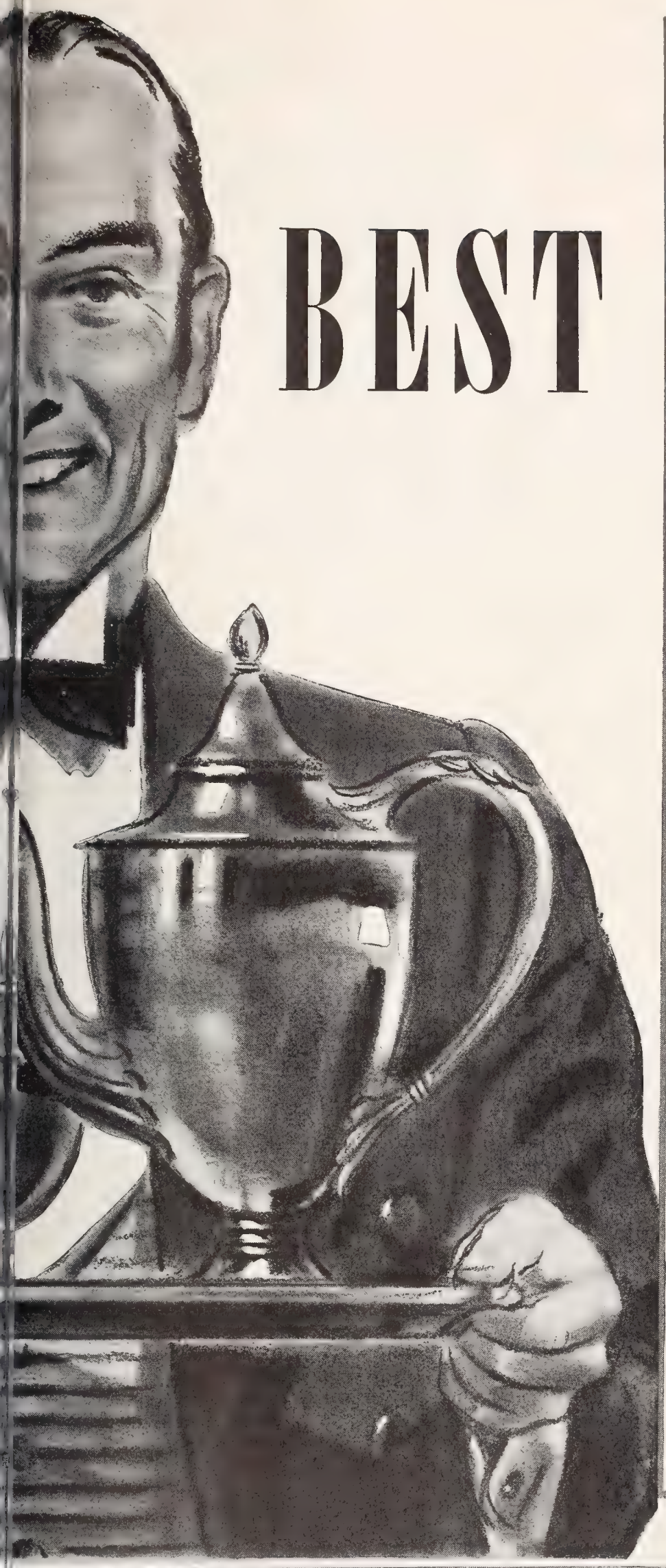
Second—World quality is unique. Stations recognize World vertical cut Wide Range transcriptions as the ultimate in high fidelity recordings. So generally are these transcriptions accepted as the hallmark of quality that every important station in America has installed expensive equipment *solely* to broadcast World programs.

Assuredly, World quality attracts audiences for stations and advertisers. And serving the best is both pleasant and profitable.

To Stations—If your city is not listed here, we shall be glad to consider your application. Write World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York.

WORLD PROGRAM

WORLD BROADC



BEST

— WORLD PROGRAM SERVICE — SUBSCRIBERS

ALABAMA
WHMA . . . . Anniston

ARIZONA
KOY . . . . Phoenix

ARKANSAS
KELD . . . El Dorado
KARK . . . Little Rock
KUOA . . Siloam Springs

CALIFORNIA
KPMC . . . Bakersfield
KIEM . . . . Eureka
KGER . . . Long Beach
KHJ . . . Los Angeles
KLX . . . . Oakland
KGB . . . San Diego
KFRC . . San Francisco
KDB . . Santa Barbara
KSRO . . . Santa Rosa
KHUB . . . Watsonville

COLORADO
KFEL . . . . Denver
KFXJ . . Grand Junction
KGHF . . . . Pueblo

CONNECTICUT
WTIC . . . . Hartford
WELI . . . New Haven

DIST. OF COLUMBIA
WJSV . . . Washington

FLORIDA
WRUF . . . Gainesville
WQAM . . . . Miami
WDBO . . . . Orlando
WTAL . . . Tallahassee
WJNO . West Palm Beach

GEORGIA
WAGA . . . . Atlanta
WRDW . . . . Augusta
WMAZ . . . . Macon
WRBL . . . Columbus
WAYX . . . . Waycross
WTOC . . . Savannah

IDAHO
KIDO . . . . . Boise
KRLC . . . . Lewiston

ILLINOIS
WGN . . . . Chicago
WDAN . . . . Danville
WJBL . . . . Decatur
WTAD . . . . Quincy
WCBS . . . Springfield

INDIANA
WTRC . . . . Elkhart
WGBF-WEOA . Evansville
WIRE . . Indianapolis
WLBC . . . . Muncie

IOWA
WMT . . Cedar Rapids
WOC . . . Davenport
KMA . . . Shenandoah

KANSAS
KFBI . . . . Abilene
KVGB . . . Great Bend
KWBG . . . Hutchinson

KENTUCKY
WLAP . . . Lexington

LOUISIANA
WJBO . . Baton Rouge

MAINE
WLBZ . . . . Bangor

MARYLAND
WBAL . . . Baltimore
WTBO . . Cumberland
WFMD . . . Frederick

MASSACHUSETTS
WEEI . . . . Boston
WCOP . . . . Boston
WTAG . . . Worcester

MICHIGAN
WHDF . . . . Calumet
WJR . . . . Detroit

MINNESOTA
KATE . . . Albert Lea
KVOX . . . Moorhead
KROC . . . Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WFOR . . . Hattiesburg
WAML . . . . Laurel
WQBC . . . Vicksburg

MISSOURI
KWOS . . Jefferson City
KWK . . . . St. Louis
KMBC . . . Kansas City

MONTANA
KGCX . . . Wolf Point

NEBRASKA
KFAB-KFOR . . Lincoln
KOIL . . . . Omaha

NEVADA
KOH . . . . . Reno

NEW MEXICO
KGGM . . Albuquerque
KICA . . . . Clovis

NEW YORK
WOKO . . . . Albany
WGR-WKBW . . Buffalo
WESG . . . . Elmira
WOR . . New York City (Newark)
WINS . . New York City
WQXR . . New York City
WHAM . . . Rochester
WFBL . . . . Syracuse

NORTH CAROLINA
WBIG . . . Greensboro
WEED . . Rocky Mount
WSTP . . . Salisbury
WAIR . . Winston-Salem

NORTH DAKOTA
KDLR . . . Devil's Lake
KRMC . . . Jamestown
KLPM . . . . Minot

OHIO
WJW . . . . Akron
WHBC . . . . Canton
WCKY . . . Cincinnati
WHK . . . Cleveland
WHKC . . . Columbus
WSMK . . . . Dayton
WKBN . . . Youngstown

OKLAHOMA
KADA . . . . . Ada
KBIX . . . Muskogee
KOMA . . Oklahoma City
KVOO . . . . Tulsa

OREGON
KFJI . . Klamath Falls
KOIN . . . . Portland

PENNSYLVANIA
WCBA-WSAN . Allentown
WFBG . . . . Altoona
WKBO . . . Harrisburg
WCAU . . Philadelphia
WIP . . . Philadelphia
WCAE . . . Pittsburgh

RHODE ISLAND
WJAR . . . Providence

SOUTH CAROLINA
WAIM . . . . Anderson
WCSC . . . Charleston

TENNESSEE
WOPI . . . . Bristol
WDOD . . Chattanooga
WREC . . . Memphis
WLAC . . . Nashville

TEXAS
KGNC . . . . Amarillo
KGKO . . Dallas-Ft. Worth
WBAP . . Dallas-Ft. Worth
KTRH . . . . Houston
KRLH . . . . Midland
KPDN . . . . Pampa
WOAI . . . San Antonio

UTAH
KDYL . . Salt Lake City

VERMONT
WCAX . . . Burlington

VIRGINIA
WSVA . . Harrisonburg
WRVA . . . Richmond
WDBJ . . . . Roanoke

WASHINGTON
KXRO . . . Aberdeen
KIRO . . . . Seattle
KMO . . . . Tacoma
KUJ . . . . Walla Walla

WEST VIRGINIA
WHIS . . . . Bluefield
WBLK . . . Clarksburg
WCHS . . . Charleston
WPAR . . . Parkersburg

WISCONSIN
WEAU . . . Eau Claire
WHBY-WTAQ . Green Bay
WKBH . . . La Crosse
WIBA . . . . Madison
WISN . . . Milwaukee
WSAU . . . . Wausau

HAWAII
KHBC . . . . . Hilo
KGMB . . . Honolulu

CANADA

ALBERTA
CFAC . . . . Calgary
CJCA . . . Edmonton

BRITISH COLUMBIA
CKWX . . . Vancouver

MANITOBA
CFAR . . . Flin Flon
CJRC . . . Winnipeg

NEW BRUNSWICK
CKCW . . . . Moncton
CHSJ . . . Saint John

ONTARIO
CKPC . . . Brantford
CKOC . . . Hamilton
CKCA . . . . Kenora
CBO . . . . Ottawa
CKSO . . . . Sudbury
CKLW . . . . Windsor

QUEBEC
CKAC . . . Montreal
CKCV . . . . Quebec
CHLN . . Three Rivers

SASKATCHEWAN
CKBI . . Prince Albert
CJRM . . . . Regina
CJGX . . . . Yorkton

FOREIGN

AUSTRALIA
5 DN . . . Adelaide
4 BC . . . . Brisbane
3 KZ . . . Melbourne
2 GB . . . . Sydney

NEW ZEALAND
1 ZB . . . Auckland
2 ZB . . . Wellington
3 ZB . . Christchurch
4 ZB . . . . Dunedin

MEXICO
XEW . . . Mexico City

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serralles Incorporated . *Ponce*

VENEZUELA
YV5RA-YV5RC . *Caracas*

SERVICE . . . *a Service of*

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Code: Self-Sacrifice

IS THE FCC something more than a traffic cop of the ether? We have contended long and loudly that it is not. On the Commission itself there is another school of thought—one that bodes no particular good for a free and unfettered American radio.

There is one way, however, of removing from the FCC the temptation to delve more deeply into programs. That is by having the industry itself do a clean-cut job of self-regulation through adoption and adherence to voluntary program standards. The way is now open. A proposed code, comprehensive almost to extreme, has been drafted by a strong committee representative of the industry. It is designed to let the industry take care of its own program morals, scruples and ethics—something which the original Radio Act of 1937 prescribed and which the existing law also guarantees (at least as we construe it).

Even radio's severest critics, plus the less responsible though more vocal pressure groups, will find difficulty in citing the proposed industry credo as too lenient. It has teeth aplenty—teeth that dig into the pocketbooks of stations of all sizes and classes.

As to the merits of specific code provisions, we do not yet feel ready to comment. NAB members have the opportunity to study the code during the remaining weeks before the Atlantic City convention. They should be prepared to stand up and expound their suggestions and convictions at that time, lest some grievous errors be made. Because a representative committee of the industry has labored hard and long in devising the proposed code, we are inclined to concur in principle with its overall conclusions, though we recognize the danger of attempting to apply the same yardstick to little fellows and big.

A code *must* be adopted at the Atlantic City convention. The industry is committed to it. The proposed code now is in the hands of NAB members. Whether the formula for the length of commercials is too liberal or too niggardly; whether the taboos will injure smaller stations; whether it overstrains with its commitments, it is certainly an excellent base for threshing out the whole question.

From where we sit, it's not solely a question of self-regulation. It amounts to self-sacrifice. But if it keeps the FCC on its technical-regulatory beat, and prevents it from barging into program matters with a censorship warrant from Congress, it will be worth the price.

Words Over Music

RADIO's perennial battle of words over music is mounting to a fortissimo as another annual convention of the broadcasting industry approaches. The preliminaries, generally speaking, appear to be little short of reenactment of previous intra-industry parláys, with each group preaching its particular philosophy for solution of radio's most vexatious business problem.

But there are several noteworthy developments which augur for something entirely different from past performances, which always have seen ASCAP make an eleventh-hour 100-yard dash toward the contract deadline with several different species of performing rights contracts tucked under its arm, and with the broadcasting industry itself split wide open. First, the industry is doing its music shopping early, under the leadership and guidance of NAB President Neville Miller, since contracts do not expire until the end of 1940. Secondly, industry segments have pledged themselves to a united front, with no sidedoor ASCAP negotiations.

It is yet too early, of course, to do more than appraise the general status. ASCAP has done a little sham-battling, with speeches here and there. For a spell it unlimbered some of its heavier artillery with a few unctuous articles on the righteousness of its cause. But apparently it has latterly thought its publicity campaign a mite premature.

Meanwhile, the NAB copyright committee has held periodic sessions, conducted surveys and otherwise informed itself. It will know most of the answers, we believe, when the across-the-table conversations begin.

In these exploratory operations, President Miller has made no commitments either to ASCAP or to the industry. He knows that all music, and particularly ASCAP music, is important to radio. He is acquainted with the fact that the industry does not expect to get its music from ASCAP gratis, or even at a cheaper overall rate. But he is under the mandate of previous actions of the NAB membership for a "per use" method of royalty payment, rather than the existing blanket percentage royalty method based on total station receipts. And, of course, he is aware of the insistent demand within independent ranks for a revision of the collection method.

Before the final negotiations with ASCAP get under way the entire copyright issue will be aired at the Atlantic City convention next month. There should be calm, deliberate and forthright discussion of the question. To the skeptical proof should be provided that payment of royalties on a use basis—on programs in which ASCAP music is employed—is workable. ASCAP contends it is not; that stations would be put to no end of expense in maintaining libraries and in jeopardy for possible infringements if they attempted it. But it has worked for newspaper-owned stations which have held contracts of substantially that nature since 1935, and it shouldn't be too difficult for all stations to orient themselves to similar operation.

The NAB membership, we repeat, in past conventions has duly resolved its support of a "per use" method. Until and unless that action is rescinded, the NAB is duty-bound to plump for it, and to exact from ASCAP a declaration as to the type of royalty it desires since ASCAP has said it is willing to deal on any reasonable basis the industry desires.

So long as the industry approaches copyright and kindred industry-wide questions as a phalanx, we have no fear of the outcome. Radio cannot afford another 1932 or 1935 experience, nor anything smacking of a music Munich Pact in 1940.

Radio and Royalty

THE ESSENCE of America—and of American radio—was represented in the program of entertainment which the Library of Congress selected for the delectation of Their Brittanic Majesties after the state dinner at the White House the other night. Kate Smith, Lawrence Tibbett, Alan Lomax and John Lair's quartet of *Coon Creek Girls* from Kentucky's hillbilly sectors all are top-flight artists in their particular spheres. Each was Typical American; each won greatest fame via the wavelengths, and each was representative of a phase of American culture.

It might be mentioned also that Marian Anderson, another highlight performer, had no race bars raised against her frequent guest appearances on the radio such as gained her such a magnificent buildup when she was recently refused a hall in Washington. And if Bascom Lamar Lunsford's *Soco Gap Square Dancers* from Asheville, who completed the program, are not quite as well known on the air, it is only because television isn't yet a widespread service.

Aside from the White House program, the Canadian and American radio systems have every right to be proud of their work in making the Royal Tour such a success. As the press officer of the tour told Washington's Overseas Writers, every tiny Canadian town brought enormous turnouts as the Royal Train stopped over, turnouts of far back country people who must have followed the sovereigns' activities almost entirely by radio.

For a tastefully restrained and efficient job of covering an important and difficult assignment, we doff our hats to the radio reporters of Canada and the United States. Recognized on a parity with the press—with the Royal Train, at all stopovers, even at the vaunted embassy garden party in Washington—they rose to their task splendidly and gave their listeners a faithful and thorough picture of the pageantry and pomp of the whole tour without ever imposing upon the cordiality and simplicity of the Royal Guests. It was not merely a series of stunt broadcasts; it was North American radio at its best.

We Pay Our Respects To —



ROSWELL WILLIAM METZGER

RARE in radio is the man whose background combines business and creative, dramatic experiences. Call on the radio director of Ruthrauff & Ryan, Chicago, and you'll find a well-built, dark-haired lad of 32 who seems to be made of springs. He'll likely be kidding someone on the phone, singing an order and winking at you all at the same time. Rather than bullying someone into doing what he wants, he kids. Rather than swinging in his swivel chair, he rocks.

Out of his chair, he paces the floor, sticks hands in hip pockets and looks profoundly down on the Chicago River from his office window, seems to ponder the possibilities of landing a seaplane there. His mind is almost too fast for his larynx and if you walk with him from his office to the agency's front door he's apt to speak to a dozen people about countless agency details.

Such a man is Ros Metzger, who has composed many popular songs including five hit tunes, has spent three years as sales manager of a large Chicago investment firm, and since 1934 has played an important part in turning a one-man radio department into what is credited with being one of Chicago's largest.

Ros was born in Chicago, Feb. 8, 1906. He organized a dance orchestra while attending Senn High School in 1921. At various times in those early days he waved the stick over such lads as Benny Goodman, Harry Goodman, Wayne King, Hal Stokes, Herbie Kay.

In 1925, after several years with his own orchestra at Chicago's Edgewater Beach, Drake Hotel, and on the Keith-Orpheum circuits, Ros disbanded his band to become pianist and arranger for Paul Whiteman's Collegians. Later in the same year he joined the staff of CKY, Winnipeg, where he announced, sang, and conducted an orchestra.

Early in 1926, Ros organized another band which served as staff orchestra on WGN (then WDAP, Chicago Board of Trade) while he played a series of Chicago engagements. One night the pre-jitterbugs were thronging the Sherman Hotel to hear the band when a fellow named Atlass came from the crowd and asked Ros to bring his boys to the Atlass home on Sheridan Road for a broadcast over a "radio set". Few know that it was one of the first broadcasts originated in the basement of the Atlass house where Les (now CBS vice-president at WBBM) and Ralph (now president of WJJD-WIND), carried on their experiments. Ros and his band went to town on the mike in the Atlass living room after the sly slogan of "We Broadcast Better Music" had been announced. Oddly enough, the first letters of the slogan coincided with the call letters, WBBM.

From 1926 to 1928 Ros toured the country with his band and found time to attend Northwestern University. Herbie Kay played banjo with Ros and in 1928 when Ros joined the R. E. Wilsey & Co. investment and securities firm, Herbie took over the band. With far too much energy for a routine business position, Ros managed to compose and publish the hit song "This Night Is Made for Love", in 1931. He wrote "Evening for Sale" in 1932, a second hit tune introduced by Dorothy Lamour.

Ros' present strenuous schedule takes him to New York nearly every other week for conferences on various network shows with his much-admired superior, C. Lawton Campbell, vice-president and radio director of Ruthrauff & Ryan, New York. But Ros still finds time to act as chairman of the Radio Committee of AAAA Central Council. Since flying so often between New York and Chicago, Ros has made flying his hobby and hopes to take a pilot's license in the near future.

Prize possessions has every man, but Ros' is unique. It's a small upright piano on which his many friends have burned their names with an electric soldering iron. The names include Jack Benny and Mary Livingstone, George Burns and Gracie Allen, Dorothy Lamour and Herbie Kay, Fannie Brice and many others well known in radio and stage. The piano can be found in the studios of Ruthrauff & Ryan where Ros took it from the game room of his home in suburban Winnetka on Chicago's north shore. The walls of the game room are decorated with copies of Ros' hit tunes, including "The Sandman's Lullaby" and "Rhythm Step".

In 1931 Ros married the charming Adrienne Grant. Where this well-liked young agency executive will stop no one knows. But in the agency section of Chicago's Loop his many friends have observed that so far the only thing stopping him is the raising of the Michigan Avenue Bridge.

Personal NOTES

CLEM H. YOUNG, national advertising manager of the *Sioux City Tribune*, has left that post to become commercial manager of KOWH, Omaha, recently acquired by the *Omaha World-Herald*, according to Vernon H. (Bing) Smith, manager. Mr. Young before last September had been with the Omaha newspaper for more than seven years.

H. LESLIE ATLASS Western division vice-president of CBS, returned early this month to Chicago aboard his 75-foot yacht *Alrema*, on which Chief Engineer Frank Falknor of WBBM accompanied him on the 3,000-mile three-week cruise from Florida via New York and the Great Lakes.

MERVIN J. FISCHMAN has been named commercial manager of WTAX, Springfield, Ill.

MAJ. EDWARD A. DAVIES, since 1937 sales director of WIP, Philadelphia, on June 5 was elected vice-president in charge of sales. A veteran radio executive, he was WIP's general manager in 1923 but left the station in 1932 to become director of radio for an advertising agency.

FORD BILLINGS, sales manager of WOWO-WGL, Fort Wayne, Ind., participated in the 80th commencement exercises of Wittenburg College, Springfield, O., on June 3. Mr. Billings, an alumnus of the college, was a panel member of the section discussing "What Does Freedom of the Press Mean Today?"

WALTER BEADELL, formerly in newspaper advertising and a member of the sales staff of WISN, Milwaukee, has joined the sales department of WOWO-WGL, Fort Wayne, Ind.

MARION LYONS has been appointed Suffolk representative of WTAR, Norfolk, by Sales Manager John New, succeeding Margaretta Smith, who has moved from the city.

MIKE HOLLANDER, general manager of KGGM, Albuquerque, N.M., has taken over supervision of KRQA, Santa Fe local, recently purchased by the owners of KGGM [BROADCASTING, June 1]. Laurence Martin, who sold the station, has severed his connection with it. Various staff changes are planned.

ALMA KITCHELL, commentator and assistant director of NBC women's activities department, on June 16 returns to her former home in Superior, Wis., to sing at the golden jubilee banquet given by the town in honor of Crown Prince Olaf and Princess Martha of Norway.

C. J. CATER, formerly account executive of KRKD, Los Angeles, has joined KFWB, Hollywood, in a similar capacity.

LOU KEPLINGER, manager of KARM, Fresno, Cal., on May 16 married Zelda Poulson of Colorado Springs, Col.

JOHN S. YOUNG, director of radio of the New York World's Fair, was one of the three Syracuse University alumni who received George Arents Pioneer Medals June 3 for outstanding achievement. Mr. Young is a member of the Class of '24. Others honored were Dorothy Thompson, columnist, and Dr. William M. Smallwood, head of the university's zoology department.

H. V. KALTENBORN, CBS news analyst, on June 12 received an honorary degree from Hamilton College, Clinton, N. Y. On June 19 a Doctor of Laws degree will be bestowed upon him by the University of Wisconsin, where he will deliver the baccalaureate address.

EARL J. GLADE, director of KSL, Salt Lake City, delivered high school commencement addresses in Salt Lake City, Ogden and four Idaho cities during the last two weeks in May.

JACQUES PARSON, general manager of Informations et Publicite, Paris firm representing the Paris Poste Parisien station, Radio-Luxembourg, Radio-Alger, Radio-Tunis and Radio-Saigon, sailed June 7 for the United States on the *Normandie* to contact advertisers and agencies.

MORTIMER LOEWI, vice-president and board chairman of Allen B. Du Mont Laboratories, Passaic, N. J., is in Hollywood for television conferences with executives of Paramount Pictures Inc.

W. A. WINTERBOTTOM, vice-president and general manager of RCA Communications Inc., on June 1 was honor guest of associates and friends at a dinner in New York's Downtown Athletic Club, where Edward J. Nally, RCA director, presented him with a gold watch commemorating his 25 years with the company.

JACK LIGHT, assistant manager of WTAR, Norfolk, is recovering from a recent operation. He is expected to be away from his work about a month.

HENRY M. JACKSON, Northern California sales manager of CBS, has been appointed chairman of the Radio Committee of the San Francisco Advertising Club.

WILLIAM CARLSON, sales manager of WROK, Rockford, Ill., recently married Kathryn McGovern. Kaye Kreamer, WROK director of woman's activities, in April married Carl Hammerstrom, of Rockford.

ALBERT E. STEPHAN, former FCC attorney now practicing law in Portland, Ore., has joined the law firm of Ridgway, Johnson, Kendall & Stephan. John C. Kendall, senior member of the firm, is a practitioner before the FCC.

JEAN MASSON, director of Radio Luxembourg, powerful longwave commercial broadcasting station in the Duchy of Luxembourg, arrived with Mrs. Masson in New York on the *Normandie* June 5 for a business visit.

DAVID SARNOFF, president of RCA, on June 15 was to speak at the commencement exercises of Suffolk University, Boston, his talk to be broadcast on the Colonial Network.

LAMBDIN KAY, director of WSB, Atlanta, has been elected president of the Social Planning Council of the Atlanta Commuity Chest.

BOB TAYLOR, of the Yankee Network promotion department, reeently sailed from Gloucester, Mass., as one of the amateur crew of the schooner *Yankee*, bound for Bermuda.

ANNA NEWMAN, formerly with the art department of *Esquire* and B B D & O, has joined the business staff of WAPI, Birmingham.

AMOS BARON, KFI-KECA, Los Angeles, account executive, will marry Marilyn Fox of that city on June 17.

HARRY L. EARNSHAW, secretary-treasurer of Earnshaw-Young, Los Angeles transcribers, in early June was recovering at his Balboa, Cal., home from a streptococcic throat.

BEHIND the MIKE

ERNEST CUTTING, former talent analyst and director of auditions for NBC, has started a Talent Development Center to train and develop new artists and programs for radio. He plans to establish a recorded talent library through arrangements with several transcription studios. Headquarters are at 538 Fifth Ave., New York; phone, Vanderbilt 6-5995.

MARGARET C. SCHAEFER, assistant general manager and program director of WFIL, Philadelphia, since September 1938, resigned as of June 5 due to illness in her family, according to an announcement by Samuel R. Rosenbaum, WFIL president. Mrs. Schaefer plans to resume radio production and script writing as a free lance after a short interval.

KATHERINE DIERKEN, director of women's programs on WBAL, Baltimore, has been drafted for the part of Judith Canfield in a summer theater production of "Stage Door" opening June 26 in Guilford, Conn. Following this engagement, Miss Dierken will appear with the Severn River Players for three weeks of summer stock at Arnold, Md., where she will play the leads in "Yes, My Darling Daughter", "Post Road" and "Personal Appearance".

TED OBERFELDER, former production manager of Hearst Radio and now a promotion executive for the *Philadelphia Inquirer*, and Mrs. Oberfelder on June 9 became the parents of their first child, a seven pound daughter, Judy Anne.

EFFAY BEYNON, former director of women's activities of WROK, Rockford, Ill., and for the last year assistant continuity editor of WJJD, Chicago, has returned to WROK to succeed Kaye Kreamer. Miss Kreamer became Mrs. Carl Hammerstrom April 1.

ALLEN O. BROPHY, publicity and promotion director of WROK, Rockford, Ill., who holds a commission of Major of Infantry in the Army Reserve, has been elected president of the Rockford Chapter of the Reserve Officers Association.

JOHN McKNIGHT, of Silver Spring, Md., has joined the announcing staff of WAPI, Birmingham. He was a winner in the "Gateway To Hollywood Contest" from the Delaware-D. C.-Virginia-Maryland region.

STAN THOMPSON, assistant program director of WBBM, Chicago, is convalescing from an emergency appendectomy performed June 7.

DEANE BANTA, formerly with KWG, Stockton, Cal., recently joined KFBK, Sacramento, Cal., as announcer. He succeeds John Tobin, resigned.

RUSSELL FRANCIS HORGAN, member of the accounting staff at KYA, San Francisco, was married June 10 to Marian Dorothy Bernard, in Berkeley, Cal.

TALIAFERRO CLEMENT, formerly with KFPY, Spokane, Wash., recently was added to the announcing staff at KYA, San Francisco, succeeding Ned Burman, resigned.

GEORGE HAMAKER, continuity chief of WKY, and Mrs. Hamaker, are the parents of a seven pound daughter, Valerie Anne, born May 23.

E. H. CURTIS, announcer of WIBW, Topeka, Kan., on June 1 made his 1,000th consecutive broadcast as the *Noon News Reporter* for the H. D. Lee Mercantile Co., of Salina and Kansas City.

JOHN FACENDAS, newscaster of WIP, Philadelphia, is the father of a boy born June 3.

Jack Harris Promoted

JACK HARRIS, publicity director of WSM, Nashville, on June 5 was appointed director of the newly-created special events department in charge of all outside broadcasts, by Harry Stone, general manager. Mr. Harris will continue to handle station publicity as well as the *BC Sports Review*, and the nightly news feature *The World in Review* for Tasty Bread. Simultaneously, Mr. Stone announced that Tom Stewart, recently placed in charge of programs on the new experimental ultra-high frequency station W4XA, has been relieved of his duties as continuity editor of WSM. Ottis Devine of the WSM staff, was given that post.



Mr. Harris

CHARLES WRIGHT, program director of WELI, New Haven, Conn., was given a surprise party June 1 by the station staff in honor of his marriage June 17 to Jeanne Hrank, of Bridgeport, sister of Rudy Hrank, former WELI salesman now publicity representative for Horace Heidt. The staff gave him a $100 check as a wedding present.

DOROTHY DRAKE, recently appointed publicity director of WEEI, Boston, by Manager Harold E. Fellows, was the only woman to cover the sinking of the submarine *Squalus*. When word of the disaster was flashed to the station, Miss Drake joined the engineering crew who went to the Portsmouth Navy Yard to set up apparatus for broadcasting bulletins to CBS.

WOODROW HATTIC, for the last two years program director of WJBO, Baton Rouge, La., has been named by Manager Vincent Callahan as director of agriculture of WWL, New Orleans, where he is conducting the *WWL Farmer Program*.

RAY SOLLARS, continuity chief of KTUL, Tulsa, has returned to work after recovering from a recent operation.

FRED TEMPLE, formerly of WBAL, Baltimore, has joined the announcing staff of WFIL, Philadelphia.

ALFRED M. THOMPSON, vocal instructor of the local high school, has joined KSAL, Salina, Kan., for the summer to handle a regular announcing shift and direct musical programs and productions.

KEITH KIRBY, chief announcer, and Bill Baldwin, special events announcer, both of KSFO, San Francisco, have recovered from streptococci infections. Betty Casey, hostess at the same station, has returned to work after a three-month illness with a similar infection.

KLEVE KIRBY, announcer of WWL, New Orleans, is to marry Elsie Buiet, of the *New Orleans Item*, in June. Al Godwin, another WWL announcer, also is to marry Thora Spitzfadden this month.

CHARLES J. GILCHREST, former radio editor of the *Chicago Daily News*, has been appointed news editor of WBZ-WBZA, Boston-Springfield.

CARROLL CARROLL, J. Walter Thompson Co., Hollywood writer on the NBC *Kraft Music Hall* program, sponsored by Kraft Phenix Cheese Corp., is the father of a boy born June 4.

MERLE B. PETERSON, formerly chief engineer of KYOS, Merced, Cal., has joined the announcing staff of KJBS, San Francisco.

KAY SHAFFER, KEHE, Los Angeles, receptionist, has been named publicity director.

Girl Next Door

TO THE growing list of "alumni" of KWK, St. Louis, has been added the name of Betty Barrett, 14-year-old high school girl who has just been signed as a songstress on the NBC-Chicago staff. She is a discovery of Bert Igou, who a year ago needed a singer to accompany Al Sarli's Band. After many auditions, he lamented one night to his mother his difficulty in finding a suitable singer. She suggested the little girl next door, who was auditioned and clicked immediately. KWK boasts also of having started on the road to fame such talent as Harry Babbitt, now with Kay Kayser; Benny Ford and Tom, Dick & Harry, now with *Plantation Party;* the Bailey Sisters, now with Rudy Vallee; Garry Morfit, m.c. of NBC's *Club Matinee;* Tommey Birch, formerly with NBC, now with the St. Louis Opera.

FRANKIE BASCH, recently resigned from WMCA, New York, as women's commentator of special events, has opened an office with her husband, Charles Basch, eastern representative for Aerogram Corp., Hollywood, to produce and appear on her own programs. Headquarters are at 171 Madison Ave., New York; phone, Murray Hill 4-4717.

VICTOR F. CAMPBELL, formerly of WSYR, Syracuse, and WGR-WKBW, Buffalo, has joined the production department of WGY, Schenectady.

Meet the LADIES



MARJORIE B. WILLIS

AMONG the few women station managers, Miss Marjorie B. Willis of WTOC, Savannah, ranks high for ability and perspicacity. For behind the seemingly retiring nature of the Southern belle, she "runs the works" in firm and capable manner. She came to WTOC from the local chamber of commerce in 1929 with Bill Knight, its founder and president, who two years later appointed her manager while retaining the commercial managership for himself. In addition, she does a stint on the air herself, her daily *Feminine Hourglass* and *Everybody's Business* programs rating among the most popular on the station's schedule.

ELIZABETH ANN TUCKER, program director of the CBS shortwave department, on June 5 was married to W. Gillette Bird, a member of the New York Stock Exchange.

ERNEST BOYD, critic and radio dramatist, has resigned from NBC's script division to devote himself to outside writing.

FRED DODGE, formerly of WNBF, Binghamton, N. Y., has joined WFIL, Philadelphia, as production and continuity chief.

DAVID YOUNG, continuity editor of Don Lee Broadcasting System, Los Angeles, is the father of a girl born June 7.

JAMES HURLBUT, news editor of WJSV, Washington, has gone to Albuquerque, N. M., for an extended stay.

MICHAEL HINN, announcer of WLW, Cincinnati, on June 12 replaced Peter Grant on the six-weekly early-morning newscast series sponsored alternately on WLW for Rival Dog Food and Sweetheart Soap. Grant will confine his newscasting activities exclusively to evening programs.

ELVINA JENSEN, secretary to Lloyd E. Yoder, general manager of KPO and KGO, San Francisco, recently returned to her desk after a long absence due to injuries suffered when she was thrown from a horse last fall.

HERB HOWARD, formerly of WLS, Chicago, recently joined the announcing staff of WNAX, Yankton, S. D.

AMELIA UMNITZ, television fashion editor for NBC, spoke recently on "Television and Fashions" before a gathering of the National Fur Association.

AL WILLIAMSON has resigned as head of the Chicago office of Tom Fizdale Inc., publicity firm, and has announced no future plans. Edythe Dixon will be in charge of the Chicago office.

J. B. CLARK, sports commentator of WPTF, Raleigh, N. C., recently was elected secretary of the North Carolina State Junior Chamber of Commerce. He also is secretary of the Raleigh chapter of the organization.

JAMES ALDEN BARBER, program director of KGVO, Missoula, Mont., is the composer of "Blue Mood," accepted for publication and recording recently by Davis & Schwegler, Los Angeles.

WALTER ZAHRT, promotion and merchandising manager of WOAI, San Antonio, accompanied the San Antonio Chamber of Commerce on its recent goodwill tour to 30 towns in the city's trade territory.

HAL RAYNOR, Hollywood radio gag writer, has written a biography of Sam Dreben, title *The Fighting Jew*, which will be published shortly. Raynor, in private life is the Rev. Henry Scott Rubel, Glendora, Cal. Episcopal minister.

JEAN McGRAW recently joined the traffic department of WOAI, San Antonio.

BEN FREEDMAN, Hollywood writer, has been assigned to the NBC *Melody & Madness* program, sponsored by P. Lorillard Co. (Old Gold cigarettes).

JOHN G. KRESGE, graduate of Lafayette College, is to join KDKA, Pittsburgh, June 16 as librarian, succeeding Don Dixon, who is leaving the station to superintend music and dramatic instruction at a boys' camp during the summer and this fall to study music in New York.

BILL SCHWARTZ, on the production staff of KFWB, and Josephine Roltz, Hollywood, have announced their engagement.

REGINALD MILLER, formerly of KOL, Seattle, has joined the announcing staff of KOMO-KJR, Seattle.

EDDIE LYON, Texas State Network announcer, recently married Margaret Hart, of San Antonio, in Fort Worth.

ROBERT HURD, formerly a student in the radio department of the Cornish School, Seattle, has joined the announcing-production staff of KFPY, Spokane.

STILLMAN PREGNO, member of the NBC San Francisco music library staff, is the father of a girl born recently.

JOHN ALLEN WOLFE, CBS announcer in New York, is the father of a boy, born on his wedding anniversary, May 25.

ROBERT EWING, of the transcription department of NBC-Chicago, on June 3 married Florence Moeller, sales department secretary.

HAMILTON RIDDEL of the KNX, Hollywood, news bureau, and Beatrice Raser have announced their engagement. The wedding is planned for early July.

HUGH (Bud) ERNST, production manager of KMTR, Hollywood, and Gwynne Pickford, niece of Mary Pickford, were married May 31 in Las Vegas, Nev.

GORDON J. HORNER, formerly of WSAU, Wausau, Wis., has joined KTRI, Sioux City, Ia., as sports announcer.

WILLARD JOHNSON, of the announcing staff of WHO, Des Moines, is the father of a boy born recently.

BOB ANDERSON, KPO-KGO, San Francisco newscaster, and Miss Margaret Hanley, CBS sales staff secretary, will be married July 2 in San Francisco.

ROY MASON, former ship operator, has joined the announcing staff of KGNF, North Platte, Neb.

RALPH MINTON, formerly of WSMK, Dayton, O., has joined the announcing staff of WOWO-WGL, Fort Wayne, Ind.

Mrs. Royal Miller

MRS. IRENE H. MILLER, wife of Royal Miller, owner of KROY, Sacramento, Cal., and an automobile dealer in that city, died late in May, following a lengthy illness. Funeral services were held in Sacramento May 31. Besides her husband she is survived by three children, Mrs. Harold McKay, Charles H. and Royal Miller Jr., all of Sacramento.

Paul Hamman

PAUL HAMMAN, account executive on the sales staff of KMOX, St. Louis, died in St. John's Hospital, St. Louis, after a long illness. Funeral services were held June 3. With KMOX for the last six months, Mr. Hamman previously was national sales manager for Central States Broadcasting Co., operating KOIL, Omaha, and KFAB-KFOR, Lincoln. He is survived by his wife and two children.

Murrell Poor

MURRELL POOR, 40, known on the air as "The Old Pardner", died June 1 as a result of an auto accident when returning from a personal appearance with his Trading Post Gang. A veteran showman, he had been with WMMN, Fairmont, W. Va., for two years, serving at one time or another as program director, announcer, and producer of the *Sagebrush Roundup*, the largest travelling radio show in West Virginia. Before joining WMMN he was with stations in Wheeling, and Springfield. Ill.

MRS. EMILIE DEFUR, wife of Paul O. deFur, producer of WLW, Cincinnati, died May 23 in Fort Worth, Tex., following an operation. She had been ill for about six months.

Texas State Net Names Podeyn Sales Manager; Fenton Gets New Post

APPOINTMENT of George Podeyn, prominent Eastern radio man, as sales manager for the Texas State Network was announced June 5 by Elliott Roosevelt, TSN president. Frank S. Fenton, Eastern manager for TSN, becomes executive assistant to the president, in addition to his sales duties. He will continue to headquarter in New York, along with Mr. Podeyn.

Mr. Podeyn will work directly under John T. Adams, who last month became executive vice-president and general manager of TSN. He is the former Eastern sales manager of NBC and was radio director of BBDO for several years.

Mr. Fenton, also well-known in Eastern radio circles, was associated with Mr. Roosevelt while he was president of Hearst Radio inc. He opened TSN's New York office in March. Because of Mr. Roosevelt's added duties as commentator on MBS, under sponsorship of Emerson Radio, he plans to divide his time between Fort Worth and the East. Mr. Fenton will supervise Eastern activities and coordinate his operations with those of Mr. Roosevelt.

GARDNER TO DIRECT NEW TEXACO SERIES

TEXAS Co., New York (gasoline), thru Buchanan & Co., that city, has renewed its CBS *Texaco Star Theatre* series, but will take an eight-week summer lay-off following the June 30 broadcast, returning to the network Aug. 30, Wednesdays, 9-10 p. m. (EST).

With resignation of Bill Bacher, producer of the series, because of "outside interference by agency and Texaco officials", Ed Gardner will take over production of the weekly CBS *Texaco Star Theatre* when it returns. Gardner, who recently produced the CBS *This Is New York*, was also Bacher's successor last year on the NBC *Good News*, sponsored by General Foods Corp. (Maxwell House Coffee). Bacher had resigned that post when difficulties arose with M-G-M over production of the show and Gardner had worked with Bacher as comedy director.

Current *Texaco Star Theatre* cast has been re-signed for the fall series. Gardner in addition to producing, will also do his "Archie" characterization. The dramatic spot will be dropped and if the sponsor is satisfied with Alexander Woollcott's efforts for the balance of this series, he will be resigned for fall, it is said. Woollcott made his debut on the show June 14 for three weeks.

83.4%*
of Milwaukee listeners tune regularly to their only community station
WEMP
THAT IS WHY WEMP GETS AMAZING RESULTS!
*National Advertising Marketing Survey



Things Happen Fast Out West . . .

And KDYL is on the Job with a Microphone

Alert, complete and showmanlike coverage of special events is one of the things that Salt Lakers have come to look for from KDYL. For we're always on the job when something of community interest is occurring.

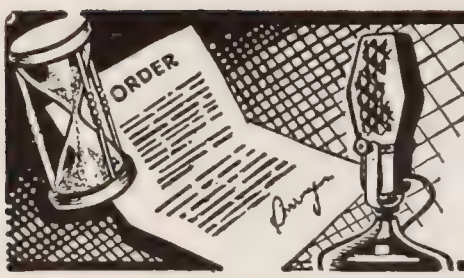
And there are plenty of things happening all the time here in the west . . . plenty of things that keep dials tuned to KDYL. It is the sparkling showmanship we put into every program that has won KDYL first place in popularity in the Salt Lake area.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

All Year Club, Los Angeles, 8 *sa*, thru Lord & Thomas, N. Y.
American Chicle Co., Long Island City, N. Y. (Dentyne), 72 *ta*, thru Badger, Browning & Hersey, N. Y.
Gulf Refining Co., Pittsburgh (Gulfspray), 32 *t*, thru Young & Rubicam, N. Y.
Chr. Hansen Labs., Little Falls, N. Y. (Junket), 26 *ta*, thru Mitchell-Faust, Chicago.
Interstate Cotton Oil Refining Co., Sherman, Tex. (Mrs. Tucker's shortening), 3 *sp* weekly, thru Wilson-Crook, Dallas.
Skinner Mfg. Co., Omaha (Raisin-Bran), 150 *ta*, thru Ferry-Hanly, Kansas City.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 5 *t* weekly, thru Wade Adv. Agency, Chicago.
Bewley Mills, Fort Worth, weekly *sp*, thru Cy Leland, Fort Worth.
Burris Mill & Elevator Co., Fort Worth, 5 *sp* weekly, thru Cy Leland, Fort Worth.

WFAA-WBAP, Dallas-Fort Worth

Procter & Gamble Co., Cincinnati (Fluffo Shortening), 75 *t*, thru Compton Adv., N. Y.
Pullman Co., Chicago, 4 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
James Heddon & Sons, Dowagiac, Mich. (fishing equipment), 39 *sa*, thru Rogers & Smith, Chicago.
Walker Remedy Co., Waterloo, Ia. (Walko poultry remedy), 5 *ta* weekly, thru Weston-Barnett, Waterloo.

WPTF, Raleigh, N. C.

Black Flag Co., Baltimore (insecticide), 52 *sa*, thru Al Paul Lefton Co., Philadelphia.
Larus & Bros. Co., Richmond (Domino cigarettes), 65 *sa*, thru Warwick & Legler, N. Y.
Atlantic Greyhound Lines, Raleigh, 52 *sa*, thru Beaumont & Hohman, Cleveland.
American Tobacco Co., New York (Roi Tan), 181 *ta*, thru Lord & Thomas, N. Y.

WLAW, Lawrence, Mass.

Sears, Roebuck & Co., Chicago, 6 *sa* weekly, thru local store.
Air Conditioning Training Corp., Youngstown, 3 *t* weekly, thru Weill & Wilkins, N. Y.
Diamond Spring Brewing Co., Boston, 6 *sa* weekly, direct.
Washburn Crosby Co., Boston (cereal), 6 *sa* weekly, direct.

WTAQ, Green Bay, Wis.

International Harvester Co., Chicago (twine), 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Leath & Co., Chicago (furniture), 300 *sp*, direct.
Babson Bros., Chicago (milkers), 52 *ta*, thru Matteson-Fogarty-Jordan, Chicago.

KOMA, Oklahoma City

Watch Tower Bible & Tract Society, Brooklyn, weekly *sp*, thru Acorn Agency, N. Y.
RCA-Victor Co., Camden, weekly *sp*, direct.

KSL, Salt Lake City

American Chicle Co., Long Island City, N. Y. (Dentyne), 72 *ta*, thru Badger, Browning & Hersey, N. Y.

WTMJ, Milwaukee

General Mills, Minneapolis, 300 *t*, thru Blackett-Sample-Hummert, Chicago.
First Wisconsin National Bank, Milwaukee (small loans), 580 *sa*, thru Scott-Telander agency, Milwaukee.
Chrysler Corp., New York, (DeSoto, Chrysler), 40 *ta*, thru J. Sterling Getchell, Detroit.
Barton Corp., West Bend, Wis., (washing machines), 30 *sa*, thru Kirkgasser-Drew, Chicago.
Richman Brothers, Cleveland (men's clothing), 13 *sp*, thru McCann-Erickson, Cleveland.
Marshall & Ilsley Bank, Milwaukee, (small loans), 40 *sa*, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.

WHN, New York

Berkey-Gay, New York (furniture), 6 *sp* weekly, thru Wallace-Lindeman, Grand Rapids, Mich.
Mrs. G. W. Ballard, Los Angeles (religious), 3 *sp* weekly, thru Ted Dahl Adv. Co., Los Angeles.
Federal Life & Casualty Co., New York, 18 *sp*, weekly, 13 weeks, thru Lewis King, Jersey City.
Kem Laboratories, Jersey City (liquid plant food), 3 *sp* weekly, thru Williams & Saylor, N. Y.
Zonite Products Corp., New York (Forhan's toothpaste), 5 *sp* weekly, 13 weeks, thru Cowan & Dengler, N. Y.
Sta-Tite Co., Astoria, L. I. (rug liquid), 3 *sp* weekly, 13 weeks, direct.

KHJ, Los Angeles

Dr. F. E. Campbell, Los Angeles (chain dentist), 20 *sa* weekly, thru Ted Dahl Adv. Agency, Los Angeles.
Helms Bakeries, Culver City, Cal. (home delivery), 5 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 6 *sa* weekly, thru Atherton & Currier, N. Y.

WJZ, New York

Benrus Watch Co., New York, 5 *ta* daily, 52 weeks, thru J. D. Tarcher Co., N. Y.
American Beverage Co., New York (Dr. Brown's Cel-ray tonic), weekly *sp*, thru Lawrence C. Gumbinner, N. Y.

WKRC, Cincinnati

Zonite Products Corp., New York (Forhan's toothpaste), 2 *sa* weekly, thru Cowan & Dengler, N. Y.

CKOC, Hamilton, Ont.

Chr. Hansen's Lab., Toronto, 3 *t* weekly, thru A. McKim Ltd., Toronto.

WLS, Chicago

Firestone Tire & Rubber Co., Akron, 2 *sp* weekly, thru Sweeney & James Co., Cleveland.
Peter Paul Inc., N. Y., 3 *sa* weekly, thru Platt-Forbes, N. Y.
Midland Flour Milling Co., Kansas City, 2 *sa* weekly, direct.
All Year Club of Southern California, Los Angeles, 10 *sa*, thru Lord & Thomas, Chicago.
Chocolate Products Co., Chicago, 3 *sa* weekly, thru McCord Co., Minneapolis.
Stanco Inc., New York, 3 *sp* weekly, thru McCann-Erickson, N. Y.

WNEW, New York

Lake Hiawatha, Caldwell, N. J., 3 *sp* weekly, thru Jaspel, Lynch & Fishel, N. Y.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 15 *sa* weekly, 8 weeks, thru Wm. Esty & Co., N. Y.

KGO, San Francisco

Johnson, Carvell & Murphy, Los Angeles (Kellogg's Ant Paste), 3 *sa* weekly, thru Wm. A. Ingoldsby Co., Los Angeles.
RCA Mfg. Co., Camden, 6 *sp* weekly, direct.

KWOS, Jefferson City, Mo.

Maltby Coffee Co., Sedalia, Mo., (Golden Roast Coffee), 6 *sp* weekly, 52 weeks, direct.
Saratoga So-Good Potato Chip Co., St. Louis, 3 *sa* weekly, 13 weeks, direct.

WOV, New York

Acqua Lina Mfg. Co., Brooklyn, 3 *sp* weekly, direct.
P. Lorillard & Co., New York (Old Golds), weekly *sp*, 13 weeks, thru Lennen & Mitchell, N. Y.

WNAC, Boston

Bosco Co., Camden (milk amplifier), 78 *sp*, thru Kenyon & Eckhardt, N. Y.
Union Pacific Railroad, Los Angeles, 4 *t*, thru Caples Co., Los Angeles.

WABC, New York

Berkey & Gay, New York, division of Furniture Distributors of America, 6 *sp* weekly, thru Wallace-Lindeman, Grand Rapids, Mich.

KVI, Tacoma, Wash.

Dr. W. J. Ross Co., Los Alamitos, Cal. (dog food), *sp* weekly, thru Howard Ray Adv. Agency, Los Angeles.

WDRC, Hartford

Alfred Dunhill Cigarettes, New York, 65 *ta*, thru Biow Co., N. Y.



"We're on top in Washington too, since we bought WRC."

Pd. Adv.

WOR, Newark

Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp weekly*, thru Franklin Bruck Adv. Corp., N. Y.
John Morrell & Co., Ottumwa, Ia. (E-Z cut ham), 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Studebaker Corp., South Bend, Ind. (Champion automobiles), 2 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Union Pacific Railroad Co., Omaha, weekly *sp*, thru Caples Co., Los Angeles.

KNX, Hollywood

Supreme Olive Oil Corp., San Fernando, Cal. (olive oil), 6 *sp* weekly, thru Elwood J. Robinson Ad. Agency, Los Angeles.
Antrol Laboratories, Los Angeles (insecticides), 6 *sp* weekly, thru J. Walter Thompson Co., Hollywood.
Pillsbury Flour Mills Co., Minneapolis (flour), 6 *sp* weekly, thru Hutchinson Adv. Co., Minneapolis.
Chrysler Corp., Detroit (autos), 27 *sa*, thru J. Stirling Getchell, Detroit.
Supreme Bakery Co., Los Angeles (bread), 20 *sa* weekly, thru W. E. Long Co., Chicago.

KSRO, Santa Rosa, Calif.

Par Soap Co., Oakland, Calif. (soap) 6 *sa* weekly, direct.
Gardner Nursery Co., Osage, Ia. 3 *sp*, weekly thru Northwest Radio Adv. Co., Seattle, Wash.
Seven-Up Bottling Co., San Francisco, 12 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
Diamond Match Co., Chico, Cal. (lumber, hardware), 3 *sa* weekly, direct.
Retirement Life Payments Assn., Los Angeles (old age pensions), 6 *t*, weekly, thru Cinema Adv. Agency, Hollywood.

WHK, Cleveland

Firestone Tire & Rubber Co., Akron, 2 *t* weekly, thru Sweeney & James, Cleveland.
Crowell Publishing Co., New York, 2 *sp* weekly, thru McCann-Erickson, N. Y.
Seiberling Rubber Co., Akron, daily sp, thru Meldrum & Fewsmith, Cleveland.
Air Conditioning Training Corp., Youngstown, 3 *t* weekly, thru National Classified Adv. Agency, Youngstown.

WFIL, Philadelphia

Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N. Y.
Utilities Engineering Institute, Chicago, weekly *t*, thru First United Broadcasters, Chicago.

WCLE, Cleveland

Everybody's Poultry Magazine, Cleveland, 5 *sp*, thru Campbell-Sanford Adv. Co., Cleveland.
E. W. Rose Co., Musterole Co., Cleveland (proprietary), daily *sp*, thru Lustig Adv. Agency, Cleveland.

WLW, Cincinnati

Stanco Inc., New York (Flit), 5 *sp* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Industrial Training Corp., Chicago, 2 *t* weekly, *sp* weekly, thru James R. Lunke & Associates, Chicago.

KPO, San Francisco

Mutual Citrus Products Co. Anaheim, Calif. (Pectin) 2 *sa* weekly, thru Charles H. Mayne Co., Los Angeles.
Studebaker Corp., South Bend, Ind. 2 *t*, weekly, thru Roche, Williams & Cunnyngham, Chicago.

KDYL, Salt Lake City

Acme Breweries, San Francisco, 78 *sa*, thru Emil Brisacher & Staff, San Francisco.
Chrysler Corp., New York, *sa* series, thru J. Sterling Getchell, Detroit.

Radio Advertisers

JOHN MORRELL & Co., Ottumwa, Ia., (E-Z Cut Ham), consistent users of radio, thru Henri, Hurst & McDonald, Chicago, on June 7 started a test campaign on KNX, Hollywood, using a thrice weekly quarter hour program, *Mr. Hamp Goes To Town*, which features Charley Hamp in pianologues. Contract is for 13 weeks. Firm also uses twice weekly participation in Norma Young's *Happy Homes* on KHJ, Los Angeles.

SHEFFIELD FARMS Co., New York (dairy products), on June 19 and 20 will start two programs on WEAF, New York, for 13-week periods — *Capt. Tim Healy's Stamp Club*, which will originate from the National Dairy Products Co. Bldg. at the World's Fair, three 10-minute early evening periods weekly, and *Morning Market Basket*, a buying guide for women by Isabel Manning Hewson, three 15-minute evening periods weekly. N. W. Ayer & Son, New York, places the account.

LAWRY'S PRODUCTS Inc., Los Angeles (Lawry's seasoned salt), new to radio, in a Southern California test campaign, on June 7 started using weekly participation in Agnes White's *California Kitchen* and Art Baker's *Notebook* on KFI; *Norma Young's Happy Homes* on KHJ and *Sunrise Salute* on KNX. California Adv. Agency, Los Angeles, has the account.

GRUEN WATCH Co., Cincinnati, on July 11 starts *Todd Hunter and the News* on WBBM, Chicago, thrice weekly quarter-hour series. McCann-Erickson, N. Y., handles the account.

MELO-PAYA BOTTLING Co., St. Louis (Melo-Paya soft drink), on June 1 started a transcribed 5-minute program, *The Reporter of Odd Facts*, three mornings weekly on KWK, St. Louis, thru Kelly, Stuhlman & Zahrndt, St. Louis.

LOS ANGELES SOAP Co., Los Angeles (White King soap), thru Raymond R. Morgan Co., Hollywood, on May 31 renewed for 13 weeks, its thrice-weekly participation in *Early Morning News* on 15 California Don Lee network stations (KHJ KFRC KGB KDB KFXM KPMC KIEM KQW KVEC KDON KVOE KTKC KXO KVCV KHSL). Firm in addition is using five weekly spot announcements on KFI, Los Angeles, and KNX, Hollywood.

SOUTHERN CALIFORNIA Retail Fur Merchants Assn., which recently appointed Glasser Adv. Agency, Los Angeles, to service its account, in a four-week summer campaign which started May 29 is sponsoring participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood.

Resort Advertising

KWTO, Springfield, Mo., sees a ripe field for commercial accounts in resort advertising this summer, having itself signed five resort regions for a total of 210 programs per week plus two additional resorts using spot announcements. The Ozark region is promoted, and John E. Pearson, KWTO national advertising manager, states that business firms contiguous to the resorts are also buying time to get their share of the increased purchasing by summer visitors.

WIND, Gary, Ind., on June 5 started a six-weekly afternoon race track series featuring Ted Williams and sponsored by Axton-Fisher Tobacco Co., Louisville (20 Grand); R. B. Semler Inc., New York (Kreml hair tonic); Walgreen Drug Co., Chicago, and Burlington Brewing Co., Chicago. For the present the 3½-hour daily broadcast consists of complete summaries of all races aired as soon as the races are run, with recordings and CBS sustaining programs broadcast between races. Agencies for the accounts are respectively, McCann-Erickson, N. Y.; Erwin, Wasey & Co., N. Y., Schwimmer & Scott, Chicago. The Burlington account is placed direct.

BERKEY & GAY, New York, division of Furniture Distributors of America, on May 31 and June 1 started two five-minute programs on WABC, New York, *A Tune for Today*, Mon., Wed., Fri. 8:05-8:10 a. m. and *Odd Side of the News*, Tues., Thurs., and Sat., 8-8:05 a. m. The company also sponsors Adelaide Hawley on WOR, Newark, thrice-weekly from 8:25-8:30 a. m. Wallace-Lindeman, Grand Rapids, Mich., is the agency.

HUDSON MOTOR CAR Co., Detroit, has started Billy Repaid in a thrice-weekly quarter-hour disc series on WGN, Chicago. Brooke, Smith & French, Detroit, handles the account.

SEARS, ROEBUCK & Co., Chicago, on July 3 starts *Grandma Travels*, five-weekly quarter-hour disc series on KMMJ, Grand Island, Neb. Blackett-Sample-Hummert, Chicago, handles the account.

TAYLOR WASHING MACHINE Co., Chicago, has started *The Movie Tatler*, featuring Hal Tate in a five-weekly quarter-hour morning series on WJJD, that city. Charles Silver & Co., Chicago, is agency.

AMERICAN BEVERAGE Corp., Brooklyn, which now controls Dr. Brown's Cel-Ray, celery tonic, is resuming advertising for that product through Lawrence C. Gumbinner Adv. Agency, New York. It is using two half-hour programs weekly on WJZ—a junior quiz titled *Name It and Take It* with Eddie East, Fridays at 5 p.m., and Ernie Fiorita's orchestra with Benay Venuta on WOR, Mondays at 8:30 p.m.

LIEBMAN BREWERIES, Brooklyn (Rheingold beer), has added WNBX, Springfield, Vt., WCSH, Portland, Me., and WCAX, Burlington, Vt. to the list of eight stations already carrying the weekly half-hour transcribed program, *Calling All Cars*, a Tested Radio Productions feature. Lord & Thomas, New York, places the account.

BOSCO Co., New York (milk amplifier), on June 5 started six local news programs weekly on WNAC, Boston, using the five-minute spots immediately following the *Yankee Network News*, 8-8:15 p.m. The company also sponsors thrice-weekly news periods on WGN, Chicago. Kenyon & Eckhardt, New York, handles the account.

GREAT WESTERN SUGAR Co., Denver, has signed a long-term contract for four daily announcements on KTUL, Tulsa.

WTMJ Gridiron Plans

WADHAMS OIL Co., Milwauke, will sponsor both the Saturday University of Wisconsin and Sunday pro games of the Green Bay Packers during the forthcoming gridiron season, with Russ Winnie at the WTMJ microphone for both the home and away games. The Green Bay team's games are the only ones in the National Football League not to be handled next season by General Mills [BROADCASTING, June 1] since WTMJ has had them under exclusive contract for more than a decade. Scott-Telander Adv. Agency, Milwaukee, handles the Wadhams account.

THE Federal Trade Commission has issued a complaint against Refrigeration & Air Conditioning Institute, Chicago, for allegedly implying in its advertising that all graduates of its courses will be absorbed by the two industries, and that it is the official training agency of the industries.

America's 4th Market

KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST MAXIMUM EXTRA RESULTS



WHOM

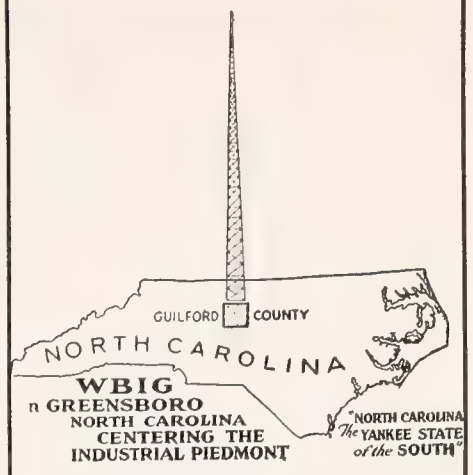
JOSEPH LANG, *Manager*

New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!

Full-time foreign language programs in New York area.

Italian *German* *Polish* *Yiddish*

5,000,000 POTENTIAL AUDIENCE



"LOOMING BIG ON THE SKYLINE OF DIXIE"

WBIG in Greensboro, N.C.

has been authorized to increase its power from 1000 watts to 5000 watts daytime, and is installing the newest and most modern transmitting equipment on a new site.

Station WBIG centers the richest and most prosperous area in the new south.

Here 73% of the industries and 93% of the industrial capital of the state contributes to the income and buying power of this outstanding market.

5 kw

Means more power, more service for this rich and populous area!

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA

EDNEY RIDGE DIRECTOR

George P. Hollingbery Co. *Natl. Reps.*

Harms to File Test Suit On Arrangement Rights

A TEST suit will be filed by Harms Inc., music publishers, against RCA Mfg. Co. in the U. S. District Court in New York soon to determine whether the compulsory license clause of the national copyright law gives the manufacturer of a phonograph record the right to make a special arrangement of a copyright number, or whether the copyright holder can force the recorder to use a stock arrangement or take out a separate license for special arrangement rights. Reason for the suit is the desire of music publishers to collect additional royalties from records used commercially, either on the air or in coin machines.

Suit will be based on one of the several Victor recordings of "Rendevous Time in Paris", on which Harms holds the copyright. Harms advised RCA that it was not permitted to use any arrangement other than that made by Harms. Each of the records uses a special arrangement. It is understood that both the publishing and recording industries have agreed to accept the ruling of the court as final on whether the special arrangement right is separate form or contained in the compulsory license.



CHIEF OF POLICE for a day, May 27, during the Shrine Convention and the silver jubilee of Moslah Temple, Sam H. Bennett (left), manager of KTAT, Fort Worth, is handed his official badge and gun by Chief of Police Karl Howard, candidate and eventual winner of the Shrine ring.

Kay Kyser Disc Repeat

TO GAIN an even wider audience for the Lucky Strike program, *Kay Kyser's College of Musical Knowledge*, heard on NBC-Red Wednesday evenings, American Tobacco Co., New York, has arranged for Millerfilm Co. to record the full hour program each Wednesday for rebroadcast the following evening on WOR, Newark, 8-9 p. m., starting June 15 on a 13-week basis.

Iodent Returns

IODENT CHEMICAL Co., Detroit (tooth paste), is using a series of one-minute spot announcements on KITE, Kansas City. It is understood the firm will use announcements on four Midwestern stations in a test campaign. Vanderbie & Rubens, Chicago, handles the account.

CBS on June 15 inaugurates its fifth season of concert broadcasts from Lewisohn Stadium, New York, with music by the New York Philharmonic-Symphony Orchestra under the direction of leading guest conductors.

Standard Building Tax Free Library

Already Has 900 Numbers on Its List, Blink Divulges

STANDARD RADIO on June 5 disclosed that during the last 15 months it has been building up a library of "tax free" musical selections and is now releasing an average of 48 new tax-free selections monthly. The announcement marked the company's first disclosure of its policy concerning tax-free recordings. Milton Blink, head of Standard's Chicago office said, "We set out quietly more than a year ago to build up the tax-free portion of our library service. By constant and judicious choice of selections, we have recorded approximately 900 separate selections on which no copyright fee is required, and for which no special performing rights license is necessary. By December, 1940, we will have almost 2,000 musical selections tax-free for stations subscribing to the service."

The Standard Program Library, according to Mr. Blink, releases 100 new musical selections each month, so that the tax-free portion now constitutes nearly one-half of its output of new material.

All Types of Music

"We are now prepared to furnish any station desiring it a completely tax-free library service with both basic library and new releases free of copyrights. Practically all types of music are available in this special library, but we are not attempting to grind out an arbitrary number of so-called new dance selections. Danceable numbers for the present consist mainly of tangoes and rhumbas and novelty material," he said.

"Tax-free music is generally thought of as consisting only of selections on which copyrights have expired, or whose copyrights were not perfected owing to some fault or flaw in the filing. However, a large percentage of Standard's tax-free selections are manuscript (MSS) selections, written by well-known musicians, conductors and arrangers, professionally active and of high standing in radio and music fields. Among the composers whose outstanding selections are included in Standard's tax-free category are Gene Austin, Frankie Traumbauer, Gary Speare, Andy Iona, Aaron Gonzalez, Ken Darby and Jerry Shelton."

C. P. MacGREGOR, head of C. P. MacGregor Co., Hollywood transcription concern, was to leave June 16 on a 30-day business trip in the East. He will be joined in New York July 8 by his sales manager, M. J. Mara.

KFYR

packs a mighty wallop out here in the great Northwest

The only single station that blankets the Red River Valley of Western Minnesota and Eastern North Dakota on the one hand

AND

the Rich Black Hills of Western South Dakota and the irrigated lands of Eastern Montana on the other.

Let Us SELL Your Story

550 Kilocycles
NBC Affiliate

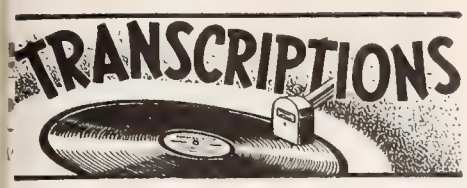
KFYR

5000 Watts—Day
1000 Watts—Night

Meyer Broadcasting Company
BISMARCK • NORTH DAKOTA
GENE FURGASON & CO., National Representatives

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA



RADIO ATTRACTIONS, New York, will distribute the second series of 78 transcribed episodes of *The Shadow of Fu Manchu*, currently in production by Fields Bros., Hollywood. Latter firm produced the initial series of 78 episodes, with Radio Attractions distributing. Fields Bros. originally planned to distribute as well as produce the second series. A new contract was signed in early June by Herbert Ebenstein, president of Radio Attractions and Harry David Fields, executive vice-president of Fields Bros. for the former concern to distribute the entire series.

ELI OBERSTEIN, former manager of artists and repertoire for RCA Mfg. Co., Camden, has opened offices of the United States Record Corp., at 1775 Broadway, New York, and plans to start shipping transcriptions shortly after July 4. Until new studios are set up in New York this summer, World Broadcasting System will make the master records, pressings of which will be made by the Scranton Record Corp., Scranton, Pa. Telephone number of the new company is Circle 6-7750.

THE NEWSPAPER strip *Dan Dunn —Secret Operative No. 48*, created by Norman March in Chicago, has been taken for complete radio and motion picture rights by A. B. Lapic, Hollywood independent film producer. Production of a 156-episode, quarter-hour transcribed serial was started at Aerogram Corp. Hollywood studios in mid-June. Maurice Zinn, film writer, is adapting the series, with James Allen directing. David Starling, KFWB, Hollywood, news commentator, is narrator. Musical arrangements are by Jack Stanley who also directs the orchestra. Lou Marcelle who portrays Fu Manchu in *Shadow of Fu Manchu*, has been cast as Dan Dunn in the new serial. Other cast members include Lucile Meredith as Kaye; Myron Gary as Erwin Hibbs and Ray Largay as Parkhurst.

STANDARD RADIO, which has acquired the special library of *Donald Novis Sings* from Radio Features Inc., Hollywood, reports that it has been released commercially on nearly 50 stations, with sponsors including: Evans Fur Co., WMAQ, Chicago; First Federal Savings & Loan Co., KTSM, El Paso; Franklin Ice Cream, WDAF, Kansas City; Sweet-Clean Laundry, KQV, Pittsburgh; M. & M. Baking Co., WHEB, Portsmouth, N. H.; Joslin Dry Goods Co., KLZ, Denver; Mississippi Power & Light Co., WJDX, Jackson.

NBC *Thesaurus* the latter part of May sent all Canadian subscribers a special script, *Royal Cavalcade*, written by J. A. Shaw, program director of CFCF, Montreal, in honor of the Canadian visit of King George and Queen Elizabeth of Great Britain, for broadcast during the royal tour.

AL CLAUSER'S *Oklahoma Outlaws*, musical quintet of WIBW, Topeka, Kan., is to leave for Hollywood July 20 for two weeks, where the group will make a new transcribed series of their own compositions for Standard Radio. Negotiations also are under way for a film appearance for the quintet.

FIELDS BROS., Hollywood, on June 20 will start production of a 52 quarter-hour transcription series titled *My Prayer Was Answered*. J. Donald Wilson will direct. The series was written by Virginia Cook and William Thompson.

TELECAST Corp., Hollywood distribution agency of transcribed programs, has moved its offices to 8782 Sunset Blvd., that city. The company has issued a brochure describing its serial, *The Shannons*, in which Jimmy, Lucille and Russell Gleason portray the characters they made famous on the screen.

CBS Selects New Name, Columbia Recording, for Subsidiary Record Firm

AMERICAN RECORD Corp. of Bridgeport, Conn., recently purchased by CBS as a subsidiary operation, will be known hereafter as Columbia Recording Corp., according to an announcement June 7 by Edward Wallerstein, president.

Simultaneously, Mr. Wallerstein announced appointment of H. S. Maraniss as assistant to the president. Coming from the RCA Mfg. Co., where he handled distribution, merchandising, advertising and sales promotion, Mr. Maraniss has been in the record business for many years and has a wide acquaintance with distributors, dealers, coin operators and sales people. A graduate of Harvard, he was a captain in the Army and has been engaged in the record business since the war.

In announcing the change in name, Mr. Wallerstein said no other functions of the company will be altered. The new name serves to identify the organization more closely with its parent company. Columbia manufactures Columbia, Brunswick and Vocalion records. Executive, sales and advertising offices were moved May 19 from New York to enlarged quarters at the company's factory in Bridgeport. The factory has been modernized and renovated, and is devoted exclusively to the manufacture of records for home use.

CBS' plans involving transcription production for broadcast use have not yet crystallized. Negotiations for the acquisition of World Broadcasting System by CBS were broken off some weeks ago. At that time WBS announced its intention of expanding its present operations in the transcription field while CBS stated it would make an announcement at a later date regarding its plans in the broadcast recording field.

Skelly to Use 20

SKELLY OIL Co., Kansas City, on Sept. 25 will start *Captain Midnight*, five-weekly quarter-hour disc series, on approximately 20 stations throughout the country. Blackett-Sample-Hummert, Chicago, is agency.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

1,548,109 people are within WDRC's good listening area. These people, who listen regularly to WDRC, have money to spend! Increase your sales by reaching this potent market over WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

KSFOCUS



BUSINESS THAT'S PART OF OUR PLEASURE is to cover events that are important to our trade area. When ceremonies in a San Leandro cornfield gave Metropolitan Oakland a new Chrysler plant and increased wealth, KSFO's equipment was on hand. The smiling gent is K. T. Keller, Chrysler president.



SPELL IT AND YOU CAN HAVE IT! At least, that's the way we feel about some of the words on the Duart Spelling Bee-Liner engineered by Radio Director Tom Brenneman from Long's Advertising Agency. This show, begun locally, is now a CBS-Coast feature. Anyway you spell it, however, KSFO has spelled success on this program... as it can on yours.



PLEASURE THAT'S PART OF OUR BUSINESS is finding and developing talent. Carol Lucas was discovered by Dick Aurandt, KSFO musical director, won Gateway to Hollywood competition, and now gets a try at pictures. You can win Gateway to Northern California competition any day with KSFO.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

One Out of Six Dailies Carries a Radio Column

OF THE 1,936 daily newspapers in the United States, 340 carry radio columns, according to a survey recently conducted by William Ray, director of public relations of NBC-Chicago. A breakdown of the 340 papers publishing radio columns indicates that 289 carry the columns daily, 133 use them in Sunday editions and 44 only on Sundays.

Advance program information only is given in 269 of the papers with 177 using it daily, 54 printing it daily and Sunday, and 38 papers using it only in their Sunday editions. It was found that 20 of the papers having station affiliations with NBC used NBC advance program releases exclusively; similarly, 16 used CBS releases and seven used MBS releases exclusively. The survey showed that 19 used only material on some one station not affiliated with a network. The radio column of Associated Press was found to service 84 of the 340 daily papers. Of the total, 52 papers used art work daily and 71 used it in Sunday editions. The majority of the radio columns were unsigned and it could not be determined how many daily papers have radio editors. Mr. Ray's survey was based on tear-sheets of radio pages from newspapers all over the country which were analyzed in cooperation with the Advertising Checking Bureau.

Just Starting

A LONG-DISTANCE chess game is still being carried on between Frank Nelson of the NBC program traffic department in San Francisco and Mannie Segal of the Radio City staff in New York. They send the moves to each other by mail. Nelson reported that neither has any advantage yet — they've been playing only 16 weeks.

Elliott's MBS Hookup

EMERSON Radio & Phonograph Corp., New York, through MBS has expanded the scope of the news commentaries broadcast three times a week by Elliott Roosevelt from a regional to a national basis, by adding WOR, Newark, WOL, Washington, and WAAB, Boston, to the 23 stations of the Texas State Network previously carrying his commentaries. Title of the broadcasts, Tuesdays, Thursdays and Saturdays, 6:15-6:30 p.m. (EST), has also been changed from *Texas in the World News* to *America Looks Ahead*. Grady & Wagner Co., New York, is agency in charge of Emerson advertising, but Warren Lightfoot of Lightfoot Associates, New York, who acts as sales promotion counsel to Grady & Wagner, is handling the Roosevelt broadcasts.

KFRO, Longview, Tex., has been authorized by the FCC to shift its frequency to 1340 kc. with 1,000 watts full time. It now operates with 250 watts daytime only on 1370 kc.

AGENCY Appointments

T. M. SAYMAN PRODUCTS Co., St. Louis (soap & salve), to Gardner Adv. Co., St. Louis.

PETER DOELGER BREWING Co., Harrison, N. J., to Rossette & Hartwig Adv., N. Y.

POSTAL TELEGRAPH-CABLE Co., New York, to Biow Co., N. Y.

WEST COAST-Manchester Mills Inc., Los Angeles (Matetex swimming suits), to Logan & Rouse, that city.

COAST FEDERAL Savings & Loan Assn., Los Angeles (loans), to Robert F. Dennis Adv. Agency, that city.

INGERSOLL-WATERBURY Co., Waterbury, Conn. (watches-clocks), to Charles W. Hoyt Co., New York.

CENTENNIAL FLOURING MILLS Co., Seattle, to Milne & Co., Seattle.

SUPREME OLIVE OIL Corp., San Fernando, Cal., to Elwood J. Robinson Adv. Agency, Los Angeles. Planning radio campaign on West Coast.

HEIDELBERG BREWING Co., Covington, Ky., to Keelor & Stiles Co., Cincinnati.

Bristol-Myers Plans

BRISTOL-MYERS Co., New York, on July 5 will double up its two NBC programs into the Wednesday evening 9-10 spot with *What's My Name*, the summer substitute for Fred Allen, using the first half-hour for Ipana and Sal Hepatica, and the second half replacing the Vitalis program *For Men Only*, currently heard on Tuesday nights. Contract for both programs is 13 weeks on 53 NBC-Red stations. Pedlar & Ryan, New York, is agency.

Texas Station Elects

GEORGE BENNITT, co-publisher with his brother Russell Bennitt of the *Sweetwater* (Tex.) *Reporter*, has been elected president of Sweetwater Radio Inc., which on May 24 was authorized by the FCC to erect a new 250-watt daytime station (KXOX) in that community to operate on 1210 kc. [BROADCASTING, June 1]. He succeeds R. M. Simmons, cottonseed oil merchant, who remains as a minority stockholder, the Bennitts owning 75 of the 125 issued shares. It was erroneously reported by BROADCASTING that Houston Harte and Bernard Hanks, Texas station and newspaper operators, held an interest in the *Sweetwater Reporter*, but they sold it to the Bennitts several years ago.

THE HOUSE THAT *Programs* BUILT

Give your audience programs they understand . . . music they love . . . service to meet their problems. Sales and inquiries will then take care of themselves.

Broadcasting Axiom

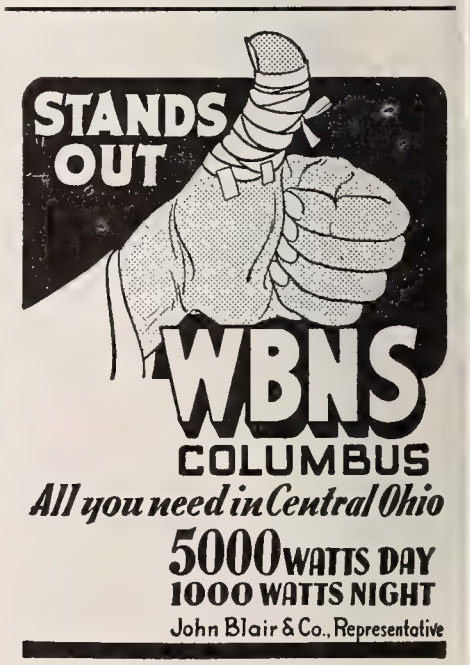
For fifteen years, WIBW has built Kansas programs for Kansas people . . . simple, "homey" programs . . . informal in their speech and music as the visit of a friend and neighbor. Newscasts abound with local "items." Service features answer questions directly affecting the listener's welfare. WIBW programs are a definite part of Kansas home life.

That's why we've been able to build this finest of modern transmitters. Now, with tremendously increased coverage, WIBW is ready to take your sales message, with programs that sell, into 361,980 friendly, buying homes.



WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco



PACIFIC NATIONAL Adv. Agency

Agencies

is the new name of the Izzard Co., Seattle, according to an announcement by President William H. Horsley. Reasons for the change of name were given as "expansion of the company and retirement from the business several years ago of one of the principals, whose name the company has borne many years".

HARRY F. ANDERSON, formerly NBC western division sales manager, headquartered in San Francisco, has joined Barton A. Stebbins Adv. Agency, Los Angeles, in an executive capacity. Nationally known in radio and advertising, Mr. Anderson, for the last two years has been business manager of the *Honolulu Advertiser*.

WILLIAM MAILLEFERT, radio time salesman for Compton Adv., has become radio timebuyer as well, assuming the duties formerly handled by Murray Carpenter, who has been transferred to another position within the agency.

WALTER GUILD, producer of KSFO, San Francisco, recently was appointed radio director of Sidney Garfinkel Adv. Agency, San Francisco.

RICHARD EARL SHARP, formerly of KMOX, St. Louis, has joined Anfenger Adv. Agency, St. Louis, as director of radio. Richard L. Scheidker has been transferred to the agency's New Orleans office.

CEDRIC W. TARR has been appointed copy director of Buchanan & Co., Los Angeles. He was formerly partner in the defunct agency of Tarr & Miles Inc. Kenneth M. Miles of that firm is now an executive of Richard T. Clarke Co., Beverly Hills, Cal.

CHARLES M. VAN WHY, for nine years with Young & Rubicam, New York, and more recently with Singer Sewing Machine Co., New York, has joined the traffic department of Compton Adv., New York.

ROBERT F. DENNIS Adv. Agency has been formed with headquarters at 617 S. Olive St., Los Angeles, and correspondent offices in San Francisco, Chicago and New York. Mr. Dennis, principal in the new firm, for five years was associated with Elwood J. Robinson Adv. Agency, Los Angeles, as account executive.

WALTER BARBER, space buyer of Compton Adv., New York, on June 2 married Florence Gaffney, also a member of the same agency.

A. G. MacFADYEN, formerly of N. W. Ayer & Son, San Francisco, has joined Shattuck & Ettinger Adv. Co., Beverly Hills, Cal., as account executive.

G. BROWN BRADSHAW, formerly with Norman Tolle & Associates, Scholtz Adv. Agency, and the *San Diego Sun*, has joined Sammis & Darling Adv., as vice-president in charge of production. The firm has been changed to Sammis, Darling & Bradshaw, with Herbert F. Sammis, formerly production head, in charge of radio and public relations. William R. Darling Jr. continues as president.

MANN HOLINER, radio director of Lennen & Mitchell, after six weeks in Hollywood completing arrangements for the NBC Woodbury's *Hollywood Playhouse* summer series, has returned to New York.

JACK ROACH, formerly with the CBS special events department, on June 5 joined the radio department of N. W. Ayer & Son, New York.

TONY STANFORD of J. Walter Thompson Co., Hollywood staff, has taken over production of the NBC *Kraft Music Hall* program during the absence of Bob Brewster, who was married in New York to Jane Witherspoon on June 15.

JOHN STROCK, formerly announcer-producer of KFWB, Hollywood, has been appointed radio director of Faraon Jay Moss Inc., that city.

Joins Katz Agency



ELIZABETH BLACK

POPULAR "Beth" Black, one of the best known timebuyers in the agency field, has relinquished her post with Ruthrauff & Ryan to join the New York office of The Joseph Katz Co., national agency with headquarters in Baltimore. She will, of course, specialize in radio. John T. McHugh continues as director of media on all accounts serviced by the Katz Baltimore office.

MILTON BIOW, president of Biow Co., New York, on May 30 sailed for Europe on the *Normandie* for a month's vacation.

ROBERT W. FLING, formerly of Standard Radio and more recently with Press Radio Features, Chicago, has joined the Ralph Heineman Adv. Agency, Chicago, as radio director. The agency recently moved to 737 N. Michigan Ave.; phone, Delaware 3939.

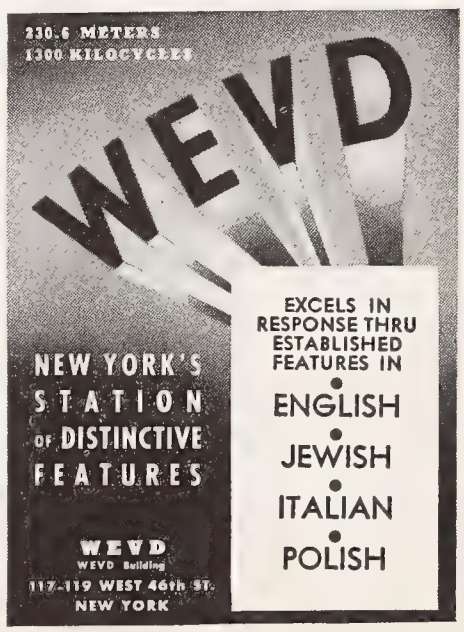
RAY MOUNT ROGERS, formerly copywriter with Bowman Deute-Cummings, San Francisco, recently joined Gerth-Knollin Adv. Agency, San Francisco.

ARTHUR A. KRUEGER, Einar Pederson and Floyd L. Murphy have formed Western Advertising & Service Exchange, at Seattle.

HUBBELL ROBINSON, radio production manager of Young & Rubicam, after two months in Hollywood, has returned to New York.

WARD WEBB has resigned as head of new radio business of Ruthrauff & Ryan, Chicago, and has announced no future plans.

CONSOLIDATED Radio Artists, New York, national band booking agency, has appointed Everett N. Crosby Inc., Hollywood talent service, as its western representative. Pete de Lima and Arnold Pissani head the department.



Reps

HOWARD H. WILSON Co. on June 1 became national representatives of KTSA, San Antonio, now under the same ownership as KGNC, Amarillo, KFYO, Lubbock, and KRGV, Weslaco, also represented by Wilson. The Wilson company has also been appointed by WIDZ, Tuscola, Ill., KGHF, Pueblo, Colo.; WDEV, Waterbury, Vt.

PAUL H. RAYMER Co., has been named national representative of the new KWFT, Wichita Falls, Tex., shortly to start operating as a regional outlet with a CBS affiliation.

GENE FURGASON & Co., station representatives, announces the opening of a West Coast branch office at 681 Market St., San Francisco. Homer Griffith, veteran station manager and former Chicago agency account executive, has been appointed manager.

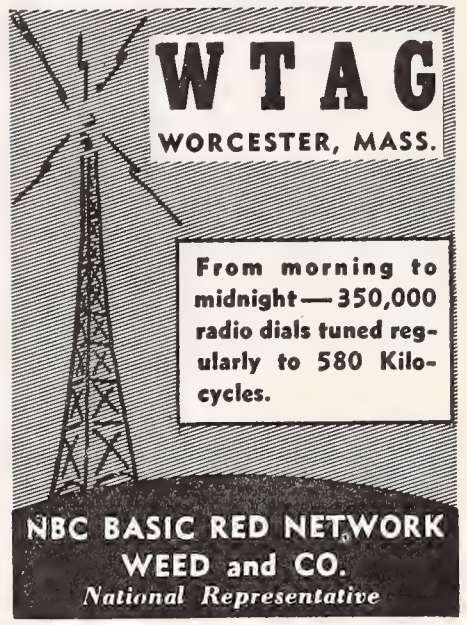
WILLIAM C. FLYNN, western advertising manager of the *Brooklyn Eagle* since 1934 with headquarters in Chicago, and previously with the same newspaper in New York for nine years, has joined the Chicago staff of Weed & Co., station representatives.

Walker's N. Y. Office

R. L. FERGUSON, formerly commercial manager of WLW, Cincinnati, general manager of WINS, New York, and more recently with WCLO, Janesville, Wis., has been named head of the New York office of Wythe Walker & Co., national representatives. He has established offices at 22 West 48th St. The firm has announced representation of KOAM, Pittsburg, Kan.; WHB, Kansas City; WEW, St. Louis, and WTAD, Quincy, Ill.

Booklet on NBC Policies

AFTER several months of preparation, NBC has issued the text of its new policies in a booklet, "Broadcasting in the Public Interest," being distributed to all NBC clients and their agencies. The 80-page booklet covers policies applicable to all programs, special type programs, commercial standards and unacceptable business, all in a final form arrived at after preliminary comment and criticism by the NBC Advisory Council, certain agency executives, and board members of NBC and RCA. Basic program standards were sent out to the above groups in April before final revisions and public distribution [BROADCASTING, April 1].



WSYR

- are more than call letters
- many advertisers think of it as a good buy to be used in moving goods and speeding up distribution.
- but to most folks, our listeners here in this grand region of Central New York, we're a friendly voice at 57 on the dial.
- and that's what we hope to be always. That's why for 18 hours each day we broadcast the finest programs of both NBC Red and Blue networks and top-notch local features. To listener and advertiser alike 57 on the dial means something worth having!

WSYR
SYRACUSE

570 Kc. Syracuse, N. Y.

Studio Notes

DURING his recovery from a recent illness, "Genial Jim" Cooper, who does the newscast series sponsored by Ohio Gas Fuel Co. on WBNS, Columbus, had a Transradio teletype installed in his home and did his newscasting from there. The added informality of the parlor broadcast struck such favor with listeners that both station and sponsor decided to make the "living-room" newscasts permanent.

OBSERVING National Dairy Month, KOWH, Omaha, is carrying a series of interviews with prominent Omaha Physicians on the value of milk in the diet. Nadine Bradley, woman's editor of the *Omaha World-Herald* and daily commentator on KOWH, conducts the interviews.

WNYC, New York's municipal station, on June 2 became the first station to receive the annual award of merit given by the National Association of American Composers and Conductors "for outstanding service to American music."

What Station—

has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage 125,000 persons were entertained with broadcasts during 1938?

Why It's **WNOX** 1010 KC 5000 W CBS

KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.

Representative
THE BRANHAM CO.

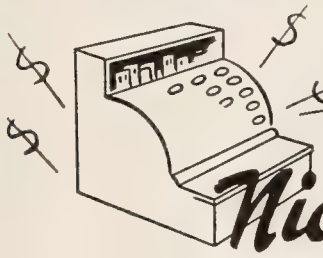
FIFTIETH anniversary of Thomas A. Edison's invention of the Kinetescope, the first motion picture camera, was observed June 10 with a joint half-hour CBS-Paramount Pictures Inc. program over 101 stations from the Ambassador Hotel, Los Angeles. Program preceded Paramount's Seventh annual international sales convention banquet. Jack Benny and Cecil B. De Mille were joint masters-of-ceremony. Entertainment featured Bob Hope, Dorothy Lamour, Tito Guizar, Linda Ware and Anson Weeks' orchestra, co-conducted by Victor Young. Irving Reis, formerly CBS producer, now a Paramount writer-director, and Bob Hussey of that film studio, produced and directed the program.

RADIO Features Division of Heffelfinger Publications, New York, is offering for 1939 sponsorship the football quiz program *We Want a Touchdown*, heard on MBS last season under the direction of George Trevor, football editor of the *New York Sun*.

THE July 2 production of *Gateway to Hollywood*, sponsored by Wm. Wrigley Jr. on CBS will originate from the Shrine Auditorium in Des Moines, Ia., over KRNT, CBS affiliate. The motion picture "Career", written by Phil Stong, will have its world premiere in Des Moines that day.

WAAF, Chicago, recently tallied the results of its *Shadows & Sunbeams* charity program since last fall and found cash contributions amounting to $2,963 had been received for 210 cases. Clothing donations contributed to the comfort of 342 men, 476 women and 3,500 children.

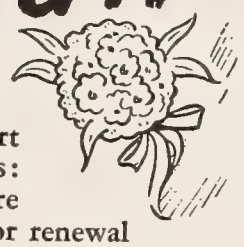
NBC is extending indefinitely the run of *Arch Oboler's Plays* in response to listener commendation of the series. The weekly programs, previously heard Saturdays at 10 p. m. (EDST), were shifted June 10 to 9:30-10 p.m. on NBC-Red.



Sales for Nick's Flower Home

This result story started 6 years ago when Nick's Flower Home, progressive Portland florist, linked the charm of flowers to the sales pull of KGW, outstanding Portland radio station. "The splendid results we have obtained over KGW have been very gratifying," says Nick Schroeder. "We are renewing our contract for the 7th year because KGW has brought us so many new customers."

Bouquets for KGW



Speaking for his client, Fred Bruechert of Associated Advertising Service says: "We appreciate the value of KGW more and more as we send you an order for renewal of our program every year. Results obtained are constantly increasing. Thank you for your fine cooperation."

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

Louder, Please!

LETTER of the week would seem to be the one received at WMCA, New York, from an elderly listener who wrote in part, "I like your news programs. They certainly are fine. But won't you please have your announcer talk a little louder." Allen Stuart, of the WMCA news staff, says he's taking the matter up with WMCA engineers.

WITH exclusive broadcast rights for preliminary programs for the annual *Cincinnati Times-Star* — Chevrolet Soap Box Derby, to be run in Ault Park July 29, WSAI, Cincinnati, is running a six-week series of special programs, including shortwaved interviews with entrants in their own back yards while they are building their pushmobiles. Immediately before the actual race, WSAI will broadcast an exclusive series during the trial runs, and will conclude with a broadcast of the final race and interviews with winner and runner-up July 29.

DEDICATORY ceremonies and speeches commemorating baseball's 100th anniversary were broadcast by NBC and MBS on June 12 at the formal opening of the National Baseball Museum at Cooperstown, N. Y., where Abner Doubleday devised the national pastime in 1839. Later that day, MBS and CBS carried a second special program describing "town ball" as played in 1839 and a baseball game as played in 1845 and 1939.

HEADLINE criminal cases from New York City Police Department records are dramatized on the *Police Honor Men* series which returned to WHN, New York, on June 5 after a successful run last year on that station.

WINS, New York, which has erected permanent studios at the New York World's Fair, on June 9 broadcast a three-hour dedication ceremony. Fair visitors may see actual broadcasts in the modern studios, in which complete equipment has been installed, and may meet the artists featured on the programs. Regular programs originating from the WINS Fair studios are Julie Benell's *News and Views of the Fair, The Inquiring Microphone*, and the *World's Fair Choral Group*.

WOAI, San Antonio, has arranged for exclusive broadcasts of the San Antonio Philharmonic Orchestra symphony programs during the summer. The new musical unit, conducted by Dr. Julius Erhlich, is to play in the city's Sunken Garden Ampitheatre. Hoyt Andres, WOAI announcer, handles the commentaries.

CANADA'S OCEAN PLAYGROUND

The summer population of Nova Scotia is rapidly increasing as heat-weary vacationists flock to the cool summer resorts of this Province by the sea. There is no better way to appeal to this enlarged audience than through the facilities offered

By

CHNS

HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES



DRESSED in authentic Old World Dutch costumes, Bob Tillmann (left), announcer, and David H. Harris (right), special events director of WOOD-WASH, Grand Rapids, Mich., transcribe an interview with a young celebrant during the recent Holland Tulip Festival, which each year draws hundreds of thousands of persons to Holland, Mich. With the Tulip Festival as a highlight, the WOOD-WASH pair gathered a whole series of transcriptions during May, covering resort activities throughout the state. Discs of the Holland celebration were sent to Grand Rapids at regular intervals each day for broadcast under sponsorship of Home Furnace Co., Holland.

EXTENSIVE COVERAGE of the large scale Army maneuvers in Plattsburg, N. Y., Aug. 16-25, is planned by NBC and CBS, each of which will have several mobile units on the scene to cover the 25 mile "battle" area. WMCA, New York, plans to have a mobile recording unit on the scene to transcribe the event for later broadcasts, the records to be given to the Army for its permanent files.

AS PART of a nationwide campaign to combat anti-Semitism, the Jewish Peoples Committee, New York, will inaugurate a radio campaign this fall in Detroit and New York City, with plans to expand. The radio programs will be designed "to expose fully the distorted and inflammatory addresses of Father Coughlin," according to William Weiner, president of the committee, and will center around a series of addresses by outstanding Americans.

WHOM, Jersey City, New Jersey, on June 9 organized a special network to broadcast speeches by Mayor Frank Hague and New Jersey officials at the "New Jersey Rally for the Passage of the Racing Bill." in Journal Square, that city. Speeches were fed direct by WHOM to WBRB, Red Bank, and WCAP, Asbury Park, and to the E. V. Brinckerhoff Studios to be recorded for rebroadcast at 11:15 p. m. by WNEW and WMCA, New York.

AS AN INCENTIVE to high school students to consider broadcasting as a possible career, CFCH, North Bay, Ont., at the start of the last school term offered three junior and three senior cash prizes totalling $100 for the best public speakers. The contests were held during the school year, and the winners of the contest at the North Bay Collegiate Institute and Vocational School appeared on CFCH.

WPEN, Philadelphia, will sponsor a "WPEN Day" at Riverview, Pennsville, N. J., July 12, including a two-hour boat trip to the resort, entertainment by station personnel, and athletic tournaments.

WHB, Kansas City, Mo., recently signed with INS for full news service.

CBS again this year gave its listeners exclusive coverage of the 43rd National Open Golf Championship in a series of broadcasts from June 8 through June 10 with Ted Husing handling the programs from the Spring Mill Course, Philadelphia. Bryan Field is covering the five major horse races of the annual Aqueduct, Long Island, summer meeting which are also broadcast exclusively by CBS through July 1, with WMCA, New York, covering the metropolitan area by arrangement.

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includes the

Radio Market Atlas Edition

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Broadcasting Year Book Number

FOR *new*
SUBSCRIPTION
ORDER *only* ➡

THE *Spectator*, weekly newspaper of Michigan State Prison, has asked WLW, Cincinnati, to mail it weekly WLW schedules. The prison has a centralized radio system to which more than 3,600 prisoners subscribe. On a wall panel in each cell is a control button allowing the operator to select a program from one of three stations—WJR, Detroit; WIBM, Jackson, Mich., and WLW.

MANAGER A. A. FAHY of KABR, Aberdeen, S. D., has made an affiliation with the *Aberdeen American-News* whereby KABR gets all A.P. news from the newspaper's leased wire and handles seven remote newscasts daily from the editorial rooms.

GEORGE PROVOL, production manager of KDYL, Salt Lake City, is producing the *Music by Woodbury* shows, featuring staff orchestra and talent from the KDYL Playhouse, which is being carried on NBC-Red Tuesday and Friday nights, 10:30-11 (PST).

TRIBUTE to Raymond Gram Swing, MBS international news commentator, was made recently in the British publication, *Time and Tide*, as follows: "Perhaps it is not too much to say that some of the appreciation and understanding of the United States' position recently shown in this country has been due to the efforts of Raymond Gram Swing. His weekly talks have brought the problems and issues facing the United States home to the average Englishman. Is it too much to ask that a similar service should be arranged for Americans by the English broadcasting authorities? It is only by understanding that true cooperation between Great Britain and the United States will be possible."

WIRE, Indianapolis, has published a new national rate card (No. 4) with revised rates effective June 15. Revised rates apply only to programs; announcement rates remain unchanged.

WIBG, Glenside, Pa., has started broadcasting time signals at every call letter announcement.

MORE THAN 1,500 members of 20 *WLW Mail Bag* clubs met for their annual picnic June 10 in Sharon Woods, just outside Cincinnati. The clubs were founded through the *Mail Bag* program of WLW, Cincinnati, and WLW carried a special broadcast from the picnic grounds during the meeting. Entertainment was provided by WLW and WSAI staff members, and the day's activities featured a softball game between a WLW team piloted by James D. Shouse, general manager of WLW, and a WSAI team headed by Manager Dewey H. Long.

NBC-Chicago recently formed an NBC Athletic Assn. with M. R. Schoenfeld, of the network sales staff, as president. Other officers include Lynn Brandt, Ray Bierman, Grace Curran and Ray Neihengen.

CLIFTON UTLEY, Chicago lecturer and radio commentator, on June 4 replaced Carroll Binder, foreign editor of the *Chicago Daily News* who is recuperating from a serious operation, on the foreign news series sponsored by Horder's Inc. on WBBM, that city.

CHICAGO Boys Club members on June 12 entered scripts in final competition in the local boys' radio guild contest. More than 250 boys participated in writing and producing their own radio plays using sound effects devised by themselves. Winning script will be aired on WBBM, Chicago, June 17. Judges are Robert N. Brown, WBBM program director, and Robert Hafter, WBBM production director.

WITH the St. Louis Municipal Opera season opening, KSD, St. Louis, again is previewing the weekly productions each Sunday afternoon. Program Director Frank Eschen views dress rehearsals Saturday night and makes notes on the operetta to be presented the following week, preparatory to the Sunday previews.

Radio AND Education

PUBLICATION of *Americans at Work* in weekly booklet form was announced recently by Sterling Fisher, director of CBS' education and talks department. First issue of the 24-page booklet, offered for general sale throughout the country, deals with the "Publicity Worker" subject of the June 3 broadcast. Publication plans include booklets of previous broadcasts covering the 56 industries already dealt with on the program.

IN RESPONSE to requests from parent-teacher and public school groups, the Fleming H. Revell Co., New York, has published *Personality & Character Development*, a compilation of a radio series conducted by Dr. J. D. Messick, of Elon College in North Carolina, on WBIG, Greensboro, N. C., under auspices of the North Carolina Congress of Parents and Teachers.

HIGH SCHOOL girls have been reporting the activities at their schools each week on a special series broadcast by WLOK, Lima, O., during the last months of the school year. During summer vacation the girl reporters will cover playground activities. The programs have drawn favorable comment from parents for making their children more eager to tell them just what they are doing in school.

CHICAGO RADIO COUNCIL announces that the third School Broadcast Conference will be held at Chicago's Morrison Hotel, Dec. 6-8. Clinics, demonstrations and radio study groups will be featured.

MIMEOGRAPHED collection of successful educational programs has been compiled and published by Blanch Young, director of radio activities of the Indianapolis public schools, in a 117-page volume, *School Radio Scripts* [$1]. The collection is being used in several colleges and universities as a reference text in classes in radio education.

WSB, Atlanta, is carrying a quiz type of program as an educational feature. Patterned after the *Information Please* broadcasts, it is called *Education Please*. Experts from all over the State participate, and are questioned about Georgia and its resources, schools and people.

UBC RADIO WORKSHOP, radio instruction organization sponsored by United Broadcasting Co., operating WHK-WCLE, Cleveland, on June 10 awarded certificates of proficiency in radio production to 42 class members from 19 high schools in the Cleveland area. During the concluding program of the 26-week Workshop series. Carl Mark, who has conducted the classes, presented the members to H. K. Carpenter, vice-president and general manager.

INSTRUCTIONS FOR WIRING

Time and money can be saved and misunderstandings eliminated by the use of a Radio Time Code in quoting availabilities. By this method "A. M." and "P. M." designations will be unnecessary. For example: From 1:00 A. M. until 12:00 Noon designation is the same as at present. 1:00 P. M. is designated as 13:—2:00 P. M. as 14—and so on to 12:00 midnight. By subtracting 12 from any time designation larger than 12, you have the correct P. M. time. St. Louis KWK, now has available a 40-word announcement five days a week at 18:30 Radio Code Time. This period follows United Press Newscasts and precedes "The Lone Ranger" three nights a week, "Information Please" and "Hobby Lobby" the other two. Wire KWK or any Paul Raymer office as follows: "Reserve eighteen thirty for our client_____. Order follows."

Pd. Adv.

TRACY F. TYLER, associate professor of education of the University of Minnesota, has been named chairman of a committee of the National Council for the Social Studies designated to survey the possibilities of radio in social studies. First project will be a study of programs now on the air that can be used either during school hours or as home listening for later discussion in classrooms.

THE CBS *American School of the Air*, which is off the network for the summer, will hold two sessions daily on its return to CBS Oct. 9, a morning session for the East from 9:15 to 9:45 a. m. (EST), and a repeat for the Central and West sections from 3:30 to 4 p. m. (EST).

Parents Group Approves *Buck Rogers* Continuity

THE RADIO serial, *Buck Rogers*, which several years ago was singled out by groups interested in raising standards of children's programs as particularly pernicious, appears on the June list of approved juvenile broadcasts of the United Parents Associations of New York City. The UPA recommends it to youngsters of high school age for entertainment. Program is currently sponsored by Joe Lowe Corp., New York, for Popsicles, on more than 100 stations by transcriptions. Biow Co., New York, is the agency.

Other newcomers to the UPA list include: For children from 5 to 9, *Billy & Betty;* for the 9 to 12 group, *Americans at Work, Ask-It-Basket,* Clair Tree Major, *Let's Get Together,* and for the high school level, *Author's Quiz, Between Book Ends, Cavalcade of America, Men & Books, Renfrew of the Mounted, Silver Theatre.*

Radio Education Grant

GRANT of $40,000 for the "broadcasting of economic information" has been made by the Alfred P. Sloan Foundation to the University of Chicago, according to an announcement by Robert M. Hutchins, president of Chicago U. The gift will be used to improve and experiment with the *Chicago U. Round Table,* Sunday morning discussion series on 58 NBC stations. An analysis of the program's audience and effectiveness is now going forward under the supervision of Sherman Dryer, radio director of Chicago U.

TELEMUSIC INC., New York, wired music service using Western Electric equipment, has installed its service in the Federal Building at the New York World's Fair, the "Gardens on Parade" exhibit, and several restaurants at the exposition.



Summer Slump?

- - - - Oh Yeah!

WWVA time sales for May 1939

DOUBLED

those for May, 1938!

Such a record beats the old-fashioned theory that nobody listens to the radio in the summer time. Oh yes, and May 1938 was no flop either.

IT'S WWVA ALL THE WAY!

WWVA

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

Basic Text of Proposed NAB Code for Industry Self-Regulation . . .

(*Continued from page 9*)

supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to child adventure and imagination be removed. It means simply that programs be based upon sound social concepts and presented with a superior degree of craftmanship.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continually engage in studies and consultations with parent and child study groups. The results of these studies will be applied to all children's programs as a basis of minimum requirements necessary before any program becomes acceptable for broadcasting by member stations.

IX. Acceptance of Commercial Programs and Announcements

Acceptance of programs and announcements for radio advertising purposes shall be strictly limited to products and services offered by individuals and firms who are engaged in legitimate commerce; whose products, services, advertising claims, testimonials and other statements comply with all legal requirements, fair trade practices and accepted standards of good taste.

X. Standards of Practice

In order that this basic code may be interpreted and extended to meet changing social conditions, the National Association of Broadcasters, through its Headquarters in Washington, will establish such facilities as may be necessary for the continuous evolvement of a Standard of Practice through which each member station may find a guide for the uniform application of basic principles herein outlined. The Standards of Practice will include such other operating and ethical procedures as may be determined, from time to time, to increase the public acceptance of radio advertising, and thus fortify the economic foundation of the American System of Broadcasting in its continued ability to provide a free and unfettered means of mass communication, and to further contribute to the economic and social development of the nation.

STANDARDS OF PRACTICE OF THE NAB

(*Code interpretations for the guidance of member stations*)

I. The Yardstick of Good Taste

1. Reference to the Deity shall be made only in a manner of respect and reverence.

2. Language used and subject matter discussed must be acceptable in mixed social groups.

3. Broadcasters will bar dialogue or statements which are, or which border on the obscene, sacrilegious, profane or vulgar, especially as these appertain to sex, bodily functions and expressions fraught with double meaning.

4. No unkind reference ridiculing racial or religious characteristics, or to physical imperfections such as lameness, blindness, deafness shall be permitted.

5. Where dramatic situations are based upon dramatizations of religious rites, such as baptism, marriage or funeral ceremonies, such shall be treated in a manner respectful and sympathetic.

II. Religious Broadcasts

1. It shall be the policy of stations, in broadcasting religious programs, to consider primarily the interests of the radio audience rather than those of any particular church or churches or religious groups, so that, over a period of time, stations may transmit a well balanced series of religious programs best suited to the spiritual needs of the community, truly reflective of its religious complexion.

2. For reasons clearly stated in Section II of the Basic Code, religious broadcasts shall not contain any attack upon another religious faith or race and should be on a high spiritual and devotional plane.

3. Stations shall not be considered under obligation to accept religious programs on a commercial basis.

In fact, such a practice might give the station a tone and complexion entirely erroneous and disproportionate to the actual religious tone and denominational make-up of the community served.

Recognizing the constructive work which has been accomplished through non-sectarian, religious programs placed upon a commercial basis, it is felt, nevertheless, that the best service to religion and to the public will eventually lead to the elimination of commercial religious programs.

III. The Broadcasting of Controversial Public Discussions

Throughout the country there has grown up, of late, the practice of restoring something akin to the colonial "town hall" meetings, wherein the clash of opinions and ideals are broadcast in a radio-forum debate so that the greatest number of citizens may hear the issues, evaluate the different opinions advanced, and act upon them. Such forum practice is recommended.

Fair Consideration to All

1. Without prejudice, radio stations will consider, fairly, the request for time of every responsible individual or organization. Should time be secured for a speaker or program through the request of some group or organization, the identification of such group or organization shall be clearly stated before and after the broadcast period.

Different Points of View

2. In presenting discussions of a controversial public question, stations will make every effort to provide fair and equal opportunity for each responsible point of view to be heard. However, the failure of an opposition viewpoint to avail itself of this opportunity should not, in itself, preclude any discussion of a given question.

Handling of Discussions During Strikes

3. No time may be sold for the discussion of issues arising from a strike. If time is given for such discussions, it will be given on a fair and equal basis to all interested parties. If time is denied, the broadcaster will determine in his own mind that he has attempted faithfully to serve the public interest in such an action.

IV. Political Broadcasts

1. No dramatizations of political issues will be permitted. Such dramatizations would lift the campaign out of the realm of debate, and place it on a wholly emotional level, and might conceivably obscure real issues, or raise artificial ones.

For these reasons, both sides will be limited to logical exposition with whatever persuasive ability the speakers possess.

V. News Broadcasts

In the handling of news matter, radio news editors shall live up to the highest traditions of news integrity, fair play and accuracy. News programs shall be limited to a straight reporting of the news as received from accredited news sources. Any explanatory or background matter added by the news announcer shall be limited to relating current news with known facts, past or present. In no case shall the personal opinion of the announcer, news editor, or station management be reflected in any news matter broadcast.

Commercial News Broadcasts

News reports may be sponsored by commercial advertisers. The control of all news matter broadcast must remain in the hands of the station. In no case shall the opinion or viewpoint of the commercial sponsor be reflected in any news matter broadcast.

If a commercial sponsor wishes to introduce a news item about his own product or industry, he must qualify such news announcements so as to clearly differentiate between straight news matter and commercial news matter; viz., "Motor car news"; "News from the motor car world."

No date line may be used in conjunction with a commercial announcement.

Where news broadcasts are commercially sponsored, it must be clearly stated that the commercial sponsor is presenting news matter gathered and reported from accredited sources; viz., "Jones and Company present United Press news bulletins," or "Smith and Company bring you the news of the day as gathered by the International News Service." In no case may it be inferred that the news has been gathered and edited by Jones and Company or by Smith and Company, direct.

Commentators

The primary service which a broadcasting station can render in the news field is to inform the public as to what is happening and to make as clear as possible the significance of events, rather than to express either its own approval or disapproval or to devote its time to the editorial opinions of some particular commentator.

If a broadcaster devotes a reasonable amount of time to fair and two-sided discussion of controversial public issues, using representative speakers to give differing points of view, he is providing debate and the expression of opinion on controversial issues in a far more effective way than can possibly be provided by one or even a handful of commentators, regularly expressing personal points of view on every conceivable subject. However, should the interest of the listening audience so indicate, responsible and well qualified commentators may be engaged, provided it is clearly stated that such commentator expresses only his or her own views and not those of the station.

Commercially Sponsored Commentators

Commentators may be presented by commercial sponsors, provided it is clearly indicated that the commentator expresses only his or her views and not those of the commercial sponsor.

Where commentators include in their remarks comments on one side of a question which significantly affect the welfare or life of any substantial group, member stations will give the public an opportunity to hear the opposite side of the matter, presented by a representative spokesman thereof. Moreover, in sponsoring a commentator, the advertiser must agree that upon demand by a member station, time will be given for this purpose on his own program.

Miscellaneous

1. No restriction is intended herein that would prevent the factual reporting and factual interpreting of news by a news announcer in accordance with a style of technique or manner of delivery which he or she might develop, so long as the subject matter and interpretation thereof is presented in conformity with the letter and spirit of this Code.

2. Use of the word "flash," or the words "news flash," or "news bulletin" must be reserved for the announcement of special legitimate news bulletins and may not be used in such a way as to provoke confusion or misleading reaction.

3. Nothing in this Code shall be construed as denying the obligation or privilege of the individual broadcaster to arrange such "special events" broadcasts as he determines might be in the public interest.

4. In the broadcasting of court proceedings, news about or comment upon individuals, or cases subject to court procedure, such shall be made with due consideration for the orderly administration of justice.

5. No participants in criminally morbid sensational news stories may appear on the air. Reference to such cases shall be limited to the reporting from legitimate news accounts thereof.

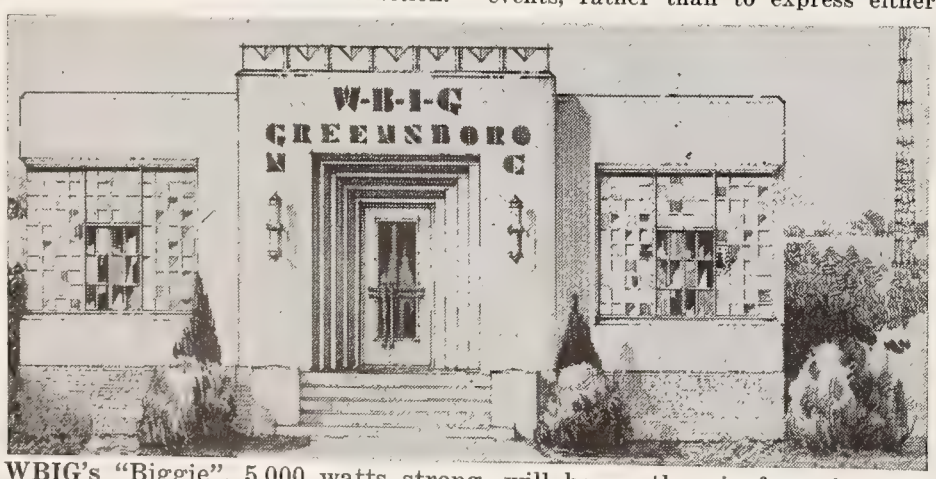
VI. Propaganda

1. This Code clause relates likewise to commercial propaganda wherein under the guise of "public interest" may be found a hidden commercial interest. This may be found in paragraph 2 under Business Ethics.

VII. Educational Broadcasting

1. Each NAB member station shall maintain a department or else shall appoint one responsible person on its staff through whom all time for educational purposes may be cleared, and to whom educational broadcasting groups may look for guidance, instruction and development. In line with its previous policy, NAB headquarters itself will continue to furnish educational studies and aids in printed form, available to teachers and educational broadcasting groups.

2. Should a demand for education-



WBIG's "Biggie", 5,000 watts strong, will be on the air from its new location about Sept. 1, according to Major Edney Ridge, general manager. Authorized to increase its day power from 1,000 to 5,000 watts on May 31, the Greensboro station immediately began construction on its new transmitter site, located 3½ miles northwest of Greensboro, within sight of Guilford Courthouse Battleground, where in 1781 the historical battle was fought between Lord Cornwallis and Gen. Nathaniel Greene, the deciding conflict of the Revolutionary War. A 5 kw. Western Electric transmitter and 360-foot Blaw-Knox vertical radiator are being set up.

al time from a multiplicity of educational institutions and interests threaten to absorb more time than consistent with proper program balance, the station management, in consultation with educational leaders, shall endeavor to determine those common denominators of chief educational and public concern which will most benefit the educational or public needs of the area served, and so place them on the air.

VIII. Children's Programs

It is worth noting that the literature for children which continues to find their favor through many generations, offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of his waking day.

Through the continuous studies and consultations as outlined in the Basic Code, it is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

Pending the outcome of these studies, the following additional requirements will be made of children's programs by member stations:

Program Content

1. Scripts must be based upon sound social concepts and must be especially written for the child audience.
2. Programs must reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior.
3. Programs must not contain sequences involving horror, torture or suspense, or the use of the supernatural or superstitious in a way which might reasonably be regarded as likely to over-stimulate the child listener to a dangerous or unhealthy degree.

Advertising Appeal

1. No advertising appeal through the voice of a program character will be permitted.
2. No contest or offer which would encourage a child to enter strange places for the purpose of collecting wrappers, box-tops and other evidences of purchase will be allowed.
3. No premium that depends upon its "luck-bearing" powers or in any fashion appeals to superstition will be permitted.
4. No premium or gift may be offered which is harmful to life or property.
5. When promises are made as to the benefits to be derived from the use of the product advertised, it will be necessary for the advertiser to furnish member stations with adequate proof that such promises can be kept.
6. Full details concerning the formation of radio children's clubs must be approved by the member station before the announcement of such clubs may be broadcast.

IX. Acceptance of Commercial Programs and Announcements

Miscellaneous

Member stations shall not accept for advertising:

1. Any product, the sale of which or the method of sale of which constitutes a violation of law.
2. Any product, the advertising of which would constitute a violation of good taste.
3. Any spiritous or "hard" liquor of any kind.
4. Any fortune-telling, mind-reading, palm-reading, or character-reading, by handwriting, numerology, or astrology, or advertising related thereto.
5. Matter which is barred from the mails as fraudulent, deceptive or obscene.
6. Matrimonial agencies.
7. Schools that offer questionable or untrue promises of employment, as inducements for enrollment.
8. Offers of "homework" except by firms of unquestionable responsibility.
9. Any race track, "dopester," or tip-sheet publications.
10. All forms of speculative finance or real estate promotion. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised properties or services comply with all federal, state and local laws.

Medical

Member stations shall not accept for advertising:

1. Medical products or remedies which do not meet every requirement of law and regulation.
2. Medicines which are habit-forming or dangerous to life.
3. Medicines, remedies or medical services which encourage the listener to postpone diagnosis by a licensed practitioner, of a likely dangerous condition.
4. Cures and products claiming to cure.
5. Products advertised as hair-restorers, hair-dyers, wrinkle removers.
6. Reducing agents as well as foods and beverages designed solely to perform that function.
7. So-called "scientific" talks on medical subjects, by any one other than by a graduate doctor holding a degree from a recognized institution.

Editing of Commercial Copy

Member stations shall not permit:

1. The broadcasting or advertising statements or claims it knows to be false, deceptive or grossly exaggerated.
2. The broadcasting of continuity which describes, repellently, any internal functions or symptomatic results of internal disturbances, or relief granted such internal disturbances through use of a medical product.
3. Testimonial or endorsement copy not fully and honestly substantiated.
4. Unfair attacks or reflections upon competitors, competing products, or upon industries, professions or institutions.
5. Misleading statements of price or value, or misleading comparisons of price or value.
6. The broadcasting of copy written in the first person, which would give the impression of personal endorsement by the station management, staff announcer, or other staff employees.
7. Commercial statements, sound effects, or dramatizations that violate the accepted standard of good taste.

Length of Commercial Copy

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy to the following number of minutes and seconds.

Daytime

Fifteen-minute programs	3:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00

Nighttime

Fifteen-minute programs	2:30
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shopper's guides and local programs falling within these general classifications.

Average Number of Words Per Minute

Stations shall consider that the delivery of not more than 125 words per minute constitutes the best practice in the handling of commercial spot announcements.

Diction of Announcers

1. As radio station announcers speak, so will America. This is fundamental to radio.

It is mandatory upon all station announcers that they give a dictionary-approved pronunciation of every word spoken.

2. As radio brings the names of foreign countries, location, and statesmen into everyday American conversation, there devolves upon the announcer a duty that such names shall be given a correct pronunciation, acceptable and uniform. In the recruiting of new members for the station announcing staff, broadcasters shall give due consideration to such educational background of the applicant as may be indicative that such practices may be assured.

Handling of Accounts

Member broadcasters shall protect the advertising rights and priorities of clients, permitting no infringement of original program ideas. This not only insures fundamental rights of "discovery," it makes also for a more diversified character of sponsored programs.

Business Ethics

1. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.
2. Each member station shall refuse to accept any business

(a) on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

(b) While the practice is discouraged, member stations may broadcast programs offered by outside program building organizations, either on a sustaining or commercial basis, so long as the commercial interest of the program building organization is restricted to one of identification, and so long as such identification excludes direct selling copy for the product or service of the organization offering the program.

3. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

4. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.



WHOOPS, MY DEAR! probably would be the reaction of most of us if we were to run across Te Ari Pitama, Maori staff announcer of New Zealand's National Commercial Broadcasting Service, shown here broadcasting a native gathering in the South Island.

Sponsorship Rule Draws NAB Query

But Participating and Spot Programs Not Mentioned

IN ITS letter to the NAB June 2 dealing with interpretation of the provision of the radio law requiring specific announcement of sponsorship of all commercials, the FCC did not touch upon the applicability of the proviso to spot announcements or participating programs. Responding to Andrew W. Bennett, NAB counsel, the FCC stated that the statute does not specify the exact language of the required announcement [BROADCASTING, June 1]. The letter added:

"You are informed that the Commission regards an announcement that a particular program is sponsored as in substantial compliance with Section 317 when the name of the sponsor is given. The interpretation given in your letter would seem to properly reflect the purpose and spirit of that section."

Perhaps a Test Case

Apropos the spot announcement and participation program issue, it was stated June 5 at the FCC that this question was not raised in the NAB letter and therefore was not involved in the official reply. It was added that reports published elsewhere that the present practice in connection with spot announcements meets the intent of the act were erroneous and not based on any conclusion reached by the FCC or any announcement made by its law department.

Because of the volume of inquiries received regarding the spot and participating program matter, the FCC prepared a second letter sent to stations making the inquiries. In this letter, it brought out that spot announcements and participating programs "are not dealt with directly" in the NAB's letter but that as to these matters "your attention is called to the fact that Section 317 makes no exception for these types of programs." In other words, it left to the judgment of station executives the manner in which such announcements should be handled in order to conform with the requirement of sponsorship disclosure.

The analysis of the situation, as published in the June 1 issue of BROADCASTING, was described at the FCC Law Department as correct in all particulars. It was emphasized further that the FCC does not have in mind taking the initiative on matters involving Section 317 and that it simply brought to the attention of the industry that it expects that provision of the law to be complied with. Presumably, if there are any complaints dealing with failure properly to identify commercial sponsorship of programs, there will be a test case.

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

"National Advertisers return to CFCF year after year because experience has proven that broadcast advertising in Canada's Metropolitan market can be done most economically and successfully through CFCF. CFCF's renewals throughout the years are the testimonials that really count.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC Affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Proposed Rules Changes

(*Continued from page 18*)

iary transmitters under these circumstances.

A new method of determining the interference of stations on shared channels was agreed upon after considerable discussion. It was decided that, instead of using the predominant signal, the root—sum—square of all the signals on the channel should be measured. The consensus was that while this deduction probably would not be entirely accurate, it nevertheless would be more acceptable than the measurement of a single signal. The conclusion reached was that for the time being the RSS would be taken only of the stations that are 70% of the strongest signals. This determination was regarded as important because it will enable stations under the new rules to determine where the 2½ millivolt line falls and also to determine responsibility for interchannel interference from directional antennas.

In using calculations based on sky wave curves, it was concluded that these are not of sufficient accuracy to be valuable at less than 250 miles from the transmitter.

The question of determining operating power was discussed and unanimous agreement was procured that the time had arrived when all stations should determine power by the direct method. This means that the antenna resistance must be accurately determined and the resistance and antenna current will determine the station operating power. At the present time the majority of stations use the indirect method, which permits of a wide disparity in actual operating power of different designs and types of transmitters. The direct method, it was agreed, is equally fair to all transmitters.

Attending the conference were: Hector R. Skifter, KSTP; William B. Lodge, CBS; Robert M. Morris, NBC; Raymond F. Guy, NBC; Earl C. Hull, WKY; J. E. Young, RCA Mfg. Co.; R. M. Wilmotte, NAB; C. B. Joliffe, RCA; O. B. Hanson, NBC; W. C. Lent, NBC; A. D. Ring, FCC; G. P. Adair, FCC; K. A. Norton, FCC.

George C. Davis, National Association of Independent Broadcasters; L. P. Wheeler, FCC; Fred Neal, Western Union; F. W. Cunningham, Bell Laboratories; P. I. Merryman, NBC; I. R. Baker, RCA; R. Morris Pierce, WJR-WGAR-KMPC; John Aitkenhead, WADC; Philip G. Loucks, NAB; G. F. Leydorf, WLW; R. J. Rockwell, WLW; J. H. DeWitt, Jr., Clear Channel Group; Harold B. Rothrock, Clear Channel Group; E. C. Page, Nat'l. Independent B. C.; Harold A. Lafount, World Broadcasting System; James H. Hanley, attorney, Washington.

Ben S. Fisher, attorney, Washington; Ralph L. Clark, FCC; Stuart L. Bailey, Jansky & Bailey; Millard M. Garrison, Jansky & Bailey; Philip J. Hennessey, Jr., attorney, Washington; Wiley D. Wenger, KFNF; John J. Hurley, Washington; J. A. Chambers, McNary & Chambers; Samuel Sabaroff, American Communications Association, Philadelphia; L. E. Littlejohn, Aldan, Pa.; J. G. Leech, WCAU; A. C. Goodnow, Westinghouse Co.; G. Porter Houston, WCBM; Glenn D. Gillett, engineer, Washington; Edward J. Content, WOR.


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WHEN Frank Falknor, chief engineer of WBBM, Chicago, returned recently from a cruise-vacation he found "WBBM Mobile Unit No. 2" parked in his office. John Fuller and Holly Pearce, WBBM engineers, had rigged up a portable bar, radio set, umbrella, flower pot, flashlight combination that, according to Mr. Falknor, was "most amazing".

Defer Monitor Ruling

POSTPONEMENT until Sept. 15 of the regulation requiring installation of frequency monitors for all relay, international, high frequency, noncommercial educational, facsimile, television, and developmental broadcast stations, was announced June 9 by the FCC. The provision originally was to have become effective Sept. 15, 1936 but the date was extended from time to time due to lack of commercially available equipment which would fulfill the technical requirements of the rule. The monitors required are not approved by the Commission but shall have an accuracy of one-half of the allowed tolerance of the class of station with which used.

Equipment

ALLEN B. DUMONT Labs Inc., Passaic, N. J., announce the DuMont Type 203 Synchronizing-Signal Generator for studio control in television transmitting stations. This equipment has been designed to operate as the master generator for all synchronizing, equalizing, scanning and blanking signals which are a necessary part of the composite video signal fed to the radio-frequency transmitter. Described as "absolutely foolproof in operation and completely commercial in every respect," DuMont states it may be installed and operated by untrained personnel.

RCA engineers in collaboration with craftsmen of the Story & Clark Piano Co., Chicago, have developed a new electrical musical instrument which may be used in conjunction with either a radio or phonograph and will be marketed through Story & Clark dealers under the name "Storytone, Voiced by RCA-Victor." The new instrument is equipped with a special electric amplifier to reproduce the full range of tones of radio, phonograph or piano music.

WESTERN ELECTRIC has announced a new two-way radio telephone for use in police radio cars and fire departments for mobile communication. Embodying a number of major improvements, the equipment is declared to be more compact and efficient than previous models and has a frequency range of 30 to 40 megacycles with 15 watts power.

DON LEE Broadcasting System has placed an order with RCA for a complete multi-camera portable television pickup system to be operated in connection with its video transmitter, W6XAO, Los Angeles, including two or more cameras, camera control equipment, synchronizing apparatus, image monitor and portable transmitter. Units are mounted in suitcase-size carriers weighing less than 50 pounds each. The transmitter, to operate on 325 mc. with a directional antenna beaming signals to W6XAO, was added to extend Don Lee's television activity in outdoor pickups of sports and civic events.

WESTINGHOUSE E. & M. Co. on June 6 was authorized by the FCC to move W8XKA, its Pittsburgh high frequency broadcast station, to Springfield, Mass., changing its frequency to 42.6 mc. and power to 1,000 watts. At the same time W1XKB, its Springfield high-frequency station, was authorized to shift to 42.38 mc. and increase power to 1,000 watts.

KIEV, Glendale, Cal., under supervision of George Neff, chief engineer, has installed a new Gates 27CO peak limiting amplifier. Installation was by Norman B. Neely, Hollywood.

WTIC, Hartford, Conn., is constructing two Blaw-Knox 483-foot vertical radiators as part of its new directional installation to prevent interference with KRLD, Dallas, which recently installed two 475-foot Blaw-Knox radiators to carry out the plan. The towers are guyed uniform cross-section type.

KQW, San Jose, Cal., has ordered a new Western Electric transmitter and has started driving piles for the foundation of its new plant on salt marshland at the foot of San Francisco bay. A directional antenna will be installed to throw a signal toward San Francisco and Oakland. Plant will be ready, it is expected, by Sept. 15.

WVFW, Brooklyn, has ordered a new 1-G, 1,000-watt RCA transmitter.

KRLC, Lewiston, Ida., reports that it has replaced its 177-foot quarter-wave shunt-excited vertical radiator with a new 354-foot halfwave radiator, also shunt-excited, with no changes whatever in the 250-watt transmitter or ground system.



YOUNG-MEN-GOING-SOMEWHERE in radio are these 1939 graduates of the Capitol Radio Engineering Institute, Washington, who received their diplomas and certificates from E. H. Reitzke, president, and Mark H. Biser, chief instructor, at graduation exercises June 8. The 54 graduates, who ended a year's training in radio and television engineering, comprised the largest class in the school's history. Drawn from all parts of the country, they included three U. S. Coast Guardsmen. A large percentage of the graduates annually go into various branches of the broadcast engineering and operation field.

in the CONTROL ROOM

EARL A. CULLUM Jr., Dallas consulting radio engineer, on May 27 was married to Miss Margaret Bennett, of Greer, S. C. George W. Johnson Jr., manager of KTSA, San Antonio, journeyed to the South Carolina village with Cullum to act as his best man.

ROBERT W. RODERICK, formerly chief engineer of KUMA, Yuma, Ariz., has joined the technical staff of KMTR, Hollywood.

JAMES W. BRAY, formerly with KARK, Little Rock, is now with the engineering staff of KTOK, Oklahoma City. He was recently married.

C. H. DYESS, formerly with WGCM, Gulfport, Miss., is now chief engineer of WFOR, Hattiesburg, Miss.

ROBERT F. LARGE, former transmitter operator of CFCY, Charlottetown, P. E. I., is now with the CBC's new 50,000-watt CBA, Sackville, N. B.

LUTHER PIERSOL, formerly of WCSC, Charleston, S. C., has joined the engineering staff of WILM, Wilmington, Del.

M. O. SHARPE is now radio inspector for the FCC at Galveston, Tex.

PATRICK F. SIMPSON is now chief engineer of WGNY, Newburgh, N. Y.

JOHN WOODS recently joined the engineering staff of WNAX, Yankton, S. D.

ELBERT H. DEAN, graduate of Capitol Radio Engineering Institute, Washington, is with the technical staff of KMJ, Fresno, Cal., working on experimental facsimile.

LYNNE C. SMEBY, former technical supervisor of WXYZ and the Michigan Radio Network, is in San Juan, P. R., on a consulting assignment for International Telephone & Telegraph Co., which owns and operates WKAQ, standard broadcast station. He will supervise an overhauling of the station's technical operation and probably will remain in Puerto Rico, with Mrs. Smeby, until fall.

ALFRED SPAN, CBS Hollywood sound effects director, is perfecting a novel audio-frequency device for comedy shows. It is used with the amplifying system and creates a variety of unusual voice effects.

LEROY WOLFE and Nicholas Francesco have joined the engineering staff of WIP, Philadelphia.

GORDON L. FAIRWEATHER, engineer of CKWX, Vancouver, on June 8 married Joan Holmes.

HYDE HEATH, for three years control operator of KSL, Salt Lake City, has been accepted for training in the U. S. Army air corps and will report to Randolph Field, Texas, July 1.

BEUFORD EAVES, chief engineer of KGNF, North Platte, Neb., recently was named commander of the local unit of the U. S. Naval Communications Reserve. He plans to spend the last two weeks in August cruising with the Great Lakes training division.

SEVETUS GLADFELTER, chief engineer of WLOK, Lima, O., recently announced his marriage to Rosemary Schamp.

FRANK FULLAWAY, studio engineer at KPO-KGO, San Francisco, and Miss Amy Deas, Honolulu, were married June 8.

ARTHUR D. WILLIAMS, 1937 graduate of Capitol Radio Engineering Institute, Washington, and formerly with KFNF, North Platte, Neb., is now with the Baltimore plant of Bendix Radio Corp.

HOXY MUNDINE, control engineer of WOAI, San Antonio, recently broke his collarbone during a baseball game between the San Antonio radio announcers and newspapermen.

JOE D. CARROLL, former chief engineer of KFJI, Klamath Falls, Ore., has joined KGDM, Stockton, Cal., as chief engineer and head of the commercial department.

CALEB PAINE, of the program department of WEEI, Boston, has been transferred to the sound engineering division to fill the vacancy created when Lloyd Morse went to CBS in New York. Paine was to marry Betty Brown of Ventnor, N. J., on June 15. Paine's job has been filled by Mary Healy, a former WEEI employe.

JOSEPH M. TROESCH has joined KQV, Pittsburgh, as studio control engineer.

RUDOLPH ISENBERG, formerly with WOWO, Fort Wayne, is now on the technical staff of KXOK, St. Louis.

FRED G. TAYLOR, sound technician of KSL, Salt Lake City, is back at work after a long confinement in the hospital.

L. B. WESTON, formerly chief engineer of KFOX, Long Beach, Cal., is now with CBS at the new KNX transmitter in Torrance, Cal.

LARRY ADAMS, formerly on the technical staff of the defunct Associated Cinema Studios, Hollywood, has joined Recordings Inc., that city.

EUGENE A. MORRIS has been promoted to chief engineer of KOCA, Kilgore, Tex.

MATHEW E. PRAWDZIK, formerly with KFIZ, Fond du Lac, Wis., has joined the engineering staff of WEMP, Milwaukee.



The ever-ready RCA Victor Pick-Me-Up... Long-lived, built-in batteries give it power. No wire connections. Built-in antenna. Price of Model 94BP1, with batteries $19.95*

YOUR salesmen have had plenty of statistics and pie charts to sell station time to your customers. Now they can take the station itself, its programs and its signal strength to call on advertisers and agencies. Equip your sales force with RCA Victor Pick-Me-Up Portable Radios and they'll do a better selling job than ever.

These brilliant little portables are easy to carry . . . no connections. And their performance will do real justice to your station. Fact is, you'll probably fall for one yourself.

Write RCA Manufacturing Company, Inc., Camden, N. J., for information telling how the Pick-Me-Up can be used by your salesmen and by agencies to help your station.

*Price f. o. b. Camden, N. J., subject to change without notice.

Trademark, "RCA Victor," Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

For finer radio performance—RCA Victor Radio Tubes

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A SERVICE OF THE RADIO CORPORATION OF AMERICA

WBAL means business in Baltimore

Merge Talk Again Heard In AFRA-AGRAP Moves

AMERICAN Federation of Radio Artists, AFL talent union, is moving in on the independent stations in New York, Chicago, Los Angeles and San Francisco, attempting to secure contracts with every station in these key cities covering staff artists and announcers. Talent employed by the network key stations is already covered by AFRA agreements. Union's national board also resolved to push toward the objective of securing contracts covering the transcription field as rapidly as possible.

Belief that AFRA will soon absorb the American Guild of Radio Announcers & Producers, independent union, general in informed circles, has been strengthened by the switch of the sound effects men at WABC, New York, from AGRAP to AFRA, following an earlier similar shift in union affiliation by the sound effects men employed by NBC in New York. Neither union has made any announcement of a merger, however. Resolution to set up a reserve fund for use in time of strike and other emergencies has been adopted by the AFRA board.

PLANS to present sponsored radio programs for charity purposes are under way between the American Guild of Musical Artists and the Actors' Equity, although no details have been decided and the matter is still at the indefinite stage. Programs would probably be similar to the Screen Actors Guild broadcasts, sponsored by Gulf Oil Co., and proceeds would go to different actors' relief funds or the emergency funds of Equity and AGMA.

NEBRASKA'S MARKETING CENTER

KMMJ has moved to a most strategic and desirable marketing center — Grand Island, Nebraska. This livestock auction center of the Mid-west, with its million dollar railroad payroll, is the home of many prominent jobbers, wholesalers and manufacturers.

Thousands of old and new friends have heard our stronger signal from our new 330 foot Truscon vertical antenna and more efficient ground system. They are crowding in to see our new auditorium and meet their favorite radio entertainers.

We're now ready to give you "on the spot" help in adding new jobbers and dealers . . . pepping up established outlets . . . building additional consumer demand for your product. Let us tell you how it can be done.

KMMJ

GRAND ISLAND, NEB.

Randall Ryan, Mgr.

Rep. by Howard H. Wilson Co.

Court Actions

(*Continued from page 11*)

brought out that Arthur Lucas applied for the Savannah station March 29, 1937, and that on June 24, after it had designated that case for hearing, Colonial applied for the same local facilities. The court said the Commission's rule was clear, under which an application filed after an initial application had been designated for hearing does not have to be heard at the same time.

"We are unable to see anything unfair in this provision of the rule," the court declared in an opinion written by Chief Justice Groner. "It seems to us to be logical, reasonable and fair, as well as to promote orderly procedure. Nor do we think there is any inconsistency in adhering to the rule and yet permitting the later applicant to intervene in the proceedings on the first application to show proper cause, if he can, why it should not be granted.

Priority No Ground

"The argument to the contrary is that, since the Commission is required to grant a license only in the public interest, the fact of priority should cut no figure in the decision and that until the actual grant is made the field should be open to all comers and the respective merits weighed and decided before ultimate decision. But to hold that this is a positive requirement, would in our opinion extend the provisions of the Act beyond anything to be found in the language used by Congress. The duty imposed on the Commission is to grant the permit if public convenience, interest or necessity will be served."

The court continued that it is neither fair nor reasonable, as it had stated in previous cases, that the first applicant should be put in a "hodgepodge with later applicants" whose records are not made at the time his application is heard. "For to do so would encourage 'strike' applications and would replace a fixed and easily applied standard with one of unlimited individual discretion, and this, we think, should be avoided," it stated.

In conclusion, the court said that Colonial "as a sort of makeweight" assigned an additional reason for the appeal that the decision was not supported by proper findings of fact and was based upon the admission of improper testimony regarding the "need of the proposed station". Regarding this, the court observed that nothing need be said "since if there is no need of the service in Savannah, appellant's application ought not on any account to be granted and, in that view, it has sustained no injury."

A General Assignment

In the Stuart case, the court recited that Southwest, the successful applicant, filed its application in October, 1935, while Stuart filed in December of the same year. Both applications were heard in a consolidated proceeding and the examiner recommended the grant to Southwest. After a rehearing, the examiner again recommended granting of Southwest and oral arguments were held. Stuart then appealed, reciting a number of purported errors in the Commission's decision. The Commission had asked the court to dismiss the appeal on the ground that the citations of error were too general and that Stuart had no appealable interest. While the court did not act on this motion, it said in its opinion that the Stuart statement was merely a "general assignment without designation of particular errors upon which it is based."

In the Heitmeyer case, in which the court recently handed down a strongly worded reversal of the FCC, the Commission June 9 filed a petition to vacate its writ of prohibition and order of May 24 and to allow further arguments. Having already served notice that it intended to seek a Supreme Court review not only of the Heitmeyer case but also of the so-called Pottsville case, the Commission sought to reopen the proceeding before the lower court in that it desired to exhaust all legal remedies below. The case involved the petition of Paul R. Heitmeyer to enjoin the FCC from holding a further hearing on his application for a new station in Cheyenne.

The Commission contended that the court, in issuing a writ of mandamus against the FCC last May, had denied the FCC a proper hearing on the issuance of the writ. By this action, the Commission contended, the FCC was foreclosed from pointing out to the court its contention that the court lacked the constitutional power to grant the requested relief.

On June 5 the court was petitioned by Eliot C. Lovett, Washington attorney, to grant writs of prohibition and mandamus against the Commission in the *Courier Post* case, involving the application of the newspaper for a local station in Hannibal, Mo. The Commission had denied the application but the court on March 6 reversed the Commission in a decision claiming that the Commission has refused "and still refused to proceed in accordance with the decision of the court." The attorney asked that a writ of prohibition be issued prohibiting the Commission from holding a further hearing upon the application and for a writ of mandamus commanding the Commission to grant the *Courier Post* application and give it its station.

Commission Opposition

On June 9, the FCC filed its opposition to the petition for the writs claiming that the court constitutionally cannot issue them as prayed for because the relief requested requires the exercise of a "non-judicial function". The desire of the *Courier* Post to invoke the aid of the court to obtain a grant of its application without holding any further hearings on the question of interference "is tantamount to requesting this court to direct the members of the Commission to act upon petitioner's application without regard to the effect which such action might have upon the interest of the public residing in the areas either now served or proposed to be served by other licensees or applicants for licenses," the Commission said.

On June 12 the *Courier Post* filed its reply to the FCC opposition, claiming among other things, that the court has the power to issue the writs; that the judgment of the court was rendered pursuant to the exercise of its appellate jurisdiction; that its petition stated a basis for the granting of the writs requested and that in the light of the court's opinion in the recent Pottsville case and of Supreme Court decisions, the request for relief states "exemplary bases for granting the writs requested."

GE Poetry Contest

FOURTEEN General Electric dealers, regular sponsors of quarter-hour programs on four New York area stations — WBNX, WHOM, WOV and WWRL—are using daily spot announcements on the programs to promote a national poem-writing contest sponsored by General Electric. Rex Cole, New York distributor of the company's appliances, is managing the New York end of the contest, while Maxon Inc., Cleveland, handles it nationally. Entrants, limited to boys and girls 18 years of age and under, are required to complete ten stanzas of poetry about electrical appliances, winners to receive 65 GE radios and $3,500 in cash.

"The Crystal Specialists Since 1925"

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC

Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

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Spot buyers use 169% more time over WOAI than over any other San Antonio station

WOAI in San Antonio

NBC TQN

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LANG-WORTH planned programs

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Indiana U. Plans Radio Conference

Industry Figures Listed on Agenda for Roundtable

THE FIRST radio work conference in the Midwest will meet at Indiana University, Bloomington, June 16-17 under sponsorship of the University's radio division, headed by Lee R. Norvelle, director, and Robert E. Allen, program director.

Described as a meeting in which "radio people of the North Central States may sit down around the table to discuss their mutual problems," the conference will have on its program representatives of 33 stations in that area. Questions to be discussed include low cost program production, balancing the program schedule, experimental radio, musicians' union and ASCAP cooperation, listening audience surveys, and educational and social service programs.

All questions will be considered through panel discussions with the only formal address to be made at the Conference dinner on June 16 by Tom Wallace, editor of the *Louisville Times*, who will speak on "Radio-Newspaper Relationships".

The program follows:

June 16

"Experimental Radio" — Chairman, W. Guenther, coordinator of facsimile and television, WLW, Cincinnati.

"Low Cost Program Production" — Chairman, Robert Kennett, WHAS, Louisville; Warren G. Davis, WLAP, Lexington; Mendel Jones, WCKY, Cincinnati; C. A. McLaughlin, WIBC, Indianapolis; Charles R. Cook, WJBL, Decatur; C. A. Rowley, WICA, Ashtabula, O.

"Balancing the Program Schedule" — Chairman, Irwin A. Johnson, WBNS, Columbus; Eldon Park, WLW; Harold A. Miller, WGIL, Galesburg, Ill.; Wendell Loveless, WMBI, Chicago; C. R. Richardson, WDAN, Danville, Ill.

Dinner—Speaker: Tom Wallace, editor of *Louisville Times*, "Radio-Newspaper Relationships."

June 17

"Surveying the Listening Audience"—Chairman, Harold A. Safford, WLS, Chicago; J. Leonard Reinsch, WHIO, Dayton; W. C. Swartley, WOWO, Ft. Wayne; Hal Burnett, CBS, Chicago.

"Better Cooperation with Musicians' Union and ASCAP"—Chairman, Edwin Mittendorf, WIND, Gary; Edgar L. Bill, WMBD, Peoria; R. R. Baker, WTRC, Elkhart; Ralph H. Patt, WPAY, Portsmouth, O.; Mortimer Watters, WCPO, Cincinnati; Vernon Pribble, WTAM, Cleveland.

"Better Newspaper Relations and the News Broadcast" — Chairman, Eugene Pulliam, WIRE, Indianapolis; Martin O'Brien, WMRO, Aurora, Ill.; S. A. Cisler, WGRC, Louisville; Sterling Beeson Jr., WTOL, Toledo; Leslie C. Johnson, WHBF, Rock Island; Gene Newhall, KYSM, Mankato, Minn.; Hugh O. Potter, WOMI, Owensboro, Ky.

"Educational and Social Service Programs" — Chairman, Clarence Leich, WEOA, Evansville; William Schudt, WKRC, Cincinnati; Lavina Swartz, CBS, Chicago; Larry Roller, WHK, Cleveland.

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Affiliated With the Mutual Broadcasting System
1230 KC.



JACK CREAMER of the maintenance department, walked away with the final playoff in the NBC Hollywood Athletic Association's second annual tennis tournament on June 3, beating George Hatch, guest relations staff member with a score of 6-0, 6-3, for singles. Creamer was last year's winner of singles. Teamed with Lew Frost, executive assistant to Don E. Gilman, NBC western division vice-president, Creamer also took Art Carter, staff photographer and Ray Ferguson, engineer, in the doubles with a score of 6-1, 6-2, 6-4. The pair was also last year's winners. Prizes and trophies presented by Bing Crosby, Jack Benny, Rudy Vallee, Young & Rubicam and Lord & Thomas, were handed out by John Swallow, NBC western division program director and Tony Stanford, producer of J. Walter Thompson Co. Photo shows (l to r) Lew Frost and Jack Creamer receiving the trophies from Stanford and Swallow.

WHO Girl to Movies

EVA MAE GREENWOOD, known to the audience of WHO, Des Moines, as "Louisiana Lou", has signed a seven-year contract with Republic Pictures. Although she will make four films a year, the singer will continue her work at WHO. Present plans call for a trip to Hollywood in July for her first picture in which she will be teamed with Red Foley, featured vocalist of *Avalon Time*, in a vehicle starring Roy Rogers, Western film artist. Her radio name will be used in the movies. A former music teacher, Miss Greenwood began her radio career on WJDX, Jackson, Miss., where an audition won her a post as a staff artist. She has been with WHO for the last seven years as one of the brightlights of the *Barn Dance Frolic* and other productions. In addition to her radio work, she has recorded for Victor and Decca.

SWIFT & Co., Chicago, will hold another *Swift Sales Meeting of the Air* July 17, 8:15-8:30 a. m., on an NBC network. The broadcast, aimed at acquainting field staff and dealers with latest sales developments and methods, will have pickups from Chicago and New York with company officials participating. The firm sponsors *Sunbrite Smile Parade*, a daytime variety show on NBC starring Ransom Sherman.

NEGOTIATIONS between WCAU, Philadelphia, and Broadcast Local 28, American Communications Association, are under way for a new contract covering staff technicians to replace the present contract, in force for the last two years.

Rural Radio Scholarship Winners Picked by WLW

MERTON V. EMMERT, 23-year-old Kansas State College senior, and Charles F. Grisham, 24, of Alabama Polytechnic Institute, have been named winners of the agricultural scholarships in practical radio training offered by WLW, Cincinnati. Both will receive $500 and a training course in all phases of radio work, beginning July 1, under supervision of George C. Biggar, director of rural programs for WLW. The winners were chosen after a comprehensive test of writing ability, scholarship and programming initiative.

WLW also has announced the board of nine judges who will choose preliminary winners in the WLW-Cincinnati College of Music scholarship auditions [BROADCASTING, June 1]. J. Herman Thuman, director of the Chicago of Music, is general chairman. The stringed instrument judging group includes Joseph Kolmschlag, Emil Heermann and Walter Heermann of the Cincinnati Symphony; Joseph Cherniavsky, WLW musical director; Uberto Neeley, radio extension director of the College. The brass and woodwinds judging group comprises Robert Cavally, Herbert Tremeyer and Corwin Taylor of the Symphony; Joseph Surdo, of the College of Music.

Preliminary auditions are scheduled June 15-17, when nine performers will be chosen for final judging. At the same time MBS stations in the East and Midwest will choose other preliminary winners, whose work will be recorded and sent to Cincinnati for the finals. The 12 scholarship winners, each of whom will receive a year's free training at the College, will be announced in August.

Industry Figures

THAT the manufacture of radios, radio tubes and phonographs in the United States centered in 162 establishments, employing an aggregate average of 48,343 wage earners during the year and turning out $277,807,000 worth of products, was disclosed in 1937 census of manufactures of the Bureau of the Census. Cost of materials, fuel, power etc. was placed at $154,906,000 with $122,902,000 as the value added by manufacture. The industry ranked 44th in number of wage earners employed, 54th in the value of products turned out.

KMBC *Rangers* in Movies

THE MUSICAL *Texas Rangers* of KMBC, Kansas City, recently went on location on the West Coast to appear in a Republic Picture, tentatively titled "Colorado Sunset", starring Gene Autry, the singing cowboy. In the picture the *Rangers* are part of Autry's gang, back up all his musical numbers and participate freely in the biff-bang of Western movie technique. Arthur B. Church, president of KMBC, recently flew to Hollywood to check on progress of the film. Meanwhile, the *Rangers* have relinquished their 2:30 p. m. coast-to-coast CBS spot to KMBC's *Brush Creek Follies*, originating in Kansas City.

THE VOICE OF MISSISSIPPI
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N.B.C.
MISSISSIPPI
Pay Rolls ON!
A general rise in employment and payrolls throughout the State.
- Highway construction, 34% increase.
- Sawmills, 11.2% increase.
- Retail trade, 6.5% increase.
- Railroads, 2.1% increase.
- Manufacturing, 11.7% increase in workers. Increase in payrolls, 23.8%.
- Invest your advertising dollars with WJDX. Mississippi's Dominant Radio Station gives you a market where trade and pay rolls on!

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

ORDERS FOR 1,000 SILVER SETS AT $7.50 JAM 'PHONE LINES
WNEW NEW YORK
Each day—following Martin Block's popular Make Believe Ballroom—over 200 'phone calls ordering silverware sets (at $7.50 each) swamped WNEW's switchboard. In less than five days 1,000 had been sold.
THERE IS A REASON: By all independent surveys* WNEW ranks first in number of listeners of any New York non-network station. *on request
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

Television Seeks to Improve Methods

Programming Problems Met, Often Solved, By NBC Staff

By BRUCE ROBERTSON

"FIRST television fight broadcast scores tremendous hit" says a current advertisement for RCA television sets in New York newspapers, which continues, "New Yorkers had a new experience a few nights ago. They not only heard but *saw* Nova defeat Baer in the heavyweight battle at the Yankee Stadium."

The word "first" also appears in much of NBC's television publicity. In the last few weeks, which, incidentally, have been television's first few, the network's press releases have heralded not only the "first televised prizefight," but also the first baseball game, fashion show, ballet lesson, six-day bike race, track meet, cabaret, ice skaters, wild animals, and visiting royalty to face the television cameras.

And so, undoubtedly, they will continue for some time to come. For novelty arouses interest, and until the producers of visual broadcasts have acquired the skill that can be gained only through experience, the new medium must depend on novelty as its chief appeal. Technically, television is out of the laboratory and able to do a job, but the program department is just beginning its experimental period.

Talent Training

This is one reason why NBC's studio productions have been chiefly variety shows, programs in which artists from other entertainment fields performed their specialties before the television cameras. For actors in a television performance must have memorized their lines and their action; they must be suitably dressed and made up; they must, in brief, be prepared to put on a perfect performance for the eye as well as the ear, and this requires long and arduous rehearsing. Not that television producers have shirked their task; they have merely used talent that was ready to appear while preparing for more unified television.

On June 19, for example, NBC will telecast an hour production of the familiar Gilbert & Sullivan operetta, "Pirates of Penzance". And to the variety programs the producers are adding a central theme to give coherence to the complete show, such as the *Television Debuts* series, in which a master of ceremonies appears as a casting director, trying out each act to determine its television possibilities.

Sporting events have also been eagerly snapped up for television, for here again the actors know their parts without need of coaching from television directors. In addition, as Thomas Hutchinson, director of NBC television programs said, in announcing the first baseball telecast: "Sports will furnish much of the most interesting material we could televise. News while it is still in the making, long before the outcome of an event is assured, is one field where television already surpasses all other media of mass communication."

The results so far bear him out. "Television," wrote Alton Cook in his radio column in the *New York World-Telegram* on June 2, "is going to be an excellent substitute for those expensive fight tickets. NBC's first attempt threw a clear, exciting picture of the Max Baer-Lou Nova fight on television's small screens last night. Inadequate equipment and inexperience with the new problems blurred parts of the fight. The two men could be seen with complete clarity only when they were on the side of the ring nearest the camera. Even on the far side of the ring, however, the general course of the action could be easily followed."

The *New York Herald-Tribune* on June 2 reported: "Although the screen was too small to catch the battered features of Baer, the fight action was reproduced with striking clearness. If television failed to put its audience in ringside seats, at least it provided as good a view as could have been obtained from the second tier of the grandstand."

Await Better Equipment

As Orrin E. Dunlap Jr. summed it up in the *New York Times* the following Sunday: "To see a prize fight telecast is 10,000 times more interesting than listening sightless to a broadcast announcer. The telecast batters broadcasting into the category of the silent film."

Criticisms of inadequate equipment and inexperience do not bother the telecasters, for they know much better than their critics the need for additional mobile cameras, equipped with telephoto and wide angle lenses, which they will have as soon as the factory can supply them.

Of more concern is the fact that promoters of sporting events, alarmed by the possibility that fans may prefer looking in at home to paying for seats at the park or hall, may refuse to admit the television cameras at future affairs. The estimated 20,000 people who viewed the fight on sets in store windows and theatre lounges were, to the promoter, just so many unsold tickets. And the sign displayed by one theatre near the stadium, "See the fight and a feature picture at no extra cost," did nothing to alleviate this feeling.

Perhaps, as Richards Vidmer suggested in his "Down in Front" sports page column in the *New York Herald-Tribune*, "the introduction of television may revise the whole promotional profession. At the moment, and in spite of radio, Mike Jacobs just about controls the important business of boxing. Yet there arises the question of whether the future might not find the big fights promoted by RCA or CBS. After all, if televising fights, baseball games, horse races and such events of major interest in the sphere of sports proves as successful as the predictions seem to indicate, the main crowd of fans will be those who are miles away; only the minority will be on the actual scene."

NBC Expands Video Program Schedule, Drops Repetition of Technical Films

A REVISION of NBC's television schedule that increases the number of studio programs and outdoor pickups with the mobile unit and at the same time discards entirely the so-called "demonstration" programs of film transmission, goes into effect in mid-June. This action symbolizes the reaction of NBC television executives to six weeks experience with actual public television, during which they have closely studied not only the programs but the reaction to them of public, press and dealers.

The new schedule calls for three evening studio presentations weekly, 8:30-9:30 on Tuesday, Thursday and Friday, one more than the present schedule of an hour on Wednesday and Friday. From 4 to 5 on Wednesday, Friday and Saturday afternoons outdoor programs are scheduled, and during four noon hours each week—Tuesday, Wednesday, Thursday and Saturday, from 12 to 1—NBC will present programs of interviews, variety acts, movie shorts and the like, each ending with a five-minute newscast.

Abandons Films

NBC does not expect any complaints on its action in dropping the 24 hours of commercial film it has been televising weekly to demonstrate the new art of picture broadcasting to World's Fair visitors and for dealer use in displaying television receivers to prospective purchasers.

The programs consisted chiefly of pictures made to publicize the plants and products of AT&T, U. S. Steel, General Motors, DuPont and other manufacturers who contributed their films to NBC for this use, and to maintain its schedule NBC was forced to repeat each picture frequently. The result was a general dissatisfaction. Dealers and their salesmen were bored at seeing the same pictures over and over. Even more important, a prospect who visited a store during his lunch hour two days in succession and saw the same film each time was not apt to be favorably impressed with the variety of entertainment that a television set would give him.

In fact, it was largely because of a bad dealer reaction that the network decided to discontinue these film transmissions and to give up the original idea of "demonstration" programs entirely. All NBC telecasts from now on will be intended for reception by all set owners and will be as entertaining as the program department can make them. The addition of

(*Continued on page 71*)

Movie-Television Cooperation Urged

Loewi Says Merging of Skil Would Bring Best Results

THE FULL cooperation of th broadcasting and motion picture in dustries is essential for televisio if this new art is to take its plac as a major means of entertainment according to Mortimer W. Loewi vice-president and chairman of th board of Allen B. Du Mont Lab oratories. The broadcaster, he said has the technical skill necessar for the transmission of sound an pictures through the air by mean of radio waves, but lacks experi ence in the production of visual entertainment. The motion picture producer has a background of 3 years of experience in the business of entertaining people with pictures, but knows little about broadcasting technique.

To present good television entertainment now, without keeping the public waiting for years while either broadcaster or picture producer attempts to learn the other's art, radio and the movies must work together in this new field, Mr. Loewi declared, with each side contributing its own skill and experience to hasten the perfection of this new art.

Plans Glass Studio

It would be silly, he said, for television to go through the long period of trial and error experimenting that characterized the first years of sound broadcasting. That was necessary, because when radio entered the entertainment field it had no precedents to guide it. But the situation is now quite different, he stated, since visual entertainment is no novelty and the movie industry knows what kinds of pictures the public likes and how to present them.

As he views it, the logical route of television development is for the broadcaster to confine his activities to furnishing facilities for programs prepared by the motion picture people. The motion picture industry realizes that it must protect itself against the encroachment of any new kind of entertainment that might cut into movie attendance, he said, and will not be so foolish as to turn over either its experts or its films to the broadcasters who are entering the television field. If, however, the picture people themselves direct television programming, Mr. Loewi said, they will develop home entertainment that will not conflict with that offered by the movie theatres.

The Du Mont company, which is affiliated with Paramount Pictures, is already planning to adopt the movie technique in its television productions. As soon as the FCC has approved the removal of its station from Passaic to 515 Madison Ave., New York, present site of the company's New York offices, the adjoining roof space will be glassed over and transformed into an outdoor studio similar to a Hollywood movie lot, where programs can be produced under natural lighting conditions.

CALL letters of the new CBS television station now being completed in New York will be W2XAB. It has been authorized by the FCC to operate with RCA equipment in the 42,000-56,000 and the 60,000-86,000 kc. bands.

Television News Notes

GENERAL ELECTRIC's new television station, atop Helderberg Mountain about 12 miles from Schenectady, is expected to begin operating shortly after Labor Day. Its tentative schedule calls for one hour in the afternoon and two hours at night each day. GE engineers reported early this month that, contrary to the theory that television programs can be received only 40 or 50 miles from the transmitter, they picked up a complete two-hour program from Empire State Bldg. transmitter the night of May 26. Using a standard GE television receiver, they stated reception was excellent.

* * *

HOLLYWOOD will have the highest television radiator in the United States when W6XAO shifts from its present site in downtown Los Angeles to the mountain peak site adjacent to Hollywood recently acquired by Don Lee Broadcasting System, Harry R. Lubcke, television director of that network, stated upon his return from New York in early June. New equipment has been purchased and switching of the station to Hollywood will be made as soon as the FCC permit is granted. "Plans for the new site of W6XAO call for an antenna at least 100 feet above the transmitter building overlooking Hollywood," Mr. Lubcke said. "Since the mountain recently purchased by Thomas S. Lee, president of the network, is 1700 feet high, the antenna will surpass the altitude of New York's Empire State Bldg. by one and one-half times. Mr. Lubcke estimates there are now 500 receivers in operation in the Los Angeles area, which by New Year he expects will increase to about 2,000.

* * *

FIRST American demonstration of the large-screen television reception installed in a number of London theaters was scheduled to be held June 14. Equipment developed by Baird engineers, including the newly-improved tube used for the first time in reproducing the Derby telecast in London, had arrived in this country and was being installed in the New York offices of Gaumont British Picture Corp., with which the Baird firm is affiliated, it was said last week-end. I. C. Javal, commercial director of Baird Television, is in New York to supervise the installation. Baird, Mr. Javal also reported, has opened free fortnightly courses in large-screen television at its factory in Sydenham, England, to supply the demand for experienced operators.

* * *

A NEW television pickup tube which will produce clearer pictures on the receivers of video set-owners was described June 7 before the Institute of Radio Engineers in New York by Harley A. Iams and Albert Rose, of RCA Laboratories. Whereas the electronic scanning beam of the previous pickup tubes had to be so strong to do its job that it caused splashes of electrons on the plate, dimming the clearness of the resulting pictures, the new tube focuses the beam with such precision that it allows little or no splash, improving the pictures to a considerable degree without any change in the receivers.

TELEVISION contains no threat for the present to the motion picture industry, delegates to Paramount Pictures Inc. national convention in Hollywood were told on June 8 by Stanton Griffis, chairman of the company's executive committee. Commenting on the film studio's acquisition of a 50% interest in the Du Mont Laboratories, Griffis said the company had been subjected to some criticism for its interest in television, but he held "it will become an adjunct to our business, rather than a competitor, and will remain an adjunct for many years to come."

He pointed out that present technical limitations will probably preclude commercial operation of television in cities of less than 100,000 population, which means that it can cover only about 40% of the national population and 6% of United States territory. "In the great cities," he said, "there is no question but that it will provide a new source of theatre revenue."

* * *

DOCUMENTARY programs, covering the dramatic stories behind the lives of taxi drivers, newsboys, hotel maids and people employed in all sorts of trades and professions, will provide a gold mine of material for American television, according to Donald Hunter Munro, BBC television director, who on June 10 returned to England after several weeks at CBS in an advisory capacity. Refusing to predict the course of American television program development, Munro said only that it would be distinctly American, and hence probably quite different from present English telecasts.

* * *

WFIL special events department broadcast the opening ceremonies of the Quaker City's first public demonstration of television held June 6 at the Franklin Institute with the cooperation of RCA. Featuring a dramatized prelude titled the "March of Communications", the broadcast brought to the microphone and camera Phillip C. Staples, president of the Franklin Institute and of the Bell Telephone Co. of Pennsylvania, and Vladimir Zworykin, inventor of the Iconoscope and chief of RCA's television research division. By means of two-way communication, Zworykin, standing in front of a television receiver in an adjoining room, conversed with Staples as to how the latter looked on the screen as he was interviewed before the WFIL microphone and RCA Iconoscope while the proceedings were described to the radio audience.

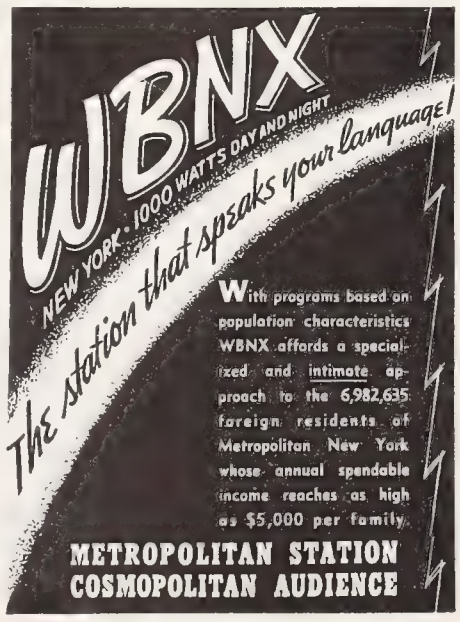
* *

PARAMOUNT PICTURES Inc., Hollywood, in a move to protect its planned California television activities, has applied in Sacramento for incorporation of Television Productions Inc., and the right to issue 25,000 shares of stock at a future date. Paul Reiburn, executive assistant to Barney Balaban, New York Paramount president, is listed as president. Other officers are Y. Frank Freeman, vice-president; Edith Shaffer, secretary and Walter B. Cockell, treasurer. Financially interested in the Allen B. Du Mont Laboratories, Passaic, N. J., Paramount officials said the new company was formed in anticipation of television developments on the West Coast.



WHEN the world's record non-stop auto arrived in Oklahoma City, WKY solved the problem of broadcasting from it by driving alongside at the same speed with its remote truck. Earl C. (Pappy) Hull, chief engineer, used the ultra-high frequency pack set, rebroadcasting through the 200-watt truck unit to a hastily set-up control room where the program was recorded in sections. John Shafer, WKY special events, was caught in the jump from truck to the non-stop auto while both moved at 25 miles-per-hour. The non-stop auto is driven by M. O. Weaver, of Duncan, Okla. It took five hours to record the program.

KENT Radio Productions, new program production organization, has opened offices at 512 Fifth Ave., New York. Personnel includes Rheta Randolph, formerly in charge of radio for Liebling-Wood, who is in charge of sales; VanBuren Lamb, formerly space and time buyer for Abbott Kimball Co., who is secretary-treasurer of Kent; Victor Bloom and Arthur McCaffery, writers, and Wendell Holmes, director and actor.



KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri



Radio Figures Featured By Current Magazines

ELLIOTT ROOSEVELT'S career and Father Coughlin's activities are the subjects of two articles in the June *American Mercury*, with their prominence in radio a focal point of discussion. The President's son, head of the Texas State Network and a news commentator, is discussed by Herbert Corey under the title "The President's Problem Child." The article on Fr. Coughlin is in the nature of an "expose" of his alleged inconsistencies. Another prominent radio figure is the subject of an article in the June 17 *Liberty*. He is Lenox R. Lohr, NBC president, who is called "The Man With a Hundred Hobbies."

Bitner to Pittsburgh

HARRY M. BITNER, Hearst executive who has entered into a $450,000 cash deal to purchase WFBM, Indianapolis, has been returned to his former post of publisher of Hearst's *Pittsburgh Sun-Telegraph*, with which WCAE is affiliated. He will headquarter in Pittsburgh but will continue his regional directorship over the *Detroit Times*. Mr. Bitner in association with his son, Harry M., and Jesse L. Kaufman, former manager of WCAE, last month completed negotiations with the Indianapolis Power & Light Co. to buy its regional CBS outlet [BROADCASTING, June 1].

HILL BLACKETT, president of Blackett-Sample-Hummert, Chicago, has been elected Republican National Committeeman from Illinois.





NEW FINCH facsimile apparatus includes scanner (above) capable of sending at rate of 20 square inches of copy per minute, or eight five-column tabloid pages per hour, using white copy paper and doing away with carbon sheets. Below is photo of the printer, which delivers 10 feet of copy per hour.

"Workshop's" New Series

SHIFTING to Saturdays, 8:30-9 p.m. (EDST), the *Columbia Workshop* on July 1 will start a series of 13 summer broadcasts in which eight revivals and five original plays by noted authors will be produced. Leading radio directors and actors will take part in the productions, including Irving Reis, now a Paramount writer who was the *Workshop's* first director and who will come from Hollywood to direct several of the plays. The originals will include a play titled "Radio Play" by William Saroyan, novelist and playwright. The series will begin July 1 with a re-run of "The Half-Pint Flask" by DuBose Heyward, one of the first *Workshop* productions. Among the revivals will be "The Fall of the City" by the Pulitzer Prize poet Archibald MacLeish, recently nominated by President Roosevelt to be Librarian of Congress. This was an epic written specially for radio. CBS early this month issued a leaflet to its stockholders describing the origin and development of the *Workshop*.

ACA Refiles Charges

CHARGING WLTH, Brooklyn, with failure to live up to its agreement to negotiate a contract for its engineers with the American Communications Association, CIO union, ACA has refiled its complaint against the station with the National Labor Relations Board. Original charges were dropped at the time of the agreement.

The union recently won its NLRB case against another Brooklyn station, WVFW, over the discharge of Charles Hulburt, an engineer, with the result that the station rehired Hulburt and paid him $700 in back wages. He had been discharged Feb. 17, 1938, and WVFW, through an NLRB order based on a stipulation, was required to restore any loss of pay he may have suffered by paying him a sum equal to the amount of the wages he would have earned from that date to May 9, 1939, less any amount he may have earned during that period.

PAT FLANAGAN, sportscaster of WBBM, Chicago, celebrated his 17th anniversary in radio June 11. He started as a time salesman on WOC, Davenport, and joined the WBBM staff in 1928 as a farm expert, which position he held for three weeks before transferring to the sports staff.

FASTER FACSIMILE DEVISED BY FINCH

A FIVE-COLUMN tabloid-size facsimile transmitter with associated recording equipment, which turns out copy at a speed of 2 square inches per minute, or eight full pages per hour, has been developed by W. G. H. Finch, former assistant chief engineer of the FCC and now president of Finch Telecommunications Laboratories Inc., New York.

One of the new high-speed units will shortly be on display and in operation at the All-American Cables exhibit at the New York World's Fair. The new unit is capable of transmitting and receiving press matter, bulletins, drawings, sketches, photographs, complete advertisements—in fact all the major features of a modern newspaper. All copy is reproduced on dry electro-sensitive "high-speed" marking paper, issuing black-on-white copy without the use of chemical solutions or carbon transfer sheets.

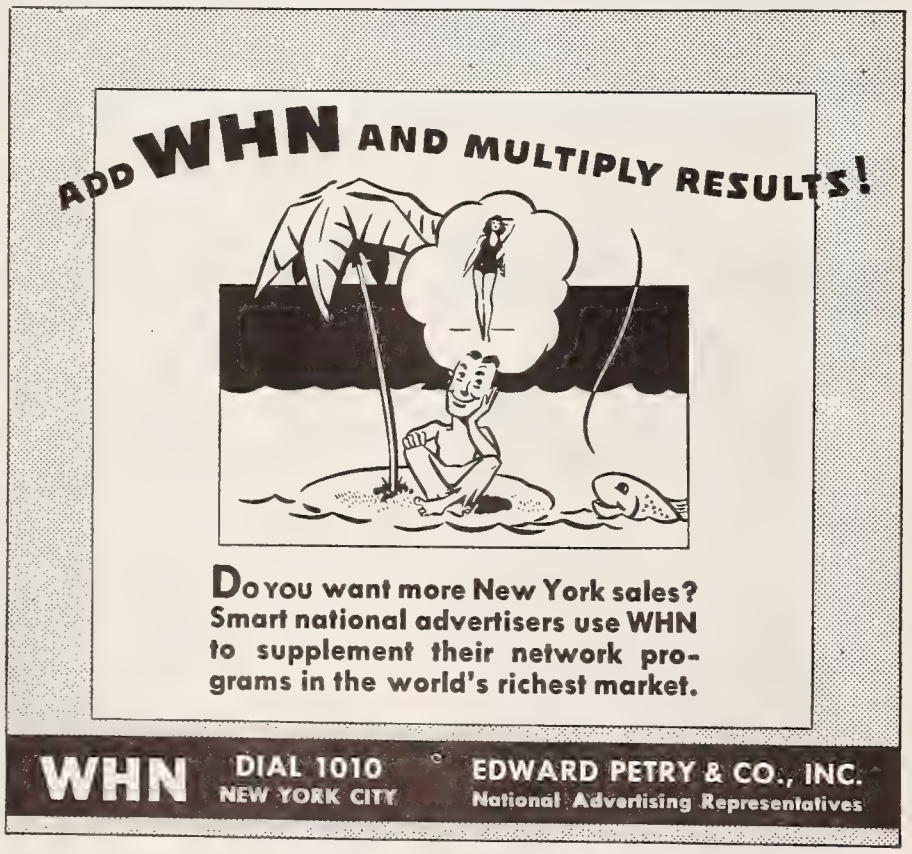
The transmitter or scanner is of the drum type, as shown in photo, the drum measuring 11 inches in circumference and 17½ inches in length. Extra or spare drums are provided in order that copy may be made ready, so that drum changes can be made at a moment's notice.

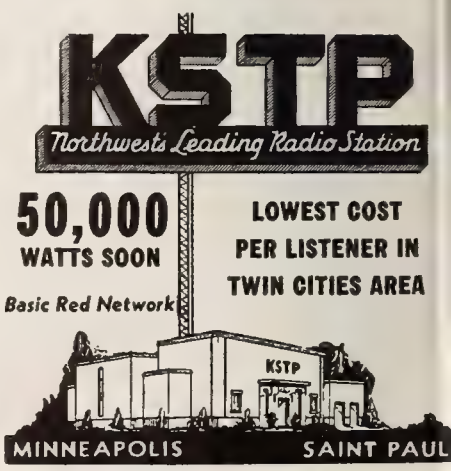
According to Finch, the specifications of the new high-speed apparatus, which is self-synchronizing and can be operated from any power source, include 200 scanning lines (r.p.m. of drums) per minute, 100 lines per inch; 11-inch stroke, 11-inch scanning drum circumference; 17½-inch length of scanning drum; 1,000-foot length of paper on recorder; 10½-inch width of paper; 10-inch width of copy; 10 feet of printing per hour.

'Ave Maria Hour'

EXPANSION of the *Ave Maria Hour*, Catholic spiritual program developed by Father Patrick McCarthy, of Garrison, N. Y., to include additional New England outlets, was announced June 5. Keyed by WMCA, New York, the broadcast is now heard at 12 noon Sundays over WICC, Bridgeport; WNLC, New London; WATR, Waterbury; WCSH, Portland; WNAC, Boston; WSAR, Fall River; WHAI, Greenfield; WLLH, Lowell; WBRK, Pittsfield; WSPR, Springfield; WFEA, Manchester; WTHT, Hartford, broadcasts the program at 1 p. m. Transcriptions, at varied hours, are employed by WBRY, Waterbury; WGAN, Portland; WMEX, Boston; WLAW, Lawrence; WORC, Worcester; WCAX, Burlington; WQDM, St. Albans.







CMQ INTERFERENCE ON 780 IS ENDED

ELIMINATION of interference caused by the operation of CMQ, high-power Havana station on the 780 kc. regional channel assigned to this country, was announced June 4 by Campbell Arnoux, general manager of WTAR, Norfolk, after deliberations with Cuban officials in Havana.

Since last December both WTAR and WMC, Memphis, which are assigned to 780 kc., have suffered serious interference in their primary service areas because of CMQ's operation on the frequency. To override this interference, the FCC authorized the stations to use 5,000 watts full time, in lieu of their 5,000 watts day and 1,000 watts night operation.

A voluntary agreement between the three stations, declared to be unique in broadcasting, was worked out. Mr. Arnoux and H. W. Slavick, WMC general manager, accompanied by C. W. Horn, director of research and development of NBC, spent three weeks in Havana conferring unofficially with Government leaders and obtained permission to work out the plan.

Construction of a directional antenna for CMQ designed to suppress its signal in the direction of Norfolk and Memphis and concentrate it to the east where it will cover Cuba more effectively, was agreed upon. The three stations jointly agreed to bear the expense of the installation and an American engineer was engaged to supervise construction. Final adjustment of the apparatus was made during the first week in June and WTAR and WMC began their normal operations June 9 without interference anywhere in their primary coverage areas, according to Mr. Arnoux.

Movies on Shortwaves

CBS' present negotiations with the film industry to broadcast a weekly shortwave series to Europe and South America on Hollywood happenings were discussed by Alberto Zalamea of the CBS shortwave division at a recent meeting of the Export Adv. Assn. in New York. The broadcasts would be carried over the CBS shortwave stations W2XE in New York, and W3XAU in Philadelphia in six languages, Mr. Zalamea stated, and "would carry a step further CBS' desire to give the entire world a picture of the American scene." Frederic Willis, CBS director of shortwave broadcasting, is meeting each week with film representatives in the offices of Will Hays, president of the Motion Picture Producers & Distributors of America, and definite plans concerning the new series may be announced within the next few weeks.

DAVID SARNOFF, president of RCA, has given the NBC Stamp Club three stamps issued by Italy in 1938 to commemorate the late Senator Guglielmo Marconi. The Club's collection is on permanent exhibition on the fourth floor of NBC's New York studios.

WLS, Chicago, announces a 35% increase in spot business over May of last year. According to William R. Cline, WLS sales manager, orders indicate that June will run 30% ahead of last year, July 35% and August 75%.

WEST COAST TAKES TO CHEESE

In a Big Way as Tillamook Promotes Product With Only One Quarter-Hour a Week

By EDITH ABBOTT

Botsford, Constantine & Gardner, San Francisco

TAKE any cook book and thumb through the section devoted to "Cheese Dishes" and if you're discerning, you will see why most women shy away from these recipes. The chances are that 90% of them call for *grated* cheese. Grating cheese is a messy job and it is full of hazards.

Tillamook Cheese, product of the Tillamook Valley's famous Association of dairymen and cheesemakers, has long been known as a delicious cheese to eat, but because it is a natural cheese made of whole milk and therefore has a high butterfat content, it melts readily, making it an ideal cheese for use in cookery.

Grabbed Up by Public

After a one-time test announcement on two California NBC stations, Tillamook decided to feature a small rotary cheese grater throughout its fall campaign on the NBC Pacific-Red network for 25 cents and proof of sale. The little grater was demonstrated in the regular course of each radio cookery demonstration that formed the backbone of the Tillamook campaign. The basic Red network was supported for 10 weeks by two other California stations and by a campaign in *Sunset* magazine.

Some 3,000 were ordered the first month and well before the close of the drive in December the initial order of 10,000 graters had been exhausted. Each order carried proof of sale indicating an average purchase of two pounds of cheese. These orders, months after the drive, are still coming in and an effort is still being made to meet them. Even more than the actual purchases of Tillamook Cheese, it is felt the campaign was highly successful in spotlighting the name branded on the rind and in stimulating wider use for this famous Western cheese.

The surprising part of this campaign has been the quick consumer reaction despite the fact that there were no concerted merchandising drives to back it up. An effort was made at the beginning of the campaign and through *Sunset* magazine's cooperation in mailing out letters and proofs of the color page featuring the premium and the radio programs, to acquaint leading grocers and jobbers with the scope of the drive.

But no new display material was furnished and no special inducements were offered to feature the cheese. We have found our one 15-minute program a week an effective and economical basis for a campaign covering the Coast market.

New Quarters Dedicated By WBTM, Danville, Va.

WBTM, Danville, Va., formally dedicated its new studios and offices on the first floor of the Hotel Danville Bldg. June 5 with a series of special programs and congratulatory salutes. Official dedication ceremonies, conducted from 8 to 9 a. m., included in addition to music, short speeches by L. N. Dibrell, president of Piedmont Broadcasting Corp., WBTM licensee, and S. C. Ondarcho, vice-president and general manager.

The new WBTM quarters include three air-conditioned studios, sound-conditioned by Johns-Manville, along with enlarged office space and modern fixtures for the sales and program departments and the music library. Last year WBTM modernized its transmitter and speech input equipment. Local newspapers published long stories about the new studios, although previously it had been their policy to ignore radio.

School Using 4

AIR CONDITIONING TRAINING Corp., Youngstown, on June 5 started a summer campaign using quarter-hour recorded programs three and six times weekly on WSAY, Rochester, and WIBX, Utica; 18 quarter-hours weekly of participations on WHN, New York; 12 spot announcements per week on WEVD, New York. Weill & Wilkins, New York, handles the account.



"Throw this red ink away, Miss Smirch . . . we won't need it now we're advertising over CKAC!"

CKAC, Montreal "Canada's Busiest Station"—affiliated with CBS

On Maiden Voyage

MBS, CBS and NBC will broadcast special programs from the new Cunard White Star liner *Mauretania* during her maiden voyage from Liverpool, sailing June 17, to her landing on June 23 in New York City. Each network will have on board special representatives to handle the broadcasts. G. W. Johnstone, director of public relations and special features of WOR, Newark, sailed on the *Queen Mary* June 7 to accompany John Steele, Mutual's European representative, on the maiden voyage. Mildred Boutwood, assistant to NBC's London representative, Frederick Bate, will cover for NBC, while William L. Shirer, CBS Central European representative, will represent CBS.

Universal in Michigan

UNIVERSAL CREDIT Co. on June 12 started a new quarter-hour program, *Universal Mus c*, thrice-weekly on the Michigan Network, Monday, Wednesday, Friday, 7-7:15 p. m. The program features Larry Page and his orchestra, of Detroit. N. W. Ayer & Son handles the account.

A. J. OWEN CULBERTSON, at one time with the public relations staff of RCA in New York and later private secretary to Maj. Gen. James G. Harbord, RCA chairman, died June 6 in Bellevue Hospital, New York, following a stroke. Born in Texas in 1899, Culbertson, a lieutenant in the Army reserve, was a great-grandson of the superior judge of the Republic of Texas.

In Omaha KOIL is the basic Columbia outlet for 201,430 radio homes in this trading area.

In Omaha KOIL backs up your program with a tested, productive 7 Point Plus Merchandising Plan.

In Omaha KOIL is doing the outstanding sales job.

KOIL-OMAHA

Rep. by the Katz Agency

Advertising Dollars Hold Air and Press Freedom, Kirby Tells Convention

ADVERTISING dollars, in furnishing the economic foundation of American radio and press, make possible a free radio and a free press, Edward M. Kirby, public relations director of the NAB told delegates at the Business-Consumer Relations Conference in Buffalo June 6. He addressed the final session of the two-day conference sponsored by the National Assn. of Better Business Bureaus and members of the Greater Buffalo Advertising Club.

Outlining the projected NAB code for radio advertising Mr. Kirby pointed out that advertising has a social as well as an economic mission, and that the code's provisions for protection of the consumer include scrupulous attention to the Federal Trade Commission, Food & Drug Act and other legislative restrictions on products.

"Without the advertising dollar, a free press and free radio would not be possible in this country," Mr. Kirby declared. "Let those who seek to destroy and undermine advertising mark well these words. Let them consider, too, that if advertising has not full opportunity to appeal to our decent desires, to make us want new things and better things—then mass demand will dry up and with it mass production and mass employment."

COL. A. S. ANGWIN, deputy engineer-in-chief of the British Postoffice Dept., has been appointed engineer-in-chief, effective May 31, succeeding Sir George Lee, retired.

CRS

● The Only Regional Net With Stations In The First Eight Markets Of California

KFWB Hollywood
KSAN San Francisco
KFOX Long Beach
KFSO San Diego
KFBK Sacramento
KMJ Fresno
KWG Stockton
KERN Bakersfield
KTMS Santa Barbara

CALIFORNIA RADIO SYSTEM
Sacramento, Calif.

Code Submitted to Industry

(Continued from page 9)

the magnitude proposed (3 minutes, 15 seconds in a daytime 15-minute program, and 2 minutes 30 seconds at night). NBC, however, took the leadership in committee in demanding the longer commercials, and served notice that unless they were provided it would fight the provision to the finish on the convention floor.

The upshot, after practically an all-day debate on this subject alone, was that the committee concluded in favor of the yardstick supported by Vice-President William S. Hedges of NBC, which lengthened the day commercials considerably over those tentatively agreed to last March by the same group, which were basically the CBS standards. Exceptions were made, in deference to independent and smaller stations, so that the standards would not apply to participation programs, announcement programs, "musical clocks", or other locals falling within such general classifications.

The daytime yardstick recommended is 3 minutes, 15 seconds for a 15-minute program; 4 minutes, 30 seconds for a 30-minute program; 9 minutes for a 60-minute program. At the March meeting, the proposal was 2 minutes, 55 seconds for a 15-minute program, with an overage of 35 seconds for contests, and a flat 15% of program duration for 30 and 60-minute programs, with 35 seconds extra for contests.

It was first agreed by the committee to discard the 35-second contest overage because it might tend to encourage such offers, and result in abuse of the privilege.

Taboo Accounts

The nighttime yardstick proposed is 2 minutes, 30 seconds for 15-minute programs; 3 minutes for 30-minute programs, and 6 minutes for 60-minute programs. The March proposal was 2:10 for 15-minute programs, but with the 35-second contest overage, and a flat 10% for the longer programs. Thus, for the longer programs, the night limitations are practically the same, except that the contest bonus is removed.

Because of the desirability of allowing more leeway for local programs, the committee opinion was that these maxima might be observed in such cases, while networks would seek to keep their commercials within minimum limitations which they may have agreed upon.

A significant recommendation was that the delivery of not more than 125 words per minute constitutes the best practice in the handling of commercial spot announcements. This average was checked by Gomer Bath, assistant manager of WMBD, Peoria, who aided the committee in its work. He made an independent check over stations and networks to strike this figure.

It is in connection with types of accounts that would become taboo under the proposed code, both network and local, that much discussion will be aroused. Religious commercials, long a stormy question because of the problems raised by such accounts as Father Coughlin and Judge Rutherford, banned over NBC and CBS but still a big revenue-bearing source for other networks and independent stations, eventually would make their exit under the code.

Commentators Restricted

A flat ban on paid sponsorship of controversial discussions is proposed. This is broadened to include such discussions on sponsored commercials (like W. J. Cameron in the Ford Hour, or Dorothy Thompson in the General Electric program) unless representative spokesmen for both sides participate in the same program at the same time. An exception would be made in the case of discussions of public questions, when the matter involves an election or a referendum in connection with balloting. Then it could be commercial in accord with the political section of the law, and the interpretations adopted by the FCC.

Isolation of commentators so they will appear in programs devoted to straight commentaries rather than be interspersed in symphonies or other varied entertainment, is a definite objective.

Sharp criticism of this practice, particularly in network programs, gave rise to this proposal. Commentators would be required to express only their own views—not those of the sponsor. The advertiser, the code provides, must agree that upon demand by a member station, time will be given on his own program to present a spokesman representing a viewpoint opposite that of the regular commentator.

Medical Restriction

A catch-all provision on acceptance of commercials specifies that acceptance shall be strictly limited to products and services offered by individuals and firms who are engaged in legitimate commerce; whose products, services, advertising claims, testimonials, and other statements comply with all legal requirements, fair trade practices and standards of good taste.

In elaborating on this provision, the code would ban such accounts as hard liquor of any kind; fortune-telling, mind-reading, astrology or related programs; matrimonial agencies; schools offering questionable employment inducements; any race track, "dopester" or tip-sheet publications, and all forms of speculative financial or real estate promotion. In the medical line, the ban would be placed on all products or remedies which do not meet "every requirement of law or regulation", and as a matter of fact, the whole list of products, devices and services which have aroused the ire of or action by the Federal Trade Commission and Pure Food & Drug Administration.

Banned also would be so-called "scientific" talks on medical subjects by any one other than a graduate doctor holding a degree from a recognized institution.

Member stations would not permit advertising claims known to



FOR HEROIC service during the hurricane which ravaged the New England coast last fall, Wilson E. Burgess, 29, radio amateur of Westerly, R.I., whose "ham" station was for 56 hours the sole means of communication with the outside world, received the third annual Paley Amateur Radio Award. Photo shows William S. Paley, president of CBS (left) presenting the trophy to Burgess following a luncheon at the Hotel Pierre, New York, on June 6. During the luncheon congratulations to Burgess from fellow "hams" were picked up by the American Radio Relay League station at the New York World's Fair and relayed to the dining room via The International Business Machines Co.'s Radiotype (radio-operated typewriter) which flashed them on the screen as they were received.

WFBL

Five Leading Dep't Stores Increase Use 144%

. . . for the first 4 months of this year. This is over and above what they used during the same period a year ago because of the increased business that WFBL brought them. *Repeat* business and *increased* expenditures . . . this is a typical client-record at WFBL. For full details write

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives



be false, deceptive or grossly exaggerated. They would not permit continuity which describes, repellently, any internal function. They would not accept testimonial or endorsement copy not fully substantiated. Unfair attacks or reflections upon competitors would be forbidden. Misleading statements of price or value likewise would be barred.

On children's programs, which have provoked repeated criticisms from women's groups because of purported "blood and thunder" aspects, the proposed code takes a definite position for diminution of this element, without, however, removing the "vigor and vitality" common to child adventure and imagination. It pledges a continuing study with parent and child groups to assure minimum requirements for member stations as a means of establishing acceptable and improving standards and outlines a series of "don'ts".

These programs must not contain sequences involving horror, torture or suspense, or the use of the supernatural or superstitious in such fashion as to overstimulate the child listener. Programs must reflect respect for parents, adult authority, clean living, high morale and honorable behavior. On the advertising side, an appeal may not be made through the voice of a program character; there must be no contest offers to encourage the child to enter strange places for the collection of wrappers or other evidences of purchase, and there must be specified restrictions on premiums, club memberships and proof of benefits promised.

Educational Programs

Educational broadcasting is recognized and encouraged under the proposed code. Each member station would be required to maintain a department or appoint a responsible person on its staff to handle clearance of educational programs, and to whom educational groups may look for guidance, instruction and development.

Another section of the 10-plank code is given over to business ethics, largely derived from the original NAB Code of Ethics, first instituted in 1928 and revised in 1935. This relates to maintenance of established rates for time; refusal to accept business on a cost-per-inquiry, contingent or percentage basis, or giving "free time" for commercials; handling of sustainings; disparagement of competitors, and exorbitant claims by member stations regarding coverage, scope, character or quality of service.

The proposed code is broken down into three separate brackets. The first is a statement of principles, affirmatively setting forth reasons for the voluntary move toward self-regulation. The second segment covers the basic code, which in effect is a complete rewriting of the Code of Ethics now in force. The third, and most comprehensive portion is the "Standards of Practice", constituting the code interpretations for the guidance of member stations, all subject, of course, to modification and approval of the convention.

As to enforcement of the Standards of Practice, the basic code sets out that there would be established at NAB headquarters in Washington necessary facilities for the continuous evolvement of the standards. These standards would be revised to include such other operating and ethical procedures as may be determined, to increase public acceptance of radio.

The proposed code was mailed to the membership June 10, in conformance with the mandate of the NAB board that the membership have at least 30 days prior to the convention to make a detailed study and criticism of it.

In addition to NAB President Miller, committee members and advisors who attended the two-day final drafting session in New York were Edgar L. Bill, WMBD, Peoria; E. B. Craney, KGIR, Butte, Mont.; Walter J. Damm, WTMJ, Milwaukee; Earl J. Glade, KSL, Salt Lake City; Gilson Gray and Harry C. Butcher, CBS; William S. Hedges, Ken R. Dyke, Mark Woods, and Miss Janet MacRorie, NBC; Paul W. Morency, WTIC, Hartford; Herb Hollister, KANS, Wichita; Theodore C. Streibert, MBS, New York; Karl O. Wyler, KTSM, El Paso; Ed Kirby, NAB public relations director; Edwin M. Spence, NAB secretary-treasurer.



WHEN STRIKES broke out recently in the coal mines of Kentucky's Bloody Harlan County, WAVE, Louisville, dispatched its mobile unit in the care of Louis Lau, Robert Graef (shown in car) and Announcer Bill Sherman (with mike) to pick up the latest dope. For a week Sherman and the engineering crew worked with troops sent to the scene by Gov. Chandler, broadcasting on the average of four times daily and furnishing first-hand eyewitness accounts of the frequent clashes between strikers, miners and National Guardsmen.

Avalon Placing

BROWN & WILLIAMSON Tobacco Co., Louisville (Avalon cigarettes), on June 20 starts twice weekly 15-minute discs titled *Twilight Trail* on KMOX WELL WJIM WIBM WOOD-WASH WFDF WXYZ WBCM. It is understood the series will be placed on about 10 other stations. This schedule is in addition to the series of sportscasts and spot announcements now on 17 stations [BROADCASTING, April 1]. The firm is also starting a twice-weekly quarter-hour disc series for Big Ben smoking tobacco on WWL, New Orleans, and WGY, Schenectady. It is understood that this series will be considerably expanded in the near future. Russell M. Seeds Co., Chicago, handles the account.

General Mills Test

GENERAL MILLS, Minneapolis (Bisquick), on June 5 started testing for 13 weeks quarter-hour dramatizations of novels by Kathleen Norris five times a week on KYW, Philadelphia. If successful, the program, one of the few daytime radio shows to use a popular name author, may go network this fall. Knox Reeves, Minneapolis, handles the account.

MARYLAND MOTOR TRUCK Assn., promoting local and highway motor transport, in Mid-June started the five-minute *Look at the World* feature, produced in cooperation with *Look* Magazine, twice weekly on WBAL, Baltimore. Courtland D. Ferguson Inc., Baltimore, handles the account, with Arthur Booth as account executive.



ANOTHER FINCH FIRST!
WORLD'S FASTEST
FACSIMILE SYSTEM

- Sensational new equipment now produces full size five-column tabloid page at rate of twenty square inches per minute or eight complete pages per hour!
- Transmits press, drawings, photos, advertisements—all of the features of a modern newspaper. Uses a dry electro-sensitive paper issuing copy black-on-white in fine detail and in original size.
- Finch Facsimile is self-synchronizing under all conditions of service and can be operated from any source of electric power, AC or DC, and from local batteries.
- Fifteen of the nation's major radio broadcasting stations, U. S. and foreign governments, now use Finch Facsimile in their daily operations.

GET FULL ENGINEERING AND COMMERCIAL DATA FROM

FINCH
TELECOMMUNICATIONS
LABORATORIES Inc.

1819 BROADWAY NEW YORK, N. Y.

FINCH FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

WWNC
ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

ADVERTISERS
Big Opportunity!

Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population* . . . and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Farmers From
Five States Are
Fans of KMBC's Early Morning
Farm Program, broadcast
Five-thirty to six-
Forty-five each week-day morning;
Far and away, Kansas City's
Finest daytime radio show!
★
Free & Peters can show you
Facts in a new mail map
Full of Fresh Figures—
Fairly bursting with
Fertile Sales Possibilities
For Alert Advertisers!
★
F'r gosh sakes,
Fone them today!
★
KMBC
OF KANSAS CITY
THE PROGRAM BUILDING AND TESTING STATION

COME WEST
ON YOUR VACATION
TAKE U. S. No. 10
N.P. or C.M. & St. P.

See
America's Summer Playground
and visit our new studios

KGVO

5000 w. Day — Missoula
1000 w. Night — Montana
CBS Affiliate

Check our coverage on your car radio between Spokane and Butte.

Wayne Randall Quits NBC

WITH the resignation of Wayne L. Randall as director of publicity of NBC, the department will function with Edwin P. Curtin, day editor, and Richard G. Spencer, night editor, reporting directly to Frank E. Mason, vice-president in charge of the department of information.

WSPR Corporate Setup

THE partnership operating WSPR, Springfield, Mass., composed of Quincy A. Brackett, Lewis B. Breed and Edmund A. Laport, has applied to the FCC for authority to transfer the station to WSPR Inc., in which each would own one-third interest. Coincidentally, the FCC ordered a hearing on WSPR's application for a change in frequency from 1140 to 1240 kc. and for fulltime operation with 250 watts night and 500 day.

NO WILD DOG,
MARROW BONE,
GREASY CREEK,
OR
CUB RUN, (KY.)

No, WAVE doesn't cover ANY of these real Kentucky towns. But we *do cover* the big Louisville Trading Area—1,070,918 people who do more business and more buying than all the rest of Kentucky combined. . . . If you haven't seen the WAVE data book—you ain't seen nothing yet! Write for a copy, and you'll get the most interesting facts you've ever read.

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

ABSOLUTELY DEAD
Were Remote Batteries With Four Minutes to Go

DESPITE interruptions caused by dead batteries on its shortwave transmitter outfit and a lightning-struck relay transmitter, WKRC, Cincinnati, recently covered National Guard exercise maneuvers at King's Mills, O. Four minutes before the special pickup was to go on the air, Chief Announcer Lee Bland tested the shortwave transmitter and discovered its batteries were dead. One of the engineers lugged over the battery from his car, another sent a friend a quarter of a mile in the inky darkness through the deep mud of the maneuver grounds to the highway to contact the telephone company for more batteries. When a third engineer tried to establish contact with the relay transmitter four miles away, he learned lightning had struck there.

Meanwhile the Cincinnati studios had dubbed in a musical interlude until contact could be cleared with Bland. Finally, with more and more batteries commandeered, Bland began his description of the maneuvers and interviews with officers. Shortly he was off the air again—the mike wire had tangled in the thick, wet underbrush and its connector pulled apart. Back on the air again, Bland picked up where he had left off and in a 25-minute broadcast gave a full description of the military activities.

Spanish Program Firm

INTERNATIONAL Broadcasting Co., El Paso, Tex., has been formed to produce and sell Spanish-language talent programs to reach Spanish-speaking listeners in the United States. Headed by Lester L. Farber, Yale graduate and former advertising director of an El Paso department store, the new firm already has programs on several Mexican stations. Chief announcer is Jose Samaniego, who has been featured on Mexican stations since 1929. Fernando Navarro, for 20 years on the Mexican stage, is program director.

MISS HYLA KICZALES, general manager of WOV-WBIL, New York, on June 10 was awarded a bronze medal by the Col. Francis Vigo Post Number 1093 American Legion in appreciation of the station's cooperation in furthering the activities of the Post and the ideals of Americanism.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Columbia U. Schedules Radio Course Speakers

TENTATIVE guest lecture schedule for the 1939-1940 course of *Radio Today* offered by Columbia University, New York, under the direction of Erik Barnouw, has been announced as follows:

Oct. 11—Sales Through the Air, E. P. H. James, advertising and sales promotion manager, NBC.
Oct. 18—Story of WQXR, John V. L. Hogan, president, WQXR.
Oct. 25—Producing a Radio Program, Paul Wing of *Paul Wing's Spelling Bee*, NBC.
Nov. 1—Sound Effects Demonstration, Walter R. Pierson, CBS director of sound effects.
Nov. 8—Audience Research, Frank Stanton, CBS manager, market research division.
Nov. 15—Radio Acting Demonstration, Dwight Weist, actor, *March of Time* staff.
Nov. 22—Music in Radio Drama, Howard Barlow, conductor.
Nov. 29—Review.
Dec. 6—The Radio Critic, Robert J. Landry, radio editor, *Variety*.
Dec. 13—Network Editorial Policies, Janet MacRorie, editor, NBC continuity department.
Jan. 3—Radio in England, Felix Greene, BBC American representative.
Jan. 10—Television Programming, Gilbert Seldes, CBS director of television programs.
Jan 17—Review.
Jan. 24—Examination.
Feb. 7—Introductory.
Feb. 14—Radio Writing, Lewis H. Titterton, NBC manager script division.
Feb. 21—Sustaining Programs, Julius F. Seebach, Jr., WOR director of program operations.
Feb. 28—The Short Sketch for Variety Hours, Arch Oboler, NBC director of plays.
March 6—Poetry on the Air, Norman Corwin, CBS director of *Words Without Music*.
March 13—Radio's Town Meetings, George V. Denny, Jr., moderator, *Town Meeting of the Air*.
March 20—Review.
March 27—Experiments in Radio Drama, William N. Robson, Director of Columbia Workshop.
April 3—Crime on the Air, Stewart Sterling, crime fiction writer.
April 17—Gag-Writing, Mort Lewis, writer for comedians.
April 24—Adult Education on the Air, Lyman Bryson, CBS chairman, Adult Education Board.
May 1—Open.
May 8—Facsimile Broadcasting, J. R. Poppele, chief engineer WOR.
May 15, May 22—Review and examination.

KMOX Aids Opera

COOPERATING the second successive year with St. Louis Municipal Opera underwriters, KMOX, St. Louis, recently furnished the entertainment at the formal dinner for the 900 local business and professional men who underwrite the Opera's season budget and their guests. Last year KMOX arranged a coast-to-coast CBS broadcast of the premiere of Jerome Kern's score for "Gentlemen Unafraid." This year the station dramatized with words and music the story of how the municipal opera was established. The story had been broadcast previously during the KMOX series, *The Land We Live In*, sponsored by Union Electric Co. Using talent from the studio and Opera personnel, the feature again was carried by CBS. Local press notices on the program, running a total of 1½ columns, represented the first time in St. Louis radio history that a radio production had been reviewed in the news columns of all local newspapers.

MIKES used by the comedy team, Olsen & Johnson in the current Broadway hit "Hellzapoppin" will soon appear with the call letters of CBS on them. Louis Ruppel, CBS publicity director, saw the show recently, noticed the microphones were "nameless", and sold the idea to the team for a promotion stunt.

Censorship Rule

(*Continued from Page 16*)

ant defender of free speech, immediately jumped into the fray. On June 7 its National Council on Freedom From Censorship sharply criticised the action in a letter to Chairman McNinch. He urged reconsideration of the rule and suggested a public hearing in which representatives of the radio industry and of the listening public might be heard. This was followed by the filing of the petition.

Newspapers Decry Censorship

Editorial comments on the rule literally screamed "censorship". The *Chicago Tribune* called it the "radio license fraud". Gen. Hugh S. Johnson, Scripps-Howard columnist, commended the NAB for its letter of protest and called the FCC rule a "Hitler manifesto". Other newspapers called for a "change in the personnel" of the FCC.

Commissioner T. A. M. Craven, who initially stood out against the language used in the rules, at a meeting June 7 suggested postponement of its effective date. This was voted down, however, with Commissioner George H. Payne, said to have been the leading proponent of the rule, assailing his stand. It was brought out that the rules become effective automatically and that technically any of the 14 stations not adhering to them at once would actually be violating them. However, in the light of the commotion stirred up, there was little likelihood of punitive action.

Informally, it was claimed that the language used in the regulation was taken practically bodily from the Montevideo Radio Conference convention. However, it was not explained that the provisions of that convention had to do with the allocation of five frequencies for the use of Latin American nations in furthering the good neighbor policy which were not assigned for the exclusive use of stations in this country. These frequencies have been allocated temporarily to CBS, General Electric and World Wide Broadcasting Co., Boston.

Mr. Miller's Protest

In his letter of June 3 to the FCC, Mr. Miller requested the Commission to conduct a hearing on the regulations and to reconsider its action of May 23 by postponing final action until after the hearing.

Mr. Miller pulled no punches. He questioned the FCC's legal authority to promulgate the rule, asserting he had been unable to find any provision of the Communications Act or any decision of the court which would authorize the Commission to pass upon the conduct of broadcast programs, either directly by prior examination of the program material or indirectly by imposing requirements which would have the same effect.

He pointed out that if the FCC has such authority in the international field it must have equal authority over domestic broadcasting. If licensees of international stations can be required to restrict their programs to any regulatory authority's concept of American culture, then domestic stations could be required to limit their programs to some official definition of culture, education and entertainment, he asserted.

After pointing to the dangers of such restrictive regulations, not only to radio but to the press, Mr. Miller said that if international broadcasting is to be continued as a private enterprise "we feel that the regulatory authority should confine its functions to questions of technical efficiency, allocation and general performance in the public interest."

Pointing to the tremendous strides made by American international stations during the last few years, Mr. Miller said their programs are being exclusively designed for international audiences. Responses received indicate that foreign listeners appreciate the fact that these programs have not undertaken to propagandize any political ideology, he pointed out.

"This should be continued," he said, "because the most effective way to develop and foster international goodwill by the United States is to avoid copying the tactics of totalitarian governments who supervise and direct all broadcasting."

A DETROIT BANK SELLS DETROIT

To Detroiters by Unearthing Local Composers Whose Songs Have Become Popular

By R. M. MEISEL
Advertising Manager
Industrial Morris Plan Bank of Detroit

"SEE AMERICA First" and "Know Your Own State," are splendid slogans, but for a bank owned and operated by Detroiters for Detroiters, in our opinion, "Know Your Own City" was a fitting subject upon which to build our bank's radio program.

We started with a program called *Little Known Facts About Detroit*, a series of five-minute talks on civic, industrial and cultural life in Detroit. E. A. McFaul, our bank's radio commentator, developed and presented this material. The program was a success. Our proposed 13 weeks grew into 39, with a total of 169 broadcasts.

Our next move was to find an equally interesting series, based again on Selling Detroit to Detroiters. We knew that at one time Detroit was the music publishing center of the world. We knew a number of smash hit songs were written by Detroiters. How many, we did not know, and little did we realize at the time there were so many. The idea was enough, and the formula, "Music the Universal Language", and "Selling Detroit to Detroiters", was a natural. The ball started rolling. In this rolling process was gathered the names of some of America's outstanding song writers who, if not born in Detroit, had lived here many years and came to know Detroit as their home.

Read the list of names and a few of the songs they have written: Seymour Simons, "All of Me"; Whiting & Egan, "Japanese Sandman", "Tulip Time in Holland"; Buddy Fields, "The Night Shall be Filled with Music"; Gene Buck, "Sally in our Alley"; Will Collins, "Falling"; Richard Pascoe, "Tumbledown Shack in Athlone"; Will Dulmage, "Night Time in Nevada"; Ange Lorenzo, "Sleepy Time Gal"; Dudley Vernor, "Sweetheart of Sigma Chi"; Gerald Marks, "Brother Can You Spare a Dime"; Steve Pasternacki, "Precious"; Harold Berg, "Freshie"; Ed Farley, "The Music Goes Round and Round."

We even discovered that Detroit's well-known George Moriarity, American League Umpire, was a song writer too. In 1905 he wrote a popular little ditty entitled "Love Me Like the Ivy Loves the Old Oak Tree". Each week brought news of other hits composed by Detroiters. The research on the songs brought to light some very interesting information. For example:

"Till We Meet Again" is America's best all time seller—yet the authors, Egan and Whiting, threatened to leave the Remick organization because Mr. Remick insisted on plugging, "Till We Meet Again" instead of their new song, "I Love You More for Losing You Awhile."

Gerald Marks insisted that his song, "Is It True What They Say About Dixie" was behind the times and would never sell.

Jay Gorney found the title for his famous song when a young man in Central Park said to the music writer, "Brother Can You Spare a Dime?"

"Song Hits by Detroiters" was broadcast each Sunday afternoon from 5 to 5:15 on WWJ, placed through R. M. Meisel Agency. The program was flexible. The show was built around an interview with the author, fading the story for dramatized bits of human interest, all with local color.

From various sources we have gathered information which leads us to believe the show drew unusual attention. The Hooper-Holmes research organization made a telephone survey during the April 16 program, contacting 1,000 homes, which showed that 25% of the answerers were tuned to "Song Hits by Detroiters".

Our radio programs are but one of the mediums used in our public relations program—a department devoted exclusively to building goodwill for our bank. We know that our public relations program is producing sufficient results for us to continue it.

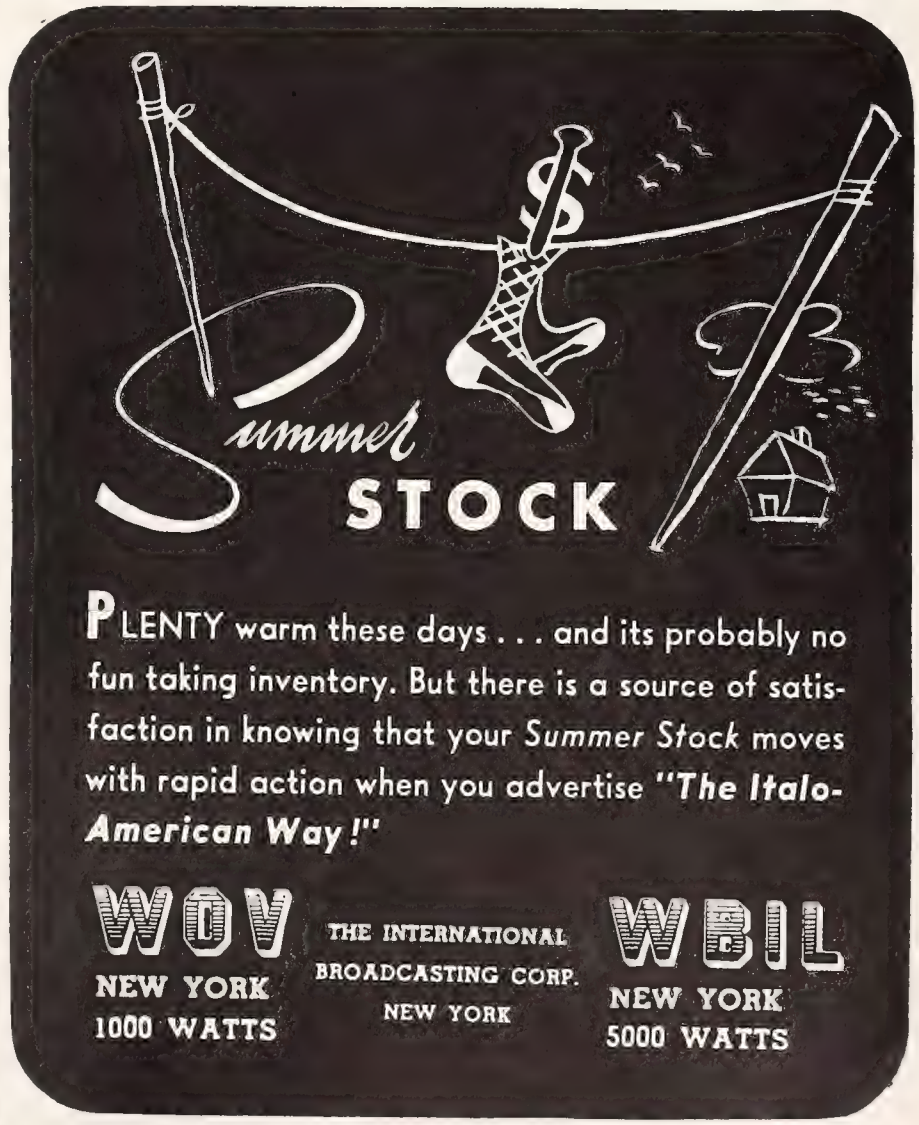
WHK, Cleveland, was authorized by the FCC June 13 to increase its day power from 2,500 to 5,000 watts.

MONEY TALKS!

You pay for "talk" when you buy time! WAIR listeners pay to listen, by buying your product in such volume as to return you a handsome profit.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer



Covering Royalty

(*Continued from page 15*)

Lewis jr., MBS Washington commentator, and Elliott Roosevelt on their regular programs on the network, descriptions of the activities were picked up from the scene for the network by Walter Compton, MBS presidential announcer, Stephen McCormick and Frank Blair, with Tony Wakeman and Art Brown assisting. Elliott Roosevelt, incidentally, was able to give first-hand impressions of events from which other reporters were excluded by reason of being included on the guest list of all White House and presidential functions.

MBS coverage in Washington included a pickup of the arrival at Union Station, descriptions of the garden party at the British Embassy by both Lewis and Roosevelt, and a 45-minute broadcast of the reception ceremonies in the Capitol rotunda, along with an interview between Rice and Compton.

Mutual covered the New York visit with five special broadcasts, starting from Red Bank where the reception by state officials was described by Henry Morgan and Arthur Whiteside. Dave Driscoll, MBS special features announcer, and Cameron King, were aboard the Coast Guard cutter *Campbell* to describe the progress of the royal party to the Battery. Tom Slater and Sidney Walton were stationed at the Battery to announce the official welcome. All World's Fair activities were covered by MBS, with descriptions by Alvin Josephy, Carleton Warren, Jerry Lawrence and Pattie Field. Frank Knight of MBS was stationed inside the Federal Bldg. to describe the royal luncheon.

All MBS broadcasts were transcribed for permanent record by the recording division of WOR, Newark, under the supervision of Ray Lyon, who is a distant cousin of Queen Elizabeth. The Queen—Lady Elizabeth Bowes-Lyon before her marriage—is descended from one branch of the original Lyon family, and Ray Lyon is a descendant of one of the brothers.

All on Record

EVERY SPEECH made by King George VI during his Canadian tour with Queen Elizabeth, along with other features associated with the royal visit, were recorded in Montreal and Toronto by Northern Electric Co. At various times each day the transcriptions were rebroadcast to remote sections of the Empire so listeners could hear the King's words during their waking hours.

Independents' 'Crown Network'

When the situation arose several days before the royal visit whereby none of the local independent stations were to be allowed to broadcast the King and Queen's tour through New York and the Fair, a "Crown Network" was established by MBS at the suggestion of Alfred J. McCosker, president of WOR, which gave all local stations the opportunity to pickup MBS broadcasts. The stations arranging to take the WOR-MBS broadcasts off the air and to rebroadcast them included WTNJ, Trenton; WBRB, Red Bank; WGNY, Newburgh; WFAS, White Plains. WHN and WQXR, New York, and WLTH, Brooklyn, arranged for programs via wire line.

A second cooperative proposition to allow coverage for the independents was arranged by WNEW, New York, which received permission from the Fair at the last moment to station Announcer Richard Brooks and Engineer Clifford Corbett inside the Federal Bldg. and feed the broadcast to any independent wishing it. Pickup of this WNEW broadcast as well as several other important broadcasts was done through CBS and NBC lines by WWRL, Woodside, N. Y., and WHOM, Jersey City. WMCA, New York, and WINS, New York, each picked up the CBS broadcasts direct, while WOV and WEVD, New York, picked up the WNYC broadcasts. WNYC, New York's municipal station, had its own announcers, Alden Ray and George Ward, on hand at the Battery to broadcast the ceremonies. Russ Johns also was in the Federal Bldg. for a WNYC broadcast.

Alka-Seltzer on 45

MILES LABORATORIES, Elkhart Ind. (Alka-Seltzer) has started five-weekly five-minute spots on 45 stations, placed through Wade Adv Agency, Chicago.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
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A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Radio Executive—An expert in radio station and network relations seeks connection with network or outstanding radio station in station relations, sales promotion, research or publicity departments. Has writing and public speaking as well as sales experience and is well-known in broadcasting and agency circles. Present employers are informed of this advertisement. Box A390, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesmen. Midwestern regional. Give references, complete details, recent photo. Box A399, BROADCASTING.

Production. Program Manager, Midwestern regional. Give references, complete details, recent photo. Box A400, BROADCASTING.

Sales Manager. Midwestern regional. Give references, complete details, recent photo. Box A401, BROADCASTING.

Wanted — Capable sales and production manager for new 250-watt station on air September 1. Send snapshot; tell all including starting salary. Box A392 BROADCASTING.

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado

Situations Wanted

Announcer-Salesman wants job with small station. Recording upon request. Will go anywhere. Box A391, BROADCASTING.

Engineer employed in midwestern small town local desires change to larger city or station. Box A388, BROADCASTING.

Announcer desires position with small station seeking combination announcer-writer. Available for interview. Box A403, BROADCASTING.

Expert News Man. International background (U. S. A., London, Berlin); familiar AP, UP, INS; first-class copywriter; excellent radio voice, delivery. At present signed columnist big eastern daily; broadcasting weekly. Seeks full-time connection progressive station east or west affiliated NBC, CBS or MBS. Transcription. Box A397, BROADCASTING.

Chief announcer and night supervisor of one of nation's leading stations desires change. Five years experience, programming, production, script-writing, special events. Handled many network commercials and sustainers. Adept at "ad lib" Do you need this man? Box A404 BROADCASTING.

Sports Announcer — Valuable sports background. Handle studio utility. References. Recordings available. Box A395 BROADCASTING.

Attention Radio Academies & Stations Instructor—speech, announcing, dramatics, programming. Studio-Announceria duties. Box A396, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box 394, BROADCASTING.

Engineer employed on major network station, desires change. Wants a better opportunity. Experienced and available at once. Reliable and efficient, investigate. Address Box A393, BROADCASTING.

Wanted to Buy

Wanted: One Kilowatt transmitter all AC Box A402, BROADCASTING.

For Sale—Equipment

Western Electric 353B-1 1 kilowatt transmitter complete, also two Blaw-Knox 254 ft. radiators. Box A398, BROADCASTING.

For Sale: RCA 100/250 watt transmitter now in operation. Box A402, BROADCASTING.

WAPI Challenges FCC Lease Denial

Questions FCC Injection Into Parties' Private Business

CHALLENGING the FCC's authority to inject itself into the "private or business affairs" of the parties involved, the three Alabama colleges owning WAPI, Birmingham, on June 2 filed with the Commission a petition for rehearing on the denial May 16 of voluntary assignment of the station to a new corporation known as the Voice of Alabama Inc.

Through Duke M. Patrick, counsel for the colleges as well as for CBS, which would become a 45% stockholder in the new corporation, the petition set up a series of specifications of error by the Commission in denying the transfer. It asked that the Commission reconsider its action of May 16 and grant the application on the basis of the record already established or grant the applicants an opportunity to present oral arguments before a quorum of the Commission.

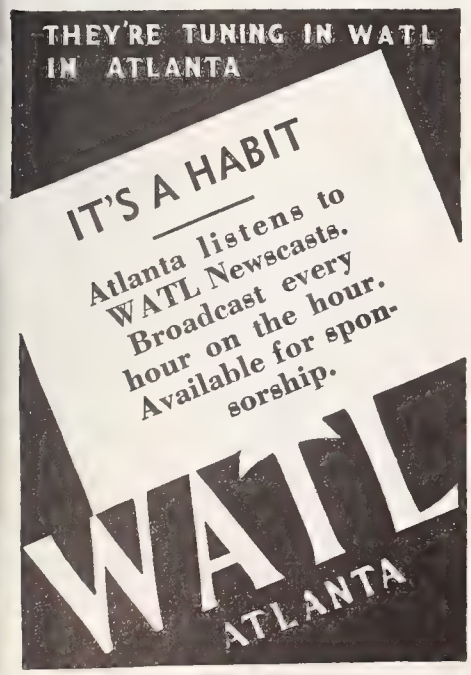
Follows KSFO Ruling

Because the decision established a precedent which apparently foreshadows the ending of all contracts involving station leases, great importance attaches to the case. The Commission grounded its decision largely on the provision under which the station license could be recaptured by the educational institutions. In that respect it followed the principle laid down last fall when the FCC denied an application of KSFO, San Francisco, for assignment of its license to CBS under lease. This decision was appealed to the U. S. Court of Appeals for the District of Columbia, which has it under advisement.

WAPI is owned by Alabama Polytechnic Institute, University of Alabama and Alabama College, but at present is operated commercially under a management agreement held by Thad Holt of Birmingham. The Voice of Alabama, in which CBS would hold 45%, with Ed Norton, Birmingham businessman and owner of WMBR, Jacksonville, as a 42% stockholder and Mr. Holt holding 13% stock, is a new corporation set up to take over the station under lease.

The petition, among other things, holds that the Commission's decision is erroneous and arbitrary and capricious in that it is based upon provisions of the lease agreement which relate solely to the private or business affairs of the parties and do not touch upon or in any manner affect the ability of the lessee to operate WAPI in the public interest and in conformity with the laws and rules and regulations. Further, it is contended that the Commission's action has no reasonable relationship to the function which the Commission is called upon to exercise under the law and that it constitutes an attempt at "unwarranted legislation through the establishment of a rule for future conduct under the guise of the proper exercise of a judicial function conferred upon it by the Act."

Moreover, the petition held that the decision constitutes an attempt to fix and prescribe a rule governing assignment of licenses different than and at variance with the rule established by Congress in the law. It was held further that it was at variance with other provisions of the law and with precedents already established by the FCC and its predecessor Radio Commission.



NBC Video Plans

(*Continued from page 62*)

a Thursday night period was also largely due to dealer requests, as many of the stores selling receivers stay open on Thursday evening. The new noontime programs will also be helpful to dealers, it is believed. However, NBC says that this new schedule, like the earlier one, is only an experiment and will be changed if and when it seems advisable.

To replace the present film schedule on the receivers in the RCA Bldg. at the Fair, where thousands of out-of-town visitors are getting their first look at television, installation of a television camera is planned, with connecting cables to the receivers. Visitors will be interviewed while their friends watch them on the receivers, as now being done in the General Electric and Westinghouse exhibits. This will provide more interesting demonstrations than the present film diet and will also free the network's mobile television unit, which has been stationed at the Fair and occasionally used for such interviews, for more general use.

* * *

Must Have Networks

ALTHOUGH the means of network television have not yet been developed, networks are essential to the development of this new broadcasting art, Lenox R. Lohr, president of NBC, told members of the Edison Electric Institute June 6 at their convention in New York. The lack of good talent and good programs in many localities that led to the formation of networks for sound broadcasting will make television networks even more imperative, he stated, if there are to be programs of sufficient quality to make people purchase and use television receivers.

While telecasts have been carried for short distances over ordinary telephone circuits and for longer distances by coaxial cable, he said, the television networks will probably be through radio relays which are now being developed. With 40 or 50 relay stations to pass it along, a program originating in New York could be seen in Chicago, he continued, adding that the first such network would probably run from Boston to Washington. Some means of introducing television to a widespread audience must be found, he said, before any thought of selling time.

Stating that today television is in about the same stage of development that the automobile was in 1910, Mr. Lohr said that the technical problems had been solved fairly satisfactorily but that the program side of television was not nearly so far along. Since feature films are too costly to be limited to a single telecast, he said, the answer seems to be studio productions, supplemented with sports and spot news features picked up by the mobile unit.

Turning to the economic phases of television development, Mr. Lohr pointed out that there must be hundreds of thousands of receivers placed in homes before television can compete with other advertising media, and that it will take good programs to persuade people to buy sets. And until advertisers do begin to sponsor television shows the broadcaster must maintain them himself, at a cost of $1,000,000 a year for an hour a day on the air, he declared, adding, however, his belief that when commercial television does arrive it will sell goods better than any other medium.

A BARRAGE OF PUBLICITY

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for advertisers on

NBC STATION

WTCN

MINNEAPOLIS ST. PAUL

EXPERIENCED RADIO advertisers know that publicity creates more listeners and more sales. WTCN advertisers have conclusive proof in results that the publicity given their programs is powerful and productive. Your program on WTCN will benefit from publicity in two great Northwest newspapers, the Minneapolis Tribune and the St. Paul Dispatch-Pioneer Press (Owners and Operators of WTCN), whose combined circulation, both daily and Sunday is over 300,000.

FREE AND PETERS, INC.

NATIONAL REPRESENTATIVES

New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MAY 31 to JUNE 13, INCLUSIVE

Decisions . . .

MAY 31

KFRO, Longview, Tex. — Granted CP change 1370 kc 250 w D to 1340 kc 1 kw unl.

KSLM, Salem, Ore.—Granted license new equip., change 1370 kc 100 w to 1360 kc 500 w.

WROL, Knoxville — Granted license change equip.

WBLK, Clarksburg, W. Va.—Granted license increase D to 250 w.

WRNL, Richmond, Va.—Granted mod. license to Richmond Radio Corp.

KWJB, WGRM, KRBA, WDAH, WEXL, WIBU, WLAK—Granted regular renewals.

WTAL, Tallahassee, Fla.—Granted temporary renewal license.

WGRC, New Albany, Ind.—Granted auth. transfer control to Charles Lee Harris and S. A. Cisler Jr.

KHBC-KGMB, Honolulu—Granted auth. transfer control to Consolidated Amusement Co.

SET FOR HEARING — NEW, Hot Springs Bcstg. Co., Hot Springs, Ark., CP 1310 kc 100-250 w. unl.; WCNW, Brooklyn, mod. license amended to unl. (asks facilities WMBQ, WWRL); KMPC, Beverly Hills, Cal., CP move trans., new equip., increase to 1-5 kw unl.; NEW, Opelika-Auburn Bcstg. Co., Opelika, Ala., CP 1370 kc 100-250 w unl.; KSD, St. Louis, CP move trans. install DA system, change 550 to 630 kc unl.; KXOK, St. Louis, CP change 1250 to 630 kc. increase D to 5 kw.

MISCELLANEOUS — KGMB-KHBC, Honolulu-Hilo, granted reconsideration and grant without hearing applics. renewal licenses (cause of objection removed); KNEL, Brady, Tex., denied reconsid. & grant without hearing CP increase D to 5 kw; WBAX, Wilkes-Barre, Pa., denied reconsid. & grant without hearing applic. renewal license; NEW, Black River Valley Bcsts., Watertown, N. Y., denied special relief vacating order of 12-2-36 in which applications were granted, and applic. of Watertown Bcstg. Corp. denied, and ordered hearing de novo before an examiner, together with WCAD applic. voluntary assignment license and CP move to Watertown; NEW, Clinton Bcstg. Corp., Clinton, Ia., and NEW, Burlington Bcstg. Co., Burlington, Ia., applications set for further hearing; NEW, Courier Post Pub. Co., Hannibal, Mo., and NEW, Hannibal Bcstg. Co., Hannibal, Mo., denied Courier Post Pub. Co., request to grant applic. new station at Hannibal, and set for further hearing, consolidated, on interference, applic. Hannibal Bcstg. Co.

JUNE 1

KGIW, Alamosa, Col.—Granted applic., assign. license from Leonard E. Wilson to E. L. Allen.

KCRJ, Jerome, Ariz.—Granted assign. license Charles C. Robinson to Central Arizona Bcstg. Co.

JUNE 2

MISCELLANEOUS — WPAX, Thomasville, Ga., granted order take depositions in applic. John F. Arrington Jr., Valdosta, Ga.; KDYL, Salt Lake City, granted postponement hearing re KUTA applic.; NEW, Samuel M. Emison, Vincennes, Ind., granted order take depositions; KUSD, Vermillion, S. D., granted postponement renewal hearing; KMAC, San Antonio, granted motion amend applic. to 930 kc.; WGBF, Evansville, Ind., granted petition vacate order take depositions; NEW, Roy E. Martin, Opelika, Ala., denied leave dismiss without prejudice applic. CP.

JUNE 3

MISCELLANEOUS—Mayor LaGuardia, of New York, granted continuance hearing to 9-11-39; WBBM, Chicago, granted extension temp. auth. Simul. N synchro-KFAB spec. hours due to daylight time; WSAJ, Grove City, Pa., granted temp. auth. remain silent during college vacation 6-15 to 9-20; WMC, Memphis, granted extension temp. auth. 5 kw N to 7-3, to overcome interference; WHP, Harrisburg, Pa., granted CP new trans.

JUNE 6

KSAL, Salina, Kan.—Granted assignment license to KSAL Inc.

W8XKA, Pittsburgh—Granted CP new trans., change to 42600 kc, increase to 1 kw, move to new location in Springfield, Mass.; granted CP new trans. W1XKB, E. Springfield, Mass.

WBNO, New Orleans—Granted vol. assign. license to WBNO Inc.

SET FOR HEARING—NEW, Dr. Willard Craver, Thomas B. Williams, Byrne Ross, Lawton, Okla.—CP 1420 kc 100 w unl.; WSPR, Springfield, Mass., mod. license 1140 kc 500 w ltd. to 1240 kc 250 w 500 w unl.; KGHF, Pueblo, Cal.—CP move trans., change equip., increase to 1 kw.

WKOK, Sunbury, Pa.—Granted mod. license use unl. hours 1210 kc 100 w.

MISCELLANEOUS—WBNX, New York, granted reconsideration and grant of renewal applic.; WCBA, WSAN, Allentown, Pa., denied motion to strike the issues, quash hearing notice, and reconsider applications assign. licenses (Craven voting No); KOY, Phoenix, Ariz., denied dismissal and return of applic. KOAC increase to 5 kw 550 kc.

JUNE 7

MISCELLANEOUS—NEW, Marion C. McCabe, Atlantic City, dismissed motion set aside order granting motion to strike protest and petition for hearing re applic. Press Union Pub. Co.; WJBL, Decatur, Ill., dismissed petition for denial of applic. Sherman V. Coultas, Milton Edge and Hobart Stephenson because of dissolution of applicant, and denied petition of Edge and Stephenson for leave to amend applic. by substitution of Edgar J. Korsmeyer as partner, and application of aforesaid applicant partnership was dismissed without prejudice to Edge and Stephenson; WMBG, Richmond, Va., dismissed petition for severance of applic. from that of WBNX; WHBY, Green Bay, Wis., granted renewal; NEW, Pillar of Fire, Zarephath, N. J., cancelled oral argument set for 6-15, at request of applicant.

JUNE 8

MISCELLANEOUS—KWTO, Springfield, Mo., granted extension temp. auth. 5-6 a.m. 1 kw for farm programs; NEW, Roy E. Martin, Opelika, Ala., denied as in default applic. 1310 kc 100-250 w unl. for failure to file written appearance.

JUNE 13

NEW, Louisville Times Co., Eastwood, Ky.—Granted CP facsimile.

WLAW, Lawrence, Mass.—Granted extension exp. synchronize WLLH.

WHK, Cleveland—Granted mod. license D to 5 kw.

KTKC, Visalia, Cal.—Granted mod. CP change equip.

SET FOR HEARING—WTNJ, Trenton, mod. license increase D to 1 kw.

MISCELLANEOUS—WCOV, Montgomery, Ala., granted order take depositions re mod. license; KUTA, Salt Lake City, granted withdrawal motion take depositions re CP applic.; KSL, Salt Lake City, granted petition intervene KUTA hearing; KWK, St. Louis, granted dismissal without prejudice applic. mod. license to increase power; NEW, Clarence H. Frey & Robert O. Greever, Logan, W. Va., granted leave file appearance; WJBO, Baton Rouge, granted order take depositions; KVWC, Vernon, Tex., granted license increase D to 250 w; WHOM, Jersey City granted license change trans., antenna: WCOS, Columbia, S. C., granted mod. CP trans., studio sites etc.; WLAW, Lawrence, Mass., granted license change equip.; WJBK, Detroit, granted license move trans. etc.; WLAP, Lexington, Ky., granted further hearing; KFRU, Columbia, Mo., dismissed petition for withdrawal of rehearing petition re KVOD and KFEL applics.; KUSD, Vermillion, S. D., granted reconsideration and grant renewal applic.

Proposed Decisions . . .

WJAC, Johnstown—Granted mod. license to unl.

NEW, Richland Inc., Mansfield, O.—Granted CP 1370 kc 250 w D.

NEW, Richland Inc., Mansfield, O.—Granted CP 1370 kc 250 w D.

WJAC, Johnstown, Pa.—Granted mod. license to 1370 kc 100-250 w unl.

Applications . . .

JUNE 2

WLAW, Lawrence, Mass. — License change equip.

WJBK, Detroit—License new antenna etc.

WAZL, Hazleton, Pa.—Mod. license to unl.

WILM, Wilmington, Del.—Mod. license to unl.

WWL, New Orleans—Extension exp. auth. unl. time.

WPTF, Raleigh, N. C.—Extension exp. auth. 5 kw directional, re hours.

NEW, Frank R. Pidcock Sr., Moultrie, Ga.—CP 1500 kc 100-250 w unl., amended to 1370 kc.

NEW, Hazlewood Inc., Orlando, Fla.—CP 1390 kc 1 kw unl.

WISN, New York—Mod. license N to 500 w.

WHIP, Hammond, Ind.—CP unl.

KWTO, Springfield, Mo.—Mod. license re hours, using 1 kw 5-6 a. m.

NEW, Don Lee Bcstg. System, Los Angeles—CP mobile television.

JUNE 6

WSPR, Springfield, Conn.—Vol. assign. license to WSPR Inc.

WLW, Cincinnati—CP change trans.

WHP, Harrisburg, Pa.—Mod. CP increase power etc., re trans.

KMAC, San Antonio—CP change 1370 kc 100-250 w to 630 kc. 1 kw unl., amended re antenna and freq. change to 930 kc.

NEW, W. B. Dennis, Plainview, Tex.—CP 1210 kc 100 w D.

WJBW, New Orleans—License for new equip., move trans.

WWAE, Hammond, Ind.—CP move trans. locally.

JUNE 12

WBNY, New Buffalo—Mod. license increase N to 250 w.

WFVA, Fredericksburg, Va. Mod. CP re antenna, trans.

KTOK, Oklahoma City—License for increased power.

WRUF, Gainesville, Fla.—CP increase to 10 kw LS Denver, 5 kw N, unl.

WFBM, Indianapolis—Vol. assignment license to WFBM Inc.

WCLS, Joliet, Ill.—CP change trans., antenna, studio.

KDRO, Sedalia, Mo. — Mod. CP new trans., antenna.

KIRO, Seattle—Mod. exp. auth. increase to 5 kw.

WDEL, Wilmington, Del.—Mod. license to 500 w unl.

NEW, Harold Thomas, Bridgeport, Conn.—CP 1310 kc 100-250 w unl.

NEW, Radio Voice of Springfield, O.—CP 1310 kc 100 w unl.

WOPI, Bristol, Tenn.—CP new trans., antenna, increase D to 250 w.

KABC, San Antonio—CP new equip., antenna, change 1420 kc 100-250 w to 630 kc 1-5 kw.

WBBM, Chicago—CP change trans.

NEW, Yuma Bcstg. Co., Yuma, Ariz.—CP 1210 kc 100-250 w unl.



NORTHERNMOST station in North America, when it is completed early this autumn, will be the new KFAR, Fairbanks, Alaska, 1,000 watts on 610 kc. It will be ultra-modern in every detail, as evidenced by this architect's drawing of transmitter house located near the University of Alaska campus. An RCA transmitter and 300-foot Lehigh radiator are being installed. KFAR, owned by Capt. A. E. Lathrop, pioneer Alaska mining man, industrialist and publisher, has issued a 66-page "preview" volume titled "From the Top of the World to You" which is virtually a handbook of the entire Territory of Alaska.

Ionosphere Shows Frequency Choice

Bureau of Standards Making New Service Available

NATIONAL Bureau of Standards in Washington, through its "ionosphere" reporting service, which is somewhat similar to weather reporting service, is making available data which can be directly applied by the radio engineer in his choice of frequencies for any communications job, according to Dr. J. H. Dellinger, chief of the Bureau's radio section.

"Ionosphere" is the vast electrical "ocean" surrounding the earth, and is a new world in which radio research and radio operations have given Bureau experts access in the past few years, Dr. Dellinger stated. It exists anywhere above the earth at heights between 50 and 250 miles.

Reflection of Waves

Instead of being occupied by air, the ionosphere is filled with positive and negative electricity existing in layers. It is by reflection from these layers that radio waves travel from one point to another, he explained.

The electrical condition in the ionosphere is caused by ultra-violet rays from the sun, not the ultra violet rays which produce tan on the bathing beaches, but more powerful rays which would be harmful if they were not prevented from reaching the earth's surface by being absorbed in the ionosphere, Dr. Dellinger stated.

The Bureau of Standards has, as a result of its successful experiments, established an ionosphere reporting service. It gives data, weekly and monthly, obtained from its charting of the ionosphere, which assist in the predetermination of radio transmission conditions. Such service is in some respects like the weather reporting service. The reliability of ionosphere prediction will probably surpass that of weather because the controlling factors are somewhat better known and more uniform, according to Dr. Dellinger.

Video in Dept. Stores

PLANS for equipping a national chain of department stores, with a "controlled television" system, comprising receivers throughout the store and a central studio where merchandise can be effectively televised by wire for "point of sale" display, are being pushed by American Television Corp., following a demonstration of the system at Bloomingdale's in New York. Samuel M. Saltzman, ATC president, is interviewing manufacturers of goods sold through department stores and their advertising agencies, invitating their participation in his plan to present televised displays of their products to store audiences. In addition to "live" programs, filmed continuities promoting the products of several national advertisers would be shown hourly in the stores, he said.

Network Accounts

All time EDST unless otherwise indicated.

New Business

EMERSON Radio & Phonograph Co., New York, on June 3 started *Elliott Roosevelt* on special Mutual network comprising WOR, Newark; WOL, Washington; WAAB, Boston, and 23 stations of Texas State Network, Tues., Thurs., Sat., 7:15-7:30 p.m. Agency: Lightfoot Associates, New York.

BOWEY'S Inc., Chicago, (Dari-Rich), on June 4 started *News & Rhythm* on 33 CBS stations, Sun., 10-10:15 a. m. (CDST). Agency: Sorensen & Co., Chicago.

BELL & CO., Orangeburg, N. Y. (Bell-Ans), on June 5 started *Red River Dave* on 2 MBS stations, Mon. & Thurs., 8:15-8:20 a.m. Agency: Anderson, Davis & Platte, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer) on May 29 started 131 five-minute programs, 5 weekly, on 7 Colonial stations. Agency: Wade Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 5 started for 52 weeks *Manhattan Mother* on 23 Pacific Coast Don Lee-Mutual network stations, Mon. thru Fri., 2:45-3 p.m. (PST), Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 5 started for 52 weeks *Ma Perkins* on 7 Pacific Coast Don Lee-Mutual network stations, Mon. thru Fri., 2:30-2:45 p.m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

DUART MFG. Co., San Francisco, (cosmetics) on May 28 started *Tom Breneman's Spelling Bee-Liner* over 7 CBS Pacific stations (KSFO, KNX, KARM, KOIN, KIRO, KVI, KFPY) Sun., 7-7:30 p.m. (PST). Agency: Erwin, Wasey & Co., San Francisco.

WANDER Co., Chicago (Ovaltine), remains on 15 NBC-Red stations during the summer, Mon. thru Fri., 4:45-5 p. m. (CDST). Agency: Blackett-Sample-Hummert, Chicago.

SOFENZ SALES Corp., Los Angeles (face cream), on May 23 started for 13 weeks *Beauty Secrets* on 6 CBS Pacific network stations (KNX KSFO KARM KROY KOY KTUC), Tues., 11:30-11:45 a. m. Agency: Richard Connor, Manhattan Beach. Cal.

ALLES & FISHER Co., Boston (63 cigars) on June 4 started 14 quarter-hour programs on 4 Yankee stations, Sunday p.m. Agency: L. B. Hawes, Boston.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 25 starts *Jack Armstrong* 16 NBC-Red stations for 31 weeks, Mon. thru Fri., 5:30-5:45 p. m. Agency: Knox Reeves Adv., Minneapolis.

RALSTON-PURINA Co., St. Louis (cereal), on Sept. 25 starts *Adventures of Tom Mix* on 49 NBC-Blue stations, Mon. thru Fri., 5:45-6 p. m. (repeat, 6:45-7 p. m., 8:15-8:30 p. m.). Agency: Gardner Adv., St. Louis.

Renewal Accounts

ALFRED DUNHILL Co., New York (Dunhill cigarettes), on July 3 renews *Name Three* on 4 MBS stations, Mon., 8-8:30 p.m. Agency: Biow Co., N. Y.

JERGENS - WOODBURY SALES Corp., Cincinnati (soap), on July 2 renews *Woodbury Playhouse* and *Walter Winchell* on 65 NBC-Blue stations, Sun., 9-9:45 p.m. Agency: Lennen & Mitchell, N. Y.

BAYUK CIGARS, Philadelphia, on June 12 renews for one year thrice weekly p.m. series on 6 Yankee stations. Agency: Ivey & Ellington, Philadelphia.

CBS Absorbs Charges

CBS has announced that effective July 3 it will absorb the added charges for programs originating from Los Angeles, which has carried added rates of $150 per hour, $90 per half-hour, $60 per quarter-hour, and half these charges for rebroadcasts. With this change of policy, pickups can be made without added cost from the four major originating points, Los Angeles, Chicago, Washington, and New York.

SPERRY FLOUR Co., San Francisco, on May 29 renewed for 13 weeks *Dr. Kate* on 6 NBC-Pacific Red stations, Mon. thru Fri., 9:45-10 a.m. (PST). Agency: Westco Adv. Agency, San Francisco.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on May 31 renewed for 13 weeks, participation in *Early Morning News* on 15 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a.m. Agency: Raymond R. Morgan Co., Hollywood.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on July 8 shifts *Your Hit Parade* on 101 CBS stations Sat., from 10-10:45 p. m. to 9-9:45 p. m.

PHILIP MORRIS & Co., New York (cigarettes), on June 30 shifts *Johnny Presents* on 29 CBS stations from Sat., 8-8:30 p. m. to Fri., 8:30-9 p. m.

BRISTOL-MYERS Co., New York (Vitalis), on July 5 shifts for 13 weeks *For Men Only* from 45 NBC-Red stations, Tues., 8:30-9 p. m. to 53 NBC-Red Wed., 9:30-10 p. m.

PET MILK SALES Corp., St. Louis, on July 8 shifts *Saturday Night Serenade* on 54 CBS stations Sat. from 9:30-10 p. m. to 9:45-10:15 p. m.

PHILIP MORRIS & Co., New York (cigarettes), on June 23 renews *Breezing Along* on 3 MBS stations, Fri., 8-8:30 p.m. Agency: Biow Co., N. Y.

CAMPBELL SOUP Co., Camden, N. J., on Sept. 10 resumes *Campbell Playhouse* on 59 CBS stations, Sun., 8-9 p. m. Agency: Ward, Wheelock & Co., Philadelphia.

RCA MFG. Co., New York, on June 26 shifts *Magic Key of RCA* from 118 NBC-Blue stations, Sun., 2-3 p. m. to 53 NBC-Blue, Mon., 8:30-9:30 p.m. Placed direct.

MARS Inc., Chicago (bar candy), on Aug. 28 shifts *Dr. I. Q.* from NBC-Blue to 56 NBC-Red stations, Mon., 8-8:30 p.m. (CDST). Agency: Grant Adv., Chicago.

We have the Man
you are seeking...

Several graduates of our recent radio engineering course are available to fill responsible technical positions. We know all about their ability, training and past experience. We believe we have just the man you are looking for. There is no charge for getting you together — our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS. Write your requirements to E. H. Rietzke, President, Capitol Radio Engineering Institute, 3224 16th Street, N. W., Washington, D. C.

Paramount's Spots

PARAMOUNT Pictures, New York, since June 4 has been using spot announcements immediately following the *Jack Benny* programs on the 49 NBC-Red stations which carry the broadcast under the sponsorship of General Foods Corp. Spots promote the star's new Paramount picture, "Man About Town," to be released about July 1. Buchanan & Co., New York, is the agency.

U. S. RUBBER Co., New York (tires), on June 9 shifted *99 Men & a Girl* on 82 CBS stations, from Wed., 10-10:30 p. m. to Fri., 9-9:30 p. m.

GENERAL FOODS Corp., New York (La France, Satina), on July 3 replaces *Mary Margaret McBride* with *Joyce Jordan, Girl Interne* on 40 CBS stations, Mon., Wed., and Fri., 12-12:15 p. m. Agency: Young & Rubicam, N. Y.

HOUSEHOLD FINANCE Corp., Chicago, on June 7 shifted *It Can Be Done* on 28 CBS stations, Wed., from 10:30-11 p. m. to 10-10:30 p. m.

MARS Inc., Chicago, on July 10 shifts its audience participation show *Dr. I. Q.* to 32 NBC-Red network stations, Mon., 8-8:30 p. m., CDST. On Aug. 28 the show will go on 56 Red stations. Agency: Grant Adv., Chicago.

AMERICAN TOBACCO Co., New York (Half and Half pipe tobacco), on Oct. 1 resumes *Ben Bernie* on 43 CBS stations, Sun., 5:30-6 p. m. Agency: Young & Rubicam, N. Y.



JUST around the corner from the new N.A.B. Headquarters on K Street, In the center of busy Washington.

Air Conditioned

BEDROOMS · RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER
Connecticut Avenue at L Street
WASHINGTON, D. C.

R. L. POLLIO, Manager

Specially Designed
FOR HIGH FREQUENCY CRYSTAL CONTROL



Bliley High Frequency Quartz Crystal Units are designed to provide accurate dependable frequency control under the adverse operating conditions encountered with mobile and portable transmitters. Both the rugged type M02 holder and the compact M03 temperature controlled mounting are widely employed for U.H.F. services where reliability counts. Catalog G-10 contains complete information on these and other Bliley Crystal Units for frequencies from 20 kc. to 30 mc. Write for your copy.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING — ERIE, PA.

Merchandising & Promotion

Festival of the Grouch—Poultry for Plugs—For Pipe Smokers—Families—Summer Stuff

GENERAL MILLS, Minneapolis (Korn Kix), as promotion for its weekly half-hour NBC *Grouch Club* will stage an all day Grouch convention in the Hollywood (Cal.) Bowl on July 16. More than 25,000 tickets are being distributed through Southern California grocers in return for two Korn Kix box tops each.

Harry Maizlish, general manager of KFWB, Hollywood, in charge of arrangements, stated that special acts supplied by Fanchon & Marco Agency, will be featured throughout the day, from 9 a.m. to 5 p.m. Festivities will be climaxed with the half-hour *Grouch Club* broadcast from the Bowl. Orphans, shutins and soldiers from various Southern California veterans homes will be brought to the Bowl as guests of General Mills. Ice cream, hot dogs, hamburgers and soft drinks, donated by various Los Angeles concerns, will be sold to the 25,000 persons attending. Proceeds will be turned over to the Los Angeles Parent-Teachers Association for its Milk Fund.

* * *

Missouri Balloons

KWOS, Jefferson City, Mo., releases four or five gas-filled toy balloons each day from a downtown street. Each balloon bears a postcard giving the station's name, the date of the release, and the name of one of the spectators in the crowd which watches the balloons released. Prizes are awarded to each person who mails in a card from a captured balloon and to each spectator whose card is first of that day's releases returned to the station in the mail.

* * *

For Prudential

FOR THE opening program of the *When a Girl Marries* series under sponsorship of Prudential Insurance Co. on CBS, Luther L. Hill, manager of KRNT, Des Moines, invited General Agent James C. Clapp and his sales force to the Des Moines Club May 29. After luncheon the first episode was tuned in and Craig Lawrence, KRNT commercial manager, gave a short talk on radio advertising.



INVENTING gadgets, useful ones, is the hobby of Dick Aurandt, KSFO-CBS musical director in San Francisco, here shown demonstrating his new patented butter slicer to pretty Ethel Blumenthal of the station's home science department. Mr. Aurandt plans to market his device among restaurants. Tripped by a photoelectric cell, it drops uniform segments of butter upon a plate which intercepts the control light.

Summer Stunt

TO BOOST summer business in local department stores, KSFO, San Francisco, is sending its home economist, Elma Latta Hackett, to the various stores, where she conducts discussions on household planning, budgeting and other homemaking topics. Recently she attracted several hundred shoppers into one store's salesrooms with a chat on "Kitchen Planning". The KSFO merchandising staff also is arranging broadcast demonstrations from show windows as well as photographic exhibits of station personalities.

* * *

Chicks for Time Buyers

THREE baby chicks, with a sack of feed and a set of instructions on chick care, were delivered by Western Union messengers to 100 agency executives and time buyers over the country recently in the latest promotion stunt of KMA, Shenandoah, Ia. The instruction sheet said the trio represented three million chicks sold by one client using KMA this season and footnoted the information that KMA was ready to do other selling jobs.

* * *

For Des Moines Firms

PROGRAM DOPE with a sales slant is presented in *Dial Tones*, new house organ of KSO-KRNT, Des Moines, being published monthly for distribution to Des Moines business firms under direction of Wayne Welch, KSO-KRNT sales promotion manager. The publication, a 4-page job, carries a good number of pictures of radio personalities, success stories and news about radio advertising of special interest to local accounts.

* * *

On the Bandwagon

WARD BAKING Co., sponsor of Charley Freshwater's *Tip Top Bandwagon* series, heard daily 8-8:30 a.m. on WHKC, Columbus, is remodeling and repainting the 12-passenger Freshwater bus to carry out the musical theme written into the programs. Budd Sweeney, announcer, acts as m.c. for the Bandwagon troupe each Friday night when they present a weekly barn dance in rural communities.

* * *

Latest Home Gadgets

KGVO, Missoula, Mont., staged a Better Homes Exhibit recently, displaying all the latest in building materials and gadgets for the home and featuring a cake-baking contest sponsored by Montana Flour Mills for its Sapphire flour. Housewives were required to bake cakes with Sapphire flour and present a sales slip with entries, and the sponsor gave away five-pound sample sacks of flour during the last day of the exposition.

* * *

Television Display

THE KPO-KGO press department has installed a large window display picturing various steps in a television broadcast, in a music store in Oakland, Cal. A feature in the exhibit is an iconoscope tube.

WDAS Cartoons Syndicated

NEWSPAPER cartoons, used in promotional ads by WDAS, Philadelphia, in local papers for the last two years, now are being syndicated to about 20 outlets in other cities through Advertisers' Cartoon Service, Philadelphia. Two columns wide by 2½ inches deep, each cartoon pictures a ludicrous situation in which one of the characters is running out on the rest, shouting over his shoulder, "I'm going home and listen to WDAS", each station substituting its own call letters. Among stations now using the cartoons are WOL, WTAG, WICC, WSGN, WMAZ and WGST. Swap deals generally are arranged for newspaper space for the promotion.

* * *

Hobbies Lobbied

THE KPO-KGO press department, San Francisco, recently made arrangements with Jules Charbneau, whereby the *Hobby Lobby* program will get a permanent play at his miniatures exhibit at the Golden Gate International Exposition. A frame containing a series of photos of Dave Elman and scenes from *Hobby Lobby* broadcasts has been installed in the exposition exhibit. The network press department also placed a *Hobby Lobby* display frame at the Hobby Show recently held in San Francisco's Civic Auditorium. NBC did a broadcast from the Hobby Show and also obtained promotion in the street car signs advertising Elman's prize of a free trip to New York and a *Hobby Lobby* appearance.

* * *

Miniature Auto Licenses

B. F. GOODRICH RUBBER Co., Akron, which shares sponsorship of Pacific Coast League baseball broadcasts with General Mills, is offering a duplicate of motorists' individual California license plate in miniature to attach to chain to act as a key ring. Listeners are asked to send ten cents.

* * *

KYA Trailers

KYA, San Francisco, is promoting its feature programs and services on motion picture trailers now showing in ten first-run movie houses in San Francisco, the East Bay and at Treasure Island. The trailers are averaging 30 performances a week.

* * *

Typewriter Prizes

RADIO ATTRACTIONS, New York, producers of the *Shadow of Fu Manchu*, has arranged with the Underwood-Elliott Fisher Co. to run a contest in various localities, in which listeners are asked to make a portrait of Fu Manchu using only the characters on a standard typewriter. Winners are awarded new portable typewriters.

* * *

Family Collars

BOTTLE COLLARS, placed on bottles with each delivery, are being used by Ecoma Dairy Products to call household attention to the change in time for *Your Family & Mine*, National Dairies disc, which it sponsors on WLEU, Erie, Pa.

KDKA's Spot Stunt

TO KEEP NBC spot salesman KDKA-conscious, KDKA, Pittsburgh, has started sending out frequent promotion pieces produced on its own offset printing press, which will reproduce pictures as well as text. The series covers all sorts of KDKA activities and personalities all with a businessy slant.

* * *

Free Tobacco

HOUSE OF CRANE, Indianapolis (Londonaire smoking tobacco), is mailing a card to all dealers in the WFBM listening area describing Gilbert Forbes news broadcasts. Free samples of the product are offered listeners who send name and address. Russell M. Seeds Co., Indianapolis, is agency.

* * *

Badges for Guests

OBSERVING an increase in the number of school groups visiting its studios, WSPD, Toledo, ordered several thousand little guest pins carrying the legend "WSPD Guest" and gives them to visitors. The pins are blue and gold, rectangular in shape, an inch wide and a quarter-inch deep.

* * *

Slates for Pupils

OFFER of a cardboard reproduction of an old-fashioned slate, with sketches of the schoolmaster and pupils of WWL's *Little Red Schoolhouse*, produced some 20,000 requests from listeners to this weekly New Orleans program, which depicts a typical school of 60 years ago.

* * *

Radio Families Analyzed

NBC has just issued a "Radio Time Buyers' Bird's-Eye View of U. S. Families," which, in a single table, shows all families, all radio families, and also urban and rural families and radio families by States, together with appropriate percentages and comparative rankings.

* * *

Good Old Summertime

RADIO COLUMNS of the *Des Moines Tribune* recently carried a series of stories about summer radio business, based upon data furnished KRNT-KSO salesmen by CBS and NBC. Tear sheets were distributed to clients and business men in the state.

* * *

New CBS Clipsheet

REPLACING its former mailings of mat proofs of publicity pictures to radio editors, CBS has started a weekly clip sheet, "CBS Pix", containing news notes as well as pictures.

BROCHURES

WOR—Feature Presentations, New York: Die-cut mailing piece, simulating a book and promoting the *Author! Author!* show.

NBC: "Calling All Women" brochure reviewing NBC programs slanted to feminine listeners.

WLW, Cincinnati: Mimeographed compilation of station popularity analyses for the WLW listening area, bound in a file-cover.

WLOK, Lima, O.: Offset-printed brochure presenting studio pictures and market data.

WJSV, Washington: "Quiz for the Color-Blind" brochure, with questions and multiple answers with the right answer (WJSV) printed in red to fool color-blind readers.

WLW
CINCINNATI

JAMES D. SHOUSE
VICE PRESIDENT AND GENERAL MANAGER

June 7, 1939

Ross Federal Research Corporation
18 East Forty-eighth Street
New York City

Gentlemen:

We understand that you are receiving a number of requests for information concerning the recent 118,920 call coincidental study made for us in twelve cities in our territory.

Although we have distributed some twelve hundred detailed analyses based on this study showing the results not only in cities which we dominate but showing also the results in cities which we do not dominate, WE ARE VERY GLAD TO EXTEND TO YOU OUR PERMISSION TO ALLOW AT ANY TIME A COMPLETE INSPECTION OF THE ENTIRE STUDY IN TABULATED FORM AND OF THE ORIGINAL CALL SHEETS PROVIDED SUCH INSPECTION IS SOUGHT BY A REPRESENTATIVE OF ANY ACCREDITED ADVERTISING AGENCY OR ANY NATIONAL ADVERTISER.

Sincerely,

J. D. Shouse

JDS:K



THE 303-A

To meet the requirements for high frequency monitoring...

ALL HIGH-FREQUENCY broadcasting stations other than relay (portable pickup units) will shortly be required by regulations of the Federal Communications Commission to be equipped with an accurate frequency monitor. It is further stipulated that the carrier frequency shall be checked at the start of each operating period and as often thereafter as necessary to maintain the frequency within the allowed tolerance. These regulations apply particularly to international short wave, television, facsimile, ultra-high-frequency and experimental stations. Licensees of relay stations are obligated to provide the necessary means for determining that the operating frequency is within proper limits.

The RCA Frequency-Limit Monitor, Type 303-A, has been designed specifically for such applications and meets the requirements. It provides continuous and reliable monitoring of the carrier frequency, a neon lamp on the front panel flashing a warning signal when the frequency drift exceeds a pre-selected value within the legal tolerance of the transmitter. Precision of measurement is assured by the use of "V" cut, heat controlled crystal oscillators and accommodations for selective use of up to four crystals have been provided in the oscillator circuit. Thus, four different frequencies may be monitored with one instrument—a feature highly desirable in short-wave communication.

It is accurate, dependable and provides a wide scope of operation. The instrument requires little attention in use aside from watching at regular intervals for the warning signal. "Stand-by" position is available, permitting removal of all power except that to the crystal heater during idle station periods, with appreciable economy in current consumption.

FEATURES

HIGH ACCURACY—Readings within 0.005 per cent. Crystal-controlled oscillator in temperature-regulated chamber insures great frequency stability.

WIDE FREQUENCY RANGE—1500 kilocycles to 45 megacycles.

WIDE DEVIATION RANGE—50 cycles to 25 kilocycles. Instrument can be set to monitor any transmitter with legal tolerance of 0.01 to 0.05 per cent.

MULTI-CHANNEL FACILITIES—Up to four crystal units enable measurements on four different frequencies.

VISUAL WARNING—Flashing neon lamp on panel gives positive warning of excessive frequency-deviation.

DIRECT READING—Calibrated controls on panel set up frequency-deviation limit or measure drift direct in cycles.

HIGH-LOW INDICATION—Push-button on panel permits rapid determination of direction of frequency drift.

CONVENIENT OPERATIONAL CHECKS—Complete visual checks are provided on all phases of operation.

ECONOMICAL—Stand-by position reduces power consumption to 15 watts during idle periods.

OPTIONAL MOUNTING—Instrument is available in both rack-mounting and cabinet styles.

EASILY INSTALLED—Requires only external connections to transmitter and power supply. Power supply, 110 volts, 60 cycles.

RCA *Precision Test Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America